

1. Record Nr.	UNISA996542665703316
Autore	Nah Fiona
Titolo	HCI in Business, Government and Organizations [[electronic resource] ] : 10th International Conference, HCIBGO 2023, Held as Part of the 25th HCI International Conference, HCII 2023, Copenhagen, Denmark, July 23–28, 2023, Proceedings, Part II // edited by Fiona Nah, Keng Siau
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2023
ISBN	3-031-36049-4
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (442 pages)
Collana	Lecture Notes in Computer Science, , 1611-3349 ; ; 14039
Altri autori (Persone)	SiauKeng
Disciplina	005.437 004.019
Soggetti	User interfaces (Computer systems) Human-computer interaction Education - Data processing Computer networks Computer systems Electronic commerce Machine learning User Interfaces and Human Computer Interaction Computers and Education Computer Communication Networks Computer System Implementation e-Commerce and e-Business Machine Learning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Advancing Technology and Management in Public Sector Organizations and Governance -- Virtual Reality for Smart Government – Requirements, Opportunities, and Challenges -- Measuring the Effectiveness of U.S. Government Security Awareness Programs: A Mixed-Methods Study -- Stakeholder-in-the-Loop Fair Decisions: A Framework to Design Decision Support Systems in Public and Private Organizations -- Theoretical Model of Electronic Management for the

Development of Human Potential in a Local Government - Peru Case -- Enhancing Transparency for Benefit Payments in the Digital Age: Perspectives from Government Officials and Citizens in Thailand -- An Assessment of the Green Innovation, Environmental Regulation, Energy Consumption, and CO2 Emissions Dynamic Nexus in China -- Introduction to Ontologies for Defense Business Analytics -- Learning by Reasoning: An Explainable Hierarchical Association Regularized Deep Learning Method for Disease Prediction -- Government Initiative to Reduce the Failed or Unsuccessful Delivery Orders Attempts in the Last Mile Logistics Operation -- Mobile Commerce and e-Commerce: User Experience and Business Perspectives -- The Impact of Country-of-Origin Images on Online Customer Reviews: A Case Study of a Cross-Border E-Commerce Platform -- Key Successful Factors of E-commerce Platform Operations -- On the Role of User Interface Elements in the Hotel Booking Intention: Analyzing a Gap in State-of-the-art Research -- The Mediation Role of Compatible Advantage in Mobile Wallet Usage -- Research on the Optimization Design of Mobile Sales Cart Service Process -- E-commerce and Covid-19: An Analysis of Payment Transactions and Consumer Preferences -- Consumers' Intentions to Use Mobile Food Applications -- Influence of Artificial Intelligence Recommendation on Consumers' Purchase Intention under the Information Cocoon Effect -- The Dynamic Update of Mobile Apps: A Research Design with HMM Method -- An Analysis of Survey Results on the User Interface Experiences of E-wallet Services -- Acceptance of Mobile Payment: A Cross-Cultural Examination between Mainland China, Taiwan, and Germany -- Types of Mobile Retail Consumers' Shopping Behaviors from the Perspective of Time -- The Study of Different Types of Menu Layout Design on the E-Commerce Platform via Eye-Tracking -- Use of Disruptive Technologies to Enhance Customer Experience -- Gamification in Organizational Contexts - A Systematic Literature Review -- The Impact of Gender and Visual Presentation of Advertising on User Experience in Mobile Shopping Apps -- What Do User Experience Professionals Discuss Online? Topic Modeling of a User Experience Q&A Community -- The Study of User Experience within Advertising in Virtual Reality -- Increasing Customer Interaction of an Online Magazine for Beauty and Fashion Articles within a Media and Tech Company -- Achieve Your Goal Without Dying in the Attempt: Developing an Area-based Support for Nomadic Work -- Digital Showroom in 3DWeb, the Scene Effect on Object Placement -- Exploiting 3DWeb to Enhance Online Shopping: Toward an Update of Usability Heuristics -- Booking Shore Excursions for Cruises. The Role of Virtual 360-degree Presentations -- Analyzing Customer Experience and Willingness to Use towards Virtual Human Products: Real Person Generated vs. Computer Program Generated -- When Virtual Influencers are Used as Endorsers: Will Match-up and Attractiveness Affect Consumer Purchase Intention?

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### Sommario/riassunto

This two-volume set of HCIBGO 2023, constitutes the refereed proceedings of the 10h International Conference on HCI in Business, Government and Organizations, held as Part of the 24th International Conference, HCI International 2023, which took place in July 2023 in Copenhagen, Denmark. The total of 1578 papers and 396 posters included in the HCII 2023 proceedings volumes was carefully reviewed and selected from 7472 submissions. The HCIBGO 2023 proceedings focuses in topics such as artificial intelligence and machine learning, blockchain, service design, live streaming in electronic commerce, visualization, and workplace design.

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