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Abstract

The proceedings contain 72 papers. The topics discussed include: research on the influencing mechanism of Internet live broadcasting of experience products; an analysis of the purchasing behavior strategies of Philippine college graduates on online platforms – a case study of Ensogo and Lazada; research on the identification method of functional DTC product innovation opportunity based on GDRO model; research on the customer repurchase behavior in live streaming: cases from China's e-commerce platforms; the effect of secondary communication on impulsive purchase intention of celebrity endorsers participating in live-streaming; elevating data quality in university procurement: unveiling the potential of e-procurement processes – a case study of open university; and the choice of a three-stage sales strategy for a streamer considering the multifaceted characteristics of live streaming.

Conference Information



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