

## 1. ICEME 2023 - 2023 14th International Conference on E-business, Management and Economics

**Accession number:** 20235215277658

**Source title:** ACM International Conference Proceeding Series

**Abbreviated source title:** ACM Int. Conf. Proc. Ser.

**Part number:** 1 of 1

**Issue title:** ICEME 2023 - 2023 14th International Conference on E-business, Management and Economics

**Issue date:** July 21, 2023

**Publication year:** 2023

**Language:** English

**ISBN-13:** 9798400708022

**Document type:** Conference proceeding (CP)

**Conference name:** 14th International Conference on E-business, Management and Economics, ICEME 2023

**Conference date:** July 21, 2023 - July 23, 2023

**Conference location:** Beijing, China

**Conference code:** 195593

**Publisher:** Association for Computing Machinery

**Abstract:** The proceedings contain 73 papers. The topics discussed include: Web 3.0 era: the impact of virtual spokesperson characteristics on consumer purchase intentions; consumer expenditures observed on social media: material versus experiential purchases; research on the factors influencing consumer's repurchase intention of fresh product under community group buying in the post-epidemic era; analysis of factors affecting e-commerce seller tax compliance through online marketplace in Indonesia using multiple linear regression (study case for e-commerce seller in Indonesia); an empirical study on intention of e-CNY from users' perspectives under background of mobile commerce; the influence of social media live streaming on fashion industry sales: a study of live shopping from seller's perspective; and neuromarketing as a tool to measure and evaluate the consumer behavior of Guanding Teahouse's social media advertisement.

**Abstract type:** (Edited Abstract)

**Page count:** 501

**Database:** Compendex

**Data Provider:** Engineering Village

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