Documents

7th International Conference on Business and Information Management, ICBIM 2023
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Abstract
The proceedings contain 13 papers. The topics discussed include: competitive strategy of cash-back website platform based on referral reward program; the use of ai chatbots in mental healthcare for university students in Thailand: a case study; alumni tracking dashboard: the importance of data cleaning; the mediating effect of online trust on the relationship of consumer engagement to purchase intention of Gen Z: the case of TikTok shop cues; research and practice on the construction of e-government intranet website: case study of the ministry of natural resources; factors affecting e-government adoption at the micro level of government in developing countries: a systematic literature review; user experience towards chatbots in Myanmar; and artificial intelligence and sustainable manufacturing supply chain: a bibliometric analysis and cluster analysis.

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