

Documents

ICEBI 2021 - 2021 5th International Conference on E-Business and Internet

(2021) *ACM International Conference Proceeding Series*, 203 p.

Abstract

The proceedings contain 31 papers. The topics discussed include: impact of weather conditions by time zone on soft drink purchases across offline and online channels considering the effect of TV advertising; the effects of sentiment magnitude on sales among social media micro-influencers; the effect of the review quantity on the sales quantity; how to obtain consumer information in tourism e-commerce? an exploratory research based on tourism live broadcasting on location; the role of marketing strategy in entering the international market; the influence of product information display on purchase intention; two-sided platform pricing and competition under realistic pricing structure; and the impact of fiscal consolidation episodes on total factor productivity: evidence from LAC countries.

Publisher: Association for Computing Machinery

Conference name: 5th International Conference on E-Business and Internet, ICEBI 2021

Conference date: 15 October 2021 through 17 October 2021

Conference code: 176520

ISBN: 9781450385657

Language of Original Document: English

Abbreviated Source Title: ACM Int. Conf. Proc. Ser.

2-s2.0-85123984015

Document Type: Conference Review

Publication Stage: Final

Source: Scopus