

2023 OkIP International Conference on Electronic Commerce and Applications (CECA)

Monday, 2 October 2023 - Thursday, 5 October 2023

Tiako Center, Oklahoma City, OK, USA & Online

Scientific Tracks

ECommerce(EC) Advanced Concepts

EC Authentication | EC Strategy
ECommerce Website Evaluation
EC Implementation | EC Usability
ECommerce Dynamic Pricing
Digital Marketing | Perceived Risk
Consumer Intention and Adoption
ECommerce Fraud Prevention
Online Retailing
Online Review Manipulation

EC Collaborative Approaches

Group Purchasing
ECommerce Collaborative Method
B2B EC | B2C EC
Decentralized Autonomous Organizations
Cross-site Comparisons
Crowdsourcing and Collective Intelligence
Multi-Channel Retailing/Supply Chain
Double Marginalization
EC Logistics Relationship/Transportation
Shared Economy Product and Service System
Collaborative Filtering Algorithms

ECommerce Transactions

Decentralized Financing and Payments
Security in Banking Applications
Security in Financial Applications
Crowdfunding Donation and Reward
Crowdfunding Lending and Equity
Cryptocurrency | Bitcoin
EC Financial Technologies
Sharing Economy | Social Commerce
Banking Information Security
EC Technology Acceptance Model
EC Diffusion of Innovation
FinTech Innovation and Applications
Mobile Commerce Adoption & Payment
System Marginal Price

AI in ECommerce

Smart Trading and Contract
Theories and Approaches of Blockchain
EC Innovations | EC Big Data
Intelligent Recommendation Model

eTrading Innovations

Auction Theory | Algorithmic Trading
EC Automated Agents | EC Commodification
Bargaining and Negotiation
Behavioral Models and Experiments
Computational Social Choice
Consumer Search and Online Behavior
EC Data Mining | EC Marketization
EC Game-Theoretic Models
Product Matching | Economic Equilibrium
Consumer Preferences and Decision Making
Platform Price of Anarchy
Trust and Reputation Modeling
Revenue Optimization
ECommerce Adoption and Adaptation Models
Decision Support System of ECommerce
ECommerce Demand Forecasting
Clustering and Classification in ECommerce

ECommerce Security

Digital Content Protection
Information Security Issues
Mobile Security | Database Security
EC Privacy and Security
Privacy Metrics and Control
Continuous Authentication
Decentralized Applications

EC Legal and Global Issues

ECommerce Law | Cybersecurity Legal
International Vendor
Online Contracts | FinTech Regulation
Online Consumer Protection
Globalization & Cross-Border Issues
Crowdfunding Regulations

ECommerce Applications

eGovernment Processes and Applications
mGovernment Processes and Applications
ECommerce Cross-Border Exports
ECommerce in Education
Credit Card Fraud Detection
Automated Drug Delivery Systems
ECommerce in Healthcare
New Generation Electronic Payment System
Personal Credit Evaluation

