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ICIEB 2022 - 2022 3rd International Conference on Internet and E-Business
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Abstract
The proceedings contain 24 papers. The topics discussed include: mobile application for the recommendation of furniture and appliances through augmented reality to improve the user experience in the online shopping process; an investigation into customer satisfaction of customer service quality of an e-commerce platform; research on the influencing factors of herd consumption behavior in the context of e-commerce live streaming; influence of consumer psychology on marketing strategy of online retailers; study on application of big data technology to operation of fresh e-commerce; research on the innovation of the Internet of things business model under the new scenario of metaverse; e-banking and customer satisfaction: a case study in Vietnam; and study on game decision and risk evaluation of retailer supply chain finance.

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