

1. ICEBI 2021 - 2021 5th International Conference on E-Business and Internet

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Abstract: The proceedings contain 31 papers. The topics discussed include: impact of weather conditions by time zone on soft drink purchases across offline and online channels considering the effect of TV advertising; the effects of sentiment magnitude on sales among social media micro-influencers; the effect of the review quantity on the sales quantity; how to obtain consumer information in tourism e-commerce? an exploratory research based on tourism live broadcasting on location; the role of marketing strategy in entering the international market; the influence of product information display on purchase intention; two-sided platform pricing and competition under realistic pricing structure; and the impact of fiscal consolidation episodes on total factor productivity: evidence from LAC countries.

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