

## TABLE OF CONTENTS

### 目 录

论电商领域知识产权保护中的平台自治

**On Platform Autonomy in the Protection of Intellectual Property Rights in the Field of E-Commerce**

彭婷婷 ..... 1

虚拟主播对消费者购买行为的影响

**The Impact of Virtual Anchors on Consumer Purchase Behavior**

张玓, 刘亚慧, 杨帅 ..... 6

数字技术应用对企业绩效的影响研究

**Research on the Impact of Digital Technology Application on Enterprise Performance**

田沛元 ..... 14

电商主播特征对用户在线购买意愿影响研究

**Research on the Influence of E-Commerce Anchor Characteristics on Users' Online Purchase Intention**

原伟萌, 陈梅梅 ..... 23

在线品牌社群氛围对消费者购买意向的影响

**The Impact of Online Brand Community Atmosphere on Consumer Purchase Intention**

赵冉, 田雪莹 ..... 33

第三方支付的法律监管问题研究

**Research on Legal Supervision Issues of Third Party Payment**

朱静 ..... 44

基于文本挖掘的比亚迪纯电动汽车销售服务质量评价研究

**Research on the Evaluation of Sales Service Quality of BYD Pure Electric Vehicles Based on Text Mining**

隋靖宇 ..... 50

电商平台“二选一”行为的规制研究

**Research on the Regulation of "Either-Or Choice" Behavior of E-Commerce Platform**

李丹丹 ..... 59

基于社交媒体信息交互对股价联动的影响研究

**Research on the Influence of Social Media Information Interaction on Stock Price Linkage**

尹可 ..... 64

电子商务平台之义务及责任边界厘定

**Definition of Obligations and Responsibility Boundaries for E-Commerce Platforms**

陈立立 ..... 76

<b>信息传播理论视角下影响虚拟服装购买意愿的研究</b> <b>Research on the Influence of Virtual Clothing Purchase Intention from the Perspective of Information Transmission Theory</b>	
邓淑芳, 潘瑾 .....	81
<b>短视频广告文案类型对消费者参与行为的影响研究</b> <b>A Study on the Influence of Short Video Advertising Text Type on Customer Engagement Behavior</b>	
李嘉晨, 丁佳洁 .....	91
<b>基于 CiteSpace 的国内物流企业绩效研究现状及热点分析</b> <b>Current Status and Hot Spots Analysis of Performance Research on Domestic Logistics Enterprises Based on CiteSpace</b>	
朱皓雪 .....	100
<b>基于大数据分析的大连市旅游形象感知与提升策略研究</b> <b>Research on Perceived Tourism Image and Enhancement Strategy of Dalian Tourism Based on Big Data Analysis</b>	
马英乔, 宋萍 .....	111
<b>浙江省农业国际贸易发展战略分析及对策建议</b> <b>Strategic Analysis and Countermeasures for the Development of International Agricultural Trade in Zhejiang Province</b>	
蔡志进 .....	121
<b>辽宁省农村电子商务发展对生活质量影响机制实证研究</b> <b>An Empirical Study on the Influence Mechanism of Rural E-Commerce Development on Quality of Life in Liaoning Province</b>	
张晓昱 .....	127
<b>遏制“公地悲剧”——国际数字盗版行为成因及其治理研究</b> <b>Curbing the “Tragedy of the Commons”: A Study on the Causes and Governance of International Digital Piracy</b>	
项庭舒, 潘陶琳, 胡博宇, 谢梅婷 .....	133
<b>技术创新对我国贸易韧性的影响研究</b> <b>Research on the Impact of Technological Innovation on China’s Trade Resilience</b>	
戴思宇 .....	144
<b>新茶饮赛道的狂奔者：浅论蜜雪冰城营销战略</b> <b>The Runner of the New Tea Drink Track: A Brief Discussion on the Marketing Strategy of Michelle City</b>	
刘兰 .....	154
<b>数字经济环境下农产品电子商务的发展研究</b> <b>Research on the Development of Agricultural Product E-Commerce under the Digital Economy Environment</b>	
何珂 .....	161

数字经济背景下企业财务管理研究——以美的集团为例

Research on Corporate Financial Management in the Context of the Digital Economy: A Case Study of Midea Group

胡梦洁 ..... 166

基于区块链技术的大数据审计工作应用研究

Application Research of Big Data Audit Work Based on Blockchain Technology

张译文 ..... 174

基于哈佛分析框架对电商平台的财务分析

Financial Analysis of E-Commerce Platforms Based on the Harvard Analytical Framework

陈士纬 ..... 181

基于哈佛分析框架下的苏宁易购战略分析

Strategic Analysis of Suning Tesco Based on Harvard Analytical Framework

王伟 ..... 187

电商时代直播带货法律规制研究

Study on the Legal Regulation of E-commerce Livestreaming in the E-Commerce Era

曹大钱 ..... 193

数字金融参与对多维相对贫困的影响

The Impact of Digital Finance Participation on Multidimensional Relative Poverty

邵楠 ..... 200

基于文本挖掘和 IPA-KANO 模型的电商产品需求层次研究

Research on E-Commerce Product Demand Hierarchy Based on Text Mining and IPA-KANO Model

徐璐 ..... 211

电子商务环境下高校网络安全现状及对策思考

Current Situation and Countermeasures of Network Security in Universities under the E-Commerce Environment

李兴旺 ..... 223

消费心理学视角下“直播带货”火爆的原因

The Reasons for the Popularity of “Live Streaming Sales” from the Perspective of Consumer Psychology

戴妍 ..... 229

平台企业算法歧视形成动因及治理对策研究

Research on the Causes and Governance Countermeasures of Algorithmic Discrimination in Platform Enterprises

张睿宇 ..... 235

基于电商平台在线评论的运动相机消费者偏好趋势挖掘

Mining Consumer Preference Trends of Action Cameras Based on Online Reviews on E-Commerce Platforms

陈思 ..... 248

**基于“4P”理论的新兴国产美妆品牌网络营销对策分析**

**Analysis of Domestic Beauty Network Marketing Strategy Based on “4P” Theory**

张娟 ..... 260

**基于 PSO-BP 的贵州省物流需求预测研究**

**Research on Logistics Demand Forecasting in Guizhou Province Based on PSO-BP**

于颖, 王婷 ..... 266

**安踏品牌运动服装营销策略研究**

**Research on Marketing Strategy of Anta Brand Sportswear**

潘雨 ..... 276

**基于 CiteSpace 的供应链管理创新研究热点分析**

**Analysis of Hotspots in Supply Chain Management Innovation Research Based on CiteSpace**

张美琪 ..... 286

**财务冗余、研发投入强度与资本结构调整**

**Financial Redundancy, R&D Investment Intensity and Capital Structure Adjustment**

邹思宇, 姚芊 ..... 295

**“一带一路”倡议助推我国经济高质量发展**

**The Belt and Road Initiative Has Contributed to China’s High-Quality Economic Development**

邓雯卉, 丁莹 ..... 304

**数字营销策略下的格力集团扩张战略分析**

**Analysis of Gree Group’s Expansion Strategy under the Digital Marketing Framework**

张轶菲 ..... 313

**数字经济背景下农产品直播电商营销策略探析**

**Analysis of the Marketing Strategy of Agricultural Products Live Broadcast E-Commerce under the Background of Digital Economy**

周津汁 ..... 319

**基于退货行为的线上零售商网红直播引入策略**

**Influencer Live Broadcast Decisions of Online Retailer Based on Return Behavior**

朱开喃, 郑琪 ..... 327

**新时代乡镇电商经济转型发展研究**

**Research on the Transformation and Development of Township E-Commerce Economy in the New Era**

杨玉京 ..... 342

**乡村振兴背景下农村电商发展策略探析**

**Rural E-Commerce Development Strategy under the Background of Rural Revitalization**

俎晨雪 ..... 350

**电商代运营公司为网店虚造交易记录行为定性研究**

**A Qualitative Study on the Behavior of Fake Transaction Records for Online Shops**

莫乃玮 ..... 356

**地方金融自由化与企业高质量发展****Local Financial Liberalization and High-Quality Development of Enterprises**

孙欣奇 ..... 362

**互联网经济下不正当竞争行为主体研究****The Subjects of Unfair Competition Behavior in the Internet Economy**

夏承露 ..... 372

**双碳背景下，中国 OFDI 对东盟国家绿色发展影响研究****Research on the Impact of China's OFDI on the Green Development of ASEAN Countries under the "Double Carbon" Goal**

杨秀杰 ..... 378

**乡村振兴背景下我国农产品贸易路径探索****Exploration on the Trade Path of Agricultural Products under the Background of Rural Revitalization**

唐小平, 敖小霞 ..... 391

**基于 DEA 的我国纯电动汽车制造业上市公司经营绩效评价****DEA-Based Evaluation of Operating Performance of Listed Companies in China's Pure Electric Vehicle Manufacturing Industry**

吴冠雄 ..... 396

**社交电子商务平台的流量营销策略与版权保护研究****A Study on Traffic Marketing Strategies and Copyright Protection of Social E-Commerce Platforms**

王瀛锷 ..... 404

**基于 CiteSpace 的国内外企业绩效研究比较分析****Comparative Analysis of Domestic and Foreign Enterprise Performance Research Based on CiteSpace**

常昕 ..... 411

**Poisson 分布截尾序贯近似最优检验的研究****Study on Truncated Sequential Approximate Optimal Test of Poisson Distribution**

叶茂越, 胡思贵, 龙荣进 ..... 422

**连锁股东与企业数字化转型****Chain Shareholders and the Digital Transformation of Enterprises**

刘敬杭 ..... 429

**基于数字技术的跨境电商售后服务策略研究****Research on After-Sales Service Strategies for Cross-Border E-Commerce Based on Digital Technology**

李劲道 ..... 441

**FDI 对安徽省产业结构升级的影响研究****Research on the Impact of FDI on the Upgrading of Industrial Structure in Anhui Province**

吕志梅 ..... 448

**B2C 电子商务合同中的消费者权益保护研究**

**Research on Consumer Rights Protection in B2C E-Commerce Contracts**

张旺 ..... 458

**我国快递业务收入的时间序列分析**

**Time Series Analysis of China's Express Business Revenue**

韩薇薇 ..... 466

**电商参与下的供应链金融模式研究**

**Research on Supply Chain Finance Models under E-Commerce Participation**

欧琴琴 ..... 475

**数字化转型对企业价值的影响研究**

**A Study of the Impact of Digital Transformation on Firm Value**

贾静, 胡文伟 ..... 481

**电商平台退款不退货规则适用现状和思考**

**Applicable Status and Thinking on E-Commerce Platform Refund No Return Rules**

杨惠萍 ..... 491

**基于跨境电商背景的国际贸易发展分析**

**International Trade Development Analysis Based on the Background of Cross-Border E-Commerce**

郑月明, 王莹 ..... 499

**今麦郎公司营销策略研究**

**Research on Marketing Strategy of Jinmailang Company**

魏钰涵 ..... 506

**NLP 视角下数字化转型如何影响企业全要素生产率**

**How Digital Transformation Affects Enter Prisetotal Factor Productivity from the Perspective of NLP**

向雪妍 ..... 514

**电商巨头双重股权结构治理效应研究**

**Study on the Governance Effect of Dual-Class Shareholding Structure of E-Commerce Giants**

包岚岚 ..... 523

**国外互联网金融的发展经验与借鉴**

**The Development Experience and Reference of Foreign Internet Finance**

姚然 ..... 531

**中央环保督查能否倒逼企业绿色转型?**

**Can the Central Environmental Supervision Force the Green Transformation of Enterprises?**

崔玮 ..... 542

**以 SHEIN 为例分析跨境电商品牌的出海战略**

**Taking SHEIN as an Example to Analyze the Overseas Strategy of Cross-Border E-Commerce Brands**

郑月明, 徐雨箫 ..... 561

<b>跨境电商综合试验区的设立对我国产业结构的影响研究</b> <b>Research on the Impact of the Establishment of Cross-Border E-Commerce Comprehensive Pilot Zones on China's Industrial Structure</b>	
王伟, 滕聪 .....	568
<b>老龄化背景下健康养老服务电子商务平台构建</b> <b>Construction of E-Commerce Platform for Health and Elderly Care Services under the Aging Background</b>	
祖薇 .....	574
<b>电商平台资产证券化模式财务效果研究</b> <b>Research on Financial Effect of Asset Securitization Model of E-Commerce Platform</b>	
任静怡 .....	581
<b>投资者关注度对绿色开放式基金收益率的影响研究</b> <b>Study on the Impact of Investor Attention on the Return Rate of Green Open-Ended Funds</b>	
晋梓晴 .....	588
<b>数字化转型对重污染行业企业 ESG 表现的影响研究</b> <b>A Study of the Impact of Digital Transformation on ESG Performance of Firms in Heavy Pollution Industries</b>	
林卓, 周敏 .....	597
<b>权益资本成本对企业 ESG 表现的影响研究</b> <b>Research on the Impact of Cost of Equity Capital on Corporate ESG Performance</b>	
陈一思 .....	605
<b>价值共创视角下社交媒体广告推荐算法联盟的构建及动力机制研究</b> <b>Research on the Construction and Dynamic Mechanism of Social Media Advertising Recommendation Algorithm Alliance from the Perspective of Value Co-Creation</b>	
王凤茹 .....	620
<b>中国制造业绿色发展水平测度及空间集聚研究</b> <b>Measurement of Green Development Level and Spatial Agglomeration of Manufacturing Industry in China</b>	
邓燕, 刘小红, 张人龙 .....	636
<b>供应链金融视角下数字化对“专精特新”中小企业绿色技术创新的影响研究</b> <b>Study on the Impact of Digitization on Green Technology Innovation of "Specialized and New" Small and Medium-Sized Enterprises from the Perspective of Supply Chain Finance</b>	
刘新荷 .....	649