ATLANTIS PRESS

Atlantis Highlights in Engineering
Editor-in-Chief: Zheng Zheng

Ziqiang Zeng · Vilas Gaikar · Reza Lotfi *Editors*

Proceedings of the 2022 3rd International Conference on E-commerce and Internet Technology (ECIT 2022) · Volume 11

OPEN ACCESS

Atlantis Highlights in Engineering 11

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Ziqiang Zeng · Vilas Gaikar ·
Reza Lotfi
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Proceedings of the 2022 3rd International Conference on E-commerce and Internet Technology (ECIT 2022)

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ISSN 2731-7927 ISSN 2589-4943 (electronic)
Atlantis Highlights in Engineering
ISBN 978-94-6463-004-6 ISBN 978-94-6463-005-3 (eBook)
https://doi.org/10.2991/978-94-6463-005-3

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The registered company address is: Van Godewijckstraat 30 3311 GX Dordrecht Netherlands

Preface

Due to recent pandemic, the 2022 3rd International Conference on E-commerce and Internet Technology (ECIT 2022) which was planned to be held in Zhangjiajie, China, was held virtually online during March 4–6, 2022. The decision to hold the virtual conference was made in compliance with many restrictions and regulations that were imposed by countries around the globe. Such restrictions were made to minimize the risk of people contracting or spreading the COVID-19 through physical contact. There were 90 individuals who attended this online conference, representing many countries including Singapore, USA, India, and China.

ECIT is to bring together innovative academics and industrial experts in the field of E-Commerce and Internet Technology to a common forum. The primary goal of the conference is to promote research and developmental activities in E-Commerce and Internet Technology. Another goal is to promote scientific information interchange between researchers, developers, engineers, students, and practitioners working all around the world. The conference will be held every year to make it an ideal platform for people to share views and experiences in E-Commerce and Internet Technology and related areas.

During the conference, the conference model was divided into three sessions, including oral presentations, keynote speeches, and online Q&A discussion. In the first part, some scholars, whose submissions were selected as the excellent papers, were given about 5–10 minutes to perform their oral presentations one by one. Then in the second part, keynote speakers were each allocated 30–45 minutes to hold their speeches. In the second part, we invited four professors as our keynote speakers. Prof. Arumugam Dhanalakshmi, Wenzhou University, China, performed a speech on *Application of Artificial Intelligence in the Internet Driven Economy.* And then we had Assoc. Prof. Minyue Jin, Chongqing University, China. She made a wonderful speech on *Implications of Green Optimism upon Sustainable Supply Chain Management.* And then we had Assoc. Prof. Au Yong Hui Nee, our third keynote speaker, from Universiti Tunku Abdul Rahman, Malaysia. She delivered a wonderful speech on *Potentials Of The Innovation–economic Growth Nexus To A Digital Future.* The finale keynote speaker, Assoc. Prof. Desislava Stoilova, South-West University "Neofit Rilski", Bulgaria, performed a speech on *Analysis of the Financial Management of Municipal Enterprises in Southwest Bulgaria with Z-Score Model.* Their insightful speeches had triggered heated discussion in the third session of the conference. Every participant praised this conference for disseminating useful and insightful knowledge.

The proceedings is a compilation of the accepted papers and represents an interesting outcome of the conference. Topics include but are not limited to the following areas: E-commerce and digital business, information economy and enterprise management, digital economy and artificial intelligence technology and application, and other related topics. All the papers have been through rigorous review and process to meet the requirements of international publication standard.

We would like to acknowledge all of those who supported ECIT 2022. The help and contribution of each individual and institution were instrumental in the success of the conference. In particular, we would like to thank the organizing committee for its valuable inputs in shaping the conference program and reviewing the submitted papers.

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