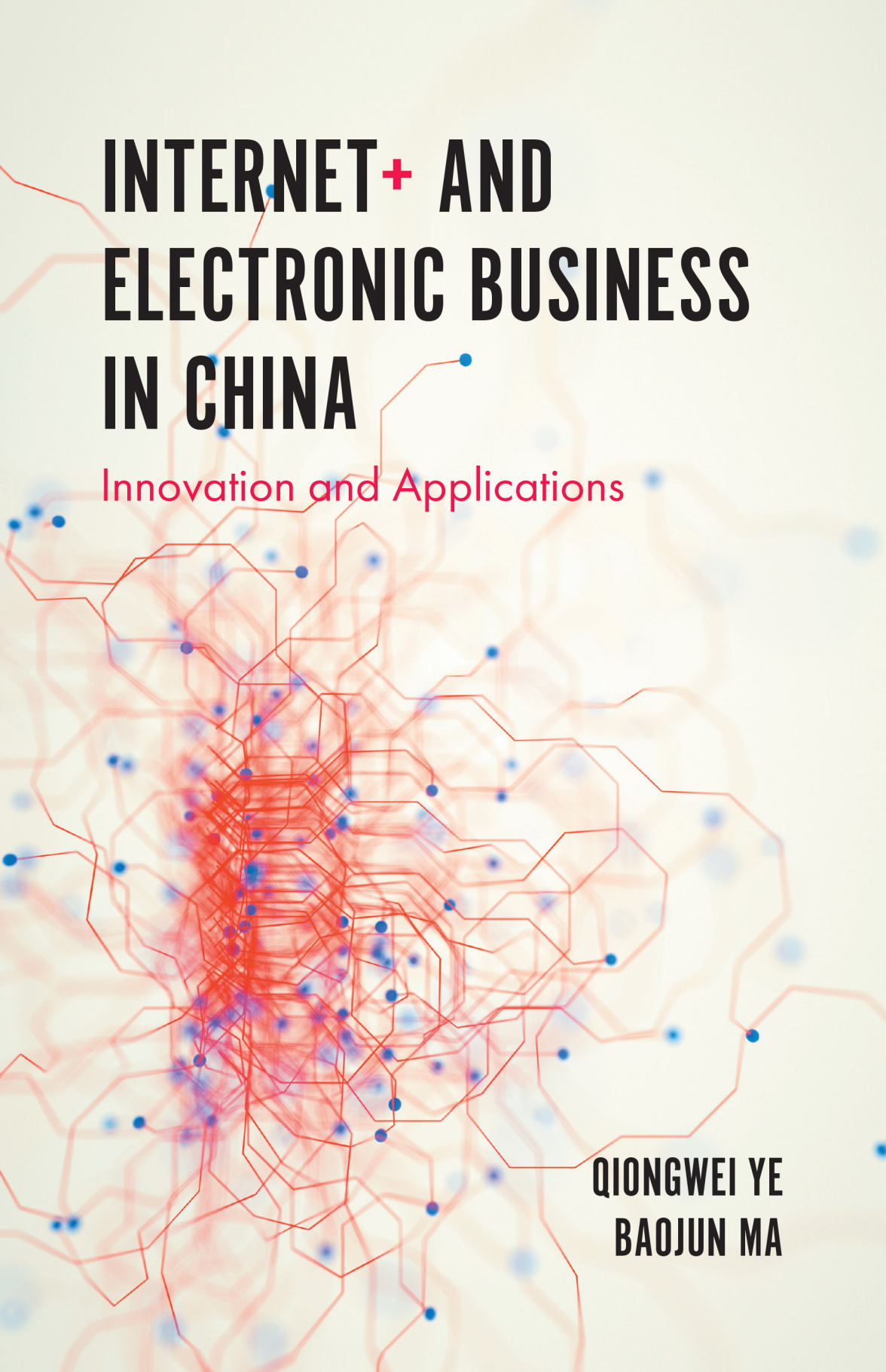
INTERNET+ AND ELECTRONIC BUSINESS IN CHINA

Innovation and Applications



QIONGWEI YE
BAOJUN MA

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INNOVATION AND APPLICATIONS

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FOREWORD

At the third meeting of the 12th National People's Congress held on March 5, 2015, Premier Keqiang Li stated that the Chinese government under his leadership will "develop the 'Internet Plus' action plan to integrate the mobile internet, cloud computing, big data, and the Internet of Things with modern manufacturing, to encourage the healthy development of e-commerce, industrial networks, and internet banking, and to guide Internet-based companies to increase their presence in the international market." Therefore, innovation 2.0 is the upgrading of innovation 1.0. Innovation 1.0 refers to innovations in the industrial era while innovation 2.0 refers to all forms of innovations in the information era and knowledge society.

The profound integration of the internet and traditional industries has led to the ongoing enhancement of the entire society's innovative and productive powers and the birth of new forms of economic and social development as aided by the internet as both its infrastructure and its tool of realization, thus constantly creating new models, new industries and new economic norms. In present day China, internet plus has not only been applied to the service industry, creating such new conditions as internet finance, internet transportation, internet health, and internet education. Also it is beginning to combine with the primary and industrial sectors causing a series of innovative models and industries and economic norms such as internet plus industry, internet plus agriculture, internet plus manufacturing, internet plus financial services, and internet plus education. It is against this background that the publishing of this book *E-Business Innovation and Case Study in the Internet+ Era* meets the needs for economic development and talents in the internet era. In the book, the reader is not simply provided with a systematic array of basic concepts, theories and methodology, application innovations, and development trends in e-business. It is also hoped that the large number of application and project cases can help the understanding of innovative thinking and the development of innovative capabilities in e-business to provide practical help with innovation and entrepreneurship in e-business.

Internet+ and Electronic Business in China: Innovation and Applications consists of 18 chapters in four parts. The first part is theoretical foundations

of e-business which includes basic concepts and mainstream theories regarding the definition of e-business, e-business models, e-business intelligence, e-business logistics, and e-business payment. The second part is internet plus innovation models in e-business which includes internet plus agriculture, social commerce, O2O, and internet finance. This part follows the theory plus cases then plus analysis pattern to provide a comprehensive and in-depth analysis of relevant cases to present mainstream e-business theories and trends of development.

The third part is about e-business platform application method innovations which includes application method innovation theories, application contexts and case analysis encompassing bilateral markets, e-business platform information search services, e-business platform information search service diversity assessment, e-business platform information search service diversity information extraction, emotional analysis of e-business online comments, and semantic search in e-business online comments.

Part four contains a careful selection of four actual e-business projects, which are internet plus resource enterprises, mobile internet, big data and business intelligence system, and social campus Witkey. From the perspective of project development, these e-business innovation projects are then analyzed in terms of the entire process of model analysis, design, and development to provide the readers with successful examples of implementing e-business entrepreneurship projects. As an example, "A Case Study of Mitubaba's Social E-Business Model of Plateau Special Agricultural Products" as collected in this book is the only national special prize winner at China's 2016 E-Business Case Summit Meeting and the National Top 100 E-Business Case Study Contest. Also included in the book are two-third prize winners. They are "Internet Plus Finance Case Studies Taking Lufax and Oriental Exchange as Examples" and "A Case Study of Social E-Business as Based on Campus Witkey Networks."

Internet+ and Electronic Business in China: Innovation and Applications is compiled by Professor Qiongwei Ye from Yunnan University of Finance and Economics and Associate Professor Baojun Ma from Beijing University of Posts and Telecommunications. Also thanks to Associate Professor Nangai Yang and Lecturer Yanping Yu, both from Yunnan University of Finance and Economics, and Liu Yang from Emerald (China) for their language compilation.

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