# **2023** 7th International Conference on Business and Information **Management (ICBIM 2023)**

Bangkok, Thailand 18-20 August 2023



**IEEE Catalog Number: CFP2304X-POD ISBN**:

979-8-3503-0603-3

## Copyright © 2023 by the Institute of Electrical and Electronics Engineers, Inc. All Rights Reserved

Copyright and Reprint Permissions: Abstracting is permitted with credit to the source. Libraries are permitted to photocopy beyond the limit of U.S. copyright law for private use of patrons those articles in this volume that carry a code at the bottom of the first page, provided the per-copy fee indicated in the code is paid through Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923.

For other copying, reprint or republication permission, write to IEEE Copyrights Manager, IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854. All rights reserved.

\*\*\* This is a print representation of what appears in the IEEE Digital Library. Some format issues inherent in the e-media version may also appear in this print version.

 IEEE Catalog Number:
 CFP2304X-POD

 ISBN (Print-On-Demand):
 979-8-3503-0603-3

 ISBN (Online):
 979-8-3503-0602-6

#### **Additional Copies of This Publication Are Available From:**

Curran Associates, Inc 57 Morehouse Lane Red Hook, NY 12571 USA Phone: (845) 758-0400

Fax: (845) 758-2633

E-mail: curran@proceedings.com Web: www.proceedings.com



# The 7th International Conference on Business and Information Management (ICBIM 2023)

## **Table of Contents**

Preface
Conference Committees
E-Commerce and E-Government
Competitive Strategy of Cash-back Website Platform Based on Referral Reward Program
Persuaded to Buy: A Study on the Influence of Peer Pressure and Expert Opinion on Purchase Intention
The Mediating Effect of Online Trust on the Relationship of Consumer Engagement to Purchase Intention of Gen Z: The Case of TikTok Shop Cues
Kaori Nakayama, Catherine Julianne Sale, Ram Joseph Iglesias, Donn Enrique Moreno  Research and Practice on the Construction of E-Government Intranet Website: Case Study of the Ministry of Natural Resources
Hui Chen, Rongyu Xian, Yang Zheng, Qian Bu, Yulong Wu
Factors Affecting E-government Adoption at the Micro Level of Government in Developing Countries:  Systematic Literature Review
Dony Martinus Sihotang, Achmad Nizar Hidayanto, Betty Purwandari, Elanto Wijoyono, Etti Diana, Robertus Rio Putra
Intelligent Chat Robots and Artificial Intelligence Applications
User Experience Towards Chatbots in Myanmar
Toe Pi Teet, Darun Kesrarat
Artificial Intelligence and Sustainable Manufacturing Supply Chain: A Bibliometric Analysis and Clust Analysis
Gaurvendra Singh, Subhas Chandra Misra, Shubhendu Singh
Revolutionizing Blended Learning: Exploring Current Trends and Future Research Directions in the Era ChatGPT
Ali Alshahrani
The Use of AI Chatbots in Mental Healthcare for University Students in Thailand: A Case Study

Data Processing, Modeling, and Complex System Theory	
Alumni Tracking Dashboard: The Importance of Data Cleaning	54
Azmien Ielia Mohd Khairunizan, Sharifah Darweena Syed Ahmad Amir Feisal	
Application of Balance Scorecard as a Strategic Management and Performance Measurement Tool for Cyberfraud Mitigation	
Oluwatoyin Esther Akinbowale, Polly Mashigo, Mulatu Fekadu Zerihun	
The Alternative of Data Analytic and Financial Modeling Based on Quantum-wave Function: Evidence from the Digital Assets Risk Management before and after COVID-19 Pandemics	
Anuphak Saosaovaphak, Chukiat Chaiboonsri	
Study on the Standard System Construction of Complex System under the Background of Big Data	76

### **Author Index**