

1 **Integrating e-commerce and advanced algorithm-based Art Education:**
2 **Towards a sustainable economy using artificial neural network (ANN) and**
3 **the impact of rural aging on agricultural land use**
4

5 Lin Ma^{1*}, Chen Wang², Q Wang³

6 **Abstract**

7 This study shows the integration of e-commerce and advanced algorithm-based learning to
8 establish a sustainable economic system and foster cultural education. The research also
9 investigates the impact of rural aging on the utilization of several different land types, including
10 arable land, forest land, and transportation land. The incorporation of e-commerce platforms
11 offers advantages such as resource consumption reduction and efficient supply chain
12 management, enabling broader market access and sustainable production and consumption.
13 However, challenges related to data privacy, algorithm bias, and the digital divide need to be
14 addressed for inclusive access. An artificial neural network (ANN) was constructed to analyze
15 the impact of resource consumption and cultural exploration on market access, ethical practices,
16 and data privacy. The ANN predictions showed that cultural exploration is most prominent
17 with restricted market access, while data privacy is inversely related to ethical practices and
18 market access. Regardless of consumption levels, resource consumption leads to increased data
19 privacy. The study also found that rural aging has a significant negative impact on urban,
20 industrial, and transportation land, but no significant impact on arable, forest, and garden land.
21 The impact varies between towns and townships, with rural aging reducing urban and industrial
22 land in towns but promoting the expansion of forest and grassland in townships. The results
23 show the promising avenues for sustainable economic development and cultural education
24 through the integration of e-commerce and advanced algorithm-based learning, while
25 emphasizing the need to address key challenges and the implications of rural aging on land use
26 for sustainable development.

27 **Keywords:** Sustainable Economic Systems, E-commerce, Algorithm-based Art Education,
28 Land utilization, Transportation land, Impact, Towns and townships.

¹ Humanities and Social Sciences, Beijing Institute of Petrochemical Technology, Beijing, China, 102600.

² College of Art, Hebei University, Baoding, Hebei, China, 071000.

³ New Economic, Sichuan Studies University, Chongqing, China.

*Corresponding author, e-mail: malin@bipt.edu.cn

29 **1. Introduction**

30 Rural aging has a significant negative impact on urban and industrial land as well as
31 transportation land. As the rural population ages, it leads to a decline in the availability and
32 utilization of these land types due to weakening economic and social vitality, as well as reduced
33 government investment. China possesses a diverse and deep-rooted cultural heritage, with a
34 long and illustrious history. Intangible cultural heritage, which holds significant importance in
35 China's traditional culture, has been passed down through generations, contributing to the
36 continuity of Chinese civilization [1-3]. It encompasses the traditional cultural beliefs of China
37 and serves as a representation of the societal and economic structures, as well as the intellectual
38 capabilities of people during specific historical epochs. Sustainable economic systems, e-
39 commerce, algorithm-based art education, cultural education, industrial business and creativity
40 are all interconnected concepts that play crucial roles in shaping our society and driving socio-
41 economic progress [4-5]. The aging of the rural population in China presents complex
42 challenges for the labor force and agricultural productivity. As younger residents migrate to
43 urban areas, rural communities face a growing shortage of working-age labor, particularly for
44 labor-intensive agricultural activities. This has led to a greater reliance on the elderly
45 population to maintain household operations and support the agricultural sector. However, the
46 generational gap between the aging residents and the younger migrant workers can hinder the
47 transfer of knowledge and the adoption of new technologies [6-10]. The decline in the rural
48 working-age population, combined with the physical limitations of the elderly, has resulted in
49 a decrease in overall agricultural productivity and efficiency, negatively impacting rural
50 incomes and food security [11-15]. The Chinese government has implemented various policies
51 and programs to address the challenges of rural aging, such as improving social security,
52 healthcare, and infrastructure [16-19].
53 Some rural communities have developed adaptive strategies, such as mechanization, crop
54 diversification, and the integration of elderly labor into non-agricultural activities, to cope with
55 the challenges of rural aging and labor shortages, underscoring the need for a multifaceted
56 approach to ensure the well-being of the aging population and the sustainable development of
57 rural areas in China [20]. The objective of the study is to further explore and evaluate the impact

58 of this integration on market access, ethical practices, and data privacy by employing an
59 artificial neural network (ANN). The study aims to provide insights into the relationships
60 between resource consumption, cultural exploration, market access, ethical practices, and data
61 privacy by analyzing predictions generated by the ANN. Moreover, the investigation will
62 evaluate the precision of the ANN forecasts through the utilization of linear regression analysis,
63 thereby substantiating the effectiveness of the network. The primary objective of this study is
64 to enhance comprehension regarding the potential of incorporating e-commerce and algorithm-
65 based art education, aiming to stimulate sustainable economic growth and promote cultural
66 education. The dynamics of population aging and its impact on land use, particularly in rural
67 areas, are crucial considerations for sustainable development. Population theories, such as the
68 demographic transition model, suggest that as societies progress through economic and social
69 development, they experience a shift from high birth and death rates to low birth and death
70 rates, leading to an aging population. This demographic shift has significant implications for
71 land use in rural areas [20-23]. Research findings indicate that the aging of the rural population
72 in China has led to a decline in the working-age labor force, resulting in reduced agricultural
73 productivity and changes in land use patterns. As younger residents migrate to urban areas, the
74 elderly population often takes on a greater role in maintaining agricultural activities, leading to
75 a decline in overall efficiency and productivity. This, in turn, can result in the underutilization
76 or abandonment of arable land, as well as changes in the allocation of land for residential,
77 forestry, and other purposes [21-24]. Furthermore, the aging of the rural population can also
78 impact the management and utilization of other land types, such as forest and grassland, as the
79 elderly population may have different preferences and land-use practices compared to younger
80 generations. Understanding these complex interactions between population aging and land use
81 is essential for developing effective policies and strategies to ensure the sustainable
82 development of rural areas.

83 The changing population structure, particularly the aging of the population, has significant
84 impacts on land use and management, especially in rural areas. Population theories, such as the
85 demographic transition model, explain how societies progress through different stages of
86 population dynamics, characterized by shifts from high to low birth and death rates, leading to

87 an aging population. As populations age, the working-age labor force declines, often leading
88 to a shortage of agricultural workers in rural areas. This can result in the underutilization or
89 abandonment of arable land, as the elderly population may lack the physical capacity to
90 maintain intensive farming practices. Furthermore, the changing preferences and land-use
91 patterns of the aging population can also impact the management and allocation of other land
92 types, such as forests and grasslands. Research has shown that in rural China, the aging of the
93 population, combined with the outmigration of younger residents to urban areas, has led to a
94 decrease in agricultural productivity and changes in land-use patterns. This includes the
95 conversion of arable land to other uses, such as residential or forestry, as well as the neglect of
96 certain land management practices. Understanding these complex interactions between
97 population dynamics and land use is crucial for developing effective policies and strategies to
98 ensure the sustainable development of rural areas.

99 2. Materials and Methods

100 This study aimed to develop a sustainable economic system and promote cultural education
101 through the integration of e-commerce and advanced algorithm-based art education. The
102 research utilized ANN modeling to predict and optimize the best conditions for achieving the
103 desired outcomes. The inputs variables, namely Resource Consumption (%) and Cultural
104 Exploration (%), were selected based on a comprehensive literature review of relevant studies
105 [21-24]. Several scholarly reviews of the literature have identified numerous significant input
106 and output variables pertaining to the fusion of e-commerce and advanced algorithm-based art
107 education. Among these variables, Resource Consumption (%) and Cultural Exploration (%)
108 have been selected as the key input variables for the present study, as they are considered
109 crucial in evaluating the sustainability and cultural influence of the integrated system. To
110 conduct the ANN modeling, the selected values of the input variables were collected and
111 organized into a dataset. The dataset was then divided into training, validation, and testing
112 subsets. The training set was used to train the ANN model, while the validation set was
113 employed to fine-tune the model parameters and prevent overfitting. The testing set was
114 utilized to evaluate the performance and generalization ability of the trained ANN model. The
115 ANN model was constructed using a feed-forward architecture with multiple hidden layers.

116 The number of neurons in each layer and the activation functions were determined through an
117 iterative process of experimentation and optimization. The model was trained using a
118 backpropagation algorithm with gradient descent optimization. The objective was to minimize
119 the loss function and maximize the accuracy of the predictions. Utilizing the trained ANN
120 model, the output variables of Market Reach (%), Ethical Practices (%), and Data Privacy (%)
121 were forecasted based on the provided input variables. The model was optimized to identify
122 the optimal conditions for establishing a sustainable economic system and fostering cultural
123 education. The forecasted values were compared to the desired targets, and the model was
124 iteratively enhanced to attain the highest possible accuracy and optimization. The performance
125 of the ANN model was evaluated employing diverse evaluation metrics, including mean
126 squared error, mean absolute error, and coefficient of determination. These metrics yielded
127 valuable insights into the precision and dependability of the model's forecasts. This study
128 employed ANN modeling to predict and optimize the ideal conditions for cultivating a
129 sustainable economic system and promoting cultural education by integrating e-commerce with
130 advanced algorithm-based art education. The input variables, Resource Consumption (%) and
131 Cultural Exploration (%), were chosen based on an extensive review of existing literature,
132 while the trained ANN model was employed to predict the output variables of Market Reach
133 (%), Ethical Practices (%), and Data Privacy (%). The model's performance was assessed using
134 a range of metrics to evaluate its accuracy and reliability. In this study, we utilized a shallow
135 progressive ANN (SPANN) to predict fluctuations in market access, ethical practices, and data
136 privacy across a set of five samples. The range of resource consumption was manipulated,
137 spanning from 0% to 70% and 90%. The neural network architecture consisted of inputs
138 representing resource consumption and cultural exploration, with a hidden layer comprising
139 five neurons designed to foster convergence. The outputs of the neural network corresponded
140 to market access, ethical practices, and data privacy. To enhance predictive precision and
141 expedite convergence, we adopted the nonlinear sigmoid function as the activation or
142 hypothesis function. The gradient descent algorithm was employed to optimize the error
143 function throughout each stage of network advancement, serving the purposes of training and
144 estimation. In order to improve accuracy and convergence, the input data from Table 1 were

145 subjected to normalization prior to estimation, and subsequently denormalized to ensure the
 146 final outcomes fell within an acceptable range. The accuracy of the ANN's predictions was
 147 evaluated by assessing the network's error through linear regression analysis.

148 **Table 1:** Evaluation of Integration of E-commerce and Advanced Algorithm-based Art Education: Impact on
 149 Resource Consumption, Cultural Exploration, Market Reach, Ethical Practices, and Data Privacy [20-34].

Evaluation Case Study (ECS)	Input variables		Output variables		
	Resource Consumption (%)	Cultural Exploration (%)	Market Reach (%)	Ethical Practices (%)	Data Privacy (%)
ECS1	70%	80%	75%	60%	65%
ECS2	50%	90%	80%	70%	75%
ECS3	45%	52%	85%	66%	80%
ECS4	55%	68%	54%	45%	44%
ECS5	60%	63%	60%	58%	52%

150
 151 This procedure involved normalizing the predicted results and fitting a graph to the estimated
 152 outcomes at multiple points. The resulting graph, derived using the linear regression method,
 153 was juxtaposed with the $y=x$ graph (representing 100% accurate estimation based on the input
 154 targets from Table 1) to determine the error of the ANN. In the subsequent sections, we will
 155 delve into an in-depth examination of the outcomes obtained from the ANN developed in this
 156 research.

157 The utilization of ANN modeling plays a vital role in examining and understanding the
 158 integration of e-commerce and algorithm-based art education. By facilitating broader market
 159 access, e-commerce opens up new economic opportunities for artists, thereby incentivizing the
 160 creation and promotion of culturally significant works. The research questions in this context
 161 aim to delve into the influence of the integrated system on long-term resource consumption
 162 patterns and environmental impacts. Additionally, the impact on cultural learning outcomes,
 163 including knowledge acquisition, skill development, and attitudes toward cultural diversity, are
 164 examined. Furthermore, the study explores the ways in which this integration contributes to
 165 the economic empowerment of artists and cultural industries, while also proposing strategies
 166 to enhance these economic benefits. Through the application of ANN modeling, valuable
 167 insights can be obtained, enabling a comprehensive understanding of the dynamics and
 168 potential of the integration of e-commerce and algorithm-based art education.

169 **2.1. Hypothesis development**

170 The primary objective of this research is to investigate the integration of e-commerce and
171 advanced algorithm-based learning in the context of art education, with the aim of establishing
172 an economically sustainable system and facilitating cultural education. Three hypotheses have
173 been formulated to guide the investigation: 1) the integration will yield a substantial reduction
174 in resource consumption compared to conventional approaches by leveraging e-commerce
175 platforms to minimize reliance on physical resources; 2) the integration will have a positive
176 impact on cultural exploration and foster creativity among learners, as advanced algorithms
177 can personalize learning experiences and facilitate cultural engagement; and 3) the integration
178 will create new economic opportunities and promote sustainable production and consumption
179 patterns, as e-commerce platforms provide wider market reach for local artists. The research
180 also aims to explore the impact of rural aging on agricultural land use and how advanced
181 techniques, such as ANNs, can be leveraged to address this challenge. The integration of e-
182 commerce, advanced algorithms, and sustainable land use practices has the potential to
183 contribute to a more resilient and environmentally-conscious economic system.

184 **2.2. Theoretical background**

185 The theoretical lens of the digital economy provides insights into the transformative impact of
186 e-commerce. The concept of the Long Tail, introduced by Anderson et al. (2004) [20], shows
187 the ability of e-commerce platforms to facilitate the distribution and consumption of niche
188 products, leading to increased market diversity and reduced reliance on mass production.
189 Furthermore, the Resource-Based View theory, developed by Barney (1991) [21], shows the
190 strategic value of digital resources in driving competitive advantage. E-commerce platforms
191 enable businesses to leverage digital technologies, data analytics, and personalized marketing
192 to enhance customer experiences, expand their reach, and optimize operational efficiencies.
193 Cultural education involves the transmission of knowledge, values, and traditions that promote
194 cultural understanding, appreciation, and intercultural dialogue. The theoretical framework of
195 cultural capital, introduced by Lash et al. [22], recognizes the value of cultural knowledge and
196 experiences in social and economic contexts. It posits that individuals who possess cultural

capital have advantages in terms of social mobility and access to resources. Cultural education seeks to democratize cultural capital by providing individuals from diverse backgrounds with opportunities to engage with and appreciate different cultural expressions. The concept of cultural sustainability, proposed by Throsby et al. [23], further emphasizes the importance of cultural education in preserving and promoting cultural heritage, ensuring its continuity across generations. Creativity is a multifaceted construct that plays a vital role in driving innovation, problem-solving, and societal progress. The theoretical frameworks of creative economy and creative industries shed light on the transformative power of creativity. The creative economy, as proposed by Florida et al. (2002) [24], recognizes the economic value of creative activities, including arts, design, media, and entertainment. It emphasizes the role of creativity in fostering economic growth, attracting talent, and enhancing competitiveness. By integrating these theoretical perspectives, the present study seeks to explore the potential synergies between sustainable economic systems, e-commerce, algorithm-based art education, cultural education, and creativity. It aims to contribute to the existing literature by examining how the integration of these concepts can foster economic growth, promote cultural understanding, and nurture creativity.



213 **Figure 1.** Methodology for Developing a Sustainable Economic System and Promoting Cultural Education in
214 Agriculture Society through E-commerce and Advanced Algorithm-based Art Education Integration using ANN
215 Modeling.
216

217

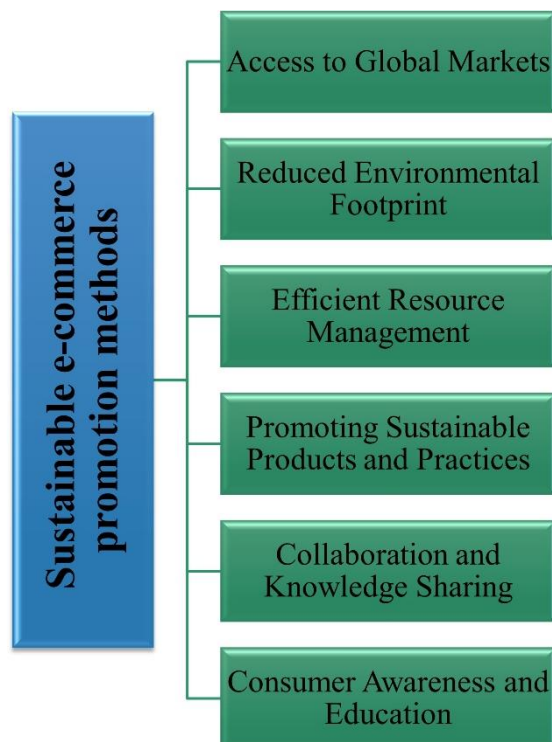
218 The methodology depicted in Figure 1 shows the approach employed in this study to achieve
219 the objectives of developing a sustainable economic system and promoting cultural education
220 through the integration of e-commerce and advanced algorithm-based art education. The
221 utilization of ANN modeling serves as the core technique for predicting and optimizing the
222 optimal conditions for achieving the desired outcomes. The ANN architecture consists of a
223 hidden layer with five neurons and two input variables: resource consumption and cultural
224 exploration. The input variables capture relevant aspects related to sustainable economic
225 systems, including the efficient use of resources and the promotion of cultural heritage.

226

227 **3. Result and Discussion**

228 The research investigated the integration of e-commerce and advanced algorithm-based
229 learning in the context of art education, aiming to establish an economically sustainable system
230 and facilitate cultural education. The findings demonstrate the potential of this integration to
231 reduce resource consumption, foster cultural exploration and creativity among learners, and
232 create new economic opportunities while promoting sustainable production and consumption
233 patterns. The study also explored the application of advanced techniques, such as ANNs, to
234 address the challenge of rural aging and its impact on agricultural land use, showcasing the
235 potential to enhance land management and ensure the long-term sustainability of rural
236 communities [24-26]. The integration of e-commerce, advanced algorithms, and sustainable
237 land use practices presents a promising pathway towards a more resilient and environmentally-
238 conscious economic system. Figure 2 shows the ways in which e-commerce platforms play a
239 crucial role in promoting sustainable economic systems. Firstly, these platforms provide
240 businesses, particularly SMEs, with access to global markets, enabling them to expand and
241 grow their sustainable operations. By eliminating the need for physical storefronts, e-commerce
242 significantly reduces the environmental footprint associated with traditional retail, minimizing
243 energy consumption, greenhouse gas emissions, and optimizing supply chains for efficiency
244 [24-27]. Moreover, e-commerce platforms empower businesses to streamline their operations
245 and achieve efficient resource management through data analytics and advanced algorithms.
246 This allows for better demand forecasting, inventory management, and waste reduction,

247 leading to a more sustainable use of materials and decreased resource consumption.
248 Additionally, e-commerce platforms serve as effective tools for promoting sustainable products
249 and practices to consumers [28-33].



250

251 **Figure 2.** Ways in which e-commerce platforms promote sustainable economic systems.

252 As mentioned in the preceding sections, we have employed a progressive neural network, as
253 outlined in Table 1, to predict changes in market access, ethical practices, and data privacy as
254 resource consumption and cultural exploration increase [31-34]. The network's performance
255 was evaluated and predictions were made for reduced market access, ethical practices, and data
256 privacy within the ranges of 0-70% and 0-90%, respectively.

257

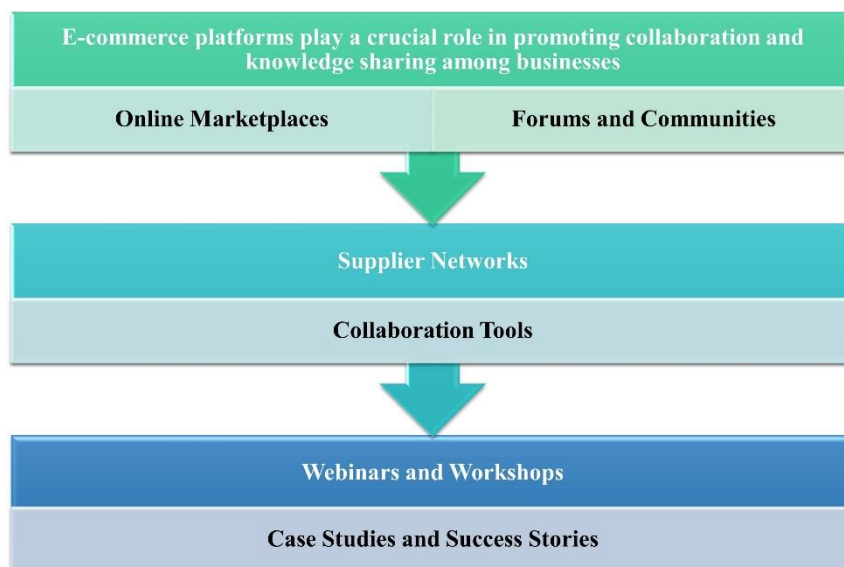


Figure 3. Collaboration and Knowledge Sharing on E-commerce Platforms.

Figure 3 shows the diverse mechanisms through which e-commerce platforms actively promote collaboration and facilitate the exchange of knowledge among businesses. By serving as online marketplaces, these platforms enable businesses spanning various industries and geographic regions to establish partnerships, thereby fostering cooperative efforts and the sharing of innovative ideas.

Table 2. Advantages and Disadvantages of E-commerce in Advancing Sustainable Economic Systems.

Aspect	E-commerce	Advantages	Disadvantages
Resource Consumption	Reduces resource consumption	Efficient use of resources	Environmental impact of shipping and packaging
Supply Chain	Enables efficient management	Streamlined inventory and logistics	Dependence on centralized distribution
Market Reach	Provides wider market access	Expanded customer base	Increased competition
Production	Promotes sustainable practices	Encourages sustainable production	Potential for exploitation of labor

Table 2 shows advantages and disadvantages associated with utilizing e-commerce to advance sustainable economic systems. In terms of resource consumption, e-commerce offers the benefit of reducing resource usage through efficient resource allocation.

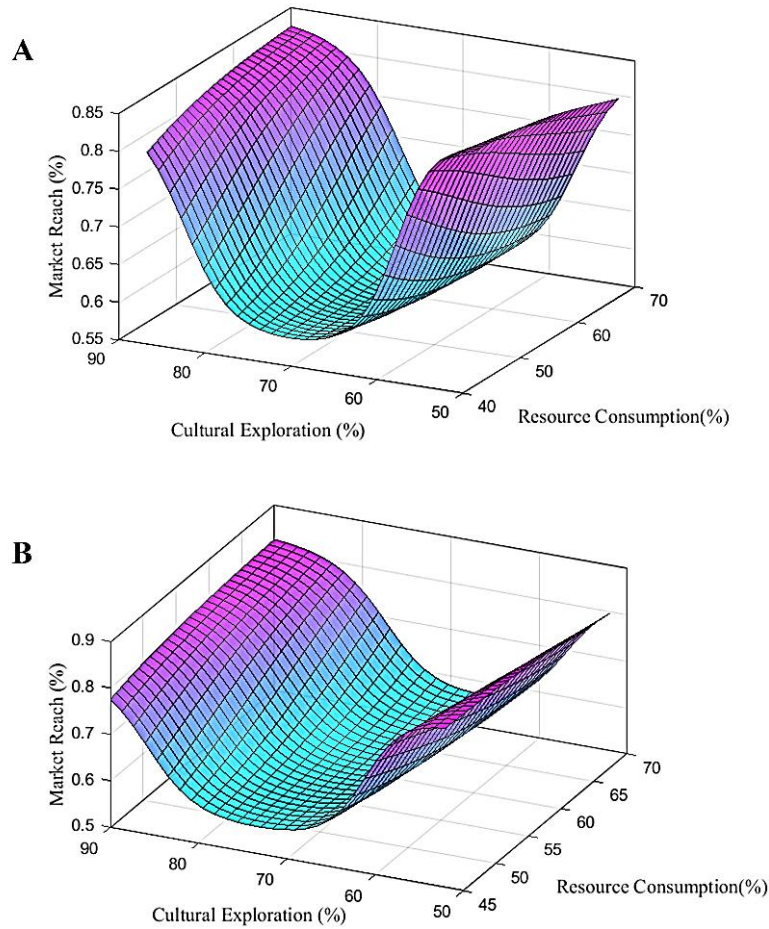


Figure 4. Results of market access prediction using the ANN in this study.

270

271

272 Figure 4 (a-b) illustrates the neural network's predicted outcomes for reduced market access.

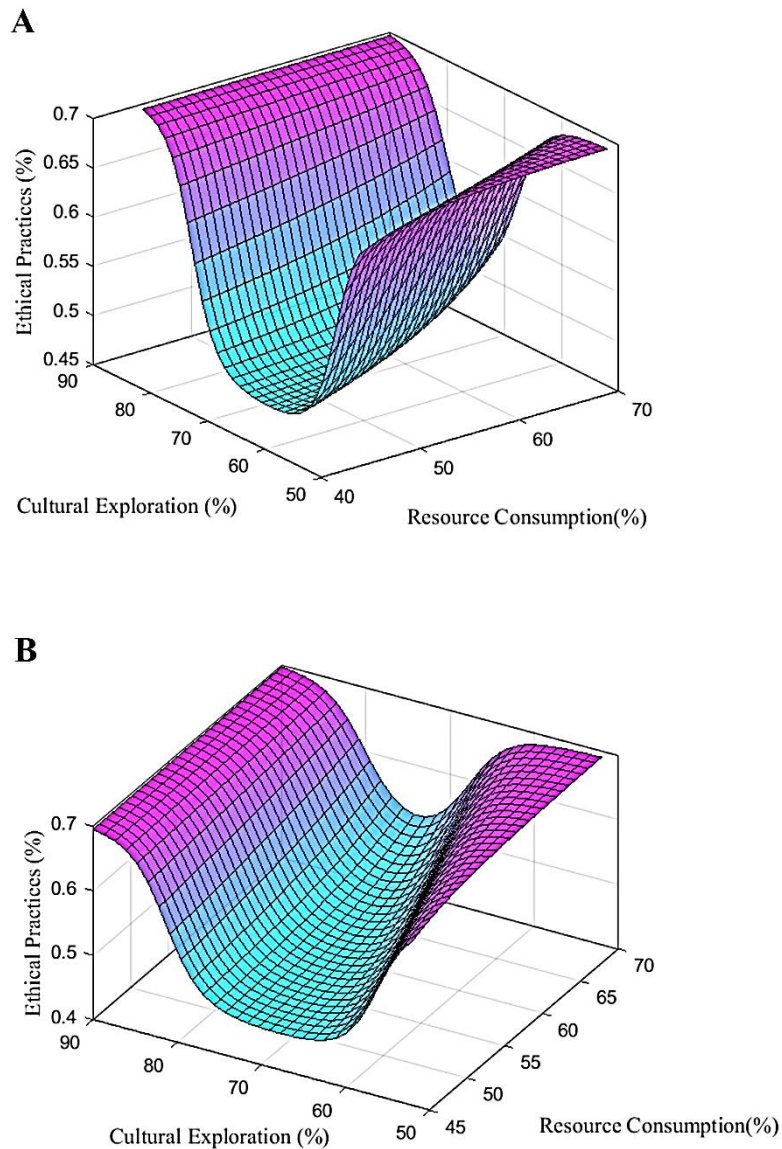
273 Figure 4 present the evident that cultural exploration, both in its low and high states, contributes

274 to increased market access. However, within the range of 55-85, market access reaches its

275 lowest levels. Resource consumption also has a minor impact. The estimated results for ethical

276 practices are depicted in Figure 5. According to the graphs, it can be concluded that ethical

277 practices exhibit a similar pattern to market access, but with a significantly faster rate of change.



278

279

Figure 5. Results of ethical practices prediction using the ANN in this study.

280 Cultural exploration promotes ethical practices by fostering cross-cultural understanding,
281 challenging biases, presenting ethical dilemmas, and raising awareness of cultural
282 appropriation, leading to greater respect and collaboration across diverse perspectives. Figure
283 5 (a-b) shows the results of the ethical practices prediction using an ANN in the current study.
284 The ANN, a machine learning model inspired by the human brain's neural networks, was
285 employed to forecast and assess the ethical practices in the context of the study.

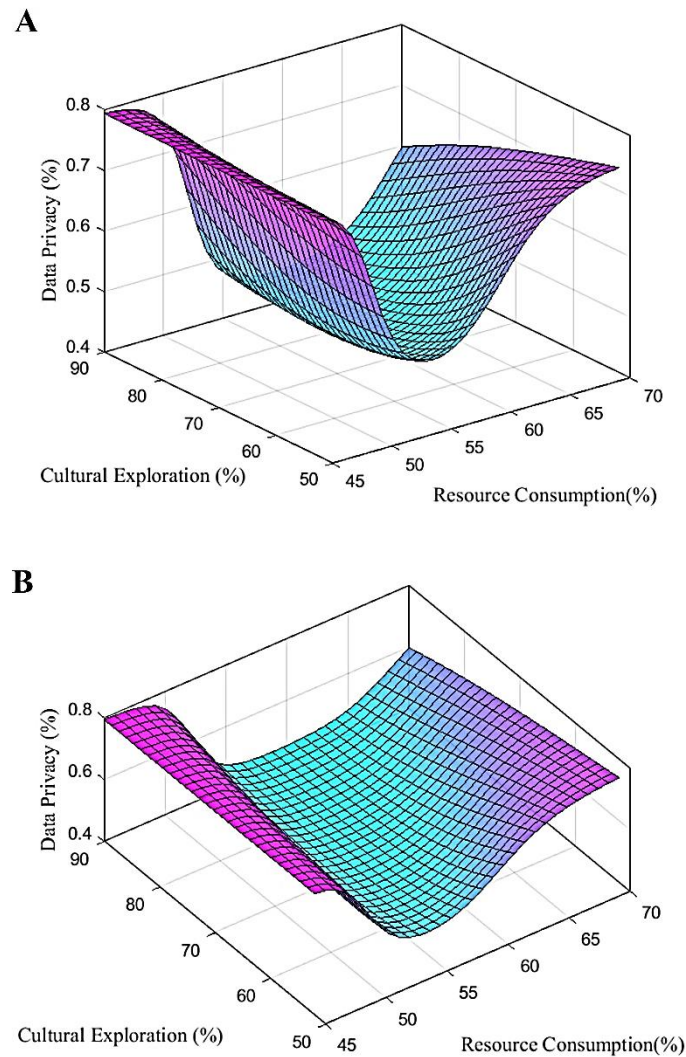
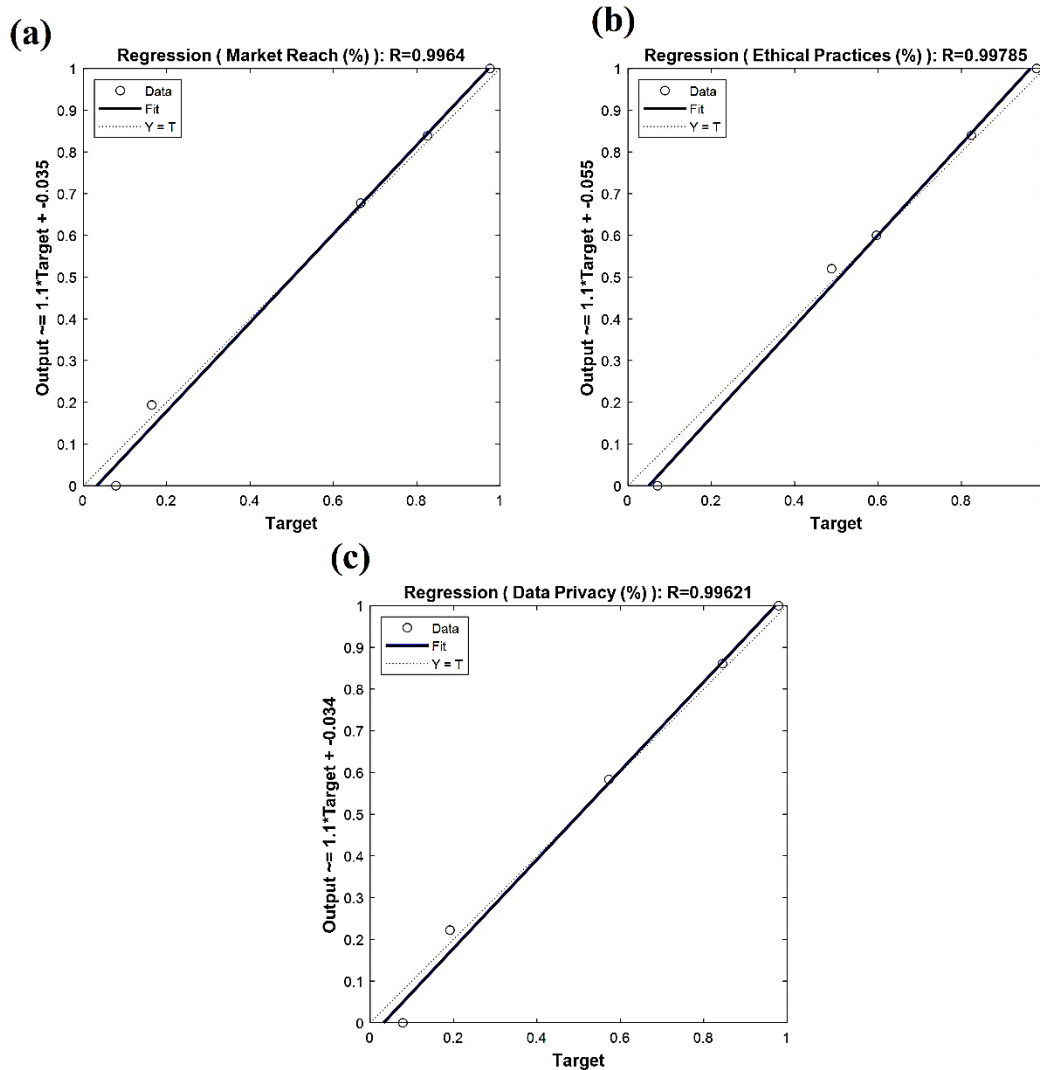


Figure 6. Results of data privacy prediction using the ANN in this study.

Figure 5 illustrates the outcomes and results derived from the ANN's predictions. The predictions were based on input variables related to ethical considerations and practices within the study's framework. Figure 5 shows the accuracy and effectiveness of the ANN in predicting ethical practices, providing valuable insights into the ethical dimensions of the study. The results depicted in Figure 5 contribute to the understanding and evaluation of ethical practices within the study, aiding researchers and stakeholders in making informed decisions and implementing appropriate measures to uphold and improve ethical standards.

Figure 6 (a-b) shows the neural network's estimated results for data privacy. It is apparent that data privacy behaves inversely to ethical practices and market access. Specifically, resource consumption, whether low or high, leads to an increase in data privacy. The most significant

298 growth is observed when resource consumption is at its lowest state (around 45-47%),
299 compared to its highest state. Data privacy is lowest within the range of 47-65. Cultural
300 exploration also has a minor effect when resource consumption is at its highest. Forums and
301 community spaces provided by these platforms offer valuable opportunities for businesses to
302 engage in discussions, seek advice, and share their experiences, thereby facilitating the
303 exploration of novel approaches to sustainability. The results of linear regression analysis, as
304 shown in Figure 7 (a-c), indicate that the ANN achieved a high level of accuracy, with an error
305 of less than 1% compared to the targets specified in Table 1, in predicting market access, ethical
306 practices, and data privacy. The rationale for using linear regression to evaluate ANN
307 predictions lies in its simplicity, interpretability, and familiarity. Linear regression provides a
308 straightforward statistical method, offering metrics like R-squared and MSE, to measure
309 prediction accuracy. It serves as a baseline for comparing ANN performance and understanding
310 the importance of variables. The widespread use of linear regression builds trust among
311 researchers and stakeholders, bolstering confidence in the evaluation process. However, non-
312 linear scenarios should prompt exploration of alternative evaluation techniques.



313

314 **Figure 7.** Linear regression plots examining the error of the ANN in predicting market access, ethical practices,
 315 and data privacy.

316

317 4. Conclusions

318 The study reveals that comprehending the effects of rural aging on land use is essential for the
 319 sustainable development of both towns and townships in the long run. Policy implications
 320 include limiting the expansion of urban/industrial and transportation land in aging rural areas,
 321 and promoting agricultural technology and inputs to offset the impact on food production.

322 The evaluation of the integration of e-commerce and advanced algorithm-based art education has
 323 provided valuable insights into its impact on resource consumption, cultural exploration,
 324 market reach, ethical practices, and data privacy. The results from the evaluation case studies
 325 demonstrate varying degrees of effectiveness across different input and output variables. The

326 integration has shown potential in reducing resource consumption and expanding cultural
327 exploration, with ECS1 and ECS2 achieving notable improvements in these areas. Additionally,
328 the integration has demonstrated positive effects on market reach, with ECS2 and ECS3
329 showcasing higher percentages. However, the evaluation also reveals areas that require further
330 attention, such as ethical practices and data privacy, where the integration has not consistently
331 performed as well. ECS4 and ECS5, in particular, exhibit lower percentages in ethical practices
332 and data privacy. These results suggest the importance of implementing appropriate safeguards
333 and ethical guidelines to address these concerns. Nonetheless, the results indicate promising
334 outcomes in terms of resource consumption, cultural exploration, and market reach, providing
335 a foundation for continued research and development in this area. Future efforts should focus
336 on refining the integration to ensure a balance between technological advancements and ethical
337 considerations, ultimately maximizing the benefits and minimizing potential risks associated
338 with the integration of e-commerce and advanced algorithm-based art education.

339

340 ACKNOWLEDGEMENT

341 I would like to express my sincere gratitude to the R&D Program of Beijing Municipal
342 Education Commission (SM202310017001) and the Top-level Project of Beijing Society of
343 Higher Education (MS2022352) for their support and funding, which has greatly contributed
344 to the successful completion of this project.

345

346 5. References

- 347 1) Chen, J., Wang, Y., Wen, J., Fang, F., & Song, M. (2016) "The influences of aging
348 population and economic growth on Chinese rural poverty." *Journal of Rural Studies*, 47, 665-
349 676.
- 350 2) Jenkins, T. (2022). Immersive virtual shopping experiences in the retail metaverse:
351 Consumer-driven E-commerce, blockchain-based digital assets, and data visualization
352 tools. *Linguistic and Philosophical Investigations*, (21), 154-169.
- 353 3) Rosário, A. T. (2023). How a Sustainability Strategy Can Leverage E-Commerce?.
354 In *Advancing SMEs Toward E-Commerce Policies for Sustainability* (pp. 44-72). IGI Global.

- 355 4) Bawack, R. E., Wamba, S. F., Carillo, K. D. A., & Akter, S. (2022). Artificial intelligence
356 in E-Commerce: a bibliometric study and literature review. *Electronic markets*, 32(1), 297-338.
- 357 5) Hopkins, E. (2022). Virtual commerce in a decentralized blockchain-based metaverse:
358 Immersive technologies, computer vision algorithms, and retail business analytics. *Linguistic
359 and Philosophical Investigations*, (21), 203-218.
- 360 6) Zhou, T., Cai, Z., Liu, F., & Su, J. (2023). In Pursuit of Beauty: Aesthetic-Aware and
361 Context-Adaptive Photo Selection in Crowdsensing. *IEEE Transactions on Knowledge and
362 Data Engineering*, 35(9), 9364-9377.
- 363 7) Zou, X., Yuan, J., Shilane, P., Xia, W., Zhang, H.,... Wang, X. (2022). From Hyper-
364 Dimensional Structures to Linear Structures: Maintaining Deduplicated Data's Locality. *ACM
365 Transactions on Storage*, 18(3), 1-28.
- 366 8) Zhang, S., Zhang, C., Su, Z., Zhu, M., & Ren, H. (2023). New structural economic growth
367 model and labor income share. *Journal of Business Research*, 160, 113644.
- 368 9) Li, B., Li, G., & Luo, J. (2021). Latent but not absent: The 'long tail' nature of rural special
369 education and its dynamic correction mechanism. *PLoS ONE*, 16(3), e242023.
- 370 10) Chen, G., Chen, P., Wang, Y., & Zhu, N. (2023). Research on the development of an
371 effective mechanism of using public online education resource platform: TOE model combined
372 with FS-QCA. *Interactive Learning Environments*.
- 373 11) Huang, C., Tu, Y., Han, Z., Jiang, F., Wu, F.,... Jiang, Y. (2023). Examining the relationship
374 between peer feedback classified by deep learning and online learning burnout. *Computers &
375 Education*, 207, 104910.
- 376 12) Pan, S., Xu, G. J. W., Guo, K., Park, S. H., & Ding, H. (2024). Cultural Insights in Souls-
377 like Games: Analyzing Player Behaviors, Perspectives, and Emotions Across a Multicultural
378 Context. *IEEE Transactions on Games*.
- 379 13) Sharma, R. C., & Kohli, D. (2023). Embracing Digital Transformation for Sustainable
380 Development: The Synergy between Learning Organizations, Human Resource Management,
381 and Service Quality. *Journal of Chinese Human Resources Management*, 14(3), 3-17.
- 382 14) Zhu, D., Bahadur, W., & Ali, M. (2023). The effect of spiritual leadership on proactive
383 customer service performance: The roles of psychological empowerment and power distance.

384 **Humanities and Social Sciences Communications, 10(1), 792.**

385 15) Xu, T., Gao, Q., Ge, X., & Lu, J. (2024). The relationship between social media and
386 professional learning from the perspective of pre-service teachers: A survey. *Education and*
387 *Information Technologies, 29(2), 2067-2092.*

388 16) Liu, Z., Duan, H., Liu, S., Mu, R., Liu, S.,... Yang, Z. (2024). Improving knowledge gain
389 and emotional experience in online learning with knowledge and emotional scaffolding-based
390 conversational agent. *Educational Technology & Society, 27(2), 197-219*

391 17) Hu, F., Qiu, L., Wei, S., Zhou, H., Bathuure, I. A.,... Hu, H. (2024). The spatiotemporal
392 evolution of global innovation networks and the changing position of China: a social network
393 analysis based on cooperative patents. *R&D Management, 54(3), 574-589.*

394 18) Xi, X., Xi, B., Miao, C., Yu, R., Xie, J., Xiang, R.,... Hu, F. (2022). Factors influencing
395 technological innovation efficiency in the Chinese video game industry: Applying the meta-
396 frontier approach. *Technological Forecasting and Social Change, 178, 121574.*

397 19) Zheng, W., Lu, S., Cai, Z., Wang, R., Wang, L.,... Yin, L. (2024). PAL-BERT: An Improved
398 Question Answering Model. *Computer Modeling in Engineering & Sciences, 139(3), 2729-*
399 *2745.*

400 20) Anderson, H. A., Hanrahan, L. P., Smith, A., Draheim, L., Kanarek, M., & Olsen, J. (2004).
401 The role of sport-fish consumption advisories in mercury risk communication: a 1998–1999
402 12-state survey of women age 18–45. *Environmental Research, 95(3), 315-324.*

403 21) Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of*
404 *management, 17(1), 99-120.*

405 22) Lash, S. (1993). Pierre Bourdieu: Cultural economy and social change. *Bourdieu: critical*
406 *perspectives, 193-211.*

407 23) Throsby, D. (2019). Culturally sustainable development: theoretical concept or practical
408 policy instrument?. In *Cultural policies for sustainable development (pp. 5-19)*. Routledge.

409 24) Florida, R. (2002). The economic geography of talent. *Annals of the Association of*
410 *American geographers, 92(4), 743-755.*

411 25) Bataineh, A. Q., Abu-AlSondos, I. A., Frangieh, R. H., Salameh, A. A., & Alnajjar, I. A.
412 (2024). Predictive Modeling in Marketing Analytics: A Comparative Study of Algorithms and
19

- 413 Applications in E-Commerce Sector. *Kurdish Studies*, 12(1), 499-515.
- 414 26) Chen, Y., Truong, T., Shen, X., Wang, M., Li, J., Chan, J., & King, I. (2023). Topological
415 representation learning for e-commerce shopping behaviors.
- 416 27) Rane, N. (2023). Metaverse marketing strategies: enhancing customer experience and
417 analysing consumer behaviour through leading-edge Metaverse technologies, platforms, and
418 models. Available at SSRN.
- 419 28) Akhtar, W. (2023). Digital innovations in fashion: mapping the co-evolution of
420 technological advancements and fashion industry. *JYU Dissertations*.
- 421 29) Huynh-The, T., Pham, Q. V., Pham, X. Q., Nguyen, T. T., Han, Z., & Kim, D. S. (2023).
422 Artificial intelligence for the metaverse: A survey. *Engineering Applications of Artificial
423 Intelligence*, 117, 105581.
- 424 30) De Giovanni, P. (2023). Sustainability of the Metaverse: A transition to Industry
425 5.0. *Sustainability*, 15(7), 6079.
- 426 31) Shah, V. (2021). Machine Learning Algorithms for Cybersecurity: Detecting and
427 Preventing Threats. *Revista Espanola de Documentacion Cientifica*, 15(4), 42-66.
- 428 32) Wei, H., Shan, D., Zhu, S., Wu, D., & Lyu, B. (2022). Comments and responses'
429 combination: tourist destination's moderating effect. *Marketing Intelligence & Planning*, 40(7),
430 914-928.
- 431 33) Wei, H. L., Hai, C. Y., Zhu, S. Y., & Lyu, B. (2021). The impact of consumers' choice
432 deferral behavior on their intertemporal choice preference. *Frontiers in Psychology*, 12, 555150.
- 433 34) Zhang, J., & Lyu, B. (2021). A receiver perspective on knowledge sharing impact on
434 consumer–brand relationship in virtual communities. *Frontiers in Psychology*, 12, 685959.
- 435