

TABLE OF CONTENTS

目 录

Empirical Research on the Impact of Anticipated Regret on Impulse Buying Behavior on Internet (预期后悔对网上冲动性购买行为影响的实证研究)	
L. H. GENG, M. Y. YAN, J. J. XIANG.....	1
Research on Closed-Loop Profitability of Steel E-Commerce against the Background of Reform of the Supply Front (供给侧改革背景下钢铁电商闭环盈利模式的研究)	
L. WANG.....	15
Evaluation of Intangible Factors of Marketing Competitive Priorities in Manufacturing Industry (制造业市场营销竞争优先权无形要素评价)	
X. S. LIU, X. CAO, Z. Y. XING.....	23
Buying One More Car or Changing a New Car? (增购还是换购?)	
S. Q. JIANG, Y. F. LI, W. J. ZHANG.....	35
Grey Relational Analysis on Influencing Factors on Online Shopping (消费者网络购物意愿影响因素的灰关联分析)	
B. ZHENG, Z. Y. ZHAO.....	40