**Call for Papers**

**27th International Conference on Electronic Commerce (ICEC 2026)**

**Theme**: *Charting the Future of AI-Driven E-Commerce and AX Ecosystems*
**Venue**: Hansung University, Seoul, Korea
**Date**: June 5–7, 2026

We cordially invite submissions to the **27th International Conference on Electronic Commerce (ICEC 2026)**, to be held at Hansung University, Seoul, Korea, from **June 5 to 7, 2026**, in collaboration with the **Korea Intelligent Information Systems Society (KIISS)**.

Since its inception in 1998, ICEC has earned global recognition as a premier venue for exploring the intersection of information technology and management in electronic commerce. Past conferences have been held in diverse locations including China, South Korea, Austria, the United States, the Netherlands, Singapore, and the United Kingdom.

The theme of **ICEC 2026** is **“Charting the Future of AI-Driven E-Commerce and AX Ecosystems.”** We welcome original research papers offering novel insights into the theory, design, development, evaluation, and application of electronic commerce systems. Submissions may include **completed research papers** as well as **research-in-progress papers (extended abstracts)** that present promising early-stage ideas.

**Suggested Topics (including but not limited to):**

* **AI-Enabled Customer Experience**: Integration of AI tools—such as chatbots, virtual assistants, and recommendation systems—to enhance engagement and personalize the shopping journey.
* **AI-Driven Supply Chain Optimization**: Use of advanced algorithms and machine learning to improve inventory control, demand forecasting, and logistics efficiency.
* **Ethical Challenges in AI Commerce**: Exploring critical issues such as data privacy, algorithmic bias, transparency, trust, security, and the impact of AI on employment.
* **AI-Powered Marketing Strategies**: Applications of AI for hyper-personalized advertising, real-time customer insights, and tailored content delivery.
* **Future Prospects of AI in E-Commerce**: Investigation of emerging trends, opportunities, and risks associated with AI technologies including NLP, computer vision, and predictive analytics.
* **AX (Artificial Intelligence Transformation) in E-Commerce**: Examination of AI as a transformative force redefining all stages of the e-commerce value chain.

**Important Dates**

* **Paper Submission Deadline**: February 28, 2026
* **Conference Dates**: June 5–7, 2026
* **Venue**: Hansung University (漢城大學校), Seoul, Korea

**Conference Organizers**

* **International Center for Electronic Commerce (ICEC)** – [https://icec.net](https://icec.net/)
* **Korea Intelligent Information Systems Society (KIISS)** – [https://kiiss.or.kr](https://kiiss.or.kr/)

**Honorary Chair**

* **Jae Kyu Lee** – Professor, Chair Professor at Xi’an Jiaotong University and Professor Emeritus at KAIST
(Email: jklee@kaist.ac.kr)

**Conference Chairs**

* **Hyung Yong Lee** – Dean and Professor, Hansung University; President-Elect, KIISS 2026
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* **Gyoo Gun Lim** – President, ICEC Center; Dean and Professor, Hanyang University
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* **Sung Byung Yang** – Professor, Kyunghee University
(Email: sbyang@khu.ac.kr)

**Organizing Chair**

* **Jumin Lee** – Professor, Kyunghee Cyber University;
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**Special Issue Chair**

* **Taeho Hong** – Professor, Pusan National University; President, KIISS 2024
(Email: taeho.hong@gmail.com)

**Conference Venue**

**College of Social Sciences, Hansung University**
116 Samseongyoro-16gil, Seongbuk-gu, Seoul 02876, Korea
[https://www.hansung.ac.kr](https://www.hansung.ac.kr/)

**Conference Secretariat**

* **Jae Jun Lee** – Korea Intelligent Information Systems Society
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* **Jae Ik Ahn** – ICEC Center
(Email: contact@icec.net)

**Publication Policy**

All submitted papers will undergo a double-blind peer review. Accepted papers must be presented at the conference and will be eligible for **best paper awards**. Selected papers will be invited to special issues of partnering journals.

ICEC does **not claim copyright** for accepted papers published in its proceedings, thereby allowing authors to submit revised versions to journals without conflict.

For details of the conference (ICEC 2026), please visit:
[https://icec.net](https://icec.net/)