International College of
DIGITAL INNOVATION
CHIANG MAI UNIVERSITY

DIFT

Digital Innovation & Financial Technology

ABSTRACT BOOK

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International College of Digital Innovation, Chiang Mai University

ABSTRACT

Book of Abstract of Digital Innovation and Financial Technology 2023-2 Conference 7th October 2023 at International College Digital Innovation Chiangmai University
Organized by
International College Digital Innovation Chiang Mai University

Introduction

The DIFT 2023-2 Conference is organized by International College Digital Innovation, Chiangmai University, International College Digital Innovation Building, Chiangmai, Thailand on 7th October 2023

The conference aims to bring together policy makers, researchers, and experts in the domain of policy making to share their ideas, experiences, and insights. We welcome experts, researchers and practitioners from academia, industries, research institutions, R&D enterprise services and governmental organizations to exchange innovative contributions around the topics.

All abstracts were reviewed by members of the DIFT 2023-2 Committee for rating and presentation content. Further details in accordance with the instructions of provided at: `https://icdi.cmu.ac.th/DIFT/2023-2/`

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Conference Schedule

Room number 1 (ICB1102)
Morning Session, Chairpersons: Asst. Prof. Dr. Bunjira Makond and Dr. Pornpimol Chaisanit
Afternoon Session, Chairpersons: Dr. Worawit Tepsan and Dr. Naret Suyaroj

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11:40-12:00	Analyzing the Impact of Hollywood on America's Image, Behavior, and Teaching Practice Using Structural Equation Modeling By Yanfei Li
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13:10-13.30	Construction and Application of Real-Time Environmental Data Monitoring System of Commercial Housing Delivery Based on Internet of Things (lot) Technology By Xiaoying Li
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13:50-14:10	Recognition and Classification of Microseismic Event Waveforms Using HOG+SVM Method By Hongmei Shu
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Chairpersons: Dr. Siva Shankar Ramasamy and Dr. Somsak Chanaim

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The Talent Training for Tourism Management in Higher Vocational Colleges under the Background of Smart Tourism

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Abstract

Smart tourism is the deep integration of smart information technology and tourism. It is an advanced stage of tourism development. The existence of smart tourism has changed the traditional tourism model and has brought a huge impact on tourists, tourism enterprises and tourism management departments. Vocational colleges are an important foundation for cultivating applied talents. The tourism management major is positioned in terms of personnel training and pays more attention to market demand-oriented and improving students' professional skills.The data was collected from a questionnaire (N=486) distributed to majors of Tourism Management at 6 vocational colleges in Yunnan Province, China.The exogenous variables were smart tourism curriculum setting, smart tourism teaching staff, smart tourism practice, and smart tourism teaching facilities. The endogenous variable was the cultivation of students' information technology skills. The results showed that all the four exogenous variables have positive impacts on the endogenous variable based on the path route results of the structural equation modelling.The survey data is used to verify the research hypotheses. The development of smart tourism promotes the transformation of school education methods, and the improvement of students' smart tourism skills also plays a key role in their own development. Moreover, it provides reference for the follow-up training of smart tourism talents.

KEYWORDS: Smart Tourism, Talent Training, Influencing Factors, Structural Equation Modelling

Factors Affecting Digital Satisfaction in Rural Governance for Rural Revitalization: An Empirical Study

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Abstract

The essence of social governance is the continuous exploration to enhance the quality and level of social governance services, thereby increasing public satisfaction. With the development and application of customer satisfaction theory, the evaluation of public satisfaction has gradually become a hot topic in the field of social governance research, and public satisfaction has become an important indicator for assessing the level of social governance services in the context of big data. This paper employs empirical analysis methods and utilizes questionnaire surveys to comprehensively analyze a dataset. It provides a detailed overview of the research methodology, including theoretical analysis, research hypotheses, empirical model construction, research methods, variable settings, questionnaire distribution and collection, and data analysis methods. Subsequently, a rigorous discussion and analysis of the obtained dataset are conducted. Logistic regression analysis is used to verify research hypotheses related to individual characteristics, family characteristics, village characteristics, and information platform perception.

KEYWORDS: Rural Revitalization, Digitalization, Rural Governance, Satisfaction, Influencing Factors

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Analyzing the Impact of Hollywood on America's Image, Behavior, and Teaching Practice Using Structural Equation Modeling

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Abstract

The purpose of this study is to address the impact of culture on English majors in the digital era of post-pandemic China, with a particular emphasis on movies and TV shows. It analyzes how the portrayal of American culture and values in these media affects how English majors who are future English teachers see and interact with their own culture. It will investigate how these images of American culture and values may influence their attitudes and behaviors, and how this may influence and shape their future career trajectories. A questionnaire (N=497) was distributed to English majors at seven Chinese universities, and the important routes were determined using the structural equation model (SEM). The findings revealed that spiritual culture depicted in Hollywood films and TV dramas had a positive and significant impact on both students' impressions of America and their conduct. The perception of the "Image of America" had a substantial impact on both pupil behavior and future instructional practice. The behavior of English majors impacted their potential instructions greatly.

KEYWORDS: Impact Of Culture, Hollywood, Prospective Teachers, Structural Equation Model

Construction and Application of Real-time Environmental Data Monitoring System of Commercial Housing Delivery Based on Internet of Things (IOT) Technology

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Abstract

In contemporary society, people put forward higher requirements for the living environment of the house, and health comfort has become one of the important judgment bases for customers when buying a house. However, the current evaluation of health comfort is abstract and post-verified. Therefore, it's extremely important to split and quantify indicators (light/temperature/pollutants, etc.) for health comfort, and monitoring indicators related to the indoor environment. This paper designs a real-time environment data monitoring system based on Internet of Things (IOT) technology for the completed commercial housing before delivery. The system consists of hardware and software, including data sensing part, subsystem integration end, wireless transmission network and display terminal. After the preliminary comparison and analysis of the real-time monitoring data of the indoor and outdoor environment of the completed commercial housing, it proves that the significant characteristics of the system include the characteristics of high degree of general degree, strong real - time and good stability. Besides, it is easy to be moved, which can enable people to better understand the comfort and health of the housing before the delivery of the housing. At the same time, the periodicity of the monitoring time and the universality of the system enable the system to be recycled, greatly reduce the cost, and have good commercial application value

KEYWORDS: Internet of Things, Indoor and Outdoor Environments, Data Monitoring, Wireless Transmission

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Application and Effectiveness Evaluation of Virtual Reality Technology Based on Big Data Analysis in Education

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Abstract

This study is based on big data analysis and explores the application and effectiveness evaluation of virtual reality(VR) technology in education. By collecting and analyzing a large amount of educational data, the impact of virtual reality technology on students' knowledge acquisition and learning experience was studied. The research results indicate that virtual reality technology has potential in education and can enhance students' learning motivation and effectiveness. However, we also found that the application of virtual reality technology still faces challenges, including limitations in equipment costs, teacher training, and content development. Therefore, this study proposes some suggestions to further promote the application and development of virtual reality technology in education.

KEYWORDS: Big Data Analysis, Virtual Reality Technology, Educational Applications, Effectiveness Evaluation

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Recognition and Classification of Microseismic Event Waveforms Using HOG+SVM Method

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Abstract

Accurate classification of microseismic monitoring events holds immense significance in assessing the stability of geological structures in mines, predicting potential hazards, and implementing appropriate safety measures. By precisely identifying and classifying microseismic events, valuable insights can be gained into the deformation and rupture behaviour of underground rock bodies, thereby revealing their mechanical properties and dynamic evolution processes. This study introduces an innovative approach that holds great potential for advancing the field of microseismic event analysis and offers significant prospects for practical mining applications, including real-time monitoring and disaster prediction. The proposed method exhibits robustness against the noise and disturbances commonly encountered in mining environments, enabling accurate identification of various types of microseismic events. This provides crucial data support for informed engineering decisions and effective risk management. In this study, we employ two advanced machine learning methods, namely Histogram of Orientation Gradient (HOG) and Support Vector Machine (SVM), to identify and classify microseismic event waveform maps. Through the extraction of HOG features from microseismic waveforms and the utilization of SVM classifiers for accurate classification, impressive accuracy rates are achieved, surpassing traditional methods and demonstrating higher precision and efficiency.

KEYWORDS: Microseismic signals, Machine learning, Histogram of oriented gradients, Support vector machine, Image classification Evaluation

Electricity Landscape: A Comprehensive Analysis of Pakistan, India, Thailand, and Laos

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Abstract

Electricity generation companies throughout the world are focusing on new and emerging technologies to ensure green and low-cost sustainable energy production. Global electricity demand is growing continuously at a faster pace due to rapid industrialization, population growth and more dependency on electrical appliances. Developing countries mostly rely on fossil fuels based technologies to cope with its increasing energy demand. This unfortunately produces negative impacts on the environment i.e. climate change, water and air pollution as well as land degradation. This research work presents a comprehensive analysis of electricity generation strategies and transformation from fossil fuels based generation toward renewable and sustainable energy solutions in the diverse contexts of Pakistan, India, Thailand, and Laos. It thoroughly examines its distinctive energy outlook, enlightening the key factors involved in electricity generation. The study also investigates current energy consumption trends, the prevalence and utilization of alternative energy sources like solar, wind, biomass, hydro, which are not only sustainable energy sources but can also play a major part in the economic growth of the country. For this work, up-to-date data from different available resources including articles, research papers and reputable websites were collected, which is then compiled for better understanding of the energy paradigm of each of these countries. Using this data, a strategic plan will be suggested including smart grids, which had either successfully implemented by other nations or are in implementation phase. Smart grids are modern grid concept that relies basically on IOT equipment's to control energy demand and supply in real time thereby increasing reliability, efficiency and profitability of the system. Finally, emerging business opportunities related to renewable energy sector are identified for new start-ups and entrepreneurs. Using comparative analysis of these four nations, policy makers, researchers and stakeholder in relative fields can get valuable insights on its path to energy sustainability.

KEYWORDS: Renewable energy, IOT, Smart Grids, Alternate energy, Electricity, Power generation, Fossil fuels

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Modular Floating City: The Road to Future Development of Smart Cities

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Abstract

With accelerating global urbanization and continued population growth, cities are facing increasing challenges and pressures. Traditional methods of urban planning and management can no longer meet the needs of increasingly complex cities. Against this background, the concept of smart cities has emerged. Smart cities achieve intelligent management and optimization of all city functions through the use of advanced information and communication technologies in order to improve the sustainable development of cities and the quality of life of residents. With the continuous development of science and technology, smart city is becoming an important direction for future urban development. Floating city, as an innovative form of smart city, has unique advantages and potential.

This paper discusses the future development path of floating city as a smart city by analyzing the current situation and trend of smart city development.

KEYWORDS: Modular Floating City, Smart Cities,Urban development ,Sustainable urban development

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Research on the Application of Blockchain Technology in Personal Information Protection

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Abstract

The use of asymmetric encryption technology and the ability to track and record violations ensure a high level of trust. This has led to new methods for protecting the personal information of netizens. Currently, blockchain technology is widely used in fields such as digital finance, the Internet of Things, copyright, and medical services. In comparison to prior procedures for protecting personal information security on the internet, Blockchain technology not just minimizes the likelihood of personal data leaking, additionally offers fresh and dependable technical assistance. And applicable to current Internet governance. This article analyzes WeChat users' awareness and understanding of blockchain technology, to understand their level of understanding of the potential application of blockchain technology in personal information protection, as well as their views on the feasibility and credibility of the technology. This includes an evaluation of the security, privacy protection ability, availability, and other aspects of the solution to understand the user's recognition and acceptance of the solution. Research has found that Tenpay collects WeChat payment record information, payment function collects bank card-related information, user age, and collects voice to text conversion information but does not save it, which has the strongest impact on WeChat user satisfaction with personal information protection. The verification of WeChat user satisfaction can better confirm the advantages of blockchain applications in personal information protection. The usage of blockchain increases the security of WeChat user information identification and storage, as well as the satisfaction of WeChat user personal information. The use of blockchain technology to protect personal information has promising prospects.

KEYWORDS: Blockchain, Personal information, Application, Satisfaction, WeChat users

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A Study on Characteristics of Short Video Platform Advertisement for Precision Marketing Based on Data-driven Environment: A Case Study of TikTok

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Abstract

This paper thoroughly examines the precision marketing strategy employed by short video ads in a data-driven environment, using TikTok as a case study. In the era of new media, short videos rapidly proliferate across various social platforms, and their swift dissemination, diverse participation methods, and robust social interaction capabilities establish them as a significant force in the realm of digital marketing. As a globally recognized short video platform TikTok plays a pivotal role in digital marketing research. Short videos offer distinctive communication and marketing abilities that open up novel avenues for businesses to promote their products. This shift is particularly crucial as traditional media approaches struggle to adapt to evolving social trends and advertising demands. By analyzing the content characteristics of TikTok's short video advertisements, this paper investigates the influence of precision marketing factors on advertising effectiveness. The research primarily focuses on TikTok's short video ads while selecting popular videos as research samples. Through clustering and regression analysis techniques, it evaluates the content attributes of short video advertisements and their impact on advertising effectiveness with an aim to gain deeper insights into the marketing outcomes associated with different types of advertisements and ultimately facilitate advertising strategy optimization.

KEYWORDS: Big data technology, Short video advertising, Precision marketing, TikTok, Digital marketing, New media, Advertising effectiveness

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Research on the Impact of Trade Facilitation on the Development of China-ASEAN Cross-Border E-Commerce(CBEC)

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Abstract

Despite the significant disruptions caused by the COVID-19 pandemic to international trade and business, the trajectory towards economic globalization remains unchanged. The emergence of the pandemic and the ensuing crisis has, in fact, highlighted the substantial growth potential of electronic cross-border as a novel trade modality.

the members of ASEAN are the subject of this article. The article begins with an overview and analysis of the development of electronic commerce between China and the ASEAN nations. The article then presents pertinent ideas to explain these shifts and goes further into the underlying mechanics. Information for China and ASEAN nations comes from the IMF's 2010-2020 data set, while information for global main component analysis comes from the Global Competitiveness Report 2020-2022. These analyses provide a suggested set of measures for measuring the ease of doing business between China and the Association of Southeast Asian Nations. The entire amount of China's electronic cross-border exports was then analyzed using a Robust regression model to evaluate the overall growth of electronic commerce across borders. There is a favorable correlation between the growth of international and domestic e-commerce in China, as shown by the empirical investigation. Finally, some suggestions are made for future government and business policies in light of China's growing electronic cross-border market.

KEYWORDS: Trade facilitation, Robust regression model, China-ASEAN Cross-Border E-Commerce, Principal component analysis method

Comparability of Accounting Information and Stock Returns Based on Investor Limited Attention Regarding COVID-19

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Abstract

The influence of investor attention being diverted during a pandemic is taken into account as this study examines the relationship between the comparability of accounting information and stock returns. Investors are having difficulty successfully processing and absorbing financial information as a result of the COVID-19 pandemic outbreak's unpredictable environment and information overload. When this happens, investors' ability to make wise investment decisions depends heavily on the relevance and comparability of accounting information. The study uses a quantitative research approach and draws on a sizable dataset of financial statements and stock returns from businesses in a range of industries. The pandemic era is examined as a distinct setting that affects investment behavior and focus. Different financial reporting measures and indicators are used, such as earnings quality, transparency, and consistency, to gauge how comparable accounting information is to other types of information. Thus, it is crucial to research how investor attention affects stock returns and how accounting information comparability has a moderating effect. In order to undertake pertinent empirical tests, this article picks its monthly data as sample data from all A-share stocks listed on the main board of the Shanghai Stock Exchange, with the final sample period being from 2017 to 2021. The study's findings show that: current investor attention is significantly positively correlated with the current stock monthly return; lagging investor attention is significantly negatively correlated with the current stock monthly return, with the degree of the negative correlation decreasing over time; Comparability of accounting information plays a large moderating function in this, which significantly improves the positive influence of current investor attention on the current stock return and lowers the negative impact of trailing investor attention on the present stock return.

KEYWORDS: Internet Search Index, Invest Attention, Comparability of Accounting Information, Stock Returns, pandemic

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Research on Dynamic Movie Recommendation Considering Long-term and Short-term Interest and Its Evolution

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Abstract

This paper proposes a personalized dynamic recommendation model for movies, which considered the evolution of long-term and short-term interest and captured the dynamic changes of users' interests to improve the accuracy of recommendation.Firstly, users interest is divided into long- term interest and short-term interest based on their psychological motivation of movie-watching, and interest rating and attention frequency are used to calculate the long-term and short-term interest values. Secondly, the time window and the forgetting function are used to obtain the time weight. The short- term interest value and time weight are combined to fit the evolution of short-term interest. Finally, a user-project scoring matrix is constructed by integrating the movie score with the long-term and short-term interest values to predict the target user's score.Taking the data set of Douban as an example, the score prediction error of the method in this paper was smaller overall than that of other recommended methods, and it performed best on the evaluation index MAE (1.0041) and RMSE (1.2193), and the number of neighbors (20) was the least when reaching the optimal values of MAE and RMSE.Explicit feedback information and implicit feedback information are needed to calculate long-term and short- term interest values, so the computational complexity of the proposed method is relatively high. The recommendation method in this paper can accurately capture the dynamic change of user interest, effectively reduce the error of score prediction, and improve the accuracy of recommendation.

KEYWORDS: Movie Recommendation, Interest Drift, Long-term and Short-term Interest, Dynamic Recommendation

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Regulation Sandbox as the New Approach for Fintech Incubation

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Abstract

The "Regulation Sandbox" represents an innovative strategy for nurturing innovation and incubating fintech (financial technology) startups. In many countries, regulatory bodies have created a secure environment where fintech startups can cultivate, experiment with, and enhance their ideas. This environment strikes a delicate balance, fostering innovation while ensuring compliance with financial sector regulations. Incubators are pivotal entities within the startup ecosystem, providing invaluable support to early stage fintech startups as they evolve into robust, sustainable businesses. Fintech startups within these incubators must adeptly navigate the intricate and region-specific regulatory requirements. Incubators play a crucial role in guiding these startups toward ensuring that their products align with financial regulations. This guidance often comes from mentors or experts well-versed in regulatory matters. As fintech startups expand and gain traction, incubators play a vital role in facilitating their entry into new markets. A strong collaborative relationship between incubators and regulatory authorities can serve to bolster and fortify the scaling and sustainability strategies of these fintech startups. In essence, the "Regulation Sandbox" is a forward-thinking approach to fintech incubation. Its primary aim is to bolster and expedite innovation within the financial industry while upholding the necessary standards of regulatory oversight.

KEYWORDS: Regulation Sandbox, FinTech, Financial Technology, Incubation, Startup Ecosystem

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Business Regulatory System Model based on Blockchain application to Regulate Online Cross-Border Cosmetic

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Abstract

In order to prevent the sale of fake cosmetics on cross-border e-commerce platforms, this paper proposes a business regulatory system model based on Blockchain application to regulate online cross- border cosmetics. Mixing real and fake products is a frequent counterfeiting tactic used by online retailers of cross-border e-commerce, especially in the cosmetics industry. Retailers use actual credentials to qualify products for the shelves, selling products sourced from formal channels while selling counterfeit products from informal channels. Counterfeiting is a behavior that the business administration has to crack down on. If the business administration department knows in advance the products and quantities purchased by the retailer, as long as the number of products sold by the retailer is more than the number of products purchased by the retailer, it can be inferred that the retailer has sold counterfeit products and is subject to penalties by the business administration department. The main online sales channels for cross-border cosmetics in China are Tmall International, Jingdong International, and Pinduoduo International. In this paper, we propose a regulatory model based on blockchain technology. We use the alliance blockchain Technology, and the members of the alliance blockchain are industrial and commercial administration departments, wholesalers, retailers, and cross- border e-commerce platforms. Through smart contracts, the transfer of assets is realized. Through the API interface, the regulatory system calls the number of products sold by retailers on the e-commerce platform. If the system calculates that the number of products sold on the e-commerce platform is more than the number of products purchased by the retailer, the retailer's node in the system must be canceled by the business administration and then penalize the multinational corporation.

KEYWORDS: Cross-Border, E-Commerce, Alliance Blockchain Technology, Smart Contracts; Business Administration Department

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Research on the Willingness of Chinese Hunan College Students to Accept AI Digital Anchors

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Abstract

In recent years, the "AI digital anchors" generated by the entry of artificial intelligence technology into the field of broadcast hosting has combined the roles of reporters, announcers and hosts, and has become a digital information dissemination "spokesperson", which represents the further technological and industrialization of the media role of announcers and hosts. The study found that Hunan college students' willingness to accept AI digital anchors is affected by the relative advantages of AI digital anchors, perceived entertainment, and individual audience innovation, while perceived risks have no impact on audience attitudes and acceptance willingness. Based on this, suggestions on the promotion and application of AI digital anchors are put forward to enhance the entertainment of AI digital anchors, expand the application scenarios of AI digital anchors, and promote the audience to form usage habits for AI digital anchors.

KEYWORDS: AI digital anchors, willingness to accept, influencing factors

Innovative Blended Learning Based on Analysing Factors and Predicting Student Achievement

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Abstract

The sudden COVID-19 pandemic in 2020 has caused a huge change in teaching methods. Online learning and blended learning have gradually replaced offline learning and become the mainstream. With the entrance of the post-pandemic era, blended learning has grown in popularity. A large number of studies have shown that the blended learning approach leads to more conceptual understanding, acquisition of more skills, and higher performance. To improve the teaching effect of blended learning is a hot topic in research. To provide a thorough description of the learning environment, combine quantitative data, such as learning analytics and student demographics, with qualitative data, such as surveys and interviews. This study creatively indicates an innovative blended learning paradigm that blends factor analysis and student performance prediction into the design of blended learning. Teachers can change their teaching tactics to boost student engagement and performance by researching the elements that drive blended learning results. These factors include instructional design, instructional technology, and student characteristics. In the context of blended learning, teachers can identify students who are performing below expectations and provide individualized intervention by combining machine learning algorithms with historical data and performance measures. Teachers can successfully design blended educational models to improve the learning experience for all participants by using factor analysis and predictive modeling. This study was carried out using the SPOC platform and the flipped classroom in two separate courses in order to achieve universal and unique blended learning.

KEYWORDS: blended learning, factors, performance prediction, student performance

Reviews of Scale Development for Measuring Sustainable Business Model of Agriculture Industry

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Abstract

The purpose of this study is to describe the process for developing reliable and valid measurement instruments that designed to assess sustainable business models within the agriculture industry. This research embarks on a review of extant methodologies, frameworks, and approaches utilized in the construction and validation of measurement scales tailored to the unique attributes of sustainable business models within the agriculture sector. Sustainable business models, serving as a critical nexus between economic viability, environmental stewardship, and social responsibility, have assumed paramount importance in the contemporary discourse, particularly within the context of any agricultural sector. The review shows that the scales' construction processes, including item generation, questionnaire design, and statistical validation techniques, are scrutinized in detail. The first stage is item generation which gathering data from existing literature on citation database source. The literature reviews are to identify and synthesize existing research and literature on the topic in order to create the questionnaire. Next, the questionnaire design; questionnaires are the most commonly used method of data collection in field research. The items generated were structured into a questionnaire for data collection. The Yamane Formula's statistical formula is used to calculate sample size and to ensure that the sample size is large enough to accurately represent the population and to reduce the chance of sampling error. The sampling process entails two stages, comprising a pilot test followed by comprehensive data collection. Finally, the research employs both Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) to test, validate, and refine the factor structure underlying the measured variables. Additionally, the study assesses the internal consistency of the measurement instrument using Cronbach's alpha. Ultimately, this research provides the process of the development and validation of measurement instruments dedicated to the assessment of sustainable business models within the agriculture industry.

KEYWORDS: Scale Development, Measurement, Sustainable Business Model, Agriculture Industry

Research on the Application Strategies of Virtual Anchors in Live E-commerce

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Abstract

This study combines the current background of live broadcast e-commerce and virtual anchor technology applications. Through an analysis of the literature related to virtual assistants and virtual anchors, it was found that the authenticity of appearance and behavior of virtual assistants are important attributes for evaluating their effects, and this effect is often achieved by affecting their cognition, emotion and sociality, and is also regulated by the stage of use. Then, based on the analysis of the literature, suggestions for the application of virtual anchors in live e-commerce are put forward.

KEYWORDS: virtual anchor, live broadcast, behavioral authenticity

A Study on the Relationship between E-commerce Live streamer Characteristics, Psychological Distance, and Consumer Intentions

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Abstract

In the booming trend of e-commerce live streaming for product promotion, the characteristics of live streamers have a subtle and influential impact on consumer behavior through visual live broadcasts. To better understand the relationship between e-commerce live streamers characteristics and consumer willingness to purchase, this study, from the perspective of psychological distance, empirically examines the mechanisms through which e-commerce live streamers characteristics affect consumer willingness to purchase.

The research results indicate that the interactivity, professionalism, popularity, and entertainment attributes of e-commerce live streamers not only have a significantly positive impact on consumer willingness to purchase but also effectively reduce the psychological distance felt by consumers. Psychological distance plays a strong mediating role in the relationship between e- commerce live streamers characteristics and consumer willingness to purchase.

In the future, e-commerce platforms should enhance the interactivity of e-commerce live streamers, introduce creative entertainment elements, and refine the evaluation system for professional e-commerce live streamers to enhance consumer willingness to purchase.

KEYWORDS: E-commerce Live Streamer Characteristics, Psychological Distance, Consumer Intentions, Structural Equation Model

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Research on the Effectiveness of E-commerce Channels Between China and ASEAN Countries

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Abstract

This study aims to find innovative methods for improving China and ASEAN E-commerce channels. In this study, a comprehensive analysis of diverse data samples was conducted. This involved a multifaceted examination of e-commerce data between China and the ASEAN countries by using PSM-DID models. Through the analysis, the effectiveness of e-commerce channels was thoroughly validated, and the e-commerce channels have been proven to have positive effects on trade between China and ASEAN. The study proposes innovative suggestions for further improvement of the e-commerce channels between China and ASEAN.

KEYWORDS: Comprehensive analysis, China, ASEAN, E-commerce Channels

Analysis of the Impact of the "Double Reduction" Policy on the Educational Processes of Chinese Students Studying in Europe

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Abstract

The relevance of the stated topic of scientific research is determined by the presence of many problems associated with the need to study the impact of the "double reduction" policy on the educational processes of Chinese students who are educated in Europe. This research work is aimed at studying the features of the "double reduction" policy, its advantages and disadvantages, as well as its impact on the educational processes of Chinese students studying in European educational institutions. The basis of the methodological approach in this research work is a qualitative combination of various theoretical research methods. In particular, analysis, synthesis, interpretation and generalization were used to study the "double reduction" policy, and the descriptive method and the comparative method were used to analyse the impact of this policy on the education of Chinese students studying in Europe. The results of this scientific study, as well as the conclusions formulated on their basis, are of practical value for teachers, methodologists, government officials and many other scientists who are actively involved in the topical problems of modern education in China, the issues of improving the quality of education and the overall improvement of the educational process in educational institutions in China.

KEYWORDS: state educational policy, educational fund, extracurricular activities, students, compulsory education

Online Educational Countermeasures For Bridging The Digital Divide Based On The Post-Pandemic Period

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Abstract

This paper explores responses to online education during and after the COVID-19 epidemic to bridge the digital divide in education. The paper first examines the context of online education in the case of the current epidemic, including the challenges and opportunities for online education and the impact of the epidemic on the education system. It then analyzes various countermeasures to these challenges and analyzes their feasibility. In the face of the current situation of epidemic prevention and control, many schools have adopted online education measures to reduce the risk of virus transmission. However, this new form of education also brings some challenges. China faces the task of reforming education and skills development to provide the talent needed for an innovative, digitized, post-industrial economy. However, regional inequalities in academic achievement persist, and gaps in the quality of teaching and learning are an existing problem. In order to improve the efficiency and effectiveness of online education, this paper adopts the method of questionnaire survey. Through survey analysis, some potential countermeasures can be taken, including strengthening teachers' guidance and support, improving technical and equipment support for online education, adopting a combination of offline and online methods thus increasing its effectiveness, reducing negative impacts on students, and narrowing the problem of educational imbalance between urban and rural areas. Finally, the paper focus on the future of online education, exploring the possibilities of online education and educational technology and possible responses on how to utilize educational technology to narrow the digital divide and help rural areas gain more opportunities to transition into the upper class. While traditional learning methods will be gradually restored due to the aftermath of the epidemic, the study emphasizes the importance of new learning methods for everyone, not just those with access to digital technology.

KEYWORDS: Online Education, Questionnaires, Educational Countermeasure, Education Platforms, Educational imbalance

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