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Abstract: The proceedings contain 135 papers. The topics discussed include: the influencing factors of individual participation in platforms of second-hand products; analysis of Wechat marketing model in the context of mobile internet era; analysis of the status of China's cross-border e-commerce export trade; the influence of Covid-19 pandemic on e-commerce transactions on Shopee Indonesia; analysis of influencing factors of online live shopping on consumer's purchase intention; an empirical study of social e-commerce platform on users' intention: take WeChat e-commerce group as an example; a research on the negative attitude of Bilibili users to the product placement in videos of content creators; influence of brand core value on online purchase intention; artificial intelligence in strategic foresight – current practices and future application potentials: current practices and future application potentials; and analysis of external auditor intentions in adopting artificial intelligence as fraud detection with the unified theory of acceptance and use of technology (UTAUT) approach.

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