

TABLE OF CONTENTS

目 录

The Status and Analysis of E-Commerce in Chinese Small and Micro Businesses

(小微企业电子商务应用问题研究)

J. Y. LI, L. WEI, Y. FENG, L. L. SONG.....11

Research on the College Students' Participation Degree of WeChat-Business Based on "Internet+"

Background

(基于“互联网+”背景下大学生微商参与度研究)

Y. Q. JIN, Y. HUANG, S. Q. NIU.....19

Optimization Countermeasures of Beijing's Fresh Agricultural Products Delivery

(北京市生鲜农产品宅配优化对策探究)

X. P. WANG, F. YAN, H. Y. LU.....27