

## ISASD 2024 Workshop Proposal Form

The workshops will be held from July 8th to July 11th, 2024. Please provide the following information, which will be reviewed by the ISASD 2024 committee.

### 1. Workshop Title:

New Generation Information Technology and Business Management:  
Theory, Application and Prospect

### 2. Workshop Chairs:

Name	Wuke Zhang	Wanshu Niu
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### 3. Workshop Chair's Introduction (please provide a 150-word introduction):

Dr. Wuke Zhang is an Associate Professor in Department of Management Science and Engineering, Business School, Ningbo University. He received his bachelor's and doctoral degrees from the School of Management, Zhejiang University. His research is in the areas of consumer psychology and behavior, Neuromarketing and decision neuroscience. He is very interested in using data mining, questionnaire survey, behavioral experiment, and cognitive neuroscience methods individually or comprehensively to conduct research on consumer psychology and neural decision-making. His co-authored research output has appeared in business, psychology, and neuroscience journals, including Electronic Commerce Research, Journal of Consumer Affairs, Journal of Happiness Studies, Psychology Research and Behavior Management, Neuroscience Research and so on.

Dr. Niu Wanshu is an Assistant Professor in the Department of Management Science, School of Business in Ningbo University. She received her bachelor's and doctoral degrees from the School of Management, Zhejiang University. Her research focuses on individual decision-making behavior and the theoretical development of user behavior in the field of information systems research. Her research areas

include consumer psychology and behavior, information management and information systems, e-commerce, and artificial intelligence. She is very interested in using data mining, questionnaire surveys, behavioral experiments, econometrics and cognitive neuroscience methods individually or in combination to study individual decision-making behaviors in the field of information systems research. She has published papers in journals including International Journal of Information Management, Information Technology and Management and so on.

#### 4. Statement of Objectives (200-500 words):

Sustainability is considered one of the most relevant key factors for creating competitive advantage and better economic performance for businesses. In recent years, due to various reasons such as the climate crisis and the COVID-19 pandemic, society has been faced with a complex set of challenges and problems, the solutions of which may be short, medium or even long-term. These challenges clearly involve sustainable development and circular economy. Organizations, especially businesses, have become the driving force of social development through economic development and environmental protection, and the demand for sustainable development is increasing. The Sustainable Development Goals (SDGs) require organizations to implement new, progressive and integrated perspectives to incorporate information and communications technologies into business management to protect the environment. In many cases, this means significant changes in business management models to make their management more sustainable.

Changing technology and the history of the industrial revolution have led to new trends in information technology. People believe more than ever that new generation information technologies such as computer-assisted machine learning technology, artificial intelligence (AI), and Industry 4.0 can make great contributions to sustainable development by helping companies improve their environmental, social and governance performance. Industry 4.0 opens up the possibility of adapting products faster. It allows for predictive maintenance, extended life cycles and reduced waste, which contributes to sustainability. The powerful learning capabilities of new machine learning methods can improve the prediction accuracy required for production resource utilization, market demand, technological innovation, etc. This will be extremely helpful in making more reliable, safer and more efficient decisions for the organization. The

new generation of information technology is not only a choice for organizational strategic management, it is a necessary condition for the sustainable development of organizations in today's market competition. It is a management practice direction for organizations to realize how to maximize the value of production when resources are limited. The goals of sustainable development cannot be achieved without integrating new generation information technologies into an organization's business management, as this will significantly improve operational efficiency, enhance corporate performance and promote business sustainability.

However, elevating a new generation of information technology from a tactical problem to a strategic problem requires vision and leadership. It requires managers' forward thinking and strategic vision. Organizations may not be able to gain short-term profits from adopting new generation information technologies. Even if the mid- to long-term results are good, there may be opposition from some stakeholders. In order to align the strategic orientation of new generation information technology with sustainable development goals, organizations must have an unwavering belief in the sustainable significance of new generation information technology. For many companies, combining next-generation information technology and business management is a novel approach. How to use new-generation information technology to make full-process business management - from production, supply chain, operations to sales - more sustainable, is a hot topic that requires further research.

We invite high-quality, empirically rigorous papers, with a special focus on the theory, application and prospects of new generation information technology in the following areas:

- Sustainable business management in commerce, tourism, healthcare, sports and agriculture.
- Sustainable operation management and supply chain management based on new generation information technology.
- Design of sustainable business management models and processes based on new generation information technology.
- Sustainable brand and strategic management.
- Marketing strategies and consumer behavior research to promote sustainable development
- Digital transformation of business management.

5. Target Article Quantity and Expected Number of Participants:

Twenty-five articles and 40 participants are expected.

6. Expected Technical Program Committee Members:

Pro. Dr. Bisheng Du [dubisheng@nbu.edu.cn](mailto:dubisheng@nbu.edu.cn) Ningbo University, China

Pro. Dr. Serene Tse [xiehuizi@nbu.edu.cn](mailto:xiehuizi@nbu.edu.cn) Ningbo University, China

Dr. Russa Yuan [Russa.Yuan@nottingham.edu.cn](mailto:Russa.Yuan@nottingham.edu.cn) University of Nottingham Ningbo China, China