

International Conference on Electronic Commerce Innovation (ICECI 2021)

CALL FOR PAPER

The 2nd International Conference on Electronic Commerce Innovation (ICECI 2021) will be held in **Xi'an Jiaotong University in Shaanxi, China** on **July 9-11, 2021**. The information is available on <http://eccn.3chuang.net/index>.

Aims and Scope

ICECI 2021 aims at providing researchers and practitioners in electronic commerce and related areas with an opportunity to present original ideas and share insightful opinions. **The theme of ICECI 2021 is “academic, practical and educational innovation of e-commerce”.**

We welcome submissions of original research papers addressing issues concerning **E-commerce theory, e-commerce innovation in agriculture, industry and Service, e-commerce teaching, etc.** We also encourage submissions of research-in-progress that are innovative and inspirational.

High quality (approximately 5%) papers from ICECI2021 will be invited to submit to Chinese Journals: Modern Economic Science (CSSCI); English Journals: Electronic Commerce Research (SSCI), Electronic Commerce Research and Application (SSCI), Journal of Global Information Technology (SSCI), Journal of Intellectual Capital (SSCI), International Journal of Electronic Business (EI/Scopus).

Topics

The relevant topics include, but are not limited to, the following:

Topic 1: E-commerce theory

- E-commerce Business Model
- E-commerce User Behavior
- E-commerce Technology
- Regional E-commerce Development
- E-commerce Trust Issues
- E-commerce Privacy Issues

Topic 2: Industrial E-commerce Innovation

- E-commerce Innovation in Rural and Agriculture
- E-commerce Innovation in Industry
- E-commerce Innovation in Service
- Cross-border E-commerce Innovation
- E-commerce and Sharing Economy
- E-commerce and Artificial Intelligence
- E-commerce and Social Media
- E-commerce and E-health
- E-commerce and Urbanization

Topic 3: E-commerce teaching research

- Research on E-commerce Talent Cultivation
- “Gold-Course” and Teaching Material for E-commerce
- E-commerce and Practical Teaching
- E-commerce School-Enterprise Cooperation
- First-class Discipline Construction of E-commerce

Paper Submission

1. The Submitted papers must be original work. A paper with substantial overlap with the submission must neither be already published, nor be currently under review for publication in any other venue.
2. Link address for paper submission: <http://shuailiushuai.mikecrm.com/qTiIdUS>.
3. All submissions can be in Chinese or English. The main body of each paper is limited to 8 pages in Chinese (12 pages in English). The format of the paper should be submitted in *.doc or *. PDF (recommended) format according to Paper template (download from <http://eccn.3chuang.net/index>).

Important Dates

Deadline for paper submission: May 31, 2021

Notification of acceptance: June 15, 2021

Registration Fees

The registration fees are listed in RMB; payment is also required in RMB. All participants must pay the applicable registration fees.

Registration	Fees (RMB)
Academics - submitted a paper	1200
Students - submitted a paper	600
Academics - no paper submitted	900
Students - no paper submitted	450

Conference Chairs

Prof. Qi Li (Xi'an Jiaotong University, Shaanxi, China)

Prof. Zhangxi Lin (Hefei University of Technology, China and Texas Tech, USA)

Prof. Robert Chi (California State University Long Beach, USA)

Prof. Jae Kyu Lee (Xi'an Jiaotong University, China and KAIST, Seoul, Korea)

Prof. Hongxiu Li (Tampere University, Finland)

Conference Vice-Chairs

Prof. Lifang Peng (Xiamen University, Fujian, China)

Prof. Xin Luo (University of New Mexico, USA)

Local Organizing Co-Chairs

Prof. Qi Li (Xi'an Jiaotong University, Shaanxi, China)

A/Prof. Xiaoyu Xu (Xi'an Jiaotong University, Shaanxi, China)

Conference Committee

Prof. Liyi Zhang (Wuhan University, Hubei, China)

Prof. Yezheng Liu (Hefei University of Technology, Anhui, China)

Prof. Qiang Ye (Harbin Institute of Technology, Heilongjiang, China)

Prof. Kanliang Wang (Renmin University of China, Beijing, China)

Prof. Qinghong Shuai (Southwestern University of Finance and Economics, Sichuan, China)

Prof. Bingjia Shao (Chongqing University, Chongqing, China)

Prof. Lifang Wang (Northwestern Polytechnical University, Shaanxi, China)

Senior Partner. Weiming Wu (Shanghai Jintiancheng Law Firm, Shanghai, China)

Prof. Jianliang Zhao (City university of Hong Kong, Hong Kong, China)

Prof. Ren-Her Wu (Sun yat-sen university, Taiwan, China)

Prof. Han Zhang (Georgia institute of technology, USA)

(The list of members of the conference organizing committee is still increasing...)

Electronic Commerce Committee of China Information Economics Society

2021.03.05