

9th International Conference on Engineering Management and the 2nd Forum on Modern Logistics and Supply Chain Management (ICEM-MLSCM 2024)

Advances in Engineering Research Volume 243

Foshan, China and Online
28 - 30 June 2024

ISBN: 979-8-3313-0516-1

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Print copyright© (2024) by Atlantis Press (part of Springer Nature)
All rights reserved.
Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press
Van Godewijkstraat 30
3311GX Dordrecht
The Netherlands

contact@atlantis-press.com

Printed with permission by Curran Associates, Inc. (2025)

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

Research on Coordinated Development of Regional Economy and Green Logistics in Liaoning Province.....	1
<i>Junni Wu</i>	
Analysis of the Relationship Between Online Shopping Consumers' Values and Consumer Loyalty	12
<i>Qian Cao</i>	
Research on the Influence of Technology-Driven Supply Chain Finance Innovation on the Development of New Quality Productivity	21
<i>Zhimin Zhan</i>	
Efficiency Evaluation System of Guangzhou Fresh Agricultural Products Cold Chain Logistics Industry Under Low Carbon Economy.....	32
<i>Lianying Xiao, Pengliang Qiao, Wenhao Li, Xiaoxia Fan, HongYu Liu, Shaharudin Muhammad Shabira</i>	
Research on the Reasons of the Simplification of 618 Shopping Festival Marketing Strategy from the Perspective of E-Commerce Marketing Management	38
<i>Yang Yu</i>	
Research on the Coupled Interaction Between Regional Logistics and E-Commerce—A Case Study of Shaanxi Province.....	53
<i>Shixin Kang</i>	
Peer-Review Statements	61
<i>Colin W. K. Chen, Tariq H. Malik, Qiufang Fu, Haiyan Xuan</i>	
Research on the Digital Transformation Path of Furniture Enterprise Supply Chain Based on Industrial Internet Platform	64
<i>Minghui He, Xiaoqin Zhang</i>	
Design of Chongqing Inspection Data Center Based on Cloud Native Technology Architecture	73
<i>Rong Tang, Huadong Zhang, Yuyi Xia, Ling Jiang, Fei Zhao</i>	
A Multiple Allocation Hub-And-Spoke Network Considering Capacity Selection in a Competitive Environment	84
<i>Kejie Ni</i>	
Design and Implementation of Intelligent Warehouse Management System for Tobacco Raw Materials	94
<i>Ming Yuan, Changhua Zhao, Liude Du, Huihua Wang, Bin Li, Lijun Yun</i>	
Research on the Use of UVA and Pix4D RTK Technology for Logistics Park Planning and Warehouse Management.....	105
<i>Xiaoming Zhang, Meng Wang, Heping Liu</i>	
Exploring the Correlation Between User Experience and Brand Loyalty with Fitness App	113
<i>Ping Xu, Yingji Li</i>	
Research on Automatic Pricing and Replenishment Decision of Vegetable Commodities Based on Machine Learning.....	120
<i>Junyi Hu, Jiajun Zhao, Xi Huang, Xiaoying Ye</i>	

Research on the Recycling of Rural Express Packaging from the Perspective of Carbon Peaking and Carbon Neutrality	133
<i>Wenfeng Cui</i>	
Research on the Innovative Application of E-Commerce Supply Chain Management Based on AIGC	143
<i>Guanhui Zheng, Yue Fang, Jianfeng Zou, Pengfei Ning</i>	
Big Data and Inventory Management.....	151
<i>Guanghua Tang, Yun Xie</i>	
Application of the Center of Gravity Method of Site Selection for Cold Chain Logistics Park in Jiexi County.....	159
<i>Lianying Xiao, Pengliang Qiao, HongYu Liu, Wenjuan Wang, Shaharudin Muhammad Shabir</i>	
Research on Identifying Technological Opportunities in Intelligent Logistics Systems	165
<i>Hongyu Liu, Ningman Xu</i>	
Research on Resilience Evaluation of Urban Emergency Logistics System	175
<i>Zhikui Huang, Lei Zhuang</i>	
Research on Warehouse Scale and Information Construction in Logistics Parks.....	183
<i>Wei Wang, Jing An, Meng Zheng, Fangshu Qiao</i>	
Research on Countermeasures for Agricultural Product Distribution in Guangxi Under the O2O Model	192
<i>Jinghuan Zhu, Xiaowen Chen, Xiaoming Wang, Shilong Wang</i>	
Guess Your Favorite Or Your Privacy? Privacy Protection of Multimodal Data in E-Commerce	201
<i>Weiqiang Li</i>	
Research on Cost Control of Mobile Project Procurement Based on Improved SEIRS Model	208
<i>Hongyu Liu, Haoran Huang</i>	
Closed-Loop Supply Chain Cooperation Decision-Making Under Echelon Utilization	218
<i>Jiaqi Shang</i>	
Financing Chinese Multinational Engineering Projects: Innovative Supply Chain Financial Strategies	223
<i>Qisheng Yang, Hongsheng Wu</i>	
“AI+” Perspective on the Exploration of Innovative Pathways for the Cultivation of Digitally Intelligent Supply Chain Talents	240
<i>Rongfu Zhan, Jun Wu, Chengzi Liu</i>	
Research on Smart Logistics Under the Background of Guangzhou Smart City-The Role of New Infrastructure Construction and Logistics Policies	252
<i>Shuangshuang Zhang, Noorliza Karia, Khaw Khai Wah</i>	
Investment Risk Evaluation of Pension Real Estate Projects Based on AHP Method.....	264
<i>Jinzhou Yin, Peng Wang, Chen Xiang</i>	

Author Index