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Abstract: The proceedings contain 29 papers. The topics discussed include: on theory and application studies of online to offline platform business model in upgrading and transforming traditional industries; dropshipping in e-commerce: a perspective; sources and solutions of revenue leakage in e-commerce due to cyber frauds and system/support failures; mobile money transfer: the process model perspective; node risk propagation capability modeling of supply chain network based on structural attributes; a study of real estate demanding index based on massive website log data; a research of adoption process of mobile app based on massive log data1; college students' behaviors of net loans: status, problems and countermeasures—based on 486 questionnaires of 6 universities; the impact on the China's participation of RCEP : evidence from gravity model; empirical research on the impact of urbanization on regional tourism economy in China basing on panel data; research on the influence of cross-shareholding behavior and enterprise value of listed companies; expand analysis of the bundling model on firm profits and social welfare; value-added tax dilemma and governance path analysis of highway transport industry in China; analysis of citizens' blind participation in public administration in environmental group events; and study on disposal of patents in standards in China.

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