

Documents

ICEBI 2022 - 2022 6th International Conference on E-Business and Internet
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Abstract

The proceedings contain 51 papers. The topics discussed include: an empirical study on the influence of e-commerce participation willingness on rural revitalization; research on the impact of emotional adaptation and product involvement on online video advertising effectiveness; research on cold chain logistics service quality evaluation considering product freshness under community group buying; research on pricing strategies of dual channel reverse supply chain considering service outsourcing in multi-regional situation; China's cross-border e-commerce problems and solutions from the perspective of block chain; exploring the influence of shopping values on live streaming purchase intention: a multi-group analysis of purchase frequency; study on purchase intention in different live streaming scenarios based on experimental approach; impact of remote audit, computer literacy, and audit software skill to audit quality during pandemic of Covid-19; and analysis of impact of competency, professionalism, and audit deadline on remote audit effectiveness.

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