2022 International Conference on Digitalization and Management Innovation (DMI 2022)

November 26, 2022
Beijing, China/ Online via MS Teams

Conference Guide

Hosted by

北京物资学院
BEIJING WUZI UNIVERSITY

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DMI 2022
CONFERENCE PROGRAM

November 26th, 2022 (GMT+8, Beijing Time)

Online via MS Teams and Tencent Meeting

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Part II Opening & Welcoming Remarks

Welcoming Remarks from Cooperating University

Prof. Gregory E. Eichhorn,
Vice-President,
University of New Haven, USA

Gregory E. Eichhorn was named vice president for enrollment and student success in July 2019 in University of New Haven, USA. He oversees student affairs, enrollment, retention services, and marketing. He is charged with ensuring the University enrolls a diverse and academically talented undergraduate and graduate student body, expanding marketing outreach efforts, and strategizing around issues of retention and student success.

He previously served as vice president for admissions and financial aid at Quinnipiac University, where he oversaw undergraduate and graduate admissions and university-wide financial aid for a total enrollment of approximately 10,000 students. He led the integration of a financial aid leveraging model to manage the discount rate (five points below the national private university average) and improved net tuition revenue.

Prior to joining Quinnipiac in 2016, Eichhorn worked at Albright College in Pennsylvania for 23 years, most recently as vice president of enrollment management and dean of admissions. In that role, he oversaw an enrollment division comprising admissions, financial aid, retention, athletics, camps, and conferences. Under his leadership, enrollment increased from 926 students to more than 2,400 through improvements in recruitment and retention strategies.

He earned his bachelor's degree in marketing, with a minor in economics, from Fairfield University and an MBA in management from Hofstra University.

Prof. Henry C. Lee (Changyu Lee),
University of New Haven, USA

Dr. Lee is the honorary Director of the Connecticut Science Advisory Center and a full professor of Forensic Medicine at the University of New Haven, where he helped establish the Henry C. Lee Institute of Forensic Science. He has assisted in over 7,000 major case investigations, has served as a forensics expert for 50 states and 30 countries and as a consultant for 600 law enforcement agencies, and has testified over 1,000 times in both criminal and civil courts in the United States and abroad. Some of the high-profile cases Dr. Lee had provided investigative assistance for include the murder of Jon Benet Ramsey, the death of Chandra Levy, the kidnapping of Elizabeth Smart, and the reinvestigation of the Kennedy assassination.

Opening & Welcoming Remarks from Conference General Chair

DMI2022 General Chair

Prof. Yongsheng Liu,
Vice-President,
Beijing Wuzi University, China

He is now vice president of Beijing Wuzi University, Member of the Standing Committee of the Party Committee of Beijing Wuzi University, famous teacher in teaching in Beijing City, Member of the Industrial Engineering Teaching Steering Committee of the Ministry of Education.

His research and teaching fields are logistics and supply chain management, risk management.

He has published more than 60 academic papers in the field of logistics and supply chain management, more than 10 academic monographs. *Supply Chain Management* was selected into Beijing's top-quality courses. He chaired and completed more than 10 national social science fund projects, Beijing social science fund projects, key social science projects of Beijing Education Commission, and horizontal projects.

Part III Keynote Speeches

Keynote Speech 1: Futurist DIGINNO (Digital Innovation)

Prof. Luiz Moutinho (BA, MA, PhD, MAE, FCIM),
University of Suffolk, UK

Biography: Professor Luiz Moutinho (BA, MA, PhD, MAE, FCIM) is Visiting Professor of Marketing at Suffolk Business School, Faculty of Arts, Business and Applied Social Science, Univ. of Suffolk, Ipswich, England, UK, and at The Marketing School, Portugal, and Adjunct Professor of Marketing, GSB, FBE, University of the South Pacific, Suva, Fiji.

In 2020 he was elected as the member of The Academia Europaea. In 2017 he received a degree of Prof. Honoris Causa from the Univ. of Tourism and Management Skopje, North Macedonia.

During 2015 - 2017 he was professor of Bio-Marketing and Futures Research at the DCU Business School, Dublin City University, Ireland. This was the first Chair in the world on both domains – Bio-Marketing and Futures Research. Previously, and for 20 years, he had been appointed as the Foundation Chair of Marketing at the Adam Smith Business School, University of Glasgow,

Scotland.

He has developed a number of conceptual models over the years in areas such as tourism destination decision processes, automated banking, supermarket patronage, among other areas. The testing of these research models has been based on the application of many different statistical, computer and mathematical modelling techniques ranging from multidimensional scaling, multinomial logit generalised linear models (GLMs) and linear structural relations to neural networks, ordered probit, simulated annealing, tabu search, genetic algorithms, memetic algorithms and fuzzy logic.

Prof. Moutinho has given keynote speeches, lectures, seminars, talks, etc. in 46 countries and districts worldwide.

Prof. Moutinho has 36 books published, over 158 articles published in refereed academic journals. He has 14,731 academic citations, the h-index of 58 and the i10-index of 151 (Google Scholar, Sept. 5th, 2022).

Abstract: This presentation rests upon the dissection of four major pillars which are intertwined-Innovation, Digital Transformation, Big Data and Management. The talk starts be addressing the Global Innovation Economy by giving some key examples of innovation developments like, the Web3, Quantum Internet, Additive Manufacturing, ABCD Technologies, Data Web 1.0 and Virtual Ecologies. The coverage of digital transformation will include issues like, Digital Layers, Digital Reading Brain, Digital Biology and Augmented Intelligence. Finally, within the realm of future management vision, certain key concepts will be dissected like, Next-Shoring, Fractal Business Model, Holacracy and Business Colonies.

Keynote Speech 2: Digital Economy and Enterprise Adaptability Change

Prof. Yudong Qi, PhD, Doctoral Supervisor, Dean
School of Economics and Business Administration, Beijing Normal University, China

Biography: Prof. Qi graduated from the Department of Industrial Economics, Graduate School, Chinese Academy of Social Sciences in 1998 with PhD in economics. He is now the dean, professor and doctoral supervisor of School of Economics and Business Administration, Beijing Normal University, China. He has instructed more than 140 postdoctoral, doctoral and master students. He has presided over two major projects, two key projects and one general project of the National Social Science Foundation of China. He was selected into the National Hundred Thousand Talents Project, awarded the honorary title of young and middle-aged experts with outstanding national contributions, and enjoyed the special government allowance of the State Council. Besides, he has published 10 academic works and more than 170 papers in Economic Research, Management World and other journals as well as acted as editorial board members in many journals at home and abroad, such as Management World, Economic Trends,

Economic Management, Macroeconomic Management, Economic and Management Research, Journal of Capital University of Economics and Business, etc.

His research fields are digital economy and management, reform and governance of state-owned enterprises, industrial organization and regulation.

Abstract: This paper expounds the main differences between digital economy and industrial economy and identifies the operational characteristics of digital economy; Analyze the development status of China's digital economy and the national strategic deployment of digital economy and identify the development trend of digital economy. On this basis, the paper analyzes the path of enterprise reform in the digital economy era from the aspects of enterprise strategy, enterprise objectives, property rights model, governance model, production model, innovation model, etc.

Keynote Speech 3: Development Trend on Trade Digitalization

Prof. Jin Chen, PhD, Doctoral Supervisor
Distinguished Professor, Beijing Wuzi University, China; Doctoral Supervisor, University of International Business and Economics, China

Biography: As an expert with special allowance from the State Council and a famous teacher in Beijing, Prof. Chen is currently a distinguished professor of Beijing Wuzi University and doctoral supervisor of the University of International Business and Economics, as well as a deputy director of the Education Guidance Committee of the Ministry of Education for e-commerce majors in colleges and universities, a consultant expert on the establishment of national e-commerce model cities, a chief expert on cross-border e-commerce of China Association of Foreign Trade and Economic Cooperation Enterprises, and an expert on the Digital Economy Committee of China Association of Foreign Investment Enterprises.

He presided over and completed more than 50 national and provincial projects in China, and published more than 100 papers, over 20 textbooks and works.

He mainly engaged in research and practice of trade digitalization, e-commerce and modern service industry. His research fields are modern service industry, industrial upgrading, e-commerce, financial technology.

Abstract: Introduce the current situation of global trade digitalization development and related trade rules and analyze the future development trend. Discuss in depth the trade industry chain featuring e-commerce, industrial parks, leading enterprises and national digital economy demonstration projects, and other cases in China. Explain the opportunities and challenges of trade digitalization transformation and upgrading development and make relevant suggestions on the high-quality development of integrated trade at home and abroad in the digital economy era.

Keynote Speech 4: Research on Governance Mechanism of Agricultural Industry Chain and Supply Chain

Assoc. Prof. Xicai Zhang,
Business School, Beijing Wuzi University, China

Biography: Prof. Zhang is Associate Professor at Business School, Beijing Wuzi University, China. He also works as Director at China Institute of Logistics and Special Researcher at China Institute of Logistics as social part-time jobs. His main research directions are agri-food supply chain, cold chain logistics and security of logistics.

Abstract: Agri-food has always faced the contradiction between short-term fluctuations and long-term safe and stable operation goals. Chinese path to modernization is a modernization with a huge population and eating well is always the greatest livelihood. At the same time, China is a typical urban-rural dual structure. The spatial separation pattern formed by the dual structure has caused great difficulties for the security and stability of the agricultural product supply chain. In recent years, African swine fever, the COVID-19, Conflict of Russia and Ukraine, extreme weather and other emergencies have occurred frequently. At present, many factors pose challenges to the agri-food supply chain system, and the security risk level of agricultural product supply chain has increased significantly. The risks of insufficient supply, logistics interruption, terminal distribution, food safety and price fluctuation occur frequently and even overlap. The report of the 20th National Congress of the CPC pointed out that efforts should be made to improve the resilience and security level of the supply chain and ensure the security of the supply chain of food, energy resources and important industrial chains. The safe, stable and efficient operation of the supply chain is a systematic project, which involves the guarantee of people flow, business flow, logistics, capital flow, information flow and other aspects, as well as the coordination of upstream, midstream and downstream industrial chains. Neither the market regulation nor the government can be relied on too much. Social organizations are also difficult to effectively respond. In the new era, new governance mechanisms are needed to give full play to Chinese institutional advantages, give play to the decisive role of the market, and establish a collaborative governance mechanism.

Part IV Oral Presentation

- The online oral presentations include pre-recorded video presentations and oral presentations on live via **Microsoft Teams (MS Teams) and Tencent meeting**.
- For oral presentation on live, please refer to the official instructions on how to share content via MS Teams before the conference.
- The pre-recorded video should be uploaded to DMI2022 online submission system **before November 18, 2022** in the format of **.mp4** and time duration should be 15 mins.
- Visit *Here* to know How to record a video with PowerPoint.
- The PPT either for pre-recorded video presentation or oral presentation on live could design as you like with requirements as below:
  - ✓ The conference logo should be added to each PPT slide
  - ✓ Title, presenter and affiliation information should be indicated in the first slide
  - ✓ Each slide should be concise, uncluttered and readable from a distance
  - ✓ Include only key words and phrases for visual reinforcement
- Signed and stamped electronic oral presentation certificate would be issued via e-mail after the conference.

Oral Session 1: Digitalization and Business Model

November 26, 2022 (Saturday) (GMT+8, Beijing Time)

Teams Link: http://www.academicconf.com/teamslink?confname=dmi2022
Onsite Venue: First Floor Lecture Hall, Chongde Building
Session Chairs: Prof. Yanrong Li, Deputy-Dean, Beijing Wuzi University, China (13:30-14:50)
Dr. Lin Liao, Beijing Wuzi University, China (15:00-16:35)

13:30-13:45	DMI1077	Research on Chinese Retail industry Crossover and Integration Innovation under Digital Background *Prof. Yan Zhang, Beijing Wuzi University, China*
13:45-14:00	DMI1021	Research on the Education System of International Digital Talents Based on Grounded Theory *Prof. Ji Ren, Beijing Wuzi University, China*
14:00-14:15	DMI1001	The Impact of Social Media Sentiment on Stock Market Based on User Classification *Dr. Lin Liao, Beijing Wuzi University, China*
14:15-14:30	DMI1030	Channel Selection and Low Carbon Strategy with Cap-and-Trade Regulations *Dr. Feng Wei, North China Electric Power University, China*
14:30-14:50	**Discuss and Comment** *Reviewers: Prof. Guocheng Wei and Prof. Guangyi Li, Beijing Wuzi University, China*	
14:50-15:00		**BREAK & Poster Session**
15:00-15:15	DMI1064	Occupational Health Research for Couriers in the UK *Dr. Hua Wei, University of Manchester, UK*
15:15-15:30	DMI1037	Identifying and Counteracting Cyber Threats through a Collectivist Cyber Threat Intelligence Policy and Strategy *Dr. Peter Trim, Birkbeck University of London, UK and* *Dr. Yang-Im Lee, University of Westminster, UK*
15:30-15:45	DMI1042	An Integrated Statistical Approach for Predicting the Economic Distress of Kazakh Banks *Dr. Tong Jiao, Robert Gordon University, UK*
15:45-16:00	DMI1052	New Product Diffusion and Seeding Strategy with Information Competition *Dr. Yu Xiao, Shanghai University of International Business and Economics, China*
16:00-16:15	DMI1079	The Effect of Affective Kidnapping on Advertising Appeal Preference *Dr. Qiao Li, Beijing Wuzi University, China*
16:15-16:35	**Discuss and Comment** *Reviewers: Assoc. Prof. Wei Wei, Beijing Wuzi University, China*	
16:35-16:55	**Closing Speech by** *Xianghong Lu, Vice-President, Beijing Wuzi University, China* *Host: Xiaoying Chen, Deputy Secretary, Beijing Wuzi University, China*	

Oral Session 2: Organizational Behavior in Digital Transformation
November 26, 2022 (Saturday) (GMT+8, Beijing Time)
Tencent Meeting ID: *797-276-973*

Session Chairs: Assoc.Prof.Jing Sun, Beijing Wuzi University, China (13:30-15:05)

Dr. Qinghong Zhang, Beijing Wuzi University, China (15:15-16:35)

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13:45-14:00	DMI1067	Policy Regulation of Artificial Intelligence: A Review of the Literature *Dr. Mengdie Du, Beijing Wuzi University, China*
14:00-14:15	DMI1036	Research on the Impact of Green Supply Chain Features on Enterprise Supply Chain Financing Performance *Ms. Shuo Huang, Beijing Wuzi University, China*
14:15-14:30	DMI1045	Evolutionary Game Analysis of Product Quality Issues Supervision of Live-streaming Marketing Based on Prospect Theory *Ms. Xiaoxiao Zhai, Beijing Information Science and Technology, China*
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15:05-15:15		**BREAK & Poster Session**
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15:30-15:45	DMI1029	Research on Middle-section Employee Turnover Tendency and Headhunting Matching Mechanism *Ms. Ziwei Li, Beijing Wuzi University, China*
15:45-16:00	DMI1002	Analysis of the Application Effect of Career Planning Management--a Case of the Tax Consulting Industry *Ms. Zhuo Hou, Beijing Wuzi University, China*
16:00-16:15	DMI1038	Perceived Overqualification and Organizational Citizenship Behavior: The Mediating Role of Job Involvement *Mr. Ze Wang, Beijing Wuzi University, China*
16:15-16:35	**Discuss and Comment** *Reviewers: Assoc.Prof.Xiuyun Gong and Dr.Daiheng Li, Beijing Wuzi University, China*	

Oral Session 3: Management Innovation and Innovation Management

November 26, 2022 (Saturday) (GMT+8, Beijing Time)

Tencent Meeting ID: *279-152-855*

Session Chairs: Dr. Qiao Li, Beijing Wuzi University, China (13:30-15:05)

Assoc.Prof. Shuping Wu, Beijing Wuzi University, China (15:15-16:50)

13:30-13:45	DMI1005	Service Innovation: Visual Analysis of Literature Based on CNKI and Citespace *Ms. Wenwen Liu, Beijing Wuzi University, China*
13:45-14:00	DMI1050	Research on the Distribution and Trend Analysis of Digital Transformation of Chinese Enterprises Based on CiteSpace *Ms. Jiayu Wang, Beijing Wuzi University, China*
14:00-14:15	DMI1008	Research on Business Model Design and Innovation from the View of Meta-Universe *Ms. Xinyu Song, Beijing Wuzi University, China*
14:15-14:30	DMI1054	Investigation and Research on Public Cognition and Attitude Towards "Metaverse" in Digital Age *Ms. Jing Wang, Beijing Wuzi University, China*
14:30-14:45	DMI1019	Enterprises Build Sustainable Innovation Loop: Take ByteDance Launching Lark as an Example *Ms. Ningyuan Chen, Beijing Wuzi University, China*
14:45-15:05	**Discuss and Comment** *Reviewers: Dr. Xiaochun Chen and Dr.Wenyin Yang, Beijing Wuzi University, China*	
15:05-15:15		**BREAK & Poster Session**
15:15-15:30	DMI1003	Research on the Innovative Application of Cross-Border E-Commerce Platform Based on Suning Blockchain *Ms. Youjin Shi, Beijing Wuzi University, China*
15:30-15:45	DMI1051	Enterprise Digital Transformation Mechanism from the Perspective of Resource Arrangement *Ms. Guihua Xiao, Beijing Wuzi University, China*
15:45-16:00	DMI1056	The Impact of Artificial Intelligence Development of the Logistics Industry Talent Demand and Countermeasures *Ms. Yu Wang, Beijing Wuzi University, China*
16:00-16:15	DMI1041	Research on Digital Innovation of Community Group-Buying Supply Chain in Post-Epidemic Era *Ms. Yujing Liu, Beijing Wuzi University, China*
16:15-16:30	DMI1084	Research on the Establishment of the Mutual Trust Mechanism of the International Trade Union for Commodities Based on the Block Chain Technology--A Case Study of Iron Ore *Ms. Boyan Liu, Beijing Wuzi University, China*
16:30-16:50	**Discuss and Comment** *Reviewers: Dr.Xiaofang Cao and Dr.Mengdie Du, Beijing Wuzi University, China*	

Part V Poster Presentation

Poster Presentation Preparation

- The page size of this poster template is 160cm (height) ×60cm (width), portrait (vertical) format. Do not change this page size.
- Please send the poster at **.PDF** format. Please send your poster back to the conference committee via e-mail: dmi@dmiconf.org. or upload the E-poster via DMI 2022 online submission system before November 14, 2022.
- The Poster could design as you like with requirements as below:
    - ✧ The conference logo should be clearly shown in the header;
    - ✧ Title, presenter, and affiliation information should be well indicated;
- Signed and stamped electronic presentation certificate would be issued via e-mail after the conference.

List of Posters

Please Click http://www.academicconf.com/poster?confname=dmi2022 to Access the Poster Presentations.

If you have any questions to ask the presenters, you can leave your questions at the webpage of related poster listed via the same link mentioned above. The presenters will answer your questions as soon as possible via the same webpages.

14:50-15:15, November 26, 2022 (Saturday) (GMT+8, Beijing Time)

DMI1004	Application Process Design of Digital Quality Monitoring and Traceability System for Fresh Agricultural Products *Mr. Zhipeng Mao, Beijing Wuzi University, China*
DMI1013	The Theoretical Basis and Landing Strategy of the Metaverse Business Model *Ms. Bochen Du, Beijing Wuzi University, China*
DMI1023	Research on the Evaluation Mechanism of Platform Companies to Complementors in Building new E-Supply Chains *Mr. Jie Zhao, Beijing Wuzi University, China*
DMI1027	Research on the Supervision Path of Financial Institutions Accessing Central Bank Credit System from the Perspective of Data Governance *Ms. Feifei Xing, Beijing Wuzi University, China*
DMI1028	Research on the Integrated Construction Path of Credit Risk Prevention and Control of the National "Xinyi Loan" Platform *Ms. Meixuan Zhou, Beijing Wuzi University, China*
DMI1035	The Impact of Central Bank Digital Currency Issuance on Commercial Banks in the Digital Economy *Mr. Yingyun Cheng, Beijing Wuzi University, China*
DMI1049	Digital Talent Education Models of 1+X Certification System Based on National Educational Credit Bank *Mr. Wencheng Cao, Beijing Wuzi University, China*

DMI1053	Current Situation and Development Trend Analysis of Food Safety Behavior of Food Enterprises in China: Perspective Based on Social Network *Dr. Juan Chen , Beijing Wuzi University, China*
DMI1059	Study on Governance Mechanism of Food Safety Risk Behavior of Food Enterprises in Beijing Based on the HFACS Model *Ms. Mengyao Li, Beijing Wuzi University, China*
DMI1060	A Review of Research on The Impact of Digitalization on Agricultural Supply Chain Security *Mr. Yining Xie, Beijing Wuzi University, China*
DMI1061	Establishment of Comprehensive Evaluation Indicators in Globalized National Image Using Quantile-type Statistical Methods *Dr. Hao Cheng, National Academy of Innovation Strategy, China Association for Science and Technology, Beijing, China*
DMI1072	A Study on the Innovation Path of Human Resource Management in the Context of Digitalization *Ms. Yanan Li, Beijing Wuzi University, China*

Part VI   Abstract Proceedings

Abstracts of Oral Session 1

DMI1077   Research on Chinese Retail industry Crossover and Integration Innovation under Digital Background

Yan Zhang
Business School, Beijing Wuzi University, China

Abstract. Starting from the connotation of cross-border and integration, this paper studies the cross-border and integration strategies of different retail business models and constructs the theoretical framework of cross-border and integration of retail industry from four aspects of structure, content, direction and mode. Structurally, it can be divided into cross industry, cross industry, cross format and cross brand; The content is divided into channels, technologies, services, scenarios, etc; In the direction, it can be divided into forward integration, backward integration and horizontal integration; The mode is divided into market guidance and government guidance. The research found that cross-border and integration boosted the development of retail business model from low level to high level. Retail enterprises should further be customer-oriented to promote cross-border and integrated development of enterprises.
Keywords: digitization, retail, cross-sector border and integrated development, business model innovation

DMI1021   Research on the Education System of International Digital Talents Based on Grounded Theory

Ji Ren and Wencheng Cao
Business School, Beijing Wuzi University, China

Abstract. International digital talents are critical strategic resources for countries to improve their comprehensive national power and global competitiveness. To better respond to the challenges of economic globalization, it is essential to deepen the reform of the international digital talent training system, clarify the development direction of international digital talent training, and build an international digital talent training mechanism. Based on the grounded theory, the study constructs a global digital talent education system model with three core categories of "input-process-output" and seven main categories through three-level coding and selects 200 data for analysis. The study results show that the current international digital talent education mechanism is imperfect, and the quality of talent is low; the assessment tools for global digital talent education are missing; the teaching technology, teacher quality and social resources are poor. At the same time, the study proposes countermeasures and suggestions for the weak links from three levels: input elements, process elements and output elements，providing some theoretical guidance for the school to cultivate better talents.

Keywords: international digital talent, grounded theory, training mechanism

DMI1001　The Impact of Social Media Sentiment on Stock Market　Based on User Classification

Lin Liao[1] and Tao Huang[2]
[1]Business School, Beijing Wuzi University, China
[2]Guanghua School of Management, Peking university, China

Abstract. The relationship between social media sentiment and the stock market has been receiving much attention. Based on the perspective of social media user classification, using Weibo and Shanghai Composite Index data, quantile regression and instrumental variable quantile regression (IVQR) model is built to explore the impact of sentiment and sentiment fluctuation on authenticated and non-authenticated users on stock market returns respectively. The research results show that Weibo sentiment and sentiment fluctuation have a positive impact on stock market returns, but the effects of the two types of users are different. The sentiment of authenticated users has a stronger and longer impact on stock market returns, while only moderate sentiment and sentiment fluctuation of non-authenticated users have a positive impact on stock market returns. The research provides evidence for the relationship between social media sentiment and stock market and has some practical significance for both social media platforms and users.

Keywords: social media sentiment, stock market returns, user classification, IVQR

DMI1030　Channel Selection and Low Carbon Strategy with Cap-and-Trade Regulations

Feng Wei
School of Economics and Management, North China Electric Power University, China

Abstract. This research adopts Stackelberg's game method to discuss emission reduction decisions and channel selection in a low-carbon supply chain. Two decision models are involved under cap-and-trade regulations: (1) model P: manufacturer's dual-channel structure. A manufacturer is subject to cap-and-trade regulations and can sell products directly to consumers through online channels or wholesale to retailers through offline channels. (2) model O: retailer's dual-channel structure. The retailer adopts a consistent pricing strategy and sells products through online stores and physical stores. Different consumers choose online shops or physical stores depending on their shopping preferences. I analyzed the optimal pricing strategy, emission reduction rate, and manufacturer and retailer profits from the perspective of game theory. This research showed that,

compared with model O, model D always sells more products and profits in model D are higher (manufacturer) / lower (retailer) than in model O. From the perspective of environmental protection, model D is greener than model O when unit carbon price is relatively small. Furthermore, if the consumers' online preference coefficient is not high, the emission reduction rate is higher in model D. From the viewpoint of social welfare, the sales strategies in model O provide greater social welfare than model D. For supply chain members, model O is the optimal choice if they focus on environmental performance and social welfare. The research provides a theoretical foundation and application guidance for the green and sustainable development of enterprises.

Keywords: environmental protection; social welfare; low-carbon strategy; dual-channel supply chain; cap-and-trade regulation

DMI1064   Occupational health research for couriers in the UK and China

Hua Wei
University of Manchester, UK

Abstract. We have conducted two projects concerning couriers' occupational health and safety in the UK and China, with one focused on job burnout among Chinese couriers and another on COVID-19 workplace transmission and prevention in the UK. The Chinese couriers research aimed to understand the level of job burnout among parcel and takeaway couriers in China and associated risk factors. In so doing, we carried out 14 in-depth interviews with frontline couriers and a cross-sectional survey. Four main job stressors were identified understand the themes of Customer sovereignty, algorithmic management, economic precarity and networked support. The analysis of the survey data found that job demands and conflicts at work are two risk factors that were driving burnout and turnover intention among Chinese couriers, while social and organizational support could moderate the relationship between work demands and burnout/turnover intention. The UK project assessed risk-mitigation measures implemented by the companies in the UK logistics sector to protect staff and customers and estimated the impact of the measures using mathematical modelling. Based on the results of qualitative assessment and mathematical modelling, we developed a set of recommendations for the sector to protect from similar future threats. This sector implemented a wide range of risk mitigation measures, with each company developing their own portfolio of measures. Contact-free delivery was the most commonly implemented measure and perceived effective by the companies. Model simulations highlighted the impacts of key interventions, such as fixed pairings (two-person deliveries), and office staff working from home. Workplace mass testing can be effective if adherence rate is high, particularly if paired with small group isolation measures.

Keywords: occupational health and safety, algorithmic management

DMI1037   Identifying and Counteracting Cyber Threats through a Collectivist Cyber Threat Intelligence Policy and Strategy

Peter Trim[1], Dr. Yang-Im Lee[2]
[1] *Birkbeck, University of London, UK*
[2] *University of Westminster, UK*

Abstract. It is clear from both government and industry reports that managers in organizations need to put more time and effort into cyber security awareness and devise and implement a cyber threat intelligence strategy that counteracts the actions of those carrying out cyber-attacks. One of the key issues to be addressed is communication and how managers share information relating to the actions

of those carrying out various forms of cyber-attacks with appropriate staff so that a collectivist approach to cyber security emerges. By developing a collectivist approach to cyber security that results in sustainable relationships with staff based in external organizations and other relevant stakeholders, ways will be found to counteract cyber-attacks. To achieve this, senior management will need to put in place an appropriate risk management system and ensure that all identified cyber threats are placed in a risk register so that relevant stakeholders are aware of the issues and challenges to be overcome. In addition, senior management will need to take cognizance of the fact that cyber security is to be firmly embedded in the organization's security policy and strategy. This means utilizing artificial intelligence (AI) so that cyber security management is enhanced, and a security culture evolves that is maintained through time. Although artificial intelligence (AI) is viewed as highly beneficial in terms of helping managers to identify and deal with existing and emerging cyber threats, attention needs to be given to understanding the role played by sociocultural intelligence and how sociocultural intelligence supports artificial intelligence (AI) and is reinforced by it. The aim of this paper is, therefore, to explain how managers can use sociocultural intelligence to develop a sequence-of-events model and utilize artificial intelligence (AI) in order to devise an effective cyber threat intelligence (CTI) policy and strategy. In addition, managers will be able to place cyber threat intelligence (CTI) within a collectivist security framework, which will focus the attention of staff on cyber security issues and challenges. Although conceptual in nature, evidence is drawn from various research projects and studies undertaken over a number of years and a case is made for university-to-university collaboration, and joint cyber security training, education and research.

Keywords: collectivist, cyber, security, sequence-of-events model, socio-cultural, threat intelligence

DMI1042   An Integrated Statistical Approach for Predicting the Economic Distress of Kazakh Banks

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Abstract. The financial conditions of Kazakh banks significantly deteriorated during and after the financial crisis of 2007-2008; they had the world's highest non-performing loans to total gross loans ratio in 2012. This crisis not only raised the public's concern for the financial stability of Kazakh banks but also the level of urgency to develop early warning tools that can help Kazakh banking regulators to identify economically distressed banks. This is the first study to propose an integrated statistical approach for predicting the economic distress of Kazakh banks. We first performed Principal Component Analysis (PCA) and Cluster Analysis on a sample of 37 banks to identify economically distressed banks. Six banks identified as economically distressed and six non-distressed banks of similar size, market share and branch number form a new sample covering the period of 1 January 2008 to 1 January 2012. The new sample was used to estimate Multiple Discriminant Analysis (MDA), Logit, and Probit models, which were then used to predict whether the twelve sample banks were in distress over the period of 1 January 2013 to 1 January 2014. The three models produced overall predictive accuracy ratios ranging from 83.3% to 87.5% and correctly classified 91.7% of the distressed observations. Finally, we developed an integrated statistical approach that combines the predictive power of all three models. This approach correctly classified all distressed observations, which indicates that it could be used by Kazakh banking regulators to identify economic distressed banks before they pose systematic risk to the financial system.

Keywords: Kazakh banks, financial crisis, financial system

DMI1052   New Product Diffusion and Seeding Strategy with Information Competition

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Abstract. Competition for attention among information exists commonly in individual's decision-making process, having a significant impact on diffusion of new products. To analyze deeply this effect, we evaluate key factors influencing the decision-making process, construct an agent-based diffusion model (ABM) which incorporates individual's information processing and adoption decision mechanisms, and propose a potential value-based (PV) seeding strategy considering information competition. After validating the ABM, we design two set of experiments to identify effects of keys factors on the net present value of diffusion (NPV). The results show (1) that the attractiveness of new product related information, the average number of an individual's information reading, the probability of individuals forwarding information, and the sensitiveness of individuals towards information have a positive effect on the NPV; (2) that the decay rate of information utility has a negative effect on the NPV; (3) that although no significant difference between key indicators of information transmission in diffusion processes with the PV seeding strategy and the classic maximal out-degree one, the effect of the former on the NPV is larger than the latter; (4) that, except the decay rate of information utility, all other factors have a positive effect on the optimal seed ratio. Our research contributes to the literature investigating new product diffusion with information competition and sheds light on the marketing strategies.

Keywords: new product diffusion, seeding strategy, information competition, agent-based model

DMI1079   The Effect of Affective Kidnapping on Advertising Appeal Preference

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Abstract. Existing researches demonstrate that interpersonal experiences can influence consumers' psychology and behavior. However, affective kidnapping, a common interpersonal phenomenon, has not been fully explored in the marketing context. This research examines the effects of affective kidnapping on preference for advertising appeals. We propose that encountering affective kidnapping (vs. non-encountering) consumers show less preference for a brand with warmth advertising appeals. The mechanisms that underlie the effects is instrumental relational schema. Specifically, affective kidnapping activates instrumental relational schema (an emotional burden decompressor), and further reduces consumers' preference for warmth advertising appeals. We also verified brand roles as a boundary condition of this effect. More specifically, this effect should be evident for a partner brand, but be attenuated for a servant brand.

Keywords: affective kidnapping, advertising appeals, stereotype content model, instrumental relationship schema

Abstracts of Oral Session 2

DMI1065   Challenges and Strategies for Organizations and Talent in Digital Transformation

Daiheng Li

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Abstract. In terms of enterprise organization, in the face of digital transformation, it needs to consider whether it needs to make organizational adjustments. In terms of talent, the training of digital transformation talents should pay attention to the training and strengthening of digital capabilities, and more importantly, the strengthening of soft capabilities. In this paper, by crawling through the surveys and reports of IDC, SAP, and other research institutions, we find that the challenge of digital transformation lies in resources, but the organization and talent issues are the key to the most important. This part of the government policy can do limited, more need for the internal consciousness of enterprises and the courage of leaders to promote.
Keywords: digital transformation, organizational changes, talent transformation, talent development

DMI1067   Policy Regulation of Artificial Intelligence: A Review of the Literature

Mengdie Du
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Abstract. With the all-round penetration of new AI technologies into human society, the necessity of policy regulation is becoming more and more prominent. A review of the research results on policy regulation of AI in the West from 1992 to 2020 reveals that: the research on AI policy regulation is still in its initial stage, and researchers mostly use law, political science and management science as their research perspectives to enter the topic, and the research fields are becoming more and more diversified, but not closely connected; The research topics are still at the level of philosophical value and contingency, specifically, the value judgment of policy regulation, procedural mechanism, and ethical issues of medical application, and there are controversies among different scholars, but a basic consensus has been reached on the ethical concerns and regulatory necessity of AI. The future research trends of policy regulation of AI mainly include three aspects: multi-discipline, implementation and diffusion of policy regulation, and ethical reflection.
Keywords: Artificial intelligence, policy regulation, literature review

DMI1036   Research on the Impact of Green Supply Chain Features on Enterprise Supply Chain Financing Performance

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Abstract. With the construction of ecological civilization being incorporated into the overall layout of "five in one" of the cause of socialism with Chinese characteristics, improving the quality of enterprise environmental protection, fulfilling social responsibility and improving the level of corporate governance have become the direction vigorously advocated by all sectors of society. In this context, how to achieve sustainable development has become an important concern. Based on the stakeholder theory, corporate social responsibility theory and signal theory, this paper innovatively constructs the influence mechanism of green supply chain performance on enterprise performance, and empirically tests the mechanism through second-hand data to explore the relationship and mechanism between manufacturing enterprises' performance on green supply chain and enterprise supply chain financing performance, so as to help enterprises improve their sustainable development capacity. The results show that: the green supply chain performance of listed manufacturing enterprises has a significant positive impact on the amount of supply chain financing, but only social performance can significantly reduce the cost of supply chain financing; the current corporate reputation has no significant positive impact on the performance of supply chain financing, but the lag corporate reputation has a significant impact on the amount of supply

chain financing Corporate reputation plays an intermediary role between green supply chain performance and supply chain financing performance.

Keywords: green supply chain features, supply chain financing performance, intermediary effect

DMI1045 Evolutionary Game Analysis of Product Quality Issues Supervision of Live-streaming Marketing Based on Prospect Theory

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Abstract. In order to improve the quality of live-streaming products, the evolutionary game model of live streaming host and platform is built. Considering the limited rationality of the decision makers, we introduced the prospect theory. Then, we analyzed the stable state of the evolutionary game. We also analyzed the influence of game-related parameters on the evolution stability strategy through numerical simulation. The results indicate that: (1) The risk sensitivity coefficient and loss aversion coefficient are the important influencing factors affecting the host and live broadcast platforms. (2) When the punishment of the government increases, the live-streaming platform will tend to strong supervision. At this time, the live-streaming hosts with low loss aversion will continue to loose select products. The live-streaming hosts with high loss aversion will strict selection. (3) When customer dissatisfaction increases or government penalties increase, the live-streaming hosts will tend to strict select products. The live-streaming platforms with low loss aversion will continue to weak supervise. The live-streaming platforms with high loss aversion will strong supervise. Finally, we provided countermeasures and suggestions for the quality supervision of live-streaming marketing in this paper.

Keywords: Live-streaming marketing; product quality; behavior supervision; prospect theory; evolutionary game

DMI1080 Digital Empowerment on Rural Construction

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Abstract. Rural construction is an important part of Chinese path to modernization, and also an important task of implementing the rural revitalization strategy. Digital technology, with the Internet, big data and artificial intelligence as its main contents, is an important starting point for high-quality development of rural construction. It is promoting the transformation and development of China's traditional villages to digital villages through multiple paths such as reducing market transaction costs, promoting the convenient flow of market factors, changing the traditional economic model, promoting management process reengineering and innovation, and improving human capital value. And it's further promoting the deep integration of digital technology with rural economy, society, culture, governance, ecology and urban and rural areas. At present, to ensure the effectiveness and sustainability of digital empowering rural construction, it is necessary to deeply understand the bottleneck problem, improve infrastructure construction, optimize service system, cultivate localized talents and strengthen information governance according to local conditions.

Keywords: digital empowerment, rural construction

DMI1017 The Impact of Digital Transformation of Manufacturing Enterprises on Human Capital

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Abstract. With the rapid development of the digital economy in China, digital transformation's impact has penetrated various industries and enterprises. Manufacturing is the main body of the national economy and the country's foundation. the digital transformation is more important for manufacture enterprises, at the same time, human capital is also an essential factor in promoting digital transformation. Based on this background, this paper analyzes the impact results and mechanism of digital transformation on human capital. Taking Shanghai A-share prominent companies from 2014 to 2020 as the research object, this paper conducts an empirical study on the impact of digital transformation on human capital, constructs A benchmark model, and tests the robustness of the conclusion. It is found that digital transformation can promote human capital investment. Finally, according to the research conclusions, this paper puts forward suggestions for improving enterprise human capital from three aspects: enterprise, government and individual.
Keywords: Manufacturing enterprise, Digital transformation, Human capital

DMI1029 Research on Middle-section Employee Turnover Tendency and Headhunting Matching Mechanism

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Abstract. Headhunting is an important channel to allocate professional talents, and employee turnover has always been a key topic for the company and human resources researchers. Based on the analyses of the primary data of human resource service companies, this paper uses game theory to view the resignation of middle-section employees from the perspective of a headhunter, and the results show that the turnover is mainly about the increase in salary; the men employees tend to get more income than the female; the tendency of employees to seek cross-region configuration and cross-professional and cross-industry configuration affects the headhunting configuration pattern, and the alliance becomes a stable game decision in the simulated three-way game. Finally, the corresponding suggestions are put forward to provide a new perspective for promoting the allocation of human resources in China.
Keywords: headhunter matching, man-post configuration mechanism, trilateral game

DMI1002 Analysis of the Application Effect of Career Planning Management--a Case of the Tax Consulting Industry

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Abstract. The epidemic situation in COVID-19 aggravated the pressure and challenges of enterprises' management, which directly affected employees' working attitudes. This paper takes organizational career planning management as the independent variable and takes job satisfaction, turnover intention, and organizational commitment as the proxy variables of dependent variables. H Company is taken as the research object, with 17 qualitative interviews and 645 cluster sampling surveys. Through correlation and regression analysis, the conclusions can be drawn:1. The implementation of career planning management has a significant impact on employees' work attitude, a positive impact on job satisfaction and organizational commitment, and a negative impact on turnover intention. 2. Each dimension of career planning management has a different action mechanism on each proxy variable of employees' work attitudes. Fair promotion, providing information, and paying attention to training and career development in career planning management

can significantly promote job satisfaction and job commitment. However, paying attention to training and career development significantly inhibits turnover intention, while the other two dimensions have no significant influence. Based on these conclusions, the enterprises can promote employees' job satisfaction and organizational commitment by enhancing their career planning management awareness, establishing a perfect career planning management system, and carrying out diversified career planning management practices.

Keywords: career planning management, application effects analysis, work attitude.

DMI1038　Perceived Overqualification and Organizational Citizenship Behavior: The Mediating Role of Job Involvement

Ze Wang and Chunling Zuo

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Abstract. In recent years, the rapid expansion of universities and the increasingly fierce competition for talents have made overqualification a common phenomenon. As a special human-post mismatch phenomenon, the performance of overqualified employees directly affects the future long-term development of the organization. The organizational citizenship behavior of employees is the source of innovation and the key to maintaining the competitive advantage of the organization. Therefore, whether overqualified employees can demonstrate the organizational citizenship behavior that managers expect, and how to fully utilize and develop the remaining qualifications of overqualified employees so that their innovation potential can be fully utilized, creating more value for the organization and bringing higher returns to innovation performance, have become important research directions in academia. Based on the above research objectives and focus, this study aims to investigate whether overqualified employees can generate positive organizational citizenship behaviors and the influence mechanisms behind them. Through the questionnaire survey, 391 samples were collected in this study and found that perceptions of overqualification negatively affect organizational citizenship behavior, and job involvement plays a partially mediating role in the effect of perceptions of overqualification on organizational citizenship behavior. In other words, the influence of perceptions of overqualification on organizational citizenship behavior is realized through the mediating role of job involvement.

Keywords: perceived overqualification, organizational citizenship behavior, job involvement

Abstracts of Oral Session 3

DMI1005　Service Innovation: Visual Analysis of Literature Based on CNKI and Citespace

Jing Sun and Wenwen Liu

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Abstract. This study uses the method of bibliometrics to sort out and analyze the Chinese research on service innovation in the past ten years and uses Citespace software to conduct basic statistics and keyword analysis on 1 048 literature samples screened in the CNKI database. The research shows that the number of service innovation literature has increased significantly since 2012, and it follows the development law of service innovation connotation, influencing factors, and innovation paths, and maintains a relatively stable number. From the overall situation, the core author group is not large, there is less cooperation between cross-institutional authors, and most of the publishing institutions are more cooperation between universities located in developed areas of the service industry, but the industry-university research is insufficient of publications. The results continue to

extend to the fields of Information technology innovation, business model innovation and management innovation.

DMI1050   Research on the Distribution and Trend Analysis of Digital Transformation of Chinese Enterprises Based on CiteSpace

Qianwen Luo and Jiayu Wang
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Abstract. Enterprise digital transformation has always been a hot issue in Chinese industries. To grasp the burning problems and development trends of enterprise digital transformation research, this paper uses the visual analysis software CiteSpace to analyze the distribution and trend of research on enterprise digital transformation in CNKI journal papers and draws the following conclusions. The research on the digital transformation of Chinese enterprises first started in 2011, and the period of 2011-2019 belongs to the initial stage and has entered the rapid growth stage since 2020. Most of the authors and research institutions in this field in China are independent researchers and have not yet formed a complex cooperative network. Research on the digital transformation of Chinese enterprises initially started in the publishing industry and gradually extended to various sectors. Future research on the digital transformation of Chinese enterprises will develop in the "digital transformation of state-owned enterprises" and "digital transformation of agricultural enterprises."

DMI1008   Research on Business Model Design and Innovation from the View of Meta-Universe

Xinyu Song
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Abstract. This paper is based on domestic and foreign scholars for meta-universe concept, characteristics and influencing factors of theoretical research, through comparative analysis summarizes the meta-universe space concept based on technical composite presents "strong interaction, high real-time, strong correlation, deep immersion and to center" characteristics, and through the case study found that "highly independent information sharing, innovation incentive, highly coordination of open and integration" of business innovation concept fully meet the characteristics of meta-universe technology block composite. This paper believes that the "universe" business model innovation integration path can be summed up to: starting from the meta-verse space technology block composite, further highlight the meta-verse space concept, finally realize based on the characteristics of the business model innovation concept of business model optimization, and based on the meta-verse architecture characteristics of business model innovation path targeted construction, so as to realize the parties eventually form a benign dynamic cycle of business goals.

DMI1054   Investigation and Research on Public Cognition and Attitude Towards "Metaverse" in Digital Age

Lifeng Song and Jing Wang
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Abstract. In the digital era, the metaverse has become a hot topic. The public's perception and attitude toward the metaverse will determine its future development. This paper surveys the form of online electronic questionnaires in order to understand the public's cognition and attitude towards the metaverse in China. It is found that the public's understanding of the metaverse is not deep enough, and access to relevant information is not formal enough. The public's understanding of the concept, technology, and application of the metaverse is relatively shallow. People are eager to bring convenience to social life in the metaverse, but there are also some doubts and concerns. The public generally maintains a rational view of the metaverse and has a relatively good degree of acceptance and expectation of the metaverse. The public's cognition and attitude towards the metaverse have essential reference value for the future development of the metaverse.

Keywords: digital era, the public, mateverse, cognitive status, attitude

DMI1019   Enterprises Build Sustainable Innovation Loop: Take ByteDance Launching Lark as an Example

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Abstract. This paper uses the method of formal model construction to model the path of enterprise sustainable innovation and explains it by case analysis. Some suggestions are put forward then. In the changing market environment, enterprises can adapt to and strive for more living space only through continuous innovation. The construction of a sustainable innovation loop makes the previous research on sustainable innovation become relatively concrete from the abstract. Enterprises should construct and complete the loop of innovation path according to their own characteristics. In the process of launching Lark, ByteDance takes scientific and technological innovation as the basis, and business model innovation as the key link, and finally completes the cycle of innovation path, and the innovation is still ongoing, achieving the purpose of sustainable innovation, reflecting the enterprise innovation strategy and corporate culture.

Keywords: enterprise technology innovation, business model innovation, sustainable innovation, platform enterprise

DMI1003   Research on the Innovative Application of Cross-Border E-Commerce Platform Based on Suning Blockchain

Youjin Shi
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Abstract. With the advancement of information technology and the development of the Internet, cross-border e-commerce has developed rapidly and has had a certain impact on our way of life. The rapid development of cross-border e-commerce has also brought about problems such as reduced trade efficiency, counterfeit and shoddy sales, and imperfect market supervision mechanisms. The rise of blockchain just proposes a new solution. This article takes the Suning blockchain as a research object to introduce the feasibility of the innovative application of blockchain for cross-border e-commerce platforms and provide a reference for solving the industry's dilemma.

Keywords: blockchain; cross-border e-commerce; innovation

DMI1051   Enterprise Digital Transformation Mechanism from the Perspective of Resource Arrangement

Xicai Zhang and Guihua Xiao

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Abstract. With the advent of the digital economy era, the digital transformation of enterprises has become an inevitable choice. The theoretical innovation of this paper is based on the resource arrangement theory, focusing on "What is the motivation of enterprise digital transformation?" "What is the mechanism of enterprise digital transformation?" And other research issues, proposed that enterprises in different stages will optimize the use of digital resources according to different needs, form corresponding digital capabilities, and create different values, and built a research framework of "transformation motivation - resource arrangement - capacity formation - value creation". This paper selects the digital transformation process of Leader Harvest as the research object and divides the digital transformation process of enterprises into three parts according to different transformation motives: single point business digitalization driven by lean production, business process digitalization driven by continuous improvement, and management network digitalization driven by efficient decision-making. Through a three-month case study of Leader Harvest, nearly 100000 words of materials, such as semi-structured interview materials, observation materials and second-hand materials, were coded and processed, and finally the digital transformation mechanism of enterprises at different stages was obtained, which is convenient for other enterprises to reference when carrying out digital transformation. The inadequacy of this paper is that it only analyses the internal transformation motivation of a single enterprise and does not take the demand of the supply chain of the enterprise into consideration. The future research direction is to maximize the efficiency of the entire supply chain while realizing the digital transformation of a single enterprise.

Keywords: digital transformation, case study, resource arrangement theory

DMI1056   The Impact of Artificial Intelligence Development of the Logistics Industry Talent Demand and Countermeasures

Yu Wang, Yingying Yao and Yuzhu Li
Beijing Wuzi University, China

Abstract. In the past decade, artificial intelligence technology has developed rapidly and continues to be applied to various industries, of which the logistics industry is particularly obvious. From Jingdong's Delta-type automatic sorter and Pegasus handling AGV to Shunfeng's Ark unmanned delivery vehicle, as well as the intelligent operation equipment of major logistics companies, all reflect the wide application of AI in this industry. The application of intelligent equipment has profoundly impacted the logistics industry's labor supply and demand structure. For the practitioners, some of them will face the problem of unemployment or transfer, and for the enterprises, the lack of talent in some positions makes the operation efficiency not to be maximized. Therefore, it is necessary to conduct a study on the change of talent demand in the current logistics industry The purpose of this study is to enable practitioners to effectively improve their vocational skills and reduce the risk of unemployment while enabling enterprises to better achieve staffing and promote their development and progress so that the labor supply and demand in the logistics industry can be balanced and the development of the logistics industry can be better promoted. This study analyzes the data of the China Statistical Yearbook for the past ten years and conducts questionnaires and interviews with nine logistics and express companies such as Shentong Express Company and Yuantong Express Company, and the research subjects include the heads of outlets, personnel heads of regional branches and HR of the head office, etc. The analysis is combined with the annual reports of corresponding companies and relevant domestic and foreign literature, and the following

conclusions are drawn: first, to reduce the demand for repetitive, manual, and other operational; the second is that there is still demand for front-line service positions, and the third is to increase the demand for high-skilled, comprehensive and composite talents. In view of the changing situation of talent demand in the logistics industry, we propose to enterprises re-match human and job positions and the introduction of talent, to the universities to improve the curriculum system and the cooperation between schools and enterprises, and to the government to improve the relevant industry standards and social security.

Keywords: artificial intelligence, logistics; talent demand, job changes

DMI1041　Research on Digital Innovation of Community Group-Buying Supply Chain in Post-Epidemic Era

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Abstract. The development and application of digital technology has brought a new development direction for the community group buying industry and promoted the rapid development of the digital community group buying industry. Article on the basis of reviewing and sorting digital related research, this paper probes into the concept of community group purchase digital innovation, development, and supply chain factors, finally puts forward to set up community group purchase digital collaborative supply chain concept, establish an early warning system for the digital community group supply chain and Suggestions to strengthen the construction of digital community group supply chain infrastructure three aspects, It provides reference for the digital development of community group buying supply chain.

Keywords: community group buying, supply chain, supply chain digitization

DMI1084　Research on the Establishment of the Mutual Trust Mechanism of the International Trade Union for Commodities Based on the Block Chain Technology--A Case Study of Iron Ore

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Abstract.

China is a major player in the international trade of commodities. Commodities have affected the political and economic situation in China. Therefore, in order to ensure the country political and military security, an important measure that China should implement is to maintain the stability of commodity trading. At present, China is the largest buyer of many commodities in the world, but China has no voice in the pricing power of commodities. The loss of voice has made China lose the initiative when encountering problems such as transaction fraud, handover violations, and price gouging in the process of bulk commodity trading. International trade alliances of various countries lack corresponding trust in China's trade, and due to the emergence of Sino-US trade and the pressure of the US government on China, China is also struggling to move forward on the road of international trade. This poses a huge threat to the trade security of our bulk commodities. Therefore, it is urgent to build a mutual trust mechanism for both parties to the transaction, platforms and other participants. The rise of block chain technology makes commodities international trade alliances subversive reform? Block chain technology makes the power equality between international trade alliances with its unique decentralization. Features such as consensus mechanisms, distributed ledgers and global authentication make commodity international trade alliances no longer have to worry about mutual

trust in the past. Take iron ore as an example, this article will use block chain technology to rebuild the mutual trust mechanism between commodity international trade alliances.

Keywords: block chain technology, commodities, international trade alliance, iron ore, establishment of mutual trust mechanism

Abstracts of Poster Session

DMI1004   Application Process Design Of Digital Quality Monitoring and Traceability System for Fresh Agricultural Products

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Abstract. The quality and safety of fresh agricultural products have become a top priority in the study of agricultural products, and there is a need to shift from the traditional supply chain approach to a digitally enabled smart supply chain, which can realize data collection, monitoring, control, positioning, tracking and supervision of fresh agricultural products in production, processing, transportation, sales, and other aspects, to improve the efficiency of agricultural production, processing, and circulation, while also enhancing consumer satisfaction and government The paper summarizes the quality monitoring of fresh agricultural products. This paper summarizes the main stages of the development of fresh agricultural products' quality monitoring and traceability system and the corresponding traceability technologies and introduces the technical characteristics and application performance of IoT technology, blockchain technology, and their integration respectively. Combining the application characteristics of IoT and blockchain technologies, it summarizes the distribution and management mode of typical product identification such as QR codes and RFID tags in the whole process of the supply chain from four aspects: IoT information collection, real-time monitoring, and early warning, product information traceability, and product quality supervision and proposes a kind of application process of pig supply chain traceability digitalization scheme, taking pig as an example. The research results of this paper have important reference value for the innovative development of a blockchain-enabled supply chain.

Keywords: fresh produce traceability, smart supply chain, blockchain, Internet of things

DMI1013   The Theoretical Basis and Landing Strategy of the Metaverse Business Model

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Abstract. With the transformation of the metaverse from the concept stage to the business model stage, the business model has gradually become one of the focal issues of the metaverse. Based on the business model canvas, this paper explores the process of value proposition, value creation, value delivery, and value acquisition of the metaverse. It puts forward a series of strategic suggestions for the metaverse business model landing: breaking through the traditional business logic, exploring the sustainable development mechanism, and predicting and preventing risks.

Keywords: metaverse, business model, landing strategy, business model canvas

DMI1023   Research on the Evaluation Mechanism of Platform Companies to Complementors in Building new E-Supply Chains

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Abstract. This paper takes B2C platform enterprises as the main subject of evaluation and considers the construction of e-supply chains among complementary roles of the platform as the research object. It considers distributors-retailers-consumers as each ring of e-supply chains and uses supply chain flexibility, supply chain performance, supply chain risk, supply chain credit, and supply chain competitiveness as indicators to comprehensively evaluate multiple e-supply chains on the same type of platform enterprises. Innovations: (a) It focuses on the micro-environment of the e-supply chain where the platform enterprises and complementary players are located. (b) Combining the entropy method "from cause to effect" and the fuzzy comprehensive evaluation method "from cause to effect," combining objective and subjective empowerment and dividing the expert interviewees into roles in the supply chain. (c) Unlike the traditional evaluation mechanism, where the analysis target is independent of the supply chain, this paper focuses on analyzing the overall and comprehensive performance of the e-supply chain built by complementary platform roles in various dimensions.

Keywords: platform enterprise, e-supply chain, fuzzy comprehensive evaluation method, entropy weight method

DMI1027 Research on the Supervision Path of Financial Institutions Accessing Central Bank Credit System from the Perspective of Data Governance

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Abstract. In 2006, the national unified enterprise and individual credit information basic database led by the Central bank was completed and successfully connected nationwide. In recent years, the number of access institutions of the credit investigation system has increased, the scope of coverage is wider, the included information has increased rapidly, and the number of data inquiries has become increasingly large. According to the "Central Bank Credit System Construction Report", the access institutions of the central bank include banking financial institutions, small loan companies, housing provident fund management centers, insurance companies, trust and investment companies, financial asset management companies, financing guarantee companies and other institutions. Among them, financial institutions account for a large proportion of the access institutions of the central bank, but so far there is no unified standard for the pre-conditions and follow-up management of the access of financial institutions to the credit investigation system. With the increasing importance of credit investigation system, it is necessary to regulate and supervise the financial institutions it connects to. Therefore, this paper studies the path of access of financial institutions to the Central bank's credit investigation system. On the one hand, it is convenient for the central bank to carry out systematic management of access financial institutions, and on the other hand, it can improve the integrity and accuracy of credit information of the central bank's credit investigation system. This paper holds that the supervision of big data on the access of financial institutions to the credit investigation system should, on the one hand, improve the legal basis of big data credit investigation, formulate unified data collection standards for access institutions, and on the other hand, formulate unified data preservation and processing rules, and refine data application rules after access. As the largest credit information platform in China, the central bank credit information system plays an important role in improving our country's credit information system.

Keywords: data governance, financial institution, credit investigation system, supervision mechanism

DMI1028   Research on the Integrated Construction Path of Credit Risk Prevention and Control of the National "Xinyi Loan" Platform

Changjun Wu and Meixuan Zhou

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Abstract. In 2019, the National Development and Reform Commission led the issuance of a notice to promote the construction of the national "Xinyi Loan" platform. Since then, the national "Xinyi Loan" platform has entered the vision of SMEs. The difficult and expensive financing of SMEs has always been an important factor causing the low business environment indicators in China. The emergence of the national "Xinyi Loan" platform has well alleviated this problem. However, all the links in the platform are scattered and the information is isolated, and a long-term integrated mechanism has not yet been formed, so it cannot effectively prevent and control risks at present. By constructing a three-party incomplete information dynamic game model of the government, SMEs and financial institutions in the platform, this paper analyzes that all parties should strengthen the pre-loan investigation, in-loan management and post-loan default recovery of the "letter and easy loan" business. To create a good business environment and improve the integration of risk prevention and control, we should further strengthen substantive review, break information islands, promote diversified governance, update data in real time, increase punishment, and improve credit repair.

Keywords: national "Xinyi Loan" platform; credit supervision; risk prevention and control integration

DMI1035   The Theoretical Basis and Landing Strategy of the Metaverse Business Model

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Abstract. With the arrival of the Internet big data era, the digital economy has become one of the important foundations of China's economic and social development, and the rapid development of digital currency is the basic driving force and important symbol of the current Internet big data era. With the continuous transformation of the digital currency background, finance has become a modern economic system, both domestic and foreign, the competition in the financial industry is also gradually intense, and the innovation of the digital currency background has become the main direction of the development of modern China's financial industry. In 2020, China's central bank digital currency began to carry out pilot work in Shenzhen, Suzhou, Xiong'an New Area and Chengdu, China became the world's first country to issue sovereign digital currency in the world. The issuance of the central bank's digital currency will bring new opportunities and challenges to the domestic banking industry. The issuance of central bank digital currency will bring great challenges to the traditional business model of commercial banks, and at the same time, it will increase the competition among commercial banks and bring more pressure as well as new risks to the financial infrastructure of commercial banks. Therefore, commercial banks should adjust their business model, strengthen the cooperation among the banking industry, avoid vicious competition among banks, strengthen the financial infrastructure of commercial banks, and improve the risk prevention and control level of commercial banks comprehensively.

Keywords: digital currency, commercial banks, operational architecture, cross-border business

DMI1049   Digital Talent Education Models of 1+X Certification System Based on National Educational Credit Bank

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Abstract. The construction of a national education credit bank (ECBS) and the "1+X" certification (XCERT) are both key ways to build a modern vocational education system in China. The XCERT has laid the practical foundation for the construction of ECBS. The ECBS has created an excellent institutional environment for implementing the XCERT. Therefore, from the perspective of the ECBS, the current situation of digital talent cultivation and the implementation cases of the XCERT are sorted out. Using the case study method, we analyzed the problems of lack of cooperation among organizations, lack of professional digital talent training and evaluation system, and lack of experience in organizing vocational skills certificate examinations in the implementation process of XCERT. In response to these problems, countermeasures for the construction of the XCERT are proposed, for example, strengthening the cooperation mechanism among organizations, improving the digital talent education model, improving the quantity and quality of education and evaluation organizations, optimizing the digital talent education program, and improving the application-oriented curriculum system.

Keywords: "1+X" certification system, digital talent education, application-oriented digital talents

DMI1053   Current Situation and Development Trend Analysis of Food Safety Behavior of Food Enterprises in China: Perspective Based on Social Network

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Abstract. In order to accurately grasp the research status and development trend of food safety behavior in China's food enterprises, this paper screens periodical papers in the CNKI database from 2003 to 2019, and draws visualization maps by using Ucinet, Netdraw, and CiteSpace software to analyze the research hotspots, cohesive subgroups, and network structure characteristics. And we find out that the research of food safety behavior of the food enterprises in China mainly centers on seven sub-groups of "traceability management", "cause of behavior formation", "government supervision", "enterprise behavior management", "influencing factors of implementation intention", "corporate social responsibility" and "social supervision". It shows the characteristics of concentrated concern, diversified behavior subjects, unsystematic external measures, little summary and research, and unclear interest coordination. The research trend is toward kernelization of actors, concretization of behavior objects, and the diversification of behavioral governance. Therefore, in order to promote the research on the food safety behavior of food enterprises in China, the emphasis is to strengthen the depth of research on internal management and external environment optimization of enterprises, to further studied science and technology of the food industry, and to promote the realization of social co-governance.

Keywords: food enterprises, food safety behavior, research status, trend of development, social network analysis

DMI1059   Study on Governance Mechanism of Food Safety Risk Behavior of Food Enterprises in Beijing Based on the HFACS Model

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Abstract. *Objective*: Study the governance mechanism of food safety risk behavior of food enterprises in Beijing from the perspective of behavior to effectively prevent and control food safety risk. *Methods*: The HFACS model was used to build the cause analysis model of the food safety risk behavior of food

enterprises in Beijing, combined with the questionnaire survey data to analyze the cause of food safety risk behavior of food enterprises in Beijing, and then to build the governance mechanism of food safety risk behavior of food enterprises in Beijing. *Results*: A "one axis and four dimensions" management mechanism of food safety risk behaviors of food enterprises in Beijing was established. Taking Beijing food enterprises as the "axis" of the management mechanism, a "responsibility identification and behavior self-discipline" spiritual environment, a "mechanism co-construction and self-inspection and mutual inspection" institutional environment, a "regular assessment and normal accountability" self-inspection environment, and an "integrity management and food security" environment were formed within the enterprise. The humanistic environment of "an" will give full play to the stable role of "government supervision as the leading role," "Industry Association guidance as the hub," "consumer supervision as the guide," "media participation as the support" and "Four Party prevention and control" outside the enterprise, to expand the thinking of food safety risk management of food enterprises. *Conclusion:* Food safety risk behavior is the direct cause of food safety risk. The prevention and control of food safety risk not only requires the formation of an environment to prevent slack behavior in food enterprises but also requires the interaction of the government, industry associations, consumers, and the media to jointly restrict the food safety risk behavior of food enterprises.

Keywords: food enterprise; food safety risk behavior; governance mechanism; HFACS model

DMI1060 A Review of Research on The Impact of Digitalization on Agricultural Supply Chain Security

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Abstract. The safety of agricultural products is a fundamental guarantee of people's lives. Advances in technology and policy support have led to a steady rise in agricultural production, and the problems at the production end of agricultural products have been solved. However, there are problems in three aspects of China's agricultural supply chain: information flow, food safety supervision, and supply chain risk monitoring and control. The application of information technology and digitalisation has alleviated the problems in the above three aspects of China's agricultural supply chain and enhanced the security of the supply chain, but it has also brought new risks. In-depth solutions to the problems of the agricultural supply chain and further improvement of supply chain security need to rely on the continuous and in-depth promotion of digital technology.

Keywords: digital, agricultural supply chain, supply chain security

DMI1061 Establishment of Comprehensive Evaluation Indicators in Globalized National Image Using Quantile-type Statistical Methods

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Abstract. National image is a comprehensive reflection of a country's performance on international stage and could be affected by an enormous number of factors. To evaluate national image, it is important to screen the key factors first and then use powerful tools to establish one kind of comprehensive evaluation indicator. The paper chooses lasso penalized quantile regression to select key variables that affect national image at different quantile levels. Based on the quantile-based third-order latent variable model, the paper proposes a national image comprehensive evaluation indicator and modified partial least square algorithms using the selected variables. Thus we capture the effects of selected variables according to the explored quantile of interest. All our investigation works

are based on the real data from International Institute for Management Development World Competitiveness Yearbook.

Keywords: penalized quantile regression, third-order latent variable model, partial least square, comprehensive evaluation

DMI1072   A Study on the Innovation Path of Human Resource Management in the Context of Digitalization

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Abstract. In the development process of enterprises, management is an important guarantee, of which human resource management plays an important supporting role. In the current era of "Internet+" and digitalization, enterprises are facing new opportunities and challenges in human resource management, which they need to face directly and need to analyze the relevant issues comprehensively. This thesis focuses on the innovation of human resource management in modern enterprises in the era of "Internet+" and digitalisation. It uses literature analysis to first study the problems in recruitment, performance assessment and employee relations, and to find the corresponding innovative ways for different problems. In addition, it is suggested that managers and HRM practitioners need to improve their personal skills and effectively use the various technologies brought about by "digital innovation" in order to cope with the complexities and changes in the external environment. It is concluded that in an era of rapid technological development, we can use the various technologies derived from the Internet to expand new ways of innovation in human resource management.

Keywords: digital era, "Internet+", human resource management, innovation

Part VII Acknowledgements

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