

How do Doctors Promote Healthcare in Ecommerce?

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Abstract:

With the advent of COVID-19, online consultation provides a channel for communication between patients and doctors in eHealth. Doctors can obtain benefits (e.g., income, status) through providing free- or fee-based counseling services to patients on online medical platforms. Using social exchange theory, this study proposes knowledge-sharing motivations and online platform factors and investigates the factors that influence doctors to provide counseling services. Data will be collected from doctors of the hospitals in China and will be analyzed using the structural equation model. These findings will offer important suggestions to online medical service providers.

Keywords:

eHealth, online medical consultation, knowledge sharing, social exchange theory, try before you buy model, doctor.