

International Conference on Electronic Business

2021 Best Paper Award

Presented to

Yixuan Li

University of Hong Kong, S.A.R. China

for the paper entitled:

“The More Engaged, the More Generous: Examining the Influence of Viewers’ Engagement on Their Gifting Behavior in Live Streaming Services”



Haiwei Zhou

Haiwei Zhou
ICEB 2021 Conference Co-Chair

Eldon Y. Li

Eldon Y. Li
Conference Co-Chair

December 3, 2021

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2021 Best Paper Award

Presented to

Benjamin Yen

University of Hong Kong, S.A.R. China

for the paper entitled:

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