

1. ICEME 2022 - 2022 13th International Conference on E-Business, Management and Economics

Accession number: 20225013250021

Source title: ACM International Conference Proceeding Series

Abbreviated source title: ACM Int. Conf. Proc. Ser.

Part number: 1 of 1

Issue title: ICEME 2022 - 2022 13th International Conference on E-Business, Management and Economics

Issue date: July 16, 2022

Publication year: 2022

Language: English

ISBN-13: 9781450396394

Document type: Conference proceeding (CP)

Conference name: 13th International Conference on E-Business, Management and Economics, ICEME 2022

Conference date: July 16, 2022 - July 18, 2022

Conference location: Virtual, Online, China

Conference code: 184772

Publisher: Association for Computing Machinery

Abstract: The proceedings contain 100 papers. The topics discussed include: corporate communication strategies of Chinese e-commerce platforms: a content analysis of TMall's posts on social media during singles' day period; why e-Servicescape matters for Positiveword-of-mouth: an empirical study in online food delivery service during COVID-19 pandemic in Indonesia; influence of mobile service quality on customer engagement behavior: evidence from Chinese cross-border shoppers; the effect of e-commerce on rural revitalization; analysis of the effectiveness of fan film online marketing strategies and research on countermeasures for public opinion control; rural e-commerce poverty alleviation: roles and outcomes; the influence of platforms and anchors on consumers' continuous participation in the context of e-commerce live broadcast: empirical evidence of textile and garment products; research on the influencing factors of consumers' purchase intention of agricultural live stream e-commerce based on SOR model; the digital marketing strategy of batik Sasirangan: an overview; and research on influencing factors of consumers' purchase willingness for new energy vehicles.

Abstract type: (Edited Abstract)

Page count: 678

Database: Compendex

Data Provider: Engineering Village

Compilation and indexing terms, Copyright 2022 Elsevier Inc.