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**Abstract:** The proceedings contain 29 papers. The topics discussed include: problems and countermeasures of the e-commerce for the agricultural product in the conditions of the big data in China; usability problem evaluation method for e-shopping; analysis of perceived risk, perceived trust, perceived security factors on consumer intention using e-payment; the utility and limitations of Internet celebrities marketing in China – a comprehensive perspective of parasocial interaction theory and expectation confirmation theory; examining entrepreneurship ecosystem for digital startup towards sustainability after the pandemic; challenges of the accounting profession in the era of the industrial revolution 4.0; impact of intelligent financial applications on customer satisfaction; a study on the economic model of volume in the age of big data; and research on key technologies of real scene 3D cloud service platform for digital twin cities.

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