

Documents

ICEME 2024 - 15th International Conference on E-business, Management and Economics

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Abstract

The proceedings contain 59 papers. The topics discussed include: enhancing understanding of consumers' online group buying intentions on TikTok – integrating social awareness and gratification with the theory of planned behavior; leveraging data analysis for auditing e-commerce platform support policies; research on the coupling and linkage development of cross-border e-commerce and logistics industry in Guangdong Province; factors influencing customer loyalty in knowledge-based e-commerce live streaming: a case study of east buy; analyze the impact of livestreaming on TikTok on the online fashion shopping behavior of Vietnamese consumers; exploring blockchain adoption: insights from Indonesia's accountancy firms on auditor intentions; and integration of blockchain technology in auditing practices-bibliometric analysis.

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