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Nota di contenuto	Intro -- Preface -- Organization -- Contents - Part I -- Contents - Part II -- Contents - Part III -- Cross-Store Discount or Purchase Subsidy Promotion Strategy of E-commerce Platforms Based on the Two-Sided Market Theory -- 1 Introduction -- 2 Literature Review -- 3 Models and Assumptions -- 3.1 Platforms -- 3.2 Consumers -- 3.3 Merchants -- 4 Equilibrium Results Solving -- 4.1 Adopting Different Strategies -- 4.2 Adopting the Same Strategies -- 5 Comparison of Equilibrium Results -- 5.1 Adopting Different Strategies -- 5.2 Adopting the Same Strategies -- 6 Conclusion -- References -- A Bibliometric Analysis of Location-Based Social Networks and Applications: Research Trends and Future Challenges -- 1 Introduction -- 2 Method -- 2.1 Research Process -- 2.2 Research Flow -- 3 Results of Bibliometric Analysis -- 3.1 Publications and Citations Analysis -- 3.2 Productive and Highly Cited Journals -- 3.3 Productive Institutions and Cooperation -- 3.4 Co-occurrence Analysis for Popular Keywords -- 3.5 Burst Analysis of Keywords -- 3.6 Clustering Analysis -- 4 Conclusion and Suggestions -- References -- Pricing and Recycling Decisions

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Sommario/riassunto

The three-volume set LNBIP 515, 516, 517 constitutes the refereed proceedings of the 23rd Wuhan International Conference, WHICEB 2024, which was held in Wuhan, China, in May 2024. The 109 full papers presented in these proceedings were carefully reviewed and selected from 354 submissions. They focus on cutting-edge research, solutions, and methodologies that leverage the Internet as a powerful tool for global commerce. This year's theme is "New Challenges and Opportunities for a Digital-Enabled Intelligent Future".
