

# **2024 OkIP International Conference on Digital Economy and Innovation (CDEI)**

**Monday, 1 April 2024 - Thursday, 4 April 2024**

**Tiako Center, Oklahoma City, OK, USA & Online**

## **Scientific Tracks**

## **Technology and AI in the Digital Economy**

Artificial Intelligence (AI)  
Smart Trading and Contract  
Theories and Approaches of Blockchain  
Innovations | Big Data | Data Science  
Intelligent Recommendation Model  
Digital Innovations | Data Analytics  
Auction Theory | Algorithmic Trading  
Automated Agents | Commodification  
Bargaining and Negotiation  
Behavioral Models and Experiments  
Computational Social Choice  
Consumer Search and Online Behavior  
Data Mining | Digital Marketization  
Game-Theoretic Models  
Product Matching | Economic Equilibrium  
Consumer Preferences and Decision Making  
Platform Price of Anarchy  
Trust and Reputation Modeling  
Revenue Optimization | Data Visualization  
Digital Adoption and Adaptation Models  
Decision Support System in the Digital  
Digital Demand Forecasting  
Clustering and Classification in the Digital  
Digital Communications and Networks  
Simulation and Gamification  
Shared Economy Product and Service System  
Collaborative Filtering Algorithms  
Data Visualization  
Web Intelligence Technologies  
Knowledge representation/Visualization  
Web Semantics/Ontologies/Mining  
Business Intelligence and Data Warehousing  
Knowledge Discovery and Management  
Intelligent Agent Systems

## **Digital Transformation (DT)**

Transformation Objective/Strategy  
Digitized Data and Digital Conversion  
Upskilling | Skill Adaptability and Agility  
Productivity Redefinition  
Leadership | Culture Change  
Business Processes Optimization/Reengineering  
Customer Relationship Management  
Sustainable Development in Marketing  
Digital Marketing | Branding Strategies  
Data Curation and Internet Archiving  
Human Resources Management  
Operations & Supply Chain Management  
Social Media and Online Social Networks

Contact-less Mobile Payments  
DT in the Educational System  
DT in the Labor Market  
Productivity and Economic Growth  
DT trends in the Government/Financial sector

## **Digital Security, Legal and Global Issues**

Digital Content Protection  
Information Security Issues  
Mobile Security | Database Security  
Digital Safety, Privacy, and Security  
Privacy Metrics and Control  
Continuous Authentication  
Decentralized Applications  
Digital Law | Cybersecurity Legal  
Consumer Protection | Corporate Ethics  
Globalization & Cross-Border Issues  
Digital Policies and Regulations  
Responsible and Transparent Data Science  
Responsibility & Liability  
Digital Fraud Detection/Prevention  
Web Security/Privacy  
ePayment Systems and Protocols  
Network Security | Digital watermarking  
Web Application Security  
Database Protection/Security  
Encryption and cryptanalysis  
Steganography and information hiding  
Digital Forensics | eBanking security  
Password Security/Usability

## **Digital Innovation, Implementation, and Perspectives**

Digital Innovations Implementation  
Openness | Regional Integration | Economic Growth  
Innovation, Growth and Social Prosperity  
Economic Efficiency | Social Consequences  
Regional Innovation Systems and Clusters  
Industrial/Service/Agricultural Digitalization  
Communication in the Digital Age

## **Digital Business and Commerce**

Electronic Commerce/Business (EC/EB)  
Mobile Commerce/Business (MC/MB)  
Digital Strategy | Apps Evaluation  
EC/EB/MC/MB Implementation/Usability  
EC/EB/MC/MB Dynamic Pricing

Digital Marketing | Perceived Risk  
Consumer Intention and Adoption  
Online Retailing | Review Manipulation  
Decentralized Financing and Payments  
Security in Banking Applications  
Security in Financial Applications  
Crowdfunding Donation and Reward  
Crowdfunding Lending and Equity  
Cryptocurrency | Bitcoin  
Financial Technologies (Fintech)  
Sharing Economy | Social Commerce  
Technology Acceptance Model  
Diffusion of Innovation  
FinTech Innovation and Applications  
EC/EB/MC/MB Adoption & Payment  
System Marginal Price  
E-Finance | Digital Currencies  
Digital financial intermediation  
Alternative Finance | Online auctions  
Cloud accounting

## **Digital Economy Collaborative Approaches**

Group Purchasing | Collaborative Method  
Advanced in B2B/B2C/B2G/C2C  
Decentralized Autonomous Organizations  
Cross-site Comparisons  
Crowdsourcing and Collective Intelligence  
Multi-Channel Retailing/Supply Chain  
Double Marginalization  
EC Logistics Relationship/Transportation  
Medical Device Interoperability

## **Digital Economy Applications**

eGovernment | mGovernment | eDemocracy  
Digital Cross-Border  
Digital in Education | Teleworking  
Automated Drug Delivery Systems  
Smart Cities/Buildings/Infrastructures  
Cultural Trends and Analytics  
Education/Health/Sport Analytics  
New Generation ePayment System  
Digital Disaster Management  
Personal Credit Evaluation  
Data and Software as a Service  
Digital Humanities and Society  
Wireless/wearable Medical Devices  
Electronic/Mobile Health  
Telemedicine | Biomedical Engineering  
Health Information Systems  
Connected Health | Genetic Information

Digital Media/Broadcasting | ePublishing  
Digital Multimedia Processing  
E-Learning and Cloud Education  
E-Knowledge Transfer  
Educational Materials Digitalization  
New Technologies in Education