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用户生成内容模式对消费者购买行为影响的实证研究
 数字经济背景下连锁经营与管理专业定位与课程体系研究
 乡村振兴背景下直播电商推动消费扶贫可持续发展机制研究
 电子商务对高职生消费观的影响及对策
 数字化背景下高速服务区生鲜农产品冷链物流智能调度模式研究
 后冬奥时期张家口冰雪旅游资源可持续开发模式研究



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全文经过中国知网检测和黑马校对

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