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Abstract: The proceedings contain 55 papers. The topics discussed include: understanding users intention for cross-platform sharing in the content e-commerce platform; evaluation of rural logistics terminal delivery mode under the background of e-commerce-based on grey relational entropy analysis; price prediction of peer-to-peer accommodation based on sentiment analysis and POI feature extraction; research on e-commerce customer relationship management based on data analysis; brand experience affects brand personality: manipulation of construal level; the influence of product anthropomorphism on impulse buying; the effect of information sharing intention on virtual communities in China: an empirical study; and current problems and restructuring suggestions for smart city construction: a case study on fight against COVID-19 in several Chinese cites.

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