电子商务评论,12卷2期

Published Online May 2023 in Hans (<a href="https://www.hanspub.org/journal/ecl">https://www.hanspub.org/journal/ecl</a>)

## **TABLE OF CONTENTS**

## 目 录

基于扎根理论的国产智能手机产品形象感知研究 Research on Product Image Perception of Domestic Smartphones Based on Grounded Theory	
曾楠,朱辰熹,王绘雯,陶俊逸,徐逸飞	41
基于案例决策理论的企业数字化商业模式选择方法 Selecting Enterprise Digital Business Model Based on Case-Based Decision Theory	
刘凯宁 柱底 早吃金	<b>E</b> 1