

# **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

