4th International Conference on Business Administration and Data Science (BADS 2024)

Advances in Computer Science Research Volume 119

Xinjiang, China and Online 25 - 27 October 2024

ISBN: 979-8-3313-1135-3

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 Godewijckstraat 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 Consumption Rule and Prediction Model of Equipment Maintenance Equipment | 1 |
|--|-----|
| Analysis of the China-Central Asia Cooperation Based on a Multi-Factor Matrix and EW-TOPSIS Model | 8 |
| Wenwen Jiao, Bowen Zhang | |
| The Effect of Perceived Organisational Digital Support on Employees' Innovative Behaviour | 17 |
| Peer-Review Statements | 26 |
| Uncertainty Unleashes the Belonging Bug: How Pandemic Threat Makes Consumers Crave Cause-Related Products | 29 |
| A Case Study of Marketing Strategies for Live E-Commerce Streaming Scenarios Based on SICAS Model | 37 |
| Strategic Alliances and Corporate Tax Avoidance Binfa Wang, Rui Ge | 47 |
| Impact of Intellectual Property Protection on R & D Output of Listed Enterprises in Six Central Provinces—— Based on the Empirical Study of Mediating Mediation Effect | 56 |
| The Belt and Road Initiative and the Trade Credit Supply of Chinese Enterprises | 70 |
| BDA-Enabled Marketing Capabilities and Marketing Performance - A Moderated Mediation Model Yanxia Tan | 88 |
| The Impact of ESG on Corporate Performance: A Review and Empirical Analysis of Firms in Emerging Markets | 100 |
| Understanding Influence Mechanisms of Social Commerce on Behavioral Intentions: Evidence from Xiaohongshu | 111 |
| The Relationship Between Job Reward Satisfaction and Job Performance of Knowledge-Based Employees | 118 |
| Yufen Jin, Xiaorui Zhu, Wei Liu, Lianbin Du, Yan Tan, Changping Wang | |
| A Study on the Correlation Between the Development of Shanghai's Cruise Economy and the Construction of an International Consumption Center City | 127 |
| The Vision of China's Stock Market——"Government Dependence Effect" | 147 |

| A Tennis Player's Momentum Assessment Based on Game Theory and Projection Pursuit Evaluation Model | Research on the Optimization of Software Project Management Based on IPD: Oriented Towards Intelligent Collaboration | 157 |
|--|--|-----|
| Yunxiao Fan, Yang Liu Construction of Project Management Evaluation Index System for Scientific Research Institutions Under the Background of Digital Transformation | Evaluation Model | 165 |
| Under the Background of Digital Transformation | | 172 |
| Yiheng Tang, Aozhong Liu Empirical Research on the Impact of Entrepreneurial Front-Stage Behaviors on Entrepreneur Image and Brand Image in the New Media Environment: Taking Weibo as an Example | Under the Background of Digital Transformation | 185 |
| and Brand Image in the New Media Environment: Taking Weibo as an Example | | 201 |
| | and Brand Image in the New Media Environment: Taking Weibo as an Example | 213 |

Author Index