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**Abstract:** The proceedings contain 79 papers. The topics discussed include: research on consumers' purchase intention of Taobao live e-commerce platform; farm fresh – a peer-to-peer mobile application and web-based portal platform for farm goods; Chakri: mobile application to reduce dependence on intermediaries in the marketing of products in family farming; research on the development level of rural e-commerce in Hubei province based on K-means clustering analysis under the background of rural digitalization; e-import process of an automobile dealer in Myanmar: non-participant observation; research on the construction of consumer trust relationship based on cross-border e-commerce platform; research on the factors influencing the sales of goods on e-commerce platforms based on data mining; research on consumer satisfaction of community group purchasing platform based on entropy method; and research on greenness evaluation of intra-city distribution of fresh agri-products under the background of new retailing.

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