

1. 7th International Conference on Business and Information Management, ICBIM 2023

Accession number: 20235015196429

Source title: 7th International Conference on Business and Information Management, ICBIM 2023

Abbreviated source title: Int. Conf. Bus. Inf. Manag., ICBIM

Part number: 1 of 1

Issue title: 7th International Conference on Business and Information Management, ICBIM 2023

Issue date: 2023

Publication year: 2023

Language: English

ISBN-13: 9798350306026

Document type: Conference proceeding (CP)

Conference name: 7th International Conference on Business and Information Management, ICBIM 2023

Conference date: August 18, 2023 - August 20, 2023

Conference location: Bangkok, Thailand

Conference code: 194317

Publisher: Institute of Electrical and Electronics Engineers Inc.

Abstract: The proceedings contain 13 papers. The topics discussed include: competitive strategy of cash-back website platform based on referral reward program; the use of ai chatbots in mental healthcare for university students in Thailand: a case study; alumni tracking dashboard: the importance of data cleaning; the mediating effect of online trust on the relationship of consumer engagement to purchase intention of Gen Z: the case of TikTok shop cues; research and practice on the construction of e-government intranet website: case study of the ministry of natural resources; factors affecting e-government adoption at the micro level of government in developing countries: a systematic literature review; user experience towards chatbots in Myanmar; and artificial intelligence and sustainable manufacturing supply chain: a bibliometric analysis and cluster analysis.

Abstract type: (Edited Abstract)

Page count: 87

Database: Compendex

Data Provider: Engineering Village

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