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Soggetti	E-commerce User interfaces (Computer systems) Application software Artificial intelligence Computer organization Software engineering e-Commerce/e-business User Interfaces and Human Computer Interaction Information Systems Applications (incl. Internet) Artificial Intelligence Computer Systems Organization and Communication Networks Software Engineering/Programming and Operating Systems
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Nota di contenuto	Digital Transformation and Intelligent Data Analysis -- Towards Conversational E-Government - An Experts' Perspective on Requirements and Opportunities of Voice-based Citizen Services -- Designing Community-based Open Innovation Platforms based on ctual User Behavior -- Investigating Patients' Visits to Emergency Departments: A Behavior-Based ICD-9-CM Codes Decision Tree Induction Approach -- Massive Semantic Video Annotation in High-end Customer Service - Example in Airline Service Value Assessment --

Exploring Students' Search Behavior and the Effect of Epistemological Beliefs on Contradictory Issues -- Exposing Undergraduate Students to the Challenges of Integrating Technology in Healthcare Delivery -- Detecting Deceptive Language in Crime Interrogation -- Transformation Action Cycle - Suggestions for Employee Centered Transformation to Digital Work in SMEs -- It's About the Documents - Re-Engineering Business Processes in Public Administrations -- Teamwork in Virtual World - Impact of "Virtual Team" on Team Dynamic -- Insights from the Apple Human Interface Guidelines on Intuitive Interaction -- The Effect of Queuing Technology on Customer Experience in Physical Retail Environments -- Protect Our Health with Cleaner Cars – How to Gain Customer Acceptance for Air Pollution Decreasing Retrofit Purchase -- POS Product Presentation Concepts - Analysis of Affective, Conative and Cognitive Components in Decision Making -- A Review on Quality of Service and SERVQUAL Model -- Evaluating Potential of Gamification to Facilitate Sustainable Fashion Consumption -- Features of Smart City Services in the Local Government Context: A Case Study of San Francisco 311 System -- Research on Cross-Cultural Participatory Design by Design Teams Based on Chinese Cultural Background -- Model-Based Systems Engineering for Sharing Economy Service Systems Design Using Structure-Behavior Coalescence Process Algebra -- Forecasting the Subway Volume using Local Linear Kernel Regression -- Predicting Music Emotion By Using Convolutional Neural Network -- Social Media, Digital Commerce and Marketing -- The Challenges to Leverage User Generated Contents in B2B Marketing -- Investigating Linguistic Indicators of Generative Content in Enterprise Social Media -- Usability Studies of E-Commerce Checkout Process: A Perspective from Thailand -- Effects of Avatar Cuteness on Users' Perceptions of System Errors in Anthropomorphic Interfaces -- Human Computer Interaction Aspects of Enterprise Social Networks: an Empirical Validation of Adoption Model in a Developing Country -- Virtual Reality Online Shopping (VROS) Platform -- Captivating Product Experiences: How Virtual Reality Creates Flow and Thereby Optimize Product Presentations -- How to Attract More Viewers in Live Streaming? A Functional Evaluation of Streamers' Strategies for Attraction of Viewers -- Identification of Key Factors Affecting Logistics Service Quality of Cross-border E-commerce -- Effects of Online Reviews on Consumer Evaluation of Products: How Are They Different among Search, Experience and Credence Products? -- The Evolution of Marketing in the Context of Voice Commerce: A Managerial Perspective -- User Experience Testing vs. Marketing Experts – Can Empirical Research Beat Practical Knowledge in Dialog Marketing? -- Effectiveness of Banner Ads: An Eye Tracking and Facial Expression Analysis -- An Exploration of Personalization in Digital Communication - Insights in Fashion -- Localization and Cultural Adaptation on the Web: An Explorative Study in the Fashion Domain -- FashionTouch in E-commerce: An Exploratory Study of Surface Haptic Interaction Experiences -- Cultural Appropriation in the Digital Context: A Comparative Study between two Fashion Cases -- Digital User Behavior in Fashion E-Commerce - A Business Model Comparative Study -- The Effects of Cookie Notices on Perceived Privacy and Trust in E-Commerce -- Research on Key Factors Affecting College Students' Usage Intention of Green Public Welfare Activity Platform Based on DEMATEL Method -- Success Factors in Micro-Celebrity Endorsement: The Role of Informational and Narrative Content in Product Recommendation.

Organizations, HCIBGO 2020, which was held in July 2020 as part of HCI International 2020 in Copenhagen, Denmark.* 1439 papers and 238 posters were accepted for publication after a careful reviewing process. The 42 papers presented in this volume are organized in topical sections named: digital transformation and intelligent data analysis and social media, digital commerce and marketing. *The conference was held virtually due to the COVID-19 pandemic. Chapter “The Effect of Queuing Technology on Customer Experience in Physical Retail Environments” is available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.
