1. ICEEG 2023 - 2023 7th International Conference on E-Commerce, E-Business and E-Government

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Abstract: The proceedings contain 30 papers. The topics discussed include: identification of customers satisfaction with popular online shopping apps in Saudi Arabia using sentiment analysis and topic modelling; analyzing the language functions of food advertising contents in Instagram reels and TikTok videos; what services do experienced online grocery shoppers appreciate moving forward?; research on logistics distribution service quality of fresh agri-products under C2M community group buying model; language in e-business: gender-based perspectives of male and female beauty products' advertisement on Instagram: the linguistic features and copywriting differences in marketing; how electronic word-of-mouth influence the purchasing intention — an empirical study of fruit e-commerce in China; and evaluation of users' participation in value co-creation of open government data platform.
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