

E-Business. Generative Artificial Intelligence and Management Transformation

24th Wuhan International Conference on E-business, WHICEB 2025, Guangzhou, China, June 6-8, 2025, Proceedings, Part II

The three-volume set LNBIP 549 - 551 constitutes the refereed proceedings of the 24th Wuhan International Conference on E-Business, WHICEB 2025, which was held in Guangzhou, China, during June 6-8, 2025.

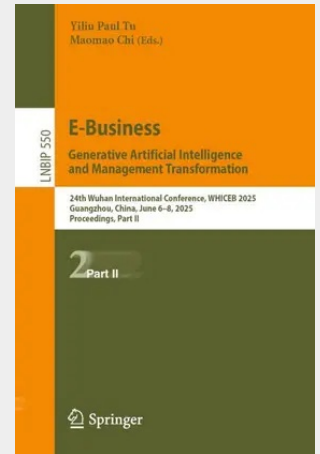
The total of 92 papers included in the proceedings was carefully reviewed and selected from 324 submissions. The papers have been organized in topical sections as follows:

Part I: Artificial Intelligence and New Ways of Working; Conversational Artificial Intelligence and Information Behavior; Data Analytics and Digital Governance; Data Intelligence and Social Computing on Digital Platforms; Digital Enablement and Digital Governance; Digital Innovation and Social Impact;

Part II: Digital Technologies for Sustainable Development; Disruptive Technologies and Digital Transformation; E-business Strategy and Online Marketing; Emerging e-Commerce Initiatives Enabled by Advanced Technologies; Engaging Technologies;

Part III: Generative AI-enhanced Risk Analytics and Modelling; Healthcare Service and IT Management; Human-AI Integration in Organizations; Next-Gen Technologies and Social Commerce; Privacy and Security in Artificial Intelligence Generated Content; Transformative Digital Innovations: Education, Sports, and Entertainment; and General IS and Digital Business Topics.

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