CALL FOR PAPER

25th International Conference on Electronic Commerce (ICEC 2024)
Seoul, South Korea, May 29-31, 2024

We cordially extend an invitation for paper submissions to the 25th International Conference on Electronic Commerce (ICEC 2024), taking place in Seoul, South Korea from May 29-31, 2024, in collaboration with the Korea Society of IT Services (KITS).

ICEC, a globally acclaimed academic conference since 1998, focuses on the intersection of information technology and management in e-commerce, having been previously hosted in various countries including China, South Korea, Austria, the United States, Netherlands, Singapore, and the United Kingdom.

The guiding theme for ICEC 2024 is **"Navigating the Era of AI-powered E-Commerce and IT Service: Opportunities and Challenges".** We warmly welcome submissions of original research papers offering fresh insights concerning the theory, design, development, evaluation, and applications in e-commerce. Both research-in-progress papers (as extended abstracts) and completed papers that offer innovative and early-stage research inspirations are appreciated. For conference updates, visit: http://icec.net
Suggested topics (not limited):

- **Exploration of AI-driven customer experience:** AI technologies, such as chatbots, virtual assistants, and recommendation systems, have enhanced customer engagement and personalized shopping experiences.
- **AI-enabled supply chain optimization:** AI algorithms and machine learning techniques have revolutionized supply chain management by optimizing inventory management, demand forecasting, and logistics.
- **Ethical considerations in AI-powered commerce:** AI raises ethical concerns, including privacy, bias, algorithmic transparency, and the impact on employment.
- **AI-driven marketing strategies:** AI offers new possibilities for targeted advertising, personalized content, and real-time customer insights.
- **The future of AI in electronic commerce:** This theme can explore emerging trends, challenges, and opportunities in the integration of AI with electronic commerce. It can discuss cutting-edge technologies, such as natural language processing, computer vision, and predictive analytics, and their potential to shape the future of commerce.

Selected papers from ICEC 2024 may be invited to contribute to **special issues**(https://www.icec.net/specialissues2024) of journals such as **Decision Support Systems (SCIE, Elsevier), Data Science and Management (Scopus, Elsevier)**, and **Journal of Information Technology Service (KCI).** Presentation at ICEC2024 not only promises a significant publication channel, but also an opportunity to garner constructive feedback and potential collaborators for ongoing research.

PAPER SUBMISSION GUIDELINES

- Submitted papers must contain original work not previously published, or currently under review elsewhere.
- Submissions will be processed through EasyChair: (https://easychair.org/conferences/?conf=icec20240)
- Submissions should be in English, limited to 8 pages inclusive of figures and references.

IMPORTANT DATES

- Deadline for paper submission: February 28, 2024
- Notification of acceptance: April 1, 2024
- Deadline for final camera-ready version of accepted papers: April 30, 2024
- Conference Dates: May 29-31, 2024

CONFERENCE ORGANIZERS

- International Center for Electronic Commerce (ICEC, https://icec.net)
- The Korea Society of IT Services (https://www.itservice.or.kr)

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CONFERENCE LOCATION

- Science and Technology Convention Center
  https://www.stcenter.or.kr/
  Address: 7-22 Tehran-ro Gangnam-gu, Seoul, 06130, South Korea
- AC Hotel Seoul Gangnam
  https://www.marriott.com/en-us/hotels/selag-ac-hotel-seoul-Gangnam/overview/
  Address: 23-10 Tehran-ro Gangnam-gu, Seoul, 06132, South Korea

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