

## Integrating E-Commerce and Advanced Algorithm-Based Art Education: Towards a Sustainable Economy

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### ABSTRACT

An Artificial Neural Network (ANN) was constructed to analyze the impact of resource consumption and cultural exploration on market access, ethical practices, and data privacy. The ANN predictions showed that cultural exploration is most prominent with restricted market access, while data privacy is inversely related to ethical practices and market access. Regardless of consumption levels, resource consumption leads to increased data privacy. The study also found that rural aging has a significant negative impact on urban, industrial, and transportation land, but no significant impact on arable, forest, and garden land. The impact varies between towns and townships, with rural aging reducing urban and industrial land in towns but promoting the expansion of forest and grassland in townships. The results show the promising avenues for sustainable economic development and cultural education through the integration of e-commerce and advanced algorithm-based learning, while emphasizing the need to address key challenges and the implications of rural aging on land use for sustainable development.

**Keywords:** Land utilization, Rural aging, Sustainable Economic Systems, Transportation land.

### INTRODUCTION

Rural aging has a significant negative impact on urban and industrial land as well as transportation land. As the rural population ages, it leads to a decline in the availability and utilization of these land types due to weakening economic and social vitality, as well as reduced government investment. China possesses a diverse and deep-rooted cultural heritage, with a long and illustrious history. Intangible cultural heritage, which holds significant importance in China's traditional culture, has been passed down through generations, contributing to the continuity of Chinese civilization (Chen *et al.*, 2016; Jenkins, 2022; Rosário, 2023). It encompasses the traditional cultural beliefs of China and serves as a representation of the societal and economic structures, as well as the intellectual capabilities of people during

specific historical epochs. Sustainable economic systems, e-commerce, algorithm-based art education, cultural education, industrial business and creativity are all interconnected concepts that play crucial roles in shaping our society and driving socio-economic progress (Bawack *et al.*, 2022; Hopkins, 2022). The aging of the rural population in China presents complex challenges for the labor force and agricultural productivity. As younger residents migrate to urban areas, rural communities face a growing shortage of working-age labor, particularly for labor-intensive agricultural activities. This has led to a greater reliance on the elderly population to maintain household operations and support the agricultural sector. However, the generational gap between the aging residents and the younger migrant workers can hinder the transfer of knowledge and the adoption of new

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technologies (Chen *et al.*, 2024; Li *et al.*, 2021; Zhang *et al.*, 2023; Zhou *et al.*, 2023; Zou *et al.*, 2022). The decline in the rural working-age population, combined with the physical limitations of the elderly, has resulted in a decrease in overall agricultural productivity and efficiency, negatively impacting rural incomes and food security (Huang *et al.*, 2023; Pan *et al.*, 2024; Sharma & Kohli, 2024; Xu *et al.*, 2024; Zhu *et al.*, 2023). The Chinese government has implemented various policies and programs to address the challenges of rural aging, such as improving social security, healthcare, and infrastructure (Hu *et al.*, 2024; Liu *et al.*, 2024; Xi *et al.*, 2022; Zheng *et al.*, 2023).

Some rural communities have developed adaptive strategies, such as mechanization, crop diversification, and the integration of elderly labor into non-agricultural activities. The aim is to cope with the challenges of rural aging and labor shortages, underscoring the need for a multifaceted approach to ensure the well-being of the aging population and the sustainable development of rural areas in China (Anderson *et al.*, 2004).

The objective of this study was to further explore and evaluate the impact of this integration on market access, ethical practices, and data privacy by employing an Artificial Neural Network (ANN). The study aimed to provide insights into the relationships between resource consumption, cultural exploration, market access, ethical practices, and data privacy by analyzing predictions generated by the ANN. Moreover, the investigation will evaluate the precision of the ANN forecasts through the utilization of linear regression analysis, thereby substantiating the effectiveness of the network. The primary objective of this study was to enhance comprehension regarding the potential of incorporating e-commerce and algorithm-based art education, aiming to stimulate sustainable economic growth and promote cultural education. The dynamics of population aging and its impact on land use, particularly in rural areas, are crucial considerations for

sustainable development. Population theories, such as the demographic transition model, suggest that as societies progress through economic and social development, they experience a shift from high birth and death rates to low birth and death rates, leading to an aging population. This demographic shift has significant implications for land use in rural areas (Anderson *et al.*, 2004; Barney, 1991; Lash, 1993; Throsby, 2019). Research findings indicate that the aging of the rural population in China has led to a decline in the working-age labor force, resulting in reduced agricultural productivity and changes in land use patterns. As younger residents migrate to urban areas, the elderly population often takes on a greater role in maintaining agricultural activities, leading to a decline in overall efficiency and productivity. This, in turn, can result in the underutilization or abandonment of arable land, as well as changes in the allocation of land for residential, forestry, and other purposes (Barney, 1991; Florida, 2002; Lash, 1993; Throsby, 2019). Furthermore, the aging of the rural population can also impact the management and utilization of other land types, such as forest and grassland, as the elderly population may have different preferences and land-use practices compared to younger generations. Understanding these complex interactions between population aging and land use is essential for developing effective policies and strategies to ensure the sustainable development of rural areas.

The changing population structure, particularly the aging of the population, has significant impacts on land use and management, especially in rural areas. Population theories, such as the demographic transition model, explain how societies progress through different stages of population dynamics, characterized by shifts from high to low birth and death rates, leading to an aging population. As populations age, the working-age labor force declines, often leading to a shortage of agricultural workers in rural areas. This can

result in the underutilization or abandonment of arable land, as the elderly population may lack the physical capacity to maintain intensive farming practices. Furthermore, the changing preferences and land-use patterns of the aging population can also impact the management and allocation of other land types, such as forests and grasslands. Research has shown that, in rural China, the aging of the population, combined with the outmigration of younger residents to urban areas, has led to a decrease in agricultural productivity and changes in land-use patterns. This includes the conversion of arable land to other uses, such as residential or forestry, as well as the neglect of certain land management practices. Understanding these complex interactions between population dynamics and land use is crucial for developing effective policies and strategies to ensure the sustainable development of rural areas.

## MATERIALS AND MTHODS

This study aimed to develop a sustainable economic system and promote cultural education through the integration of e-commerce and advanced algorithm-based art education. The research utilized ANN modeling to predict and optimize the best conditions for achieving the desired outcomes. The inputs variables, namely, Resource Consumption (%) and Cultural Exploration (%), were selected based on a comprehensive literature review of relevant studies (Barney, 1991; Florida, 2002; Lash, 1993; Throsby, 2019). Several scholarly reviews of the literature have identified numerous significant input and output variables pertaining to the fusion of e-commerce and advanced algorithm-based art education. Among these variables, Resource Consumption (%) and Cultural Exploration (%) have been selected as the key input variables for the present study, as they are considered crucial in evaluating the sustainability and cultural influence of the integrated system. To conduct the ANN

modeling, the selected values of the input variables were collected and organized into a dataset. The dataset was then divided into training, validation, and testing subsets. The training set was used to train the ANN model, while the validation set was employed to fine-tune the model parameters and prevent overfitting. The testing set was utilized to evaluate the performance and generalization ability of the trained ANN model. The ANN model was constructed using a feed-forward architecture with multiple hidden layers. The number of neurons in each layer and the activation functions were determined through an iterative process of experimentation and optimization. The model was trained using a backpropagation algorithm with gradient descent optimization. The objective was to minimize the loss function and maximize the accuracy of the predictions. Utilizing the trained ANN model, the output variables of Market Reach (%), Ethical Practices (%), and Data Privacy (%) were forecasted based on the provided input variables. The model was optimized to identify the optimal conditions for establishing a sustainable economic system and fostering cultural education. The forecasted values were compared to the desired targets, and the model was iteratively enhanced to attain the highest possible accuracy and optimization. The performance of the ANN model was evaluated employing diverse evaluation metrics, including mean squared error, mean absolute error, and coefficient of determination. These metrics yielded valuable insights into the precision and dependability of the model's forecasts. This study employed ANN modeling to predict and optimize the ideal conditions for cultivating a sustainable economic system and promoting cultural education by integrating e-commerce with advanced algorithm-based art education. The input variables, Resource Consumption (%) and Cultural Exploration (%), were chosen based on an extensive review of the existing literature, while the trained ANN model was employed to predict the output variables of



Market Reach (%), Ethical Practices (%), and Data Privacy (%). The model's performance was assessed using a range of metrics to evaluate its accuracy and reliability. In this study, we utilized a Shallow Progressive ANN (SPANN) to predict fluctuations in market access, ethical practices, and data privacy across a set of five samples. The range of resource consumption was manipulated, spanning from 0% to 70% and 90%. The neural network architecture consisted of inputs representing resource consumption and cultural exploration, with a hidden layer comprising five neurons designed to foster convergence. The outputs of the neural network corresponded to market access, ethical practices, and data privacy. To enhance predictive precision and expedite convergence, we adopted the nonlinear sigmoid function as the activation or hypothesis function. The gradient descent algorithm was employed to optimize the error function throughout each stage of network advancement, serving the purposes of training and estimation. In order to improve accuracy and convergence, the input data from Table 1 were subjected to normalization prior to estimation, and, subsequently, de-normalized to ensure the final outcomes fell within an acceptable range. The accuracy of the ANN's predictions was evaluated by assessing the network's error through linear regression analysis.

This procedure involved normalizing the

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

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

**Table 1.** Evaluation of integration of e-commerce and advanced algorithm-based art education: Impact on resource consumption, cultural exploration, market reach, ethical practices, and data privacy.

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%



dynamics and potential of the integration of e-commerce and algorithm-based art education.

### Hypothesis Development

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

### Theoretical Background

The theoretical lens of the digital economy provides insights into the transformative impact of e-commerce. The concept of the Long Tail, introduced by (Anderson *et al.* 2004), shows the ability of e-commerce platforms to facilitate the distribution and consumption of niche products, leading to increased market diversity and reduced

reliance on mass production. Furthermore, the Resource-Based View theory, developed by (Barney 1991), shows the strategic value of digital resources in driving competitive advantage. E-commerce platforms enable businesses to leverage digital technologies, data analytics, and personalized marketing to enhance customer experiences, expand their reach, and optimize operational efficiencies.

Cultural education involves the transmission of knowledge, values, and traditions that promote cultural understanding, appreciation, and intercultural dialogue. The theoretical framework of cultural capital, introduced by (Lash *et al.*), recognizes the value of cultural knowledge and 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.* (2019), 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), 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.

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

## RESULTS AND DISCUSSION

The research investigated the integration of e-commerce and advanced algorithm-based learning in the context of art education, aiming to establish an economically sustainable system and facilitate cultural education. The findings demonstrate the potential of this integration to reduce resource consumption, foster cultural exploration and creativity among learners, and create new economic opportunities while promoting sustainable production and consumption patterns. The study also explored the application of advanced techniques, such as ANNs, to address the challenge of rural aging and its impact on agricultural land use, showcasing the potential to enhance land management and ensure the long-term sustainability of rural communities (Bataineh *et al.*, 2024; Chen *et al.*, 2023; Florida, 2002). The integration of e-commerce, advanced algorithms, and sustainable land use



**Figure 1.** Methodology for developing a sustainable economic system and promoting cultural education in agriculture society through E-commerce and Advanced Algorithm-based Art Education Integration using ANN Modeling.

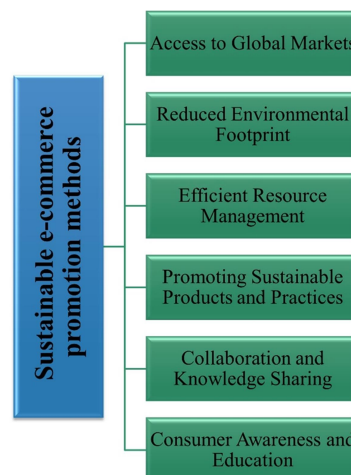
practices presents a promising pathway towards a more resilient and environmentally-conscious economic system. Figure 2 shows the ways in which e-commerce platforms play a crucial role in promoting sustainable economic systems. Firstly, these platforms provide businesses, particularly SMEs, with access to global markets, enabling them to expand and grow their sustainable operations. By eliminating the need for physical storefronts, e-commerce significantly reduces the environmental footprint associated with traditional retail, minimizing energy consumption, greenhouse gas emissions, and optimizing supply chains for efficiency (Bataineh *et al.*, 2024; Chen *et al.*, 2023; Florida, 2002; Rane *et al.*, 2023). Moreover, e-commerce platforms empower businesses to streamline their operations and achieve efficient resource management through data analytics and advanced algorithms. This allows for better demand forecasting, inventory management, and waste reduction, leading to a more sustainable use of materials and decreased resource consumption. Additionally, e-commerce platforms serve as effective tools for promoting sustainable products and practices to consumers (Akhtar, 2023; De Giovanni, 2023; Huynh-The *et al.*, 2023;

Shah, 2021; Wei *et al.*, 2021; Wei *et al.*, 2022).

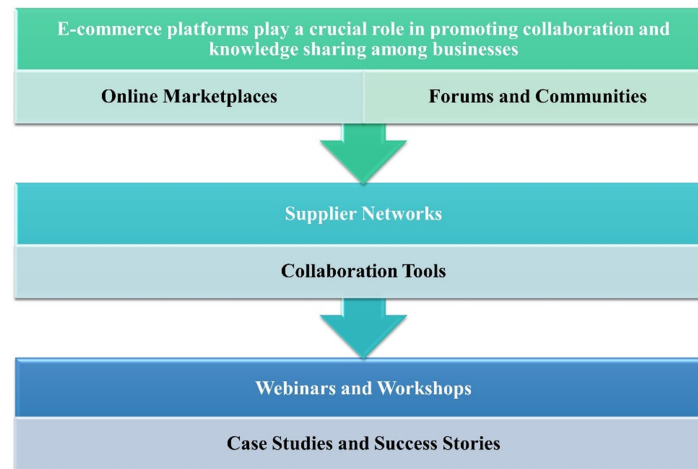
As mentioned in the preceding sections, we have employed a progressive neural network, as outlined in Table 1, to predict changes in market access, ethical practices, and data privacy as resource consumption and cultural exploration increase (Shah, 2021; Wei *et al.*, 2021; Wei *et al.*, 2022; Zhang *et al.*, 2021). The network's performance was evaluated and predictions were made for reduced market access, ethical practices, and data privacy within the ranges of 0-70% and 0-90%, respectively.

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 shows the 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 2.** Ways in which e-commerce platforms promote sustainable economic systems.



**Figure 3.** Collaboration and knowledge sharing on E-commerce platforms.

**Table 2.** Advantages and disadvantages of e-commerce in advancing sustainable economic systems.

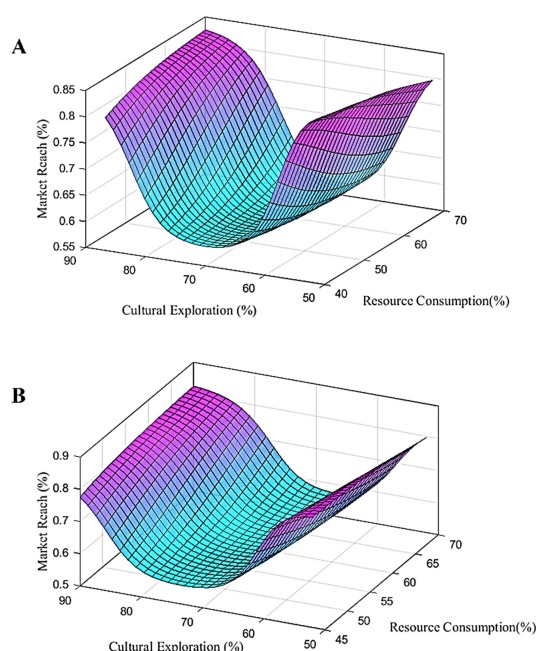
Aspect	E-commerce	Advantages	Disadvantages
Resource consumption	Reduces resource consumption	Efficient use of resources	Environmental impact of shipping and packaging
Supply chain	Enables efficient management	Streamlined inventory and logistics	Dependence on centralized distribution
Market reach	Provides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

Figure 4 (A and B) illustrates the neural network's predicted outcomes for reduced market access. It presents the evident that cultural exploration, both in its low and high states, contributes to increased market access. However, within the range of 55-85, market access reaches its lowest levels. Resource consumption also has a minor impact. The estimated results for ethical practices are depicted in Figure 5. According to the graphs, it can be concluded that ethical practices exhibit a similar pattern to market access, but with a significantly faster rate of change.

Cultural exploration promotes ethical practices by fostering cross-cultural understanding, challenging biases, presenting ethical dilemmas, and raising awareness of cultural appropriation, leading to greater respect and collaboration across diverse perspectives. Figure 5 (A and B) shows the results of the ethical practices

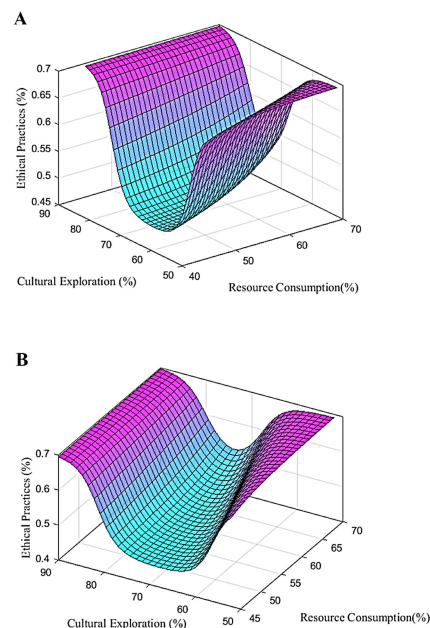
prediction using an ANN in the current study. The ANN, a machine learning model inspired by the human brain's neural networks, was employed to forecast and assess the ethical practices in the context of the study.

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

Figure 6 (A and 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 growth is observed when resource consumption is at its lowest state (around 45-47%), compared to its highest state. Data privacy is lowest within the range of 47-65. Cultural exploration also has a minor effect when resource consumption is at its highest. Forums and community spaces provided by these platforms offer valuable opportunities for businesses to engage in discussions, seek advice, and share their experiences, thereby facilitating the exploration of novel approaches to sustainability. The results of linear regression analysis, as shown in Figure 7 (a-c), indicate that the ANN achieved a high level of accuracy in predicting market access, ethical practices, and data privacy, with an error of less than 1% compared to the targets specified in Table 1. The rationale for using linear



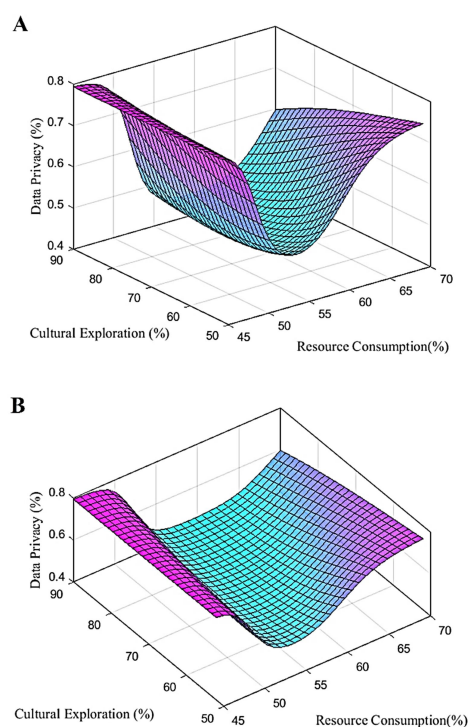
**Figure 5.** Results of ethical practices prediction using the ANN in this study.

regression to evaluate ANN predictions lies in its simplicity, interpretability, and familiarity. Linear regression provides a straightforward statistical method, offering metrics like R-squared and MSE, to measure prediction accuracy. It serves as a baseline for comparing ANN performance and understanding the importance of variables. The widespread use of linear regression builds trust among researchers and stakeholders, bolstering confidence in the evaluation process. However, non-linear scenarios should prompt exploration of alternative evaluation techniques.

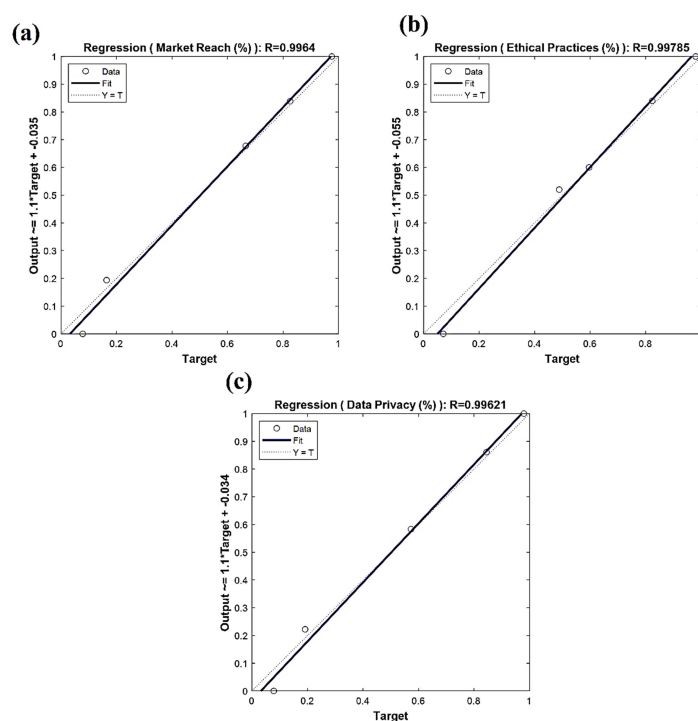
## CONCLUSIONS

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





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



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

integration of e-commerce and advanced algorithm-based art education has provided valuable insights into its impact on resource consumption, cultural exploration, market reach, ethical practices, and data privacy.

The results from the evaluation case studies (ECS1) demonstrate varying degrees of effectiveness across different input and output variables. The integration has shown potential in reducing resource consumption and expanding cultural exploration, with ECS1 and ECS2 achieving notable improvements in these areas. Additionally, the integration has demonstrated positive effects on market reach, with ECS2 and ECS3 showcasing higher percentages. However, the evaluation also reveals areas that require further attention, such as ethical practices and data privacy, where the integration has not consistently performed as well. ECS4 and ECS5, in particular, exhibit lower percentages in ethical practices and data privacy. These results suggest the importance of implementing appropriate safeguards and ethical guidelines to address these concerns. Nonetheless, the results indicate promising outcomes in terms of resource consumption, cultural exploration, and market reach, providing a foundation for continued research and development in this area. Future efforts should focus on refining the integration to ensure a balance between technological advancements and ethical considerations, ultimately maximizing the benefits and minimizing potential risks associated with the integration of e-commerce and advanced algorithm-based art education.

#### ACKNOWLEDGEMENTS

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

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## ادغام تجارت الکترونیک و آموزش هنر مبتنی بر الگوریتم پیشرفته: به سوی یک اقتصاد پایدار

لین ما، چن وانگ، و کین لیو وانگ

### چکیده

یک شبکه عصبی مصنوعی (ANN) برای تحلیل تأثیر مصرف منابع و کاوش فرهنگی (cultural exploration) بر دسترسی به بازار، رویه‌های اخلاقی و حریم خصوصی داده‌ها (data privacy) ساخته شد. پیش‌بینی‌های ANN نشان داد که کاوش فرهنگی با دسترسی محدود به بازار برجسته‌تر (prominent) است، در حالی که حریم خصوصی داده‌ها با رویه‌های اخلاقی و دسترسی به بازار رابطه معکوس دارد. صرف نظر از سطوح مصرف، مصرف منابع منجر به افزایش حریم خصوصی داده‌ها می‌شود. این مطالعه همچنین نشان داد که پیرشدن روستاها (rural aging) تأثیر منفی قابل توجهی بر زمین‌های شهری، صنعتی و حمل و نقل دارد، اما هیچ تأثیر قابل توجهی بر زمین‌های زراعی، جنگلی و باغی ندارد. این تأثیر بین شهرها و شهرستان‌ها متفاوت است، به طوری که پیرشدن روستاها منجر به کاهش زمین‌های شهری و صنعتی در شهرها می‌شود اما گسترش جنگل‌ها و مراتع را در شهرستان‌ها (townships) افزایش می‌دهد. این نتایج، مسیرهای نویدبخشی را برای توسعه اقتصادی پایدار و آموزش فرهنگی از طریق ادغام تجارت الکترونیک و یادگیری مبتنی بر الگوریتم پیشرفته نشان می‌دهد، ضمن اینکه بر لزوم پرداختن به چالش‌های کلیدی و پیامدهای پیرشدن روستا بر استفاده از زمین برای توسعه پایدار تأکید دارد.