



DMI 2026

The 5th International Conference on Digitalization and Management Innovation

August 24-27, 2026 | Xi'an, Shaanxi, China

Conference Program



北京物资学院
BEIJING WUZI UNIVERSITY



湘南学院
XIANGNAN UNIVERSITY



HKU SAAS Data Science Lab



Table of Contents

Part I Conference Committee	1
Part II Conference Schedule Summary	2
Part III Conference Program in Details	3
Part IV Featured Speakers	8
Keynote Speakers	8
Invited Speakers	13
Part V Oral Presentation Guideline	14
Oral Presentation Guidelines	14
Part VI Awards	15
Part VII Conference Venue.....	16
Part VII Field Research.....	17

Part I Conference Committee

Conference Co-Chairs

Prof. Jin Chen, Dean, Business School, Beijing Wuzi University, China

Prof. Weiping Liu, Secretary of CPC Committee, Xiangnan University, China

Technical Program Committee (TPC) Members*

Dr. Otmane Azeroual, Senior Researcher and Lecturer, German Centre for Higher Education Research and Science Studies (DZHW), Germany

Dr. Antonio J. Tallón-Ballesteros, Professor, Department of Electronic, Computer Systems and Automation Engineering, University of Huelva, Spain

Dr. Cristian Barra, Associate Professor of Economics, Department of Economics and Statistics (DISES), University of Salerno, Italy

Dr. Rocky J. Dwyer, Professor, College of Management and Human Potential, Walden University, USA

Dr. Ljupcho Efremov, American University of the Middle East, Kuwait

Dr. Goh Chin Fei, Senior Lecturer, Universiti Teknologi Malaysia, Malaysia

Dr. Galina Ilieva, Professor, Department of Management and Quantitative Methods in Economics, University of Plovdiv Paisii Hilendarski, Bulgaria

Dr. Adela Lau, Deputy Director of Data Science Lab, School of Computing and Data Science, The University of Hong Kong, China

Dr. Chien-Sing Lee, Professor, School of Computing and Artificial Intelligence, Sunway University, Malaysia

Dr. Jesús Barrena-Martínez, Associate Professor, Faculty of Business and Economics, University of Cadiz, Spain

Dr. Giuseppe Orlando, Professor, Department of Economics and Finance, Department of Mathematics, University of Bari, Italy

Dr. Víctor-Hugo Perera Rodríguez, Professor, Universidad de Sevilla, Spain

Dr. Angeles Sánchez, Associate Professor, Department of Applied Economics, University of Granada, Spain

Dr. João Rodrigues dos Santos, Professor, Universidade Europeia, Portugal

Dr. Gautam Srivastava, Professor, Department of Computer Science, Brandon University, Manitoba, Canada

Dr. Razia Sulthana, Senior Lecturer, School of Computing & Mathematical Sciences (CMS), Faculty of Engineering and Science (FES), University of Greenwich, Old Royal Naval College, UK

Dr. Jakkrit Thavorn, Assistant Professor, Faculty of Commerce and Accountancy (Thammasat Business School), Thammasat University, Thailand

Dr. Peter Trim, Reader in Marketing and Security Management, Birkbeck Business School, Birkbeck, University of London, UK

*List in alphabetical order by Last Name from A to Z.

Part II Conference Schedule Summary

Monday August 24, 2026

Time	Activity
14:00-18:00	Registration

Tuesday August 25, 2026

Time	Activity
09:00-09:05	Opening Speech
09:05-09:45	Keynote Speech 1
09:45-10:25	Keynote Speech 2
10:25-11:00	Group Photo Coffee Break
11:00-11:40	Keynote Speech 3
11:40-12:20	Keynote Speech 4
12:20-14:00	Lunch Break
14:00-14:40	Keynote Speech 5
14:40-17:20	Invited & Oral Session 1

Wednesday August 26, 2026

Time	Activity
09:00-12:00	Invited & Oral Session 2
12:00-14:00	Lunch Break
14:00-16:30	Invited & Oral Session 3
18:30-20:00	Awarding Banquet

Thursday August 27, 2026

Time	Activity
08:30-18:00	Field Research in Xi'an

Part III Conference Program in Details

DAY 1 | August 24, 2026

Location: Lobby of Xi'an Guangcheng Hotel

14:00-18:00 **Registration**

Note for registration:

* Please show us your name or abstract / paper number for registration.

* Please pick up all the conference materials at the registration desk (Name Badge, Conference Program, Lunch & Dinner Tickets etc.).

DAY 2 | August 25, 2026

Location: 2F, Conference Room 8

Host: Prof. Dimiter Velez, *University of National and World Economy, Bulgaria*

09:00-09:05	Opening Speech Conference Co-Chair: Prof. Jin Chen, Dean, Business School, Beijing Wuzi University, China
09:05-09:45	Keynote Speech 1: AI as a Structural Force: Rethinking Value Creation in Business, Media, and Academia Prof. Claudia Loebbecke , Chair of Media and Technology Management, University of Cologne, Germany
09:45-10:25	Keynote Speech 2: HTML: Human-Triggered Machine Learning Prof. Hui Liu , Nanjing University of Information Science and Technology, China
10:25-10:35	GROUP PHOTO
10:35-11:00	COFFEE BREAK
11:00-11:40	Keynote Speech 3: Digital Technology Empowering Full-Chain Collaboration in Cross-Border Trade: Model Reconstruction, Technical Paths, and Operational Quality and Efficiency Prof. Hua Wang , Vice Dean of the School of Foreign Studies, Xi'an Jiaotong University, China
11:40-12:20	Keynote Speech 4: Wisdom Management with AI, Data Science and Big Data Analytics Dr. Adela Lau , Deputy Director of HKU SAAS Data Science Lab, The University of Hong Kong, China
12:20-14:00	LUNCH BREAK
14:00-14:40	Keynote Speech 5: Business Innovation and Development in the Big Data Era Prof. Min Zuo , President of Beijing Wuzi University, China

Invited & Oral Session 1: Special Session on "The Potential of Big Data, Digitalization and AI in a Sustainable Economy"

Session Chair: Prof. Yoshihiro Hamaguchi, Hannan University, Japan

14:40-15:00 **Invited Speech 1 DMI1465:** Porter Hypothesis and Pollution Havens Hypothesis via Imitation and Corruption in an R&D Based North-South Model

Prof. Yoshihiro Hamaguchi, Hannan University, Japan

15:00-15:20 **Invited Speech 2 DMI1575:** Digital Cultural Tourism Driving Rural Revitalization: Digital Transformation Practices in Western Yunnan

Prof. Lin Liu, West Yunnan University of Applied Sciences, China

15:20-15:50 **COFFEE BREAK**

15:50-16:05 **DMI1525:** Modified Ratios for Assessing the Impact of Artificial Intelligence on the Economic Efficiency of Industrial Enterprises

Prof. Plamena Zlateva, University of National and World Economy, Bulgaria

16:05-16:20 **DMI1484:** Enabling Green Product Innovation through Artificial Intelligence in Manufacturing

Dr. Núria Mancebo, University of Girona, Spain

16:20-16:35 **DMI1483:** Enhancing Product Descriptions on Shein's Saudi Platform using ChatGPT: A Qualitative Content Analysis

Ms. Sabah H. Aljohani, Newcastle University Business School, UK

16:35-16:50 **DMI1477:** Revisiting Managerial Rationality: Structural Limitations of Agent-Based Artificial Intelligence in Executive Decision-Making

Mr. Aleksandr Korostelev, National Research University Higher School of Economics (HSE University), Moscow, Russia

16:50-17:05 **DMI1447:** A Novel Index for Measuring AI Application and Its Impact on Research Output in Chinese Institutes

Dr. Xiyuan Ma, Institutes of Science and Development, Chinese Academy of Sciences, Beijing, China

17:05-17:20 **DMI1570:** How Brand Happiness Spreads in User Co-creation-Evidence from Large-Scale Social Media Data

Mr. Guo Tang, The Chinese University of Hong Kong, Shenzhen, China

DAY 3 | August 26, 2026

Location: 2F, Conference Room 8

Invited & Oral Session 2: Digitalization and Management Innovation

Session Chair: Prof. Andrea Mantovani, Toulouse Business School, France

09:00-09:20 **Invited Speech 3 DMI1461:** Recent Developments in the Regulation of Digital Platforms, with Evidence from the European Union

Prof. Andrea Mantovani, Toulouse Business School, France

09:20-09:40	Invited Speech 4 DMI1495: The Future of E-Business in the Era of the Technological Singularity Prof. Dimiter Velev , University of National and World Economy, Bulgaria
09:40-09:55	DMI1468: A Study on the Influencing Factors of Tacit Knowledge Sharing Intention among Female Hotel Managers: A TPB-Based Perspective Dr. Yidan Zhu , Hunan Women's University, China
09:55-10:10	DMI1490: AI Governance Maturity and Enterprise Adoption of Agentic AI: Evidence from a Mixed-Methods Study Mr. Sergei Emelianov , National Research University Higher School of Economics (HSE University), Moscow, Russia
10:10-10:40	COFFEE BREAK
10:40-10:55	DMI1473: A Study on Generation Z's Information Reception Behaviour Regarding Pre-prepared Meals in an Algorithm-Driven Recommendation Context Ms. Zengjingwen Chen , Nanjing Institute of Technology, China
10:55-11:10	DMI1569: Happiness Backfire: The Divergent Effects of Brand Well-Being Expressions on Consumer Comments and Reposts Mr. Bowei Sun , The Chinese University of Hong Kong, Shenzhen, China
11:10-11:25	DMI1571: Beyond Hashtag Quantity: How Content Types Trigger Customer Inspiration in Short-Video Marketing Differently Ms. Lanxin Xie , The Chinese University of Hong Kong, Shenzhen, China
11:25-11:40	DMI1514: The Influence of Surgery Team Dynamics on Surgery Overtime Dr. Aurelius Aaron , The Hong Kong Polytechnic University, China
Below are pre-recorded video oral presentations. Please watch the videos online via (http://www.academicconf.com/video?confname=dmi2026) during the conference period.	
11:40-11:50	DMI1559: An Analysis of High Urbanization and High-Speed Mobility in Argentine Centered Region Via Clustering Prof. Mehmet Çağrı Kızıldaş , Istanbul Beykent University, Turkey
11:50-12:00	DMI1452: Towards A Click'N'Tick Global Culture: Inevitable Future in AI Age Dr. Ljupcho Efremov , American University of the Middle East, Kuwait
12:00-14:00	LUNCH BREAK <i>1F, Cafeteria</i>

Invited & Oral Session 3: Track on "Applied-education and applied-research in AI, Data Science, and Web6.0", the Second Edition

Track Chair: Dr. Adela Lau, Deputy Director of HKU SAAS Data Science Lab, Division of Statistics and Actuarial Science, School of Computing and Data Science, The University of Hong Kong, China

14:00-14:15	DMI1526: Humanizing Artificial Intelligence in Crisis: Digital Humans and Generative AI for Natural Disaster Management Prof. Dimiter Velev , University of National and World Economy, Bulgaria
14:15-14:30	DMI1445: The Algorithmic Co-Thinker: A Generative AI Framework for Persona-Aware Computational Mathematics

Dr. Allan M Canonigo, University of the Philippines, Philippines

14:30-14:45	DMI1467: Evaluating the Effectiveness of AI-Assisted Learning: An Empirical Study Based on Teaching Practice Dr. Yanyu Zhou , National University of Defense Technology, China
14:45-15:00	DMI1479: Mutual Information Analysis of Employment-Course Score Relationships for Curriculum Optimization in Higher Vocational Traditional Chinese Pharmacy Prof. Ziquan Hu , Da Zhou Vocational College of Chinese Medicine, China
15:00-15:30	COFFEE BREAK
15:30-15:45	DMI1488: Lightweight Face Anti-Spoofing for Mobile Multi-Factor Attendance Systems Mr. Ekkachan Rattanalerdnusunorn , National Electronics and Computer Technology Center (NECTEC), National Science and Technology Development Agency (NSTDA), Pathum Thani, Thailand
15:45-16:00	DMI1535: Integrating Lexicon-based Approach and Machine Learning Method for Content Analysis Dr. Adela Lau , The University of Hong Kong, China
16:00-16:15	DMI1505: Hybrid Financial Analysis Agent with RAG and Text Mining Mr. Bingzhang Wang , The University of Hong Kong, China
16:15-16:30	DMI1513: A Retrieval-based Multi-Source Medical Chatbot: Integrating Association Rule Mining and Bayesian Inference as a Health Information Support Tool Ms. Peilin Luo and Ms. Anmaria Alice , The University of Hong Kong, China
Below are pre-recorded video oral presentations. Please watch the videos online via (http://www.academicconf.com/video?confname=dmi2026) during the conference period.	
16:30-16:40	DMI1446: The Smart School Model: Integrating Intelligent Agents and IoT for Autonomous, Ethical and Reproducible Educational Management Prof. Youssef Lahbabi , EMAA Business School-Agadir, Morocco
16:40-16:50	DMI1464: From Advice to Emergencies: Public Perceptions of AI Support in Social Media Service Requests Dr. Mashaal Almoqbel , Jubail Industrial College, Saudi Arabia
16:50-17:00	DMI1463: YouMii: A Daily Companion App for Mental Well-being Mr. Chun-Mun Look , Sunway University, Malaysia
17:00-17:10	DMI1500: Using a Sentiment Analysis and Predictive Analytics Approach for Improving ESG Prediction Mr. Yutian Liu , The University of Hong Kong, China
17:10-17:20	DMI1506: ESG Chatbot: An Intelligent Platform for HKEX ESG Analysis Mr. Sergey Volkov , The University of Hong Kong, China
17:20-17:30	DMI1539: FinSight: An Evidence-First Financial Analysis Chatbot with Explainable Query Intelligence Mr. Ruiqi Xie , The University of Hong Kong, China
17:30-17:40	DMI1542: Supermarket CRM Intelligent Analysis System: A Data Mining Approach for Customer Segmentation, Churn Prediction and Personalized Recommendation Mr. Yanting Guo , The University of Hong Kong, China

18:30-20:00

AWARDING BANQUET

@ 3F, Conference Room 2

DAY 4 | August 27, 2026

08:30-18:00 Field Research

Note: Gathering at Lobby of Xi'an Guangcheng Hotel at 08:20. Please present your Tour Ticket when boarding the tour bus & make sure to bring your passport (for international attendees) or Chinese ID card (for Chinese attendees) with you.

Part IV Featured Speakers

Keynote Speakers

KEYNOTE SPEAKER: Prof. Claudia Loebbecke

Chair of Media and Technology Management, University of Cologne, Germany

Keynote Speech 1

August 25, 2026

Time: 09:05-09:45

Speech Title: AI as a Structural Force: Rethinking Value Creation in Business, Media, and Academia

Abstract. Artificial intelligence (AI) has evolved from a source of competitive differentiation into a pervasive force reshaping economic systems, educational institutions, managerial practices, and everyday human behavior. As AI diffuses at unprecedented speed, competitive advantages erode rapidly. What once distinguished early adopters is quickly becoming a baseline capability. Against this backdrop, the keynote examines the evolving intersection of business and AI. It critically explores how AI transforms mechanisms of value creation and institutional practices across business, society, media, and academia. In doing so, it seeks to stimulate a forward-looking discussion on how organizations and institutions can harness AI's potential while simultaneously cultivating resilience, strategic adaptability, and long-term sustainability.

Biography: Claudia Loebbecke has held the Chair of Media and Technology Management at the University of Cologne, Germany, since 2000. She served as President of the Association for Information Systems (AIS) from 2005 to 2006 and was named an AIS Fellow in 2012 and a Distinguished Member cum laude in 2019. She is a long-standing member of the European Academy of Sciences and Arts, the European Academy of Sciences, Beta Gamma Sigma, the Fulbright Alumni Network, and EU High-Level Groups on Policy Innovation, in particular on Accelerating Technology Transition. After nearly 20 years as Senior Editor of the Information Systems Journal and the Journal of Strategic Information Systems, she now serves as an Honorary Board Member of three leading journals, contributes to several editorial boards, and reviews extensively for academic conferences. She held appointments at INSEAD, McKinsey & Company, Hong Kong University of Science and Technology, Erasmus University Rotterdam, and Copenhagen Business School, as well as visiting positions at MIT, the London School of Economics, Paris Dauphine University, Bentley University, and the University of New South Wales. Her advisory and board roles include Johannes Kepler University Business School in Linz, Austria (since 2025), the regional public broadcaster WDR (2016–2024), Fraunhofer IAIS for KI/AI.NRW (2019–2022), and the Leibniz Information Centre for Economics (2012–2020). She holds a Ph.D. and a Master's degree from the University of Cologne, as well as an MBA from Indiana University. Her research focuses on digital business models, media and technology management, regulatory issues, and emerging technologies, including artificial intelligence. She has published nearly 300 peer-reviewed journal articles and conference papers.



KEYNOTE SPEAKER: Prof. Hui Liu

Professor and Doctoral Supervisor of the School of Artificial Intelligence/Future Technology, Nanjing University of Information Science and Technology (NUIST), China; Doctoral Supervisor, NOVA Universidade de Lisboa, Portugal; Chief Scientist, Guodian Nanjing Automation Co., Ltd.



Keynote Speech 2

August 25, 2026

Time: 09:45-10:25

Speech Title: HTML: Human-Triggered Machine Learning

Abstract. The ultimate goal of AI is to serve humanity. We should avoid pursuing AI for its own sake, and instead focus on the human factors that permeates every stage of AI development, training, and application. For instance, much of the research in multimodal physiological signals stems from real human needs, leveraging advances in both hardware and software to achieve effective and efficient AI integration. How to distill these human requirements and integrate them with AI has become a critical challenge—often taking precedence over optimizing an already good model.

Biography: As Jiangsu Provincially Distinguished Professor and Doctoral Supervisor at NUIST, Prof. Liu is recognized as a Stanford Top 2% Scientist and ranks among the global top 0.05% in ScholarGPS, holding the 10th position worldwide in the field of human behavior. He earned his Ph.D. from the University of Bremen in 2021, following degrees from Shanghai Jiao Tong University and Technische Universität Berlin. He serves as Chief Scientist at Guodian Nanjing Automation Co., Ltd. and holds guest professorships at multiple European universities. Prof. Liu developed the first intelligent knee bandage capable of real-time activity recognition, which received the Best Student Paper Award at BIODEVICES 2019. He later proposed the Motion Units framework—an interpretable, generalizable, and expandable model for human activity analysis—which contributed to a Best Paper Award at BIODEVICES 2025. He has released two public datasets, CSL-SHARE and sensORder, and leads four German national and industry-funded projects. He has held leadership roles in over 20 major international conferences, including ICANN, BIOSIGNALS, and ABC, and serves on the editorial boards of multiple journals. He is a recipient of the Sensors 2023 Outstanding Reviewer Award and has been designated a “Trusted Reviewer” by the Institute of Physics, UK. His current interdisciplinary collaborations span AI-driven energy efficiency, smart buildings, aviation security, UAV technologies, maternal and fetal health, female aging, vocal training tools, and surgical assistance for vocal fold disorders. He enthusiastically welcomes new transformative partnerships across diverse domains.

KEYNOTE SPEAKER: Prof. Hua Wang

Professor and Doctoral Supervisor, Vice Dean of the School of Foreign Studies, Xi'an Jiaotong University, China



Keynote Speech 3

August 25, 2026

Time: 11:00-11:40

Speech Title: Digital Technology Empowering Full-Chain Collaboration in Cross-Border Trade: Model Reconstruction, Technical Paths, and Operational Quality and Efficiency

Abstract. The study investigates digital empowerment for full-chain cross-border trade collaboration from three perspectives: model reconstruction, technical pathways, and operational quality and efficiency. To address traditional collaborative barriers, it constructs an OBM multi-domain data collaboration model to restructure commercial flow, logistics, capital flow and information flow. Combined with a one-stop government-enterprise collaboration model integrating governmental and market services, two sub-modes are formed: cross-scenario full-chain collaboration and multimodal transport collaboration. An integrated technical system covers basic data collaboration, full-chain efficiency optimization and full-chain supervision. Four core technologies lay a standardized, trusted data foundation. Centering on transactions, logistics and payment, carbon footprint monitoring, multimodal transport optimization and property right credit-based supply chain finance improve efficiency and value. Dynamic credit and risk assessment establishes a “credit-driven + risk warning” supervision framework balancing compliance and services. Digital transformation enhances efficiency, cost control and risk prevention. It speeds up document processing and official reviews and realizes automated route planning. Automation, logistics optimization and compliance reminders lower costs and social resource consumption. Full-chain risk management and cross-border data security technologies boost anomaly detection and guarantee secure collaboration.

Biography: Wang Hua, Professor and Doctoral Supervisor, serves as Vice Dean of the School of Foreign Studies, Xi'an Jiaotong University. His research focuses on the digitization and facilitation of international economy and trade. He is the Chief Scientist of a National Key R&D Program Project, a recipient of the Provincial Leading Talents Program, a consulting expert of the Shaanxi Provincial People's Congress, and an expert committee member of the Shaanxi Sub-council of the China Council for the Promotion of International Trade. He has published 56 papers in core domestic and international journals indexed by SSCI, CSSCI and other prestigious databases. He has presided over 22 research projects at the major national and key provincial/ministerial levels.

KEYNOTE SPEAKER: Dr. Adela Lau

Deputy Director of HKU SAAS Data Science Lab, Division of Statistics and Actuarial Science, School of Computing and Data Science, The University of Hong Kong, China



Keynote Speech 4

August 25, 2026

Time: 11:40-12:20

Speech Title: Wisdom Management with AI, Data Science and Big Data Analytics

Abstract. Knowledge management focuses on the processing of information acquisition, analysis, organization, dissemination, sharing, and visualization. It only emphasizes on the processes of information management and filtering in a structured manner. It does not filter and extract information based on the context, and does not generate intelligence internally for filtering the useful data for analysis and comparison to make an optimal solution. Therefore, this presentation will present the limitations of the existing knowledge management methods, and discuss how to use AI, data science and big data analytics to make an artificial conscious agent to feel, self-aware and use its inner experience and problem context to filter and extract the useful information for analysis and decision making.

Biography: Dr. Adela Lau is the Deputy Director of HKU SAAS Data Science Lab, Division of Statistics and Actuarial Science, School of Computing and Data Science of the University of Hong Kong. Dr. Lau published over 100 journal and conference papers and funded over 50 research and industrial collaboration and consultancy projects with 20 million in the area of machine learning, business intelligence, text analysis, network analysis, social media and big data analytics, AI and Mixed Reality in metaverse, intelligence applications, risk management, information system adoption, ontology/taxonomy building, business process re-engineering, portal design, knowledge management, e-learning, public/community health studies, healthcare systems and nursing clinical quality control & assessment. She gained several awards including 2026 AI+Power in Business (SME) Award (Industry), 2026 International Exhibition of Innovations Geneva Silver and Medal Awards (Applied Research and Education), 2025 best paper awards (Applied Research), 2010 NANDA Foundation Research Grant Award (USA Medical Informatics), 2009 Inaugural Teaching and Learning Showcase Award (HK PolyU), and 2007 Faculty Merit Award in Services (HK PolyU). She was the former director of Center for Business Development at Madonna University in USA, and the co-director of the Center for Integrative Digital Health at Hong Kong Polytechnic University (PolyU). She led the IT team for healthcare product innovations and commercial products. Dr. Lau was an active committee member of Knowledge Management Research Center at PolyU and Data Science Center at Hong Kong University of Science and Technology (HKUST), in which she initiated and developed the industrial applied-research consultancy projects. She was also the UG coordinator (program directorship) of the Risk Management and Business Intelligence Program at HKUST, the co-director of MSc in Data Science and UG Applied AI programs in HKU, and the director of Data Science program. Her program leadership experience includes leading, executing, promoting, and coordinating program works of curriculum design, enrichment programs, and administration across schools of business, science, computing, and engineering. She was also several university-level and school-level committee members in program accreditation and quality assurance, student exchange and enrichment programs, civil and community services, university IT infrastructure and technology and innovations, and research integrity board. Her major contributions cover the areas of Data Science, Applied AI, Informatics, and Knowledge Management. She has three HKU Spinoffs with the industrial partners from her consultancy outcomes. The newly launched innovation applications in her HKU Spinoffs are the FIRST Generative AI Learning Platform for Wisdom Learning.

KEYNOTE SPEAKER: Prof. Min Zuo

Deputy Secretary of the Party Committee and President of Beijing Wuzi University, China

Keynote Speech 5

August 25, 2026

Time: 09:05-09:45

Speech Title: Business Innovation and Development in the Big Data Era

Abstract. Focusing on business development logic in the big data context, this presentation regards artificial intelligence as the core driving force of commercial technological innovation. It elaborates how innovative commercial technology applications activate new quality productive forces, reshaping operational modes, supply chains and consumption scenarios of modern business. Combined with Beijing's practical construction as a benchmark city for digital economy and an international consumption hub, it analyzes realistic paths of digital business transformation, summarizes industrial upgrading opportunities brought by big data and AI, and puts forward practical suggestions for enterprises to realize sustainable innovative development under digital trends.

Biography: Prof. Min Zuo is Deputy Secretary of the Party Committee and President of Beijing Wuzi University. He is a distinguished council member of the Chinese Association for Artificial Intelligence (CAAI), where he also serves as Vice Chair of the Intelligent Services Professional Committee. He is a member of the E-commerce Teaching Steering Committee of the Ministry of Education, a standing expert on the Food Safety and Information Traceability Expert Committee of the China Subsidiary Food Circulation Association, and an active member of the Beijing Agricultural Informatization Society. Prof. Zuo is internationally recognized for his work in AI-enabled food safety supervision. He spearheaded the development of China's National Food Safety Sampling Inspection Platform and the Cosmetic Industry Chain Big Data Platform—systems that demonstrate how intelligent informatics can strengthen public health governance. His research integrates complex systems modeling, big data mining, and regulatory science to address critical challenges in supply chain transparency and risk assessment. As a highly prolific scholar, Prof. Zuo has led more than 10 national research projects and authored 60+ papers, 1 monograph, and 3 textbooks. He is a recipient of two Beijing First-Class Teaching Awards and has cultivated a new generation of researchers through his supervision of doctoral and master's students. His keynote will draw upon his extensive experience in deploying large-scale intelligent systems, offering insights into the future of data-driven regulation.



Invited Speakers



Prof. Dimiter Velez
University of National and World Economy,
Bulgaria



Prof. Andrea Mantovani
Toulouse Business School, France



Prof. Yoshihiro Hamaguchi
Hannan University, Japan



Prof. Lin Liu
West Yunnan University of Applied Sciences,
China

Part V Oral Presentation Guideline

Oral Presentation Guidelines

The oral presentations include the forms of onsite presentations and online presentations. The online presentations are all pre-recorded video presentations.

Duration of Each Presentation

- Keynote Speech: 40 minutes of presentation, including 3-5 minutes of Q&A
- Invited Speech: 20 minutes of presentation, including 3-5 minutes of Q&A
- Regular Oral Presentation: 15 minutes of presentation, including 3-5 minutes of Q&A

- For onsite oral presentations, please make the following preparations:
 - 1) Presentations (PPT/PDF) shall contain figures and tables; text-only slides are not acceptable;
 - 2) Speakers are recommended to bring their presentation data in the form of PPT or PDF by a USB memory stick and send one copy to the organizing committee as a backup. For those who have not sent a file to the committee or any update needed, please copy it to the laptop in the session room about 15 minutes before the start time, and make sure it could be normally displayed;
- The pre-recorded videos for regular oral presentations or invited speeches should be uploaded to DMI2026 online submission system **before August 17, 2026** in the format of **.mp4** and time duration should be 10-15 mins.
- The PPT either for pre-recorded video presentations could design as you like with requirements as below:
 - ✓ The conference logo should be added to each PPT slide
 - ✓ Title, presenter and affiliation information should be indicated in the first slide
 - ✓ Each slide should be concise, uncluttered and readable from a distance
 - ✓ Include only key words and phrases for visual reinforcement
- ✚ All speakers should inform the Session Chair (before the start of your Session) that you are presented.
- ✚ Signed and stamped electronic oral presentation certificates will be issued onsite or via e-mail after the conference.

Part VI Awards



DMI 2026 Best Oral Presentation Awards

One Best Oral Presentation will be selected from onsite regular oral presentations in each oral session.

Three Best Oral Presentation Awards will be selected from three oral sessions.

Each Best Oral Presentation award consists of a cash prize of 100 USD sponsored by the journal *Data* (IF=2.4) and a best oral certificate issued by the journal as well as free registration to the next DMI conference.



data

an Open Access Journal by MDPI

The winners will be presented at the Awarding Banquet and the results released on the DMI 2026 official website.



DMI 2026 Best Papers Awards

Invited & Oral Session 3: **Track on "Applied-education and applied-research in AI, Data Science, and Web6.0", the Second Edition** will set four best papers that will be selected by the track chair and the chair will deliver the certificates to the winners after the conference.

(1) **Best Applied Research Paper Award**

(2) **Most Impact Paper Award**

(3) **Most Innovative Award**

(4) **Most Industrial Practical Award**

Part VII Conference Venue

Venue: Xi'an Guangcheng Hotel (西安广成大酒店)

Address: Middle Section of South Laodong Road, Lianhu District, Xi'an 710000, Shaanxi, China

(陕西省西安市莲湖区劳动南路中段)

Website: <http://www.xagchotel.com/Default.aspx>

Access to Xi'an Guangcheng Hotel

1. Xi'an Xianyang International Airport — Xi'an Guangcheng Hotel (about 35 km)

(1) Taxi: about 45 mins, CNY 90

(2) Public Transportation (1.5-2h). There are 2 ways for your choice:

- From T5 or T2 or T3, take the airport shuttle bus (Zhonglou West Line 钟楼西线), get off at Xishaomen Crossroad (西稍门十字); walk for 150 m to Xi'an Guangcheng Hotel.

Note: Shuttle bus service time: 08:50-01:00 (next day) (From the Airport to city center); 04:10-00:00 (From city center to Airport). Available every 30-40 mins.

- From T5 or T2 or T3, take subway Line 14, get off at Xi'an Bei Station (西安北站); Transfer to Line 2, get off at Zhonglou Station (钟楼站); Transfer to Line 6, get off at Datang Xishi Station (大唐西市站), walk out from Exit D, walk for 490m to Xi'an Guangcheng Hotel.



Airport Bus Ticket

2. Xi'an Railway Station - Xi'an Guangcheng Hotel (about 8.5 km)

(1) Taxi: about 25 mins, CNY 25

(2) Public Transportation (about 35 min):

- From Xi'an Railway station, take subway Line 4 (towards Hangtianxincheng 航天新城方向), get off at the 2nd stop at Dachaishi (大差市站); Transfer to Line 6 (towards Xi'annan Railway Station 西安南站方向), get off at the 5th stop at Datang Xishi Station (大唐西市站), walk out from Exit D, walk for 490m to Xi'an Guangcheng Hotel.

3. Xi'an Bei Railway Station - Xi'an Guangcheng Hotel (about 17 km)

(1) Taxi: about 35-40 mins, CNY 60

(2) Public Transportation (about 1h):

From Xi'an Bei subway station, take subway Line 2 (towards Changninggong 常宁宫方向), get off at the 10th stop at Zhonglou Station (钟楼站); Transfer to Line 6 (towards Xi'annan Railway Station 西安南站方向), get off at the 4th stop at Datang Xishi Station (大唐西市站), walk out from Exit D, walk for 490m to Xi'an Guangcheng Hotel.

Part VII Field Research

Time: 08:30-18:00. August 27, 2026 (Thursday)

Schedule:

Depart from Xi'an Guangcheng Hotel (西安广成大酒店) (08:30)→**Xi'an Museum** and the **Small Wild Goose Pagoda** (09:00 to 11:00) →Lunch (12:30 to 13:30) →**Terracotta Army** (14:00 to 17:00) → Back to Xi'an Guangcheng Hotel (西安广成大酒店)

Note: This itinerary is tentative and may be subject to minor adjustments based on the guide's arrangements.

Tips: (1) Please make sure to bring your passport (for international attendees) or Chinese ID card (for Chinese attendees) with you.

(2) Please present your tour ticket when boarding the tour bus.

(3) Please follow the guide's instructions throughout the tour. Participants must not leave the group without notifying the guide in advance.

>> Xi'an Museum



Xi'an Museum is composed of three parts including museum, site of Jianfu Temple in Tang Dynasty and Historical and Cultural Park of Small Wild Goose Pagoda, with museum, tower, temple and park enhancing each other's beauty and bringing out the best in each other, being distinctive among museums in China and the rare national grade I museum integrating world cultural heritage, historical and cultural relics under state protection, ancient architectural complex and modern exhibition hall.

Xi'an Museum contains more than 110,000 pieces of cultural relics, including bronze wares, jade wares, gold and silver wares, porcelains, stone sculptures, inscription on tablet, seals, earthenwares, three-color glazed wares, painting and calligraphy, sutra, rubbings, ancient and rare books, miscellaneous wares, including 10441 pieces of valuable cultural relics at no lower than grade III. The museum has collected more than 100,000 volumes of ancient books, with 37 volumes of books having been selected into Catalogue of National Rare Books in China and the collections complete in sequence and category to create a system of their own.



The exhibition hall of Xi'an Museum designed under the direction of Master Zhang Jinqiu as an academician of Chinese Academy of Engineering has a built-up area of more than 16, 000 sqm and a show area of more than 5500sqm, having more than 2000 pieces of cultural relics on display, the exhibition hall has had a display pattern with focus on fundamental display of Xi'an as an ancient capital, together with special display of compassion and fascination—Chang'an Buddhist Statues Art and spirit of the universe—Selected Ancient Jade wares and various temporary exhibitions as expansion and extension thereof having shown historical features of Xi'an as a capital and cradle of Chinese civilization in various fields, including politics, economy and culture etc. since Zhou Dynasty, Qin Dynasty, Han Dynasty and Tang Dynasty.



Exhibition of **Small Wild Goose Pagoda**-Jianfu Temple History on central axis of Small Wild Goose Pagoda Scenery Spot shows value of Small Wild Goose Pagoda in heritage as well as historical fact and experience in exchange and innovation between orient and west in terms of culture along Silk Road in those days.

Small Wild Goose Pagoda in scenic spot is cloud kissing, with ancient trees reaching to the sky, green grass and zigzag lake therein, time-honored ancient music in Chang'an to underline the excellent location with

lingering melodious rhythm, folk cultural relics that could be found everywhere in those days such as hitching posts and various folklore art exhibition open a window for tourists to understand Chinese traditional culture. Well-arranged and delightful park and garden around water enable tourists to enjoy cultivation of temperament in tranquil and relaxed environments in downtown area.

>> Terracotta Army

Terracotta Army, also namely Terracotta Warriors and Horses, is known as the Eighth Wonder of the World. It is a super large collection of life-size terra cotta sculptures in battle formations, reproducing the mega imperial guard troops of Emperor Qin Shi Huang (259 - 210BC), the first emperor of the first unified dynasty of Imperial China. The great archeological excavation of Qin (221BC-206BC) Terra Cotta Warriors and Horses unfolded a strong army of altogether 7,000 life-size pottery soldiers, horses, chariots and weapons arranged in battle formations symbolically, guarding the tomb of Emperor Qin Shi Huang. Being the most significant archeological excavations of the 20th century and a UNESCO World Heritage Site, the Terracotta Army is no doubt a must-see for every visitor to Xi'an.

