

Summer 6-19-2015

China's E-commerce Development Path and Mode Innovation of Agricultural Product Based on Business Model Canvas Method

Yiqing Zhang

College of Business Administration, Guangzhou University, Guangzhou, 510006, China

Lijuan Huang

College of Business Administration, Guangzhou University, Guangzhou, 510006, China, huanglijuan66s@126.com

Follow this and additional works at: <http://aisel.aisnet.org/whiceb2015>

Recommended Citation

Zhang, Yiqing and Huang, Lijuan, "China's E-commerce Development Path and Mode Innovation of Agricultural Product Based on Business Model Canvas Method" (2015). *WHICEB 2015 Proceedings*. 9.

<http://aisel.aisnet.org/whiceb2015/9>

This material is brought to you by the Wuhan International Conference on e-Business at AIS Electronic Library (AISeL). It has been accepted for inclusion in WHICEB 2015 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

China's E-commerce Development Path and Mode Innovation of Agricultural Product Based on Business Model Canvas Method

Zhang Yiqing¹, Huang Lijuan^{2*}

¹ College of Business Administration, Guangzhou University, Guangzhou, 510006, China

² College of Business Administration, Guangzhou University, Guangzhou, 510006, China

Abstract: Rapid development of modern e-commerce technology has greatly improved the efficiency of China's agricultural product supply chain operation, and the traditional e-commerce of agricultural products mode and path have been far from enough to solve new problems that modern economic development brought in China. This paper synthesizes the domestic and foreign development status of e-commerce of agricultural products, further establishes the analysis frame of e-commerce of agricultural products mode, first applies the business model canvas method to generalize China's e-commerce mode of agricultural products from nine important dimensions of customer segmentation, key business, value proposition, core resources etc, aiming at the deficiencies of the present model, creatively put forward new mode, LBS O2O Community with WeChat, and explores development path of the community e-commerce of agricultural products, provides feasible suggestions to agricultural operators in the selection and optimization of electronic business mode.

Keywords: e-commerce, agricultural product, mode and path, Innovation

1. INTRODUCTION

In 2015, Chinese No.1 central document "Opinions on Increasing the Intensity of Reform and Innovation as well as Accelerating Agricultural Modernization" points out that, "support e-commerce, logistics, trade, finance and other enterprises to participate in the construction of e-commerce platform of agriculture, and develop comprehensive demonstration of agricultural e-commerce into rural area", which has been highly emphasized by the document for four years. This gains much more attention for the platform as well as for development of agricultural e-commerce and rural e-commerce. In recent years, the scale of agriculture related business expand rapidly, agricultural e-commerce is one of the main direction of the development of agricultural modernization. Abroad countries such as Britain and U.S.A started early and develop rapidly. Agriculture as the Primary Industry of China, beneficial to the people's livelihood, so, the development of e-commerce mode of agricultural products has become a hot issue in China. The author access to relevant literature related concept of e-commerce of agricultural products so far, In view of the existing problems that e-commerce of agricultural products mode in the existing research has not formed into unified classification and results, and there are few research of e-commerce of agricultural products development path, thus to put forward a new analysis method, Business mode Canvas, to sum up China's e-commerce of agricultural products modes from nine important dimensions such as key business, value proposition, core resources, channels induction etc, focus on the analysis of the fourth new modes (community LBS+ WeChat O2O mode) and the e-commerce of agricultural products mode for path selection using the Nolan mode.

2. DOMESTIC AND FOREIGN E-COMMERCE OF AGRICULTURAL PRODUCTS DEVELOPMENT REVIEW

2.1 Current development

The development of e-commerce of agricultural products has 40-year history, it experienced the primary

* Corresponding author. Email: huanglijuan66s@126.com(Huang Lijuan)

e-commerce affairs from twentieth Century 70's used telephone as communication tools, conduct e-commerce trade from 90's used computer online and finally used satellite technology, Internet etc since twenty-first Century, which is the highest stage of the development of e-commerce. At present, the developed countries due to the popularity of e-commerce and information technology in agriculture, have rapid development of e-commerce of agricultural products.

USA is a country which has higher degree of information, also the originator of e-commerce of agricultural products and is always ahead of the international market of e-commerce of agricultural products. At present USA has more than 400 large-scale agricultural products websites, in addition to these professional network company, America's large agricultural enterprises are in the development of e-commerce of agricultural products of their own. Since twenty-first Century the foundation of American e-commerce of agricultural products has steadily improved, with the popularization of methods like cable, satellite and wireless internet access, The degree of using computers and the Internet has gradually increase among farmers. In addition to the continuous improvement of information technology, America has the world's largest agricultural futures exchange -- the Chicago Futures Exchange, which provides the most authoritative price in the trade of agricultural products, both parties of the transaction can obtain information from the market here, and avoid price risk through the futures market, thus promote the development of e-commerce of agricultural products.

Britain also has high level of e-commerce of agricultural products. In the middle of the twentieth Century, British built the world's first Internet service to provide agricultural products for the global, the modern electronic market (Farming Online), followed by the birth of various types of agricultural products website. Britain's first agricultural products business website was established in 2000, namely Farmer's Market, 91% of the farms in 2012 has been joined in it. Also the British company focus on the use of web search, e-mail and office software and other new network service. Thus, the UK is rising the access level of farm information in enterprises. Although refer to agricultural integration and professional services, there is still a big gap between British and American, many of its B2B site created a good brand benefit in the world.

In addition to America and the UK, research and development of e-commerce of agricultural products in other developed countries also got attention of each respect. Canada improve the agricultural information system through the use of computer networks, 3S Technology (i.e., the technology of remote sensing, global positioning system and geographic information system) and other modern information technology, at the same time, establish agricultural information service center, provide agricultural regulations, management, agricultural product supply and demand trend of information service to the producers and sellers for free. The world's third largest exporter of agricultural products, Holland, carry out the e-commerce of agricultural product auction with a unified standard and advanced logistics system of agricultural products.

2.2 Research status

Poole (2001) made a basic research on e-commerce of agricultural products from the aspects of characteristics, utility and the main transaction, thought that the development of agricultural e-commerce can promote the flow of information and coordination of enterprises, increase market transparency and price discovery^[2]. Afuah (2001) thinks, the e-commerce business model is a company which use the Internet continued profitable ability^[3]. The heart of this paper is using the business model canvas to discuss the way of profit and earnings potential on e-commerce of agricultural products.

European scholar Paul TimmerS (1998) thinks, business model is a product stream (enterprise service flow), capital flow, information flow and the operation mechanism of the process of value creation. Domestic scholars believe, due to China's special national conditions and rural information infrastructure and other reasons, the rural e-commerce transaction mode is different from traditional e-commerce business models. Each academic classification of rural e-commerce model has its own merits, mainly from perspectives of region,

government, enterprises and farmers^[4].

In the study of application on e-commerce of agricultural products model, Guo Qinglan (2010) studies on the mode of electronic business affairs, divide the agricultural e-commerce website into five kinds, agricultural information service website of government departments, e-commerce mode of agriculture between enterprises (B2B), agricultural business to consumer e-commerce model (B2C), the enterprise to firms and households (B2B+C), third party market mode^[5]. Ye Xiumin (2011) summarizes the rural grassroots e-commerce and roughly divide it into three main mode, A2A, A2C and C2C^[6]. Hou Qing Fei et al (2011) put forward the concept of e-commerce based on the heart of regional trade, according to our country's rural small production and regional dispersion characteristics, namely area to area (A2A), area to business (A2B) and business to area (B2A)^[7]. Mou Jing (2011) according to transaction object, transaction subject and trading activity, summed up with three mature mode, namely P2B2C, vertical type B2B and P2G2B^[8]. Li Haiping et al (2011) think that the main agricultural e-commerce is unorganized farmers, and the agriculture related enterprises is not much, so we can not copy the mode of operation of the e-commerce in cities, therefore the proposed C2B will be improved for the F2C2B^[9]. Le Dong (2012) divides e-commerce of agricultural products mode into seven mode, namely catalog mode, information intermediary mode, virtual community model, electronic stores mode, electronic procurement mode, supply chain integration mode and the third party electronic trading market mode^[10]. Han Jianming (2013) analyses current situation and challenges for the rural development of e-commerce and put forward, P2G2B (Peasant household-Government- Demand for agricultural products department) and B2B&C (agricultural production enterprises -Demand for agricultural products department enterprise +Individual demand)^[11]. Ge Jun, Yan Fengxian and Yang Chenglin (2013) analyse developed countries, such as Britain, United States in the development of e-commerce of agricultural products on the basis of practical experience to discuss the existing problems, suggestions on the development of China's e-commerce of agricultural products should strengthen personnel training and promote the construction of infrastructure and standard system as well as recommend appropriate third party transaction model (Ge Jun, 2013)^[12]. Based on the above content, we can draw some conclusions:

- We found that the current research perspective and the diversification of research methods are various, but there is no unified e-commerce of agricultural products mode to classify and reach results.
- The existing research using traditional method of case study, first analyses the current situation, and find out the reasons, then put forward the corresponding countermeasures, seldom appears other new methods.
- The current domestic research is lack of future development path of e-commerce of agricultural products.

This paper first adopts the business model canvas, which is easy to form a common understanding of the e-commerce of agricultural product mode, it based on the e-commerce of agricultural product overall pattern construction, respectively from 9 dimensions of cost structure, the customer segmentation, value proposition, channels, customer relations, the Revenue streams, core resources, business critical, important cooperation, to sum up the e-commerce of agricultural product mode, Aiming at the disadvantages of the present model, propose LBS O2O Community with WeChat mode. With the development of e-commerce, rural e-commerce gradually develop from scratch to stage to strong, this paper also carries on the China's development path analysis and prospect of e-commerce of agricultural product, provides reference for the mode selection of agricultural enterprise organizations on electric business development.

3. DEVELOPMENT MODE INNOVATION AND PATH DESIGN BASED ON BUSINESS MODEL CANVAS METHOD

3.1 The concept of business model canvas

In 2011 Alexander Ostervad (Switzerland) and Eve Pinio (Belgium) wrote a best-selling book named

"business model generation" which has the sales of over 1 million, and been translated into 30 languages. They defined the business model: business model describes the basic principle of how enterprise create value, transfer value, and obtain value^[1].

The business model canvas is the heart of the book. As a framework of business model visualization and analysis tools, which enable us to form a common understanding of the business model, help the enterprise to carry on the forecast and analysis of development, and establish a analysis model of a structured on business model innovation, and it will help people to understand the system, to design and implement a new business model. It analysis and update the old business model, clear present commercial pattern in a global view, open up new fields, explore new modes, and analyse feasibility.

The canvas is mainly from 4 main aspects of "commercial customers, products, infrastructure, financial viability" to describe the commercial pattern of 9 basic building blocks: key partners, key activities, value proposition, customer relationships, customer segments, key resources, cost structure, Revenue streams, channels. Through concise description it tells the point about innovation notice and processes, analyses enterprise innovation organization structure and business style, helps readers to understand the essence of business modes. The complete structure of business model canvas is showed in Table 1:

Table 1. Business model canvas

Key partners	Key activities	Value proposition	Customer relationships	Customer segments
key resources	Cost structure	Revenue streams	channelss	

Below using the business model canvas method ,to build the construction of China' s existing e-commerce of agricultural products mode, namely the online information service mode, online trading service mode, third party market model and LBS O2O Community with WeChat mode. Each patterns have different adaptability. This paper presents the core value of each mode, so it' s convenient for readers to understand, at the same time, it emphasis on analysis of new model, LBS O2O Community with WeChat mode, and explore China' s agricultural community development path.

3.2 Traditional modes

3.2.1 Online information service mode

Online information service mode doesn' t carry out real agricultural products in transactions, but to provide information services of the agricultural products online. Concentration of the seller and the buyer can widely publicize agricultural enterprise products, services and corporate image, in order to reduce information asymmetry, and to meet more potential customers as far as possible. Introduce the operating characteristics of various agricultural enterprises, recommend products, propagate enterprise performance. Consumer can also involve in the design of products, so it becomes a commodity or information provider and gradually becomes an additional function, used for other business models (electronic stores, third party trading places, value chain integration business) to provide auxiliary function. This mode is showed in Table 2.

Table 2. Online information service mode Business model canvas

Key partners	Key activities	Value proposition	Customer relationships	Customer segments
Farmers, government, business enterprise of agricultural products	1.Real-time industry news publishing, enterprise news feed , information of agricultural products, market information, price information, customs information, stock information, policies and regulations etc. 2.Demand integration, service integration 3.Customers can also release products supply and demand information using the website	1.Attract and bring together both the buyer and the seller in sales 2.Accelerate trade by using the information economy 3.Control attention between the buyer and the seller in transactions	1.Share information on agricultural products with customers 2.Provide buyers and sellers with agricultural products information	1.Agricultural product consumers 2.Agricultural products advisory 3.Every park of the value chain
key resources	Cost structure	Revenue streams	channels	
1.Product information database 2.Enterprise information database	Wages, software and analysis function development, database maintenance	Advertising fees, membership fees and other value-added services	1.Link to a comprehensive agricultural information platform 2.Establish their own web site	

3.2.2 Online trading service mode

Online trading service mode provides real agricultural products in transactions. The use of electronic technology to agricultural enterprises engaged in commodity retail business model, product and service on the Internet through electronic tendering and procurement. It can be screened from multiple suppliers to find high quality but low price products. Its timely delivery of suppliers, with a minimum of input, lets merchants / manufacturers make full use of the potential of the Internet, and expand marketing channels in the infinite space. Agricultural enterprises integrate multiple steps in the value chain, and the flow of information between these steps as added value is developed in order to achieve e-commerce model, which is a model of perfect combination of transaction cost theory and value chain theory in the application of e-commerce. This mode is showed in Table 3.

Table 3. Online trading service mode Business model canvas

Key partners	Key activities	Value proposition	Customer relationships	Customer segments
Farmers, government, e-commerce of agricultural product enterprise	1.Publicity and information transmission on Website 2.Provide goods order online and online services 3.Public bidding, electronic procurement, online auction 4.Provide agricultural products catalogue online and commodity information retrieval	1.Release information on supply and demand of agricultural products 2.Online bidding 3.Expand sales channels for the agricultural enterprises	1.Provide trading platform for the sellers 2.Provide sales channels for farmers 3.Provide agricultural products for customers 4.Provide information and services for every parts of the value chain of production and marketing	1.Agricultural product consumers 2.Agricultural products advisory 3.Every park of the value chain
key resources	Cost structure	Revenue streams	channelss	
1.Customer relationship management system 2.Enterprise resource distribution management system, 3.Supply chain management systems 4.Business intelligence systems 5.Enterprise information portal 6.Enterprise Invoicing system 7. Office automation system.	Wages, software and analysis function development, database maintenance	Advertising fees, membership fees and other value-added services	1.Buyers and sellers connecte directly through the network 2.Integration of online purchasing and background ERP system to optimization supply chain	

3.2.3 Third party market mode

Third party market mode, serves to the enterprises and farmers who make e-commerce online marketing of agricultural product. Established by the agricultural product intermediary market electronic trading, it mainly serves those who intend to take network marketing to third party agricultural enterprises and farmers. It is a specialized division of network applications, and the inherent requirement of value chain optimization, also the provider to those who put the network marketing to third party companies service. This mode is showed in Table 4.

Table 4. Third party market mode Business model canvas

Key partners	Key activities	Value proposition	Customer relationships	Customer segments
Farmers, government, e-commerce of agricultural product enterprise	1. Provide supply and demand information as well as other business opportunities 2. Product information database and a complete collection of company website 3. Industry information, prices, traders club, business services	1. Release information of supply and demand of agricultural products 2. Expand sales channels for agricultural enterprises 3. Agricultural enterprises promotion	Network marketing on agricultural products for enterprises and farmers	1. Agricultural product consumers 2. Agricultural products advisory 3. Every part of the value chain
key resources		Cost structure	Revenue streams	channels
1. Enterprise customer relationship management system 2. distribution enterprise resource management system, 3. supply chain management systems 4. business intelligence systems 5. enterprise information portal 6. enterprise Invoicing system 7. Office automation system.		Wages, software and analysis function development, database maintenance	Advertising fees, membership fees and other value-added services	Create directory for the suppliers of agricultural products, provide the trading interface and the total amount of agricultural products database as a gathering place for industry supply chain system

3.3 Mode innovation of development

3.3.1 Disadvantages of traditional mode

- Target population definition deviation, marketing strategy detours

How Agricultural products dealers produce the personnel flow is one of the most important problem that enterprises concern. The market include all kinds of consumers, who are scanning needs. From the WeChat flow entrance and consumer purchase of the age distribution of the spending habits to target customers, we can avoid losing targeted advertising information waste of resources, also achieve precision marketing of target customers.

- Traditional e-commerce thinking can't meet consumers' demand for credibility

Traditional e-commerce thinking can't meet consumers' demand for credibility Agricultural e-commerce platform not only get customer through importing personnel flow. What customers buy is not simple products ,but a healthy life, so we need to show the story behind the agricultural products, like planting base, picking experience, logistics experience, traceability, supply chain visibility etc, which can be displayed in information by scanning the two-dimensional code on the product packaging.

- Traditional agricultural products dealers do not focus on the customer experience and lose customers

An unsatisfactory shopping lets dealers lose a crowd of customers. We should pay more attention to word of mouth publicity of the products . Future agricultural products business should cultivate loyal customer base, hold a person means hold a group of people. So, the masses comments consumer leave can lead to new customers, also lose customers. Enterprise and customer can communicate through this channel, which would be much better to meet the needs and improving the level of customer experience.

- The serious misunderstanding of management in e-commerce of agricultural products

Base integration, marketing, personnel flow, transaction, supply chain service, word of mouth marketing, this loop is indispensable to agricultural products. Without technology, quality, service and integrity enterprise cannot attract customers. The comments of the public access three party payment tool like WeChat payment, which realize the consumer loop , "reservation + payment". Also WeChat can share in the circle of friends their consumer information, so using WeChat , the powerful acquaintance chain , can carry on two-time of information spread, develop offline merchant and form the WeChat online businesses under the O2O loop.

- In the face of localizational sales problem

Trend of community electric online and offline community is migrating. Since agricultural products is

subjected to commodity quality, logistics constraints and other factors, the localization of O2O has become an inevitable trend. Now 60-70% consumption of the agricultural products occurred within 3 km, how electric business build a customer circle online, and create the experience of circles offline, has become an important strategy of localization fusion, but don't worry, the Masses Comments Service can fit those problems.

3.3.2 “LBS O2O Community with WeChat” mode

In this paper, the new development mode, LBS O2O Community with WeChat mode, is put forward in a bold innovation according to the disadvantages of traditional e-commerce of agricultural products development mode.

This mode is showed in Table 5.

Table 5. LBS O2O Community with WeChat mode Business model canvas

Key partners	Key activities	Value proposition	Customer relationships	Customer segments
Local government, channels agents, terminals providers, online electric	1. WeChat public accounts provide information on agricultural products 2. Public remark web provide information on agricultural products 3. Entities offline store provide agricultural products and services 4. WeChat payment service	1. Integrate offline entity shop resources with online information, connect online and offline consumption experience 2. Provide products in low price using online payment service to attract customers both online and offline 3. When customers shopping offline, Goods can be delivered by logistics company or taken by one's own, also customers can experience farm stay	1. Offline promotion team 2. Channels agent	1. Catering 2. Hotel industry 3. Convenience Store 4. Beauty salon 5. Home Economics
key resources	Cost structure	Revenue streams	channelss	
1. Platform technology 2. Intelligent terminal 3. Vertical application development	Wages, software and analysis function development, database maintenance, offline shop cost, businesses development fee, vertical application development costs	Mobile phone terminal advertising revenue, platform advertising income, data mining income	1. Offline promotion team 2. Channels agent	

3.3.3 Innovation of development path

O2O community model break the limit that e-commerce puts on traditional retail, which is expected to become another measure against electric shock on traditional retail, and it will become a new business model of online-offline interaction in mobile Internet era in life consumption field.

- First stage: Formation effect of scale economy

community e-commerce's first trend is the group buying and location based service (LBS). Group buying like MEITUAN net of these communities in the early accumulation of electric business venture has registered users and expand resources in the most effective manner. Through the different daily low-priced goods to attract new registered users constantly, at the same time the cumulative cases help to negotiate a cooperative businesses. The core of this model is to accumulate business resources, in order to form scale effect, but it did not

fundamentally improve the line business service ability.

- Second stage: Bring in value-added services online and offline

Enterprises' aware of business services to enhance the ability online is the development trend of community business to build bigger platform and gain profit via the service. By providing intelligent routing, network marketing, convenient service, process transformation ,performance management and information technology ,enterprises make offline store into a community electronic store, at the same time obtain more online electric resources as a platform . In this way, all the services for the offline business are free (including intelligent routing), allowing companies to quickly expand business resource offline.

- Third stage: Collaborative ecosystem establishment

In order to improve the customers' loyalty, enterprises must evolve to eco business system of higher order. The establishment of ecological circle need to solve two forces, one is to rely on partners to improve the market expansion and the speed range. Enterprises need to introduce agent cooperation model, through profit sharing to attract agents around in participation of building the ecological system. The two is to rely on the business collaborative realizing stereo type binding. For example, combine online promotion via WeChat with offline coupon, forming the closed loop management of living consumption, so that it will greatly improve coupon use rate and viscosity of the platform.

- Fourth stage: Establishment of comprehensive service system at the last 1km.

This stage is to solve many existing problems in traditional e-commerce include: fake product, payment problem, customer service issues, credibility, transaction convenience degree and delivery timeliness etc.The main problem lies in the last mile service experience.One of the most important factors is community sinking and permeability ,include: vivo advertising based on life activities;logistics and distribution with automatic delivery and receiving service in form of"micro chain" ; electric retail expanding in form of flow convenience store;credit system construction service with credit evaluation and guaranteed payment system.

4. CONCLUSIONS

Through the analysis, we can see that depending on the circumstances, the development mode of China' s e-commerce of agricultural products has different applicability, we need actively explore the agriculture development model conforming to the actual situation to solve the contradiction between small products and big markets, which is beneficial to the realization of the value of agricultural products.However, LBS O2O Community with WeChat model is quite complex including business software system, industrial chain segments, payment etc.We need to coordinate the whole supply chain resources, in order to make O2O closed-loop mode. In future,China needs vigorously develop the industrialization of agriculture, promote the interactive integration of the Three Industries,appropriately develop scale operation in different models, increase the intensity of agricultural science and technology achievements transformation, promote information service platform construction,popularize new professional farmer training, and continuously explore to improve efficiency and save cost to implement sustainable development both in quantity and quality.

ACKNOWLEDGEMENT

The authors thank the anonymous reviewers for their valuable remarks and comments. This work is supported by 2010 National Social Science Fund of China(Grant No. 10BGL028), the 12th Five-year Philosophy and Social Science Planning Project of Guangdong Province in 2014(Grant No. GD14CGL05), The Characteristic Innovation project of Ordinary Colleges and Universities in Guangdong in 2014 (Grant No. 2014WTSCX057) , 2014 Comprehensive Teaching Reform of Electronic Commerce Of Guangzhou University(ZLGC201409), Cultivation project of teaching achievement award in Guangdong Province in 2014

(i.e.Exploration and practice on the training mode of e-commerce talent based on the IUR cooperative innovation) , the 11th Five-year Social Science Planning Project of Jiangxi Province in 2010(Grant No.10GL35),and 2012 Teaching reform Project of Colleges and universities of Jiangxi Province(Grant No. JXJG-12-3-16).

REFERENCES

- [1] Alexander Osterwalder, Yves Pigneur. (2011). Mechanical Industry Press in Beijing city commercial mode of the new generation .Wang Shuai Mao Xinyu Yan Wei 284.
- [2] POOLE B. (2001) . How will agricultural E-Markets evolve the USDA.Outlook Forum .22-23
- [3] Afuah.A.,C.Tucci. (2001). Internet Business Models and Strategies.Boston:McGraw Hill
- [4] Young L C. (1974). The Application of Orthogonal Collocation to Laminar Flow Heat and Mass Transfer in Monolith Converters. Ms D Thesis. Washington: University of Washington,
- [5] Guo Qinglan.(2014)Study on e-commerce mode of agricultural products-Heilongjiang Province as an example. Value engineering .4:32
- [6] Wang Xiangdong,Ye Xiumin. (2011).The sand set network marketing industry's problem and Countermeasures. China information industry (3). (in Chinese)
- [7] Hou Qing Fei, Hou Jigong. (2011) .The countryside electronic commerce mode to region as the core.Agriculture network information (5). (in Chinese)
- [8] Mou Jing. (2011) .Research on the innovation mode of e-commerce of agricultural products.Anhui Agricultural Sciences.(25): 15681-15682
- [9] Li Haiping, Liu Weiling. (2011).Innovation problems of rural e-commerce and model.NATURAL SCIENCE EDITION (2): 189-191
- [10] Le Dong.(2012) .Study on agricultural product electronic commerce mode of urban and rural information platform.Beijing:Chinese Academy of Agricultural Sciences. (in Chinese)
- [11] Han Jianming(2013) .Rural e-commerce supply chain development mode and pricing study.The commercial era.(17):43-45
- [12] Ge Jun, Yan Fengxian, Yang Chenglin. (2013) .The electronic commerce development patterns of foreign agricultural products to Chinese enlightenment.World agriculture.(05): 48-51.
- [13] Yin Zhihong (2014) . British America e-commerce of agricultural product mode in the development of e-commerce. Chinese Enlightenment (12) 25-26
- [14] Li Zhuojie . (2014) . the circulation of agricultural products business of constructing a new mode of China e-commerce (15) 13-14
- [15] Wang Chongjin. (2013) . China's country e-commerce of agricultural product mode Master Dissertation of Huazhong Normal University Wuhan City
- [16] Hu Tianshi. (2005) . the Chinese agricultural research mode of e-commerce at Chinese Academy of Agricultural Sciences in Beijing, Dr.
- [17] Zhong Zhiwei. (2014). Subsection research on e-commerce community:e-commerce community O2O ultimate counterattack road. <http://www.36kr.com/p/210618.html>. (in Chinese)