

International Conference on Electronic Business

2021 Outstanding Paper Award

Presented to

Gloria H.W. Liu

Xi'an Jiao Tong Liverpool University, China

for the paper entitled:

“Size Does Matter: How Do Micro-Influencers Impact Follower Purchase Intention on Social Media?”



Haiwei Zhou

Haiwei Zhou
ICEB 2021 Conference Co-Chair

Benjamin Yen

Benjamin Yen
Program Co-Chair

December 3, 2021

International Conference on Electronic Business

2021 Outstanding Paper Award

Presented to

Ying Li

Xi'an Jiao Tong Liverpool University, China

for the paper entitled:

“Size does matter: How do micro-influencers impact follower purchase intention on social media?”



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ICEB 2021 Conference Co-Chair

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Program Co-Chair

December 3, 2021

International Conference on Electronic Business

2021 Outstanding Paper Award

Presented to

Neil Chueh-An Lee
National Chiayi University, Taiwan

for the paper entitled:

“Size does matter: How do micro-influencers impact follower purchase intention on social media?”



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