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The Hotspots of Social Commerce?A Literate View

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The Hotspots of Social Commerce: A Literate View

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Abstract: Social commerce is a new economic and business model that has been rapidly risen and developed in recent years, which has aroused widespread concern in both the business and academic community. In this paper, we adopt the information visualization technology to econometrically analyze the co-citation data of the social commerce fields retrieved by Web of Science from 2005 to 2017, then explore the time and space distribution of the social commerce, and analyze the cooperation network of institutions and periodicals for the published papers in this field. At the end of the paper, we present the frontier and hot topics of social commerce based on the analysis of high-frequency keywords, co-occurrence, and the rate of burst term. We hope that it will provide constructive reference and guidance for the following related studies in the area of social commerce.

Keywords: Social commerce, research hot spots, visualization, knowledge map

1. INTRODUCTION

Social commerce is a subset of electronic commerce that uses social media platform (social networking site, microblog, a video sharing site, commentary community, etc.) Disseminating information. By the means of user-generated content, social interaction and word of mouth between customer, and other means to display, share and interaction of goods, in order to promote the purchase and sales of goods [1-3]. In recent years, with the rapid development of social commerce, a large number of social commerce websites have emerged, such as Facebook, Twitter, LinkedIn, Pinterest, Meilishuo, Mogujie, Zhumei, Duitang, and Pinduoduo. At the same time, some traditional e-commerce websites have also launched socialization functions and laid out socialized businesses. For example, Amazon, Taobao, Dangdang, JD, and other electric commerce websites have all made positive attempts and achieved great success. The socialization business sales of Amazon is as high as 371.9 billion US dollars in 2013 [4], its impressive operating performance has aroused widespread concern in the business area.

After more than 10 years of business practice, we found that the new business model of social commerce can absolutely help enterprises to promote the products and services, reduce the operating costs, increase the profits and comprehensively enhance the competitiveness of the enterprises. Therefore, social commerce has aroused widespread concern by experts and scholars in many disciplinary, because it is an interdisciplinary integration of economics, management science, computer science, and sociology, and now it becomes a hot research field in the world.

2. DATA SOURCES AND METHODS

In this paper, we choose the Web of Science core database as the data source, the topic of search is ((“social commerce”) OR (“social business”) OR (“social electronic commerce”) OR (“social e-commerce”) OR (“social shopping”)) OR (“Collaborative Commerce”)), the publication years are from 2005 to 2017, the document types are Article, Review and Proceeding Paper which published in English, a total of 21406

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bibliographic records are retrieved, each record includes the author, title, abstract, keywords, publication name, references, and other data.

Citespace III (Version 4.0 R5) is a tool software for visualizing and analyzing trends and patterns in scientific literature. We used it to generate and analyze networks of co-cited references according to the retrieved bibliographic records data on social commerce. It can help us to know the research status in the field of social commerce.

3. OVERVIEW OF SOCIAL COMMERCE RESEARCH

4. This article analyzes the research overview on social commerce from four aspects: the time distribution, regional distribution, institutions, and their cooperation, and journals of social commerce scientific literature.

The analysis of the time distribution of literature helps to understand the trends of disciplinary [5]. As can be seen from Figure 1, the time of social commerce development is short, just about 10 years, but the speed of development is fast and on the rise. In terms of time distribution, 2007 and 2014 are two critical turning points in the development of social commerce.

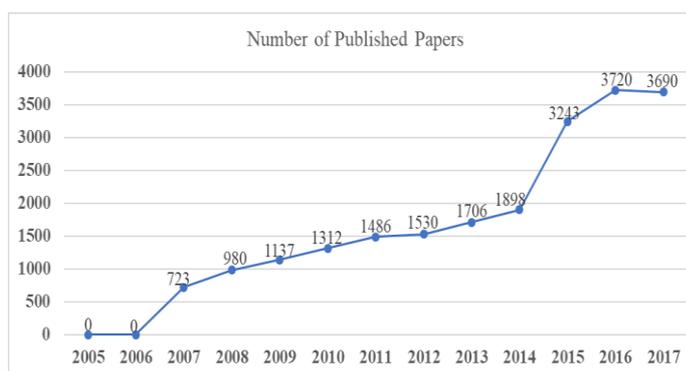


Figure 1. Total of publications in social commerce from 2005 to 2017

In November 2005, Yahoo pioneered the concept of social commerce and put it into practice. The launch of the new service by Yahoo Shopping is called "Set a Featured Product List", it accelerates a significant increase in sales. After that, a number of similar recommended shopping websites emerged such as StyleFeeder, Kaboodle and ShopStyle. And then, a lot of social media platforms such as Facebook, Twitter, LinkedIn, YouTube developed social business functions and achieved great success. These new business models have aroused widespread academic interest in research. In 2007, there were 664 articles published in social commerce and relevant areas, showing explosive growth.

After the 2008 economic crisis, a new round of entrepreneurship was once again set off in the field of social commerce around 2010. The "LBS + Sharing" type represented by Foursquare, the "Interest + Photos" type represented by Pinterest, the "Share + Comments" type represented by Instagram, and the "Interest + Mobile" type represented by Google + had appeared, and all above four types of typical business of the Social commerce got rapidly development. As a result, the number of documents and the growth rate of the documents were greatly increased in 2015. The number of published articles was as high as 2454, with an annual growth rate over 35%.

3.1 Geospatial analysis of literature

Analyzing the distribution of regions (countries) helps us to understand the spatial distribution of research forces in the discipline [6]. As can be seen from Figure 2, the United States issued 5913 articles in all and possessed an absolute superiority, in all the high-yielding countries and regions in the field of social commerce research (TOP10), then followed by England, Australia, China, Spain, Canada, Germany, Netherlands, France and Italy. The top 10 countries are mostly developed countries, which are not only well-developed in commerce but also leading the development of information technology in the world. However, it is surprising that China is neither the developed commercial nor the advanced area for the information technology, but it ranks fourth all

over the world with two aspects reason. First, the Chinese government attached great importance to the development of e-commerce and gave strong policy support. In recent years, a series of policies and regulations have been issued in order to promote the development of e-commerce, for example the Network Transaction Management approach, "Internet plus initiative", the Opinions on Vigorously Developing E-commerce to Accelerate New Economic Growth etc. , and the other reason is that the history of social commerce in the international development is not long, business practices and research start-up time is quite the same in all the above countries, in China, there was born Alibaba, Jingdong, Ctrip and a lot of world-class e-commerce businesses in just 10 years and received worldwide attention, the rapid development of e-commerce practice application has led to the rapid development of academic research.

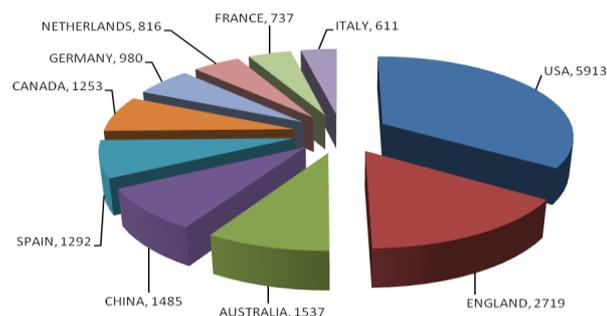


Figure 2. Distribution of top10 countries in social commerce from 2005 to 2017

3.2 Institution analysis

Analyzing the institutional literature research helps us to understand the distribution of global research forces and the status of international collaboration in the field [6]. As can be seen from Figure 3, the leading institutions in the field of social commerce are in Europe and the United States, the only City University of Hong Kong and the National University of Singapore in Asia are in the global TOP20. This shows that the developed countries in North America and Europe are powerful in this area. In contrast, the research capacity of developing countries is weaker than in developed countries. However, research institutions in China ranked the first among the top 20, which shows that China is also an important research power in social commerce. From the perspective of quantity, Harvard University and the City University of Hong Kong are leaders with the most strong research capacity, and there are not many differences among the other research institutes. In the research institutions, universities and colleges are the main research forces in social commerce.

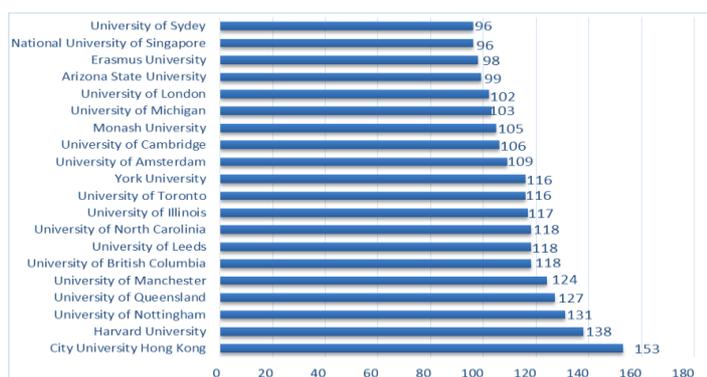


Figure 3. Top 20 research institutions in social commerce 2005-2017

3.3 Research journal analysis

A total of citation analysis of research journals is conducive to researchers to understand the basis of this field and the in-depth understanding of the impact of research journals. In Citespace, the frequency and centrality of co-cites are used to reflect the importance of nodes. The higher the citation frequency, the more influence the journals have on the social commerce field. The larger the nodes, the higher the co-citation frequency of cited journals [5]. The higher the centrality is, and the citation network is more closely.

Figure 4 is a co-citation map of journals cited of social commerce literature using Citespace. The largest node in the figure is "ACAD MANAGE REV (Academy of Management Review, Management Review)", which is the top authoritative journal in management with an impact factor of 10.736 in last five years. In the past 10 years, this journal has been cited by the public for 2668 times in the field of social commerce, indicating that the journal is an important periodical in the field of social commerce. From the increase of the annual ring thickness of its nodes year by year, it can be seen that the number of times cited in this periodical journal continues to rise, reach to 1136 times in the last three years. The second largest node in the figure is "ACDA MANAGE J", a journal that has been cited by the social commerce sector run up to 1976 times with centrality of 0.01 for nearly 10 years. The third largest node in the graph is "J BUS ETHICS (Journal of Business Ethics)," with a frequency of 1769 and centrality of 0.02. The other two major cited issues are HARVARD BUS REV (Harvard Business Review) and ADMIN SCI QUART (Administrative Science Quarterly), with citations of 1543 times and 1637 times respectively. The above five journals have a strong influence in management disciplines, the high co-citation frequency and mutual citation among themselves, which fully shows that the management science provides a solid theoretical basis for the research on social commerce.

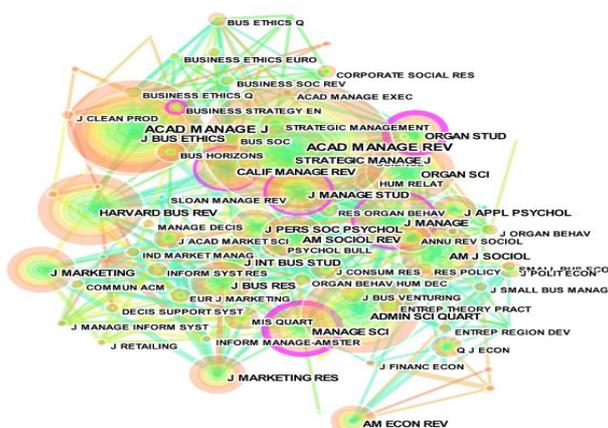


Figure 4. Social commerce research journals citation map from 2005 to 2017

From the figure 4, six nodes surrounded by a purple circle are also crucial, these nodes are more central and act as bridge nodes in the co-cited network to mediate the knowledge transfer and focus shift of the entire subject. These six journals are respectively "J MANAGE (Journal of Management)", "J MANAGE STUD (Journal of Management Studies)," "MANAGE SCI (Management Science)," "CALIE MANAGE REV (California Management Review), ORGAN STUD (Organization Studies) and BUSINESS STRATEGY EN (Business Strategy and the Environments), with citations of 1199 times, 1111 times, 1074 times, 929 times, 885 times, and 431 times respectively, the centrality is 0.30, 0.26, 0.16, 0.15, 0.15, and 0.11 respectively. Those journals are a bridge for the cross-integration of the social commerce disciplines.

Through analysis of the top 20 journals which published the academic papers the most in the social commerce field, we find that high-volume journals are all included in the SSCI or SCI and have a strong influence in management and economics disciplines, which are top journals. From the geographical distribution of journals, the United States accounted for 47.6%, Britain accounted for 23.8%, the Netherlands accounted for 14.3%, others accounted for 14.3%, the developed countries in Europe and the United States charged the right of discourse in this field, played a dominant role in the publication of social commerce research. The periodicals published in the top 20 volumes accounted for 85.7% of SSCI journals, including 16 commercial and 2 economic categories; 3 journals cited by SCI, 2 belong to computer field and 1 belongs to environmental science and ecology discipline. It means that the issue of social commerce-related research mainly concentrated in the field of economic and management field, however, at the same time, as the social commerce is a cross area, involving the computer technology, the ecological environment and other fields, so in these areas of the journals also have a higher amount published.

5. TOPICAL HOTSPOT ANALYSIS

From the previous statistical analysis, we can see that social commerce has a wide range of research fields and covers many research directions such as business ethics, management decision-making, behavior analysis, marketing strategy, economic analysis, ecological environment protection, environmental pollution and data mining, and involves Management Science, Economics, Sociology, Computer Science, Environmental Science and other new inter-disciplines. Many scholars have studied this field from different disciplines and perspectives. In recent years, with the implementation of "Internet plus initiative" strategy in China, more and more scholars have entered or are ready to enter this research field. Therefore, to understand the research hotspots and research trends in this field is conducive to the researchers known the research trends in the entire social commerce, clarifying the hot front issues, selecting research directions more appropriately, positioning research issues and promoting the research in this field. This article synthesizes the high-frequency keywords, the co-occurrence relationship, and the burst rate of scientific mapping to explore the research hotspot in the field of social commerce.

The keywords of the article are highly summarized and concise, which reflect the core content of the article. The keywords co-occurrence analysis is based on the phenomenon that two or more keywords appear at the same time, and the document resources with similar subject content are aggregated together, reveal the research hot spot in a certain field^[6]. At the same time, using the word frequency detection technology of Citespace to detect the burst term at high burst value, these keywords represent the frontier direction in the field of social commerce, analysis the high frequency and high occurrence rate keywords comprehensively and their co-occurrence relations in the network, and detect the hot frontiers in the field of social commerce research.

Figure 5 is the map of keyword co-occurrence knowledge by Citespace, the connections represent the co-occurrence of keywords, the centrality of the nodes surrounded by the purple rings (management, performance, business, ethics, determinants, information technology, financial performance) is larger, which is the hub and intermediary nodes of the keyword co-occurrence network, and link the research topics of social commerce together. As can be seen from Figure 6, the research topics in the field of social commerce are extensive, involve social responsibility, performance, vision, business activities, management, organization, strategy, entrepreneurship, business ethics, social networks, innovation as well as social commerce activities in the trust, business and customer behavior, sustainable development, governance and many other aspects, the

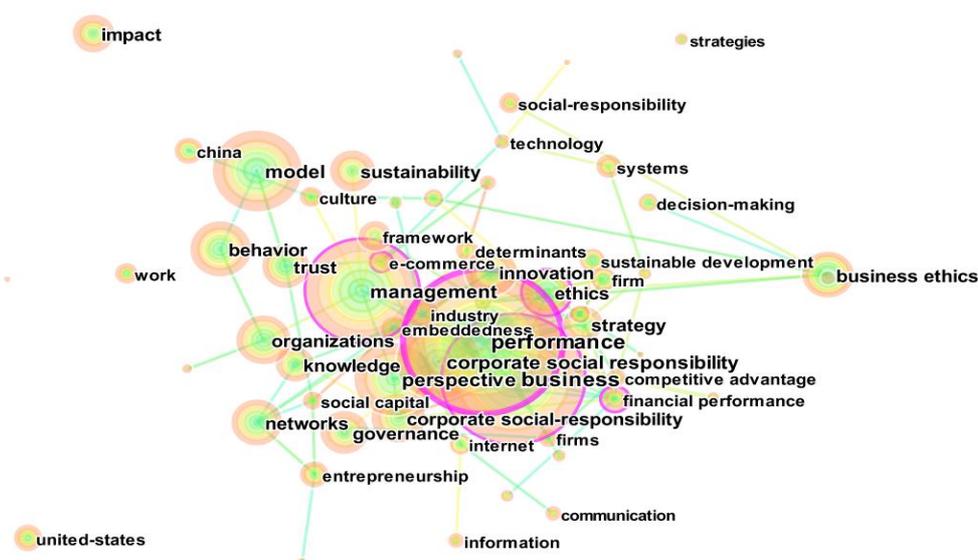


Figure 5. Keywords co-occurrence knowledge map of social commerce from 2005 to 2017

network between keywords is complex and closely intertwined. Through further collation and classification, we can focus on social commerce research in four areas: user, management, technology and information.

4.1 Research on users

This theme focuses on the research of user behavior, which is one of the highest published volume of social commerce research at present. There are two main directions of research on user behavior. One is from a macro perspective, by using of sociology, management and other related theories to explain and verify user behavior of social commerce^{[7]-[15]}. Another is from the micro perspective, to explain the user behavior on the purchase intention from the perspective of psychology or social commerce characteristics^{[10]-[18]}, mainly in the interaction, user-generated content (UGC), word of mouth (WoM), loyalty, and the influence of network relationships formed by users on purchase intent. From the perspective of consumer behavior theory, user behavior in social commerce includes browsing behavior, searching behavior, participation behavior, purchasing behavior and comment sharing behavior after purchase. The participation of users is the key element of the success of a social commerce platform. Earlier researches mainly focus on the influencing factors of different user participation behaviors. It is generally believed that altruistic psychology promotes social commerce user participation. In recent years, the research has focused on the influence and explanation of organizational commitment to user participation. Chen et al. Found that active participation in user behaviors and emotions significantly affected the continuous community commitment, while commitment to the platform had no significant impact on user participation. Emotional promises could promote positive behavior of users, such as the generation of content and the dissemination of content^[16]. Research by Suntornpithug N. et al. shows that user interaction and human-computer interaction positively influence the willingness to buy online, interactions with machines affect attitudes, physical links, perceived behavioral control and trust^[17].

In this area, the keywords of model, trust, behavior and system have the highest frequency. With their co-occurrence relationship, communication, interaction and word-of-mouth in social commerce promote the dissemination of information, which affects the user's cognition and emotion of online organization and trust, and then affect the user's behavior. It is well known that trust is the essence of the sustainable development of e-commerce and social commerce and play an important role on user behavior, such as user participation, preference, purchase intention, loyalty and the adoption of information technology. Therefore, trust as an intermediary variable in social commerce, its influencing factors, model construction and the user behavior, the user's adoption strategy is the hot spot in this field.

4.2 Research on management

In terms of management, the keywords corporate social responsibility, performance, business and management appeared at the top of all keywords at 867, 833, 803 and 657 times respectively. Therefore, the research in this field mainly focuses on the aspects of business performance, business model, business strategy, business ethics, corporate social responsibility and the sustainable development of social commerce.

4.2.1 Research on business performance

In the co-cited literature of social commerce research, the frequency of "corporate social responsibility" is the highest. The frequency of "performance" is the second, but with the highest centrality, which is the key node and intermediary node in this field. Thus, the performance of social business enterprises is a research hot spot. As a new business model, how to create value for enterprises and improve corporate performance are the key points that draw the attention of entrepreneurs and scholars in common. From the co-occurrence relationship between high-frequency keywords and the keywords, the research on corporate performance in social commerce mainly starts from the following four aspects: (1) The research on the impact factors of social commerce

activities on business performance, including the impact of new business features such as marketing, management and social network relations on business performance; (2) The research on the impact of social commerce-driven elements on business performance, including the impact of information technology, recommendation technology, social media technology and information dissemination on the performance of social commerce enterprises; (3) The research on the impact of resources and capabilities on the performance of social commerce enterprises, including the impact of social capital embedded in online social networks, knowledge, entrepreneurs and their innovative spirit on corporate performance; (4) The research on the impact of management strategy, organizational management and corporate social responsibility on the performance of social commerce enterprises, including the influence of market and stakeholder theory on the performance of social commerce enterprises. In the literature of social commerce research, the relationship between performance and corporate social responsibility is very close, which shows that the research on the relationship between performance and corporate social responsibility in social commerce environment is an important frontier and hot topic.

4.2.2 Research on the business model, business strategy, business ethics and corporate social responsibility

In the literature of social commerce research, the corporate social responsibility has the highest frequency of occurrence and is closely related to high-frequency keywords such as business performance, business model and business ethics, which fully indicate that corporate social responsibility is one of the hot spots in social commerce area. In a socialized business environment, enterprises and consumers fully enjoy the right of "opening up and sharing" and have greater freedom and the right to speak on the Internet. However, the current laws and regulations are imperfect and it is difficult to make supervision for the government, some e-commerce enterprises and individual businesses are trying to pursue the performance of enterprises in the manufacture and sale of fake and shoddy goods, infringing the trademark rights of others, damaging the rights and interests of consumers, damaging the rights and interests of employees, products exaggerated criticism and other frauds have occurred from time to time, sometimes, products exaggerated criticism and other frauds have released by "the Internet Army". the business ethics and corporate social responsibility are confronted with a great challenge. Under the circumstance of social commerce, corporate social responsibility is both universal and particular. The existing literature extensively explores social responsibility, business ethics and corporate governance of social commerce from the perspectives of organization, culture, values, business model and globalization. In this article, we use the word frequency detection technology by Citespace, the burst value of business ethics is the highest, up to 12.667. Therefore, how to build a new business civilization ecosystem and business ethics of "openness, sharing, responsibility and globalization" on the network value chain of social commerce activities is the top priority of this area development, and this theme is also one of the frontier hot topics in social commerce research.

4.2.3 About the social commerce framework, sustainable development and other aspects of research

The framework and business model of social commerce are the key factors for sustainable development of enterprises, and the sustainable development of enterprises has always been the core issue of the social responsibility of social commerce enterprises. The impact of cybersecurity, privacy protection, environmental pollution, resource conservation and corporate culture on the sustainable development of social commerce in social commerce activities is a long-term concern for the human being. Resources play a key role in the promotion of competitive advantages and sustainable development of the social commerce enterprises as the same as the normal enterprises. Computing resources are the key production factors of social commerce

enterprises. The application of cloud computing technology in social commerce improves greatly the utilization rate of computing resources, saves power and reduces carbon emissions. However, with the rapid development of social commerce, greater energy consumption will be generated in the supply chain and logistics sectors, which will also have a greater impact on the living environment. Therefore, how to construct a green supply chain network and logistics network to make social commerce activities sustainable is one of the frontier hotspots in this field.

4.3 About technology research

Research on technology mainly involves social network analysis, social commerce website design. The social network is the technology platform to survive for social commerce, which provides the firms and other individuals with an interaction channel, and enable firms and consumers post contents, share ideas, learn and fulfill social needs. More importantly, the social network promotes the social relationships among consumers and establish trust of them. So, the research on social network analysis focuses on the analysis of the topological features of social commerce networks formed by various social media (Weibo, Blogosphere, Facebook, etc.) by using social network analysis methods, and then analyze the closeness of the relationship between users, online interaction, and user behavior. The rapid growth of Web 2.0 technologies and social media technologies has turned e-commerce from a product-oriented environment to a social and customer-oriented environment. In this situation, customers can use social knowledge and experience to understand the purpose of online purchases more easily, get more information, and make more accurate purchasing decisions. Therefore, how to apply web2.0 technology and social media technology to social commerce websites so as to obtain better socialization characteristics, and to design website functions and layouts at the client layer, interaction layer, community layer and business layer so as to improve online service for all kinds of users, attracting more and more customers to buy goods is one of the hot topics of research in this area.

4.4 Research on information

Research on information mainly involves user-generated content, product reviews and recommendations, word of mouth and so on. Information is a key element in Internet space, all the issues concerning the generation, capture, storage, organization, conversion, sharing, dissemination, use, evaluation and refining of information have been widely discussed by experts and scholars. Social commerce essentially stimulates the online reputation of consumers in e-commerce, through user-generated content, interactively disseminates information about products and firms, then form the virtual social resources embedded in the online social network among users, merchants and principal part of other organizations, and affect the user intends to purchase and making the purchase decision. The literature references on social commerce information from 2012 to 2017 witnessed a rapid growth of more than 70%, and the words word-of-mouth and buyer-seller relationships were high burst rating keywords with burst rates of 4.8436 and 4.5717 respectively. Therefore, online word-of-mouth, user relationship, information interaction between buyers and sellers, comments and recommendations affect the relationship between consumer and firms, and also affect user behavior, are the hot topics in the forefront of research in this domain, but also the hot areas of high volume.

6. CONCLUSION

In this paper, a statistical analysis of the literature on social commerce in the Web of Science database shows that the countries with developed business systems and information technology are leading the research in this field, the United States is ahead of other countries in the research of social commerce. However, in recent years, the rapid development of e-commerce and social commerce in China has shown the strength in both

practical and research fields and will become one of the major research forces in this field.

Based on the existing research literature, the research on social commerce focuses on the following four parts: user, management, technology, and information, as shown in Figure 6:

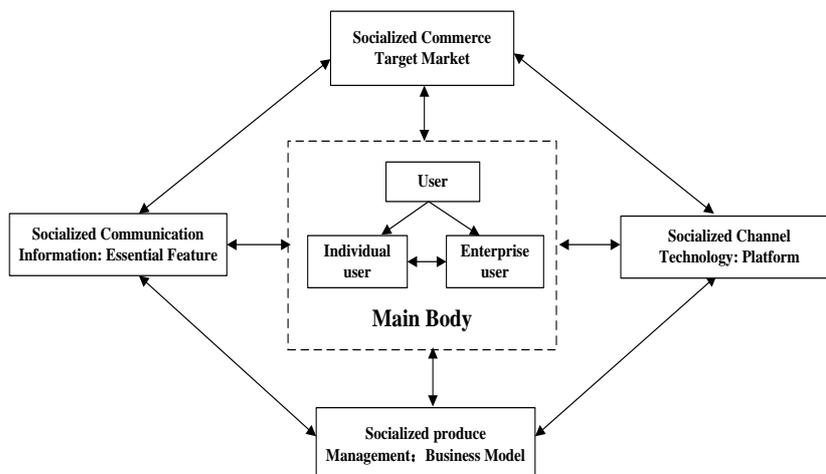


Figure 6. Social commerce areas of the thematic map

Social commerce is a closed-loop business process consisting of socialized shopping, socialized channel, socialized production, and socialized communication, each of them interacts with others and influence each other, users (including individual customers and business customers) are the core actors in the business activities, and social commerce users in the business activities are not only consumers but also producers, at the same time, they are disseminators of information and dominant social commerce activities.

(1) Socialized shopping is the ultimate goal of social commerce, but also where the market it is. The future research will mainly focus on the connection between consumer (user) network and purchase intention as well as customer portraits and customer discovery.

(2) Socialized communication plays an important role in social commerce and in charge of the transmission of information. This domain belongs to the research on information. The future research will mainly focus on the effects of interpersonal attraction among consumers on social networks and its dynamic mechanism.

(3) Socialized produce refers to the operation and management of social commerce activities, focusing on the business model of social commerce, management and operation activities, is mainly on the research of social commerce management. The research trends will mainly focus on the organization and optimization of the cross-enterprise elastic value chain in consumer social networks.

(4) Socialized channels provide technical platform and operation guarantee for the development of the social commerce, mainly focusing on technical research, then the research trends will focus on the self-organization transfer of business value in consumer social networks.

In general, social commerce is a new business model driven by commercial practices about the last ten years. Its rapid development has brought new opportunities for optimizing and adjusting the industrial structure and promoting economic development under the new normal economic conditions, not only for enterprise but also for an average person, they will promote economic development and make our life better.

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