

## Documents

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

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