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**Abstract:** The proceedings contain 24 papers. The topics discussed include: Analysis on Influencing Factors of E-loyalty of a Chinese O2O E-commerce food delivery platform; study on the construction of enterprise intelligent manufacturing innovation ecosystem; research on the development of live streaming industry of e-business under web celebrity economy; why key performance indicators might fail – the IKEA effect in games as a service; the development path of rural e-business under the strategy of targeted poverty; analysis of financial risk management of e-commerce enterprises based on big data; e-business data processing system implemented in cloud computing; forensic and anomaly detection using generalized audit software; analysis and suggestions on the delisting system of listed companies in china; and empirical analysis on the relationship between demographic structure and financial deepening.

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