ICEC2023 (icec.net) News Update

**24th International Conference
on Electronic Commerce
@Xi'an, China**

June 29th - July 2nd, 2023

==Let us update the progress of ICEC2023 and remind the due date of paper submission, April 30th, 2023.==

1) ICEC2023 will include a workshop of hot issue, "AI/ChatGPT and Bright Internet" as a full day plenary workshop in June 30th (Friday) without additional registration.

2) Excellent keynote speeches will be delivered by renowned international scholars and leading industry speakers in July 1st (Saturday).

3) Best papers and selected papers will be invited to the Special Issues of international SCI/SSCI journal ECR, ECRA, and Data Science and Management.

4) Chinese hospitality will serve the participants decent welcome reception dinner, banquet, and luncheons during conference days.

5) Participants may organize pre-conference group meetings in June 29th (Thursday) and post-conference workshops in July 2nd (Sunday) without extra expense.

6) The conference room rate of Nanyang Hotel, the venue hotel, was agreed at very affordable prices:
   330 RMB (about US$47) for Twin Room, 303 RMB for Single Room, and 460 RMB for Executive Room.

7) The annual Chinese Workshop ICEC-Innovation will be held in parallel in the afternoon of July 1st.

==You can find all information in this ICEC2023 News Update and Web page http://ICEC.NET.==

Call for Papers

❖ **Submission Deadline: April 30th, 2023**

Paper Submission and Publication Policy

❖ All submissions will be handled through EasyChair. https://easychair.org/conferences/?conf=icec2023.

❖ Each paper (full paper or extended abstract) is limited to 8 pages including figures and references.

❖ Full papers will have the priority in being selected for the special issues of journals and best paper awards.

❖ The conference proceedings will publish only abstract or extended abstract to avoid the conflict with the journal publication.

Contact for Any Inquiries

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❖ Email: icec2023@163.com

Important notice

ICEC2023 conference will mainly be held at the venue of Xi'an Jiaotong University and Nanyang Hotel at Xi'an, China. But the Online Attendance will also be supported via Zoom meeting as announced when Covid-19 was uncertain.

Currently, all international flights are resumed and no quarantine and PCR test are required for international visitors to enter China. Some country may require Self-PCR test without formal report.

Schedule at a Glance

June 29th (Thursday)
  2:00 pm- 6:00 pm: **Registration; Group Discussion of Interest Groups**
  6:00 pm - 8:00 pm: **Welcome Reception**

June 30th (Friday)
  9:00 am - 5:00 pm: **Plenary Workshop on "AI/ChatGPT and Bright Internet"**
  Keynotes and Panels about the state of art of AI and ChatGPT and Competitive Solutions about
  Generative AI. (Conference registration includes the workshop registration)

July 1st (Saturday)
  9:00 am - 12:00 pm: **Keynote Speeches** (Academic and Industry Speakers)
      Han Zhang (Georgia Institute of Technology), Qinghua Ji (Washington University),
       Xin (Robert) Luo (New Mexico University), AI Representative of Alibaba Group
  2:00 am - 6:00 pm: **Academic Sessions**; **ICEC-Innovation Track**
  6:00 pm - 9:00 pm: **Cultural Banquet**

July 2nd (Sunday)
  9:00 am - 5:00 pm: **Post-conference Workshop**

Venu and Hotel

The conference venu is Xi'an Jiaotong University campus and the university's academic exchange center, Nanyang Hotel, that is located next to the campus.

The conference room rate of Nanyang Hotel was agreed at a very affordable price as:
330 RMB (about US$47) for Twin Room, 303 RMB for Single Room, and 460 RMB for Executive Room. Please contact icec2023@163.com for your conference rate registration.

Xi'an Jiaotong University Campus at http://en.xjtu.edu.cn/
Address: No.28 Xianning West Road, Xi'an, Shaanxi 710049, P.R. China

Nanyang Hotel at https://www.jdnyhotel.com/en/index.html.
No.1 South Xingqing Road, Beilin District, Xi'an, Shaanxi Province, China

Map of Venue Campus and Hotel as can be found at https://www.jdnyhotel.com/en/index.html

Transportation

International Airport
Xi'an Xianyang International Airport has many direct and connecting flights. All international airlines from Incheon are resumed for daily flights.

(https://en.wikipedia.org/wiki/Xi%27an_Xianyang_International_Airport).

MRT Subways and Didi Taxi
The airport, Express Train Stations are connected to the venue via MRT subway lines.
Didi can offer taxi services too.

Workshop on AI/ChatGPT and Bright Internet

June 30, 2023 (Friday), 9:00 am-5:00 pm at Xi'an Jiaotong University

Purpose of Workshop

This workshop review the progress of Generative AI from pioneering ChatGPT and many competing tools in the USA, China, and South Korea. The experts from academia and industry present the interesting topics about the opportunities & challenges and yesterday & future of Generative AI. We review the social impacts and responsibility aspects of AI with the perspective Bright Origin research. We will have two keynote speeches by outstanding active speakers and three panels on AI Generated Contents and AI enabled Bright Internet Research. This workshop will give knowledge about the progress of this field and insight for the future academic research.
Chairs: Jae Kyu Lee, Shan Liu (Xi'an Jiaotong University) and Zhangxi Lin (Texas Tech University)

Keynote Speech 1: Kyoung Jun Lee

"Exploring the ChatGPT Revolution: Opportunities and Challenges"

This speech covers the revolutionary aspects of hyperscale foundation models, with a specific focus on GPT-4, from conversational, generative, and general AI perspectives. Additionally, we will examine the impact of the GPT revolution on various industries and explore new business models using case studies, as well as discuss future prospects. Lastly, we will share ongoing research and development efforts to integrate transformers with federated learning.

Kyoung Jun Lee is a professor of AI and Business at Kyung Hee University in Seoul, South Korea. He is the director of Research Institute of UCAI (User-Centric AI) Forum and the Humanitas Big Data Research Center. Lee received his B.S., M.S., and Ph.D. degrees in Management Science from the Korea Advanced Institute of Science and Technology (KAIST), as well as a M.S. and Ph.D. in Public Administration from Seoul National University. Lee has won the Innovative Applications of Artificial Intelligence Awards from the American Association for Artificial Intelligence (AAAI) in 1995, 1997, and 2020. He has also served as a visiting scientist and professor at Carnegie Mellon University, the Massachusetts Institute of Technology, and the University of California at Berkeley. Lee was the President of the Korean Intelligent Information Systems Society in 2017.

Keynote Speech 2: Zhangxi Lin

"From Reproduction to Comprehension: AIGC Yesterday, Today and Tomorrow"

This speech will present the evolution of AIGC (Artificial Intelligence Generated Content) from simple reproduction to advanced comprehension, its current state, and future trend. We will explore the feasibility and strategy of combining deep learning with cognitive learning towards the ultimate goal of achieving artificial general intelligence. Furthermore, it will also discuss the challenging issues surrounding AIGC applications, such as knowledge fusion, security impact, legal problems, and more.

Zhangxi Lin is a Professor Emeritus at Texas Tech University, holding a Ph.D. in Information Systems from The University of Texas at Austin, as well as a Master's degree in Computer Applications from Tsinghua University and another Master's degree in Economics from The University of Texas at Austin. Professor Lin's journey with AI began during his studies at Tsinghua University from 1979 to 1982. In 1989, he published his paper on knowledge-based text report generation. He began his foray into electronic commerce research in 1993, and since 1995, he has been a passionate advocate for electronic commerce research and entrepreneurship in China. Starting from 2007, Professor Lin's research interests have gradually extended to several domains, including Big Data, FinTech, blockchain, and the Digital Economy. His previous work in AI and E-commerce has enriched these areas of study. Additionally, he serves as a steering member of the International Conference on Electronic Commerce.

Panels: Artificial Intelligence Generated Contents
 "AI in E-Commerce: Unveiling the Benefits and Impacts of AIGC"
   (Chairs: Zhangxi Lin and Chen Wang)
Theme
OpenAI's launch of ChatGPT in November 2022 marked a significant milestone in the evolution of **Artificial Intelligence Generated Contents** (AIGC). Within a month of its release, ChatGPT had already garnered 100 million subscribers, and this number was tripled two months later. We have seen mushrooming AIGC applications in recent months, such as Google's rival BERT, Baidu's AIGC service Wenxin Yiyan, AI-generated image platform Midjourney, and AI-powered music generator Amper Music, among many others. However, it is also important to note the potential for AI techniques to be used for malicious purposes, such as deepfakes, AI-based security breaches, and AI-powered crimes. As AIGC continues to advance, such as GPT-4, and demonstrate ever-more-powerful reasoning capabilities, questions arise about the potential for AI-generated content to surpass human intelligence and lead to AI general comprehension. Some even wonder whether silicon-based life could eventually supplant carbon-based life.

The aim of this panel is to address the abovementioned concerns and explore the opportunities and challenges of AI in the e-commerce sector. It will delve into the impact of advanced AIGC on the business world while also examining the cutting-edge of AI research. The panel seeks to bring together individuals from academia and industry to discuss issues

related to academic research and potential applications in e-commerce, while also considering ethical and regulatory concerns that arise from the implementation of AIGC technologies in the industry.

Panel Objectives:

1. Envisioning the innovative opportunities brought about by AIGC to prepare for the next surge in e-commerce.
2. Developing a better understanding of the positive and negative impacts of AI on e-commerce.
3. Establishing a list of tasks for the e-commerce industry to address the challenges posed by the emerging AIGC market.
4. Identifying legislative issues for better harnessing the power of AIGC.

The panel is composed of two sessions. The first session is focused on status, opportunities, technologies, and trend of AIGC. The second session is intended to discuss impacts, challenges, research frontiers, and legal issues of AI in the future.

The esteemed panelists hail from a variety of backgrounds, including artificial intelligence, data science, law, fine art, finance, and beyond, with experiences in both academia and the business world. It will showcase their respective unique and splendid speeches. Through this panel, we hope to foster a deeper understanding of the opportunities and challenges presented by AIGC in e-commerce and inspire further research and collaboration in this emerging field.

Topic 1: Perspectives of AIGC's Techniques, Products, Users, and Market
(Chairs: Jie Ma and Xiaoyi Yao)

1) "*SwufeBrain: AIGC for Social Science*", Qing Li, Southwestern University of Finance and Economics
2) "*The Soul and Power of AIGC - An Art, Design and Semiotics Perspective*", Chen Wang, California State University, Fullerton

Qing Li is an Executive Director of the Interdisciplinary Research Institute at Southwestern University of Finance and Economics (SWUFE) - boasts an extensive academic background, having previously held positions at the Eller Business School at the University of Arizona, the Computer Department of Arizona State University, and the Information School at Korea Advanced Institute of Science and Technology (KAIST). He was also the board member of CDAR at UC Berkeley during 2010~2014. Professor Li's research focuses on financial intelligence, employing advanced intelligent information processing techniques to overcome finance-related challenges.

Chen Wang is a professor of Graphic & Interactive design at California State University; With expertise in user interface and user experience design, his research spans various design fields, including semantic studies, data visualization, accessibility design, information design and branding.

Topic 2: Pursuit of Generative AI in the Evolution of E-Commerce
(Chairs: Qing Li and Chen Wang)

1) "*Is the Transformer-Based ChatGPT Transforming Our Society?*", Jie Ma, Wuxi Tsinghua Institute of Applied Technologies.
2) "*Maximizing Business Efficiency: The Significance of AIGC Enterprise Applications and Strategies for Successful Implementation*", Jianhui (Jason) Wen, Emotibot Technology
3) "*Navigating the Legal Landscape of AI-Driven Generative Technologies*", Xiaoyi Yao, King & Wood Mallesons (Law firm)

Jie Ma serves as the Research Director at the Wuxi Tsinghua Institute of Applied Technologies. He obtained his PhD from University of Portsmouth in the UK. Previously he worked as the Research Director for the Institute for Data Science in Tsinghua University, and once held the position of CTO at a prominent big data company. With a strong background in big data analytics, Dr. Ma's current focus lies in the field of post-quantum cryptography (PQC).

Jianhui (**Jason**) **Wen** is serving as the Sales VP for Emotibot Technology, responsible for market operations and ecosystem development. Their services have catered to diverse industries such as finance, high-end manufacturing, energy, among others. He has held a Master's degree from Tsinghua University, and been equipped with both technical and business acumen. He had ability to communicate complex technological concepts in simplify language to drive business.

Xiaoyi Yao is an international partner at the renowned international law firm, King & Wood Mallesons. Holding a Ph.D. in Biochemistry, her expertise lies in intellectual property litigation. Dr. Yao is also adept at addressing complex legal matters and has provided guidance to clients on the potential rights and risks associated with cutting-edge AI technologies, such as ChatGPT.

Panel: Bright Origin with AI/Sustainable Social Responsibility
(Chair: Jae Kyu Lee and Shan Liu, Xi'an Jiaotong University)

Theme: This panel review the social responsibility of AI and Cybersecurity and present the AI applications for the Bright Origin researches such as Federated Learning and Pre-trained Model. We also report the surveyed result of CIO's opinion on the need of organizational social responsibility and individual's trustful Digital ID.

Jae Kyu Lee is a Distinguished Professor of School of Management at Xi'an Jiaotong University and Professor Emeritus of Korea Advanced Institute of Science and Technology (KAIST). He has been professor of KAIST since 1985, and finished his tenure as HHI Chair Professor. He received fellow and LEO Award and served the President (2015-6) of Association for Information Systems. He is the founder of Principles for the Bright Internet and founded Bright Internet Research Center at KAIST and Xi'an Jiaotong University. He also founded the Bright Internet Global Summit and Bright Internet Project Consortium in 2019 as posted at www.brightinternet.org. He received his Ph.D. in Information and Operations Management from the Wharton School, University of Pennsylvania in 1985. His research area covers AI, eCommerce, information systems, and Bright Internet.

Shan Liu is a Professor of information systems and e-commerce and Associate Dean of School of Management at Xi'an Jiaotong University. He serves as the founding executive editor of Data Science and Management (Elsevier). He received the Ph.D. degree in management science and engineering from the Huazhong University of Science and Technology, Wuhan, China, in 2009. He has authored or coauthored more than 50 refereed articles, including articles that have appeared or accepted in the Journal of Operations Management, the IEEE Transactions on Engineering Management, Information Systems Journal, the European Journal of Information Systems, the European Journal of Operational Research, and Information and Management. His research interests include IT project management, E-commerce, and data analytics.

Tan Xiao Sheng is the Founder, Chairman and CEO of Beijing Genius Cyber Tech Co.,Ltd. He served the Technology President and Chief Security Officer of 360 Group, and special consultant under the Cybersecurity Bureau of Ministry of Public Security and Director and Deputy Secretary-general of China Computer Federation (CCF). He also served as CTO of Yahoo!China; COO and CTO of MySpace China. He was awarded as top of Zhong Guan Cun's leading talents in 2012, and received an outstanding cybersecurity talent title from China Internet Development Foundation in 2018.

Chuang Wu is an Assistant Professor in School of Management at Xi'an Jiaotong University.His research interests focused on corporate social responsibility, entrepreneurship, innovation, corporate governance, and corporate strategy. His work has been published in some scholarly journals including *Journal of Management*, *IEEE Transactions on Engineering Management.*

Yunfeng Zang is the senior vice president and chief technology officer (CTO) of Shanghai Yovole Networks Inc. He leads Yovole's long-term technology vision, and is responsible for the operations and development of Yovole Cloud platform and the Operation Automation products. VP Yunfeng Zang was a founding Director of Board of Bright Internet Project Consortium (BIPC) since July 2019. He proposes the Origin Security Index to the Shanghai Internet Exchange.

Panel Themes and Panelists

1. Large Multimodal Deep Learning AI Model for Cyber Threat Detection (Tan Xiao Sheng)
2. The Governance of Corporate Digital Responsibility (Chuang Wu at Xi'an Jiaotong University)
3. AI Ethics (Qian Chen, Huazhong Agriculture University)
4. Bright Origin Approach with Social Responsibility - CIO Perspective (Jae Kyu Lee, Shan Liu at XJTU), USA Perspective (Vess Johnson and Dan Kim at North Texas University)
5. AI computing power exchange (Yunfeng Zang, Shanghai Yovole Networks)
6. Federated Learning to Merge Common and Personalized Spam Filtering Models (Fengyao Wang, Jae Kyu Lee, Xinpei Dong at XJTU)
7. Effect of Pretraining in Spam Filtering Models (Qi Huang, Jae Kyu Lee at XJTU)
8. Balancing of Trustfulness and Privacy in Selecting Digital ID (Jae Kyu Lee, XJTU; Sohyung Lee, Kyungki University; Jiyong Park, University of North Carolina, Greensboro)