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Hongbing Hua

Douyin, TikTok and China's Online Screen Industry Chunmeizi Su,2023-09-22 TikTok has drawn attention from all over the world. Even if you have never used it before, you would still be familiar with its name. Many people have assumed that it is a US-generated platform, and normally awed at its real origin – a Chinese born and operated platform, a sister or parallel platform of Douyin. Because of the short-video platform–TikTok, and also its dispute with the US government, people have started to paying attention to what is really happening and changing in China. Two questions that hang over everyone's mind seem to be: why China? And why TikTok? This book attempted to answer the question of why short-video platforms such as TikTok–the most popular 'made in China' product of all the Chinese digital platforms–became a significant competitor on the global stage. This book explores the reasons behind the rise of short video platforms in China, with a focus on the sudden and unexpected success of TikTok and its parallel platform Douyin. Beginning with the historical development of China's online screen industry, the book goes on to investigate the ICT industry, its

business models and impact on the screen industry, to unfold the reasons behind the domestic popularity of Douyin. It draws on a spectrum of sources including policy documents, industry reports and expert analysis, which is supplemented by interviews with key people in the field. It traces the changing dynamics of the Chinese online screen ecology, and shows how a mixture of technological, industrial and cultural factors contributed to the proliferation of short-video platforms in China. This engaging and topical book will be ideal reading for students and scholars of media and communication studies, platform studies, and political economy studies.

Social Computing and Social Media. Participation, User Experience, Consumer Experience, and Applications of Social Computing Gabriele Meiselwitz,2020-07-10 This two-volume set LNCS 12194 and 12195 constitutes the refereed proceedings of the 12th International Conference on Social Computing and Social Media, SCSM 2020, held as part of the 22nd International Conference, HCI International 2020, which was planned to be held in Copenhagen, Denmark, in July 2020. The conference was held virtually due to the COVID-19 pandemic. The total of 1439 papers and 238

posters have been accepted for publication in the HCII 2020 proceedings from a total of 6326 submissions. SCSM 2020 includes a total of 93 papers which are organized in topical sections named: Design Issues in Social Computing, Ethics and Misinformation in Social Media, User Behavior and Social Network Analysis, Participation and Collaboration in Online Communities, Social Computing and User Experience, Social Media Marketing and Consumer Experience, Social Computing for Well-Being, Learning, and Entertainment.

Douyin, TikTok, and China's Online Screen Industry Chunmeizi Su,2023 TikTok has drawn attention from all over the world. Even if you have never used it before, you would still be familiar with its name. Many people have assumed that it is a US-generated platform, and normally awed at its real origin - a Chinese born and operated platform, a sister or parallel platform of Douyin. Because of the short-video platform-TikTok, and also its dispute with the US government, people have started to paying attention to what is really happening and changing in China. Two questions that hang over everyone's mind seem to be: why China? And why TikTok? This book attempted to answer the question of why short-

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Yes Logo Jiazhuo George Wang,Shuo Qin,Allison Wang,2023-10-16 This book focuses on how to

succeed in China, the globe's largest consumer market, through the branding market strategy. What are the undisclosed recipes that brands can follow to capture the attention and emotion of consumers in China? What's the magical key to open the locked doors? The answer to these questions would be intriguing for many readers outside China, including but not limited to executives of global brands, owners of medium-and-small-sized businesses aiming for the global market, branding/marketing professionals, financial investors and analysts, business professors and researchers in universities and colleges, graduate and undergraduate students, and readers with an interest on these topics in the general public. In comparison with many case studies that focus on only a single or few cases, or else lean toward being a macro-discussions of China's consumer market without in-depth analysis of representative cases, this book provides both. Many branding strategies, programs, and activities presented in this book are of the innovative type, which could be very fresh and interesting to readers. Many of the in-depth analyses and specific insights presented in this book are provided by well-recognized business analysts/writers, which may not be available in other publications. Overall, this

book provides readers with the opportunity to receive some valuable new knowledge about how to succeed in the globe's largest consumer market, providing foodstuff for both thought and enjoyment.

The Palgrave Handbook of Interactive Marketing Cheng Lu Wang,2023-01-25 Interactive marketing, as one of the fastest growing academic fields in contemporary business world, is the multi-directional value creation and mutual-influence marketing process through active customer connection, engagement, participation and interaction. Contemporary interactive marketing has moved beyond the scope of direct marketing or digital marketing, as the market is becoming a forum for conversations and interactions among connected actors or participants in platform ecosystems. The advancement of mobile technology with interactive content and personalized experience makes interactive marketing the new normal in the business world. This handbook contains the most comprehensive and cutting-edge knowledge in the interactive marketing field. The 41 chapters that are divided into eight sections cover all aspects of contemporary interactive marketing realm, including social media and influencer marketing, big data and machine learning in predictive analytics, mobile marketing and proximity

marketing, interactive digital marketing and Omnichannel marketing, AI, VR and AR in business applications. With a focal point on interactive marketing, this handbook takes a multidiscipline perspective, from new technology innovations, social media and platform application, economic and cultural impacts, social and psychological analysis, and management and information system. This book provides a timely and comprehensive textbook companion and/or course project resource for college educators and students used for variety of graduate and undergraduate marketing courses, such as Digital Marketing, Internet Marketing, Social Media Marketing, New Media Communication, Marketing Analytics and Marketing Management, etc. It offers valuable references for academic researchers who are interesting conducting and publishing in interactive marketing research. The state-of-art review and emerging new trends presented in the book are particularly useful for research idea generation and conceptual development. The book also puts forward insightful guidelines and practical tools for business management in the application of new interactive marketing strategies and applications in the real world practices. Chapter 41 "Ethical Considerations in Gamified Interactive

Marketing Praxis" is available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.

Social Computing and Social Media. Design, Human Behavior and Analytics Gabriele Meiselwitz,2019-07-10 This two-volume set LNCS 11578 and 11579 constitutes the refereed proceedings of the 11th International Conference on Social Computing and Social Media, SCSM 2019, held in July 2019 as part of HCI International 2019 in Orlando, FL, USA. HCII 2019 received a total of 5029 submissions, of which 1275 papers and 209 posters were accepted for publication after a careful reviewing process. The 81 papers presented in these two volumes are organized in topical sections named: Social Media Design and Development, Human Behaviour in Social Media, Social Network Analysis, Community Engagement and Social Participation, Computer Mediated Communication, Healthcare Communities, Social Media in Education, Digital Marketing and Consumer Experience.

Information for a Better World: Normality, Virtuality, Physicality, Inclusivity Isaac Sserwanga,Anne Goulding,Heather Moulaison-Sandy,Jia Tina Du,António Lucas Soares,Viviane Hessami,Rebecca D.

Frank,2023-03-09 This two-volume set LNCS 13971 + 13972 constitutes the refereed proceedings of the 18th International Conference on Information for a Better World: Normality, Virtuality, Physicality, Inclusivity, held in March 2023. The 36 full papers and the 46 short papers presented in these proceedings were carefully reviewed and selected from 197 submissions. They cover topics such as: Archives and Records, Behavioral Research, Information Governance and Ethics, AI and Machine Learning, Data Science, Information and Digital literacy, Cultural Perspectives, Knowledge Management and Intellectual Capital, Social Media and Digital Networks, Libraries, Human-Computer Interaction and Technology, Information Retrieval, Community Informatics, and Digital Information Infrastructure.

Proceedings of the 2023 7th International Seminar on Education, Management and Social Sciences (ISEMSS 2023) Shakila Yacob,Berat Cicek,Joanna Rak,Ghaffar Ali,2023-12-01 This is an open access book. ISEMSS 2023 was held on July 14–16, 2023 in Kunming, China. And provide a platform for scholars in related fields to exchange ideas and: Develop and advance social development

through the study and application of certain social issues. Open up new perspectives and broaden the horizons of looking at issues in the discussions of the participants. Create a forum for sharing, research, and exchange on an international level, allowing participants to learn about the latest research directions, results, and content in different fields thus stimulating them to new research ideas. Papers on Education, Management and Social Sciences will be accepted and published in the form of conference proceedings for those who cannot attend the conference.

Streaming and Screen Culture in Asia–Pacific Michael Samuel,Louisa Mitchell,2022-10-15 This book is an interdisciplinary collection exploring the impact of emergent technologies on the production, distribution and reception of media content in the Asia-Pacific region. Exploring case studies from China, Japan, South Korea, India, Thailand and Australia, as well as American co-productions, this collection takes a Cultural Studies approach to the constantly evolving ways of accessing and interacting with visual content. The study of the social and technological impact of online on-demand services is a burgeoning field of investigation, dating back to the early-2010s. This project will be a

valuable update to existing conversations, and a cornerstone for future discussions about topics such as online technologies, popular culture, soft power, and social media.

Cross–Cultural Design. Interaction Design Across Cultures Pei-Luen Patrick Rau,2022-06-16 The four-volume set LNCS 13311 - 13314 constitutes the refereed proceedings of the 14th International Conference on Cross-Cultural Design, CCD 2022, which was held as part of HCI International 2022 and took place virtually during June 26 - July 1, 2022. The papers included in the HCII-CCD volume set were organized in topical sections as follows: Part I: Cross-Cultural Interaction Design; Collaborative and Participatory Cross-Cultural Design; Cross-Cultural Differences and HCI; Aspects of Intercultural Design Part II: Cross-Cultural Learning, Training, and Education; Cross-Cultural Design in Arts and Music; Creative Industries and Cultural Heritage under a Cross-Cultural Perspective; Cross-Cultural Virtual Reality and Games Part III: Intercultural Business Communication; Intercultural Business Communication; HCI and the Global Social Change Imposed by COVID-19; Intercultural Design for Well-being and Inclusiveness Part IV: Cross-Cultural Product and Service Design; Cross-

Cultural Mobility and Automotive UX Design; Design and Culture in Social Development and Digital Transformation of Cities and Urban Areas; Cross-Cultural Design in Intelligent Environments.

Principles of Marketing for a Digital Age Tracy L. Tuten,2022-11-25 Winner of the TAA 2021 Most Promising New Textbook award! This award-winning textbook introduces you to all the essential concepts and tools for marketing in a digital age. The new second edition retains a strong focus on digital and social media marketing, and has been updated to include cutting-edge coverage on the implications of Covid-19 on consumer behavior. Greater emphasis has been placed on sustainability, diversity and inclusion, providing you with the skills you will need to become an ethical and socially-minded marketer. The new edition also includes: • Over 30 case studies from global companies, including Netflix, Amazon, Zara, Tony's Chocolonely, Nissan, and Airbnb • A revamped 'Sustainability Spotlight' feature in every chapter that aligns with the UN's Principles for Responsible Management Education (PRME) initiative • A wide range of critical thinking questions that encourage you to reflect on real-world examples and scenarios. This textbook is your essential guide to marketing as part of an

introductory marketing course at college or university. Principles of Management for a Digital Age is accompanied by online resources for instructors, including PowerPoints, a testbank, selected content from SAGE Business Cases and a teaching guide containing lecture objectives, chapter outlines, activities and discussion questions. Students can access additional video content and further reading for each chapter. Tracy L. Tuten is a professor of marketing at Sofia University, USA.

Proceedings of the 7th International Conference on Economic Management and Green Development Xiaolong Li,

MSIEID 2022 Haocun Wu,Zhisheng Wang,Sikandar Ali Qalati,2023-03-14 The Management Science Informatization and Economic Innovation Development Conference is a leading conference held annually. It aims at building an academic platform for the communication and academic exchange among participants from various fields related to management science informatization and economic innovation development. Here, scholars, experts, and researchers are welcomed to share their research progress and inspirations. It is a great opportunity to promote academic communication and

collaboration worldwide. This volume contains the papers presented at the 4th Management Science Informatization and Economic Innovation Development Conference (MSIEID 2022), held during December 9th-11th, 2022 in Chongqing, China (virtual event). For the safety concern of all participants under nowadays situation, we decided to hold it as a virtual conference which is also effective and convenient for academic exchange and communication. Everyone interested in these fields were welcomed to join the online conference and to give comments and raise questions to the speeches and presentations.

   HCI in Business, Government and Organizations Fiona Fui-Hoon Nah,Keng Siau,2021-07-03 This book constitutes the refereed proceedings of the 8th International Conference on HCI in Business, Government and Organizations, HCIBGO 2021, which was held as part of HCI International 2021 and took place virtually during July 24-29, 2021. The total of 1276 papers and 241 posters included in the 39 HCII 2021 proceedings volumes was carefully reviewed and selected from 5222 submissions. The papers included in this book were organized in topical sections as follows: electronic, mobile and

ubiquitous commerce; HCI in finance and industry; work and business operations; innovation, collaboration, and knowledge sharing; and digital transformation and artificial intelligence.

Proceedings of the 2023 3rd International Conference on Social Development and Media Communication (SDMC 2023) Sikandar Ali Qalati,Mohd Farid Mohd Sharif,Mohd. Khairie Ahmad,Dragana Ostic,2024-01-29 This is an open access book. As a leading role in the global megatrend of scientific innovation, China has been creating a more and more open environment for scientific innovation, increasing the depth and breadth of academic cooperation, and building a community of innovation that benefits all. Such endeavors are making new contributions to the globalization and creating a community of shared future. To adapt to this changing world and China's fast development in the new era, 2023 3rd International Conference on Social Development and Media Communication (SDMC 2023) to be held in November 2023. This conference takes bringing together global wisdom in scientific innovation to promote high-quality development as the theme and focuses on cutting-edge research fields including Social Development and Media Communication. SDMC 2023

encourages the exchange of information at the forefront of research in different fields, connects the most advanced academic resources in China and the world, transforms research results into industrial solutions, and brings together talent, technology and capital to drive development. The conference sincerely invites experts, scholars, business people and other relevant personnel from universities, scientific research institutions at home and abroad to attend and exchange! 2023 3rd International Conference on Social Development and Media Communication (SDMC 2023) will conduct in-depth discussions on the impact of social development on media communication and the impact of media communication on social development. Scholars in relevant fields are cordially invited to participate. We warmly invite you to participate in SDMC 2023 and look forward to seeing you in Xishuang Banna,China.

Casebook of Chinese Business Management Mingyue Fan,Limin Wang,Dragana Ostic,2022-05-03 This book selects Chinese excellent enterprise management cases, integrating into the education system of business schools, sharing China's new story to readers, and boosting the process of

national economic construction and enterprise transformation. Chinese enterprises face unprecedented opportunities and challenges under the circumstance of fast-changing technology, economy, and political environment. In the face of various uncertainties, they have risen to prominence and constantly summed up enterprise management concepts and practical experience suitable for their own development to reshape their competitive advantages and enhance their market value. Based on the investigation, this book covers the major theoretical aspects of management principles such as planning, organizing, leading, controlling, and innovation. The 17 selected cases from manufacturing, retailing, technology/big data service, agriculture, and other industries cover strategic management, entrepreneurial management, human-oriented management, information management, and organizational innovation management. We hope that readers can get some valuable practical experience and enlightenment from the practices in these fields. The book also includes two case study guides, which guide readers to form a case study's thinking. It also encourages readers to broaden their learning ideas on management.

Routledge Handbook of Chinese Gender & Sexuality Jamie J. Zhao,Hongwei Bao,2024-05-10 This Handbook offers a rich survey of topics concerning historical, modern and contemporary Chinese genders and sexualities. Exploring gender and sexuality as key dimensions of China's modernisation and globalisation, this Handbook effectively situates Chinese gender and sexuality in transnational and transcultural contexts. It also spotlights nonnormative practices and emancipatory potentials within mainstream, heterosexual-dominated and patriarchally structured settings. It serves as a definitive study, research and resource guide for emerging gender and sexuality issues in the Chinese-speaking world. This Handbook covers interdisciplinary methodologies, perspectives and topics, including: History Literature Art Fashion Migration Translation Sex and desire Film and television Digital media Star and fan cultures Fantasies and lives of women and LGBTQ+ groups Social movements Transnational feminist and queer politics Paying acute attention to nonnormative genders and sexualities and emphasising the intersectionality of gender, sexuality, nationality, ethnicity and class, this Handbook offers an essential, field-defining text to Chinese gender and sexuality studies.

Mobile Marketing Management Hongbing Hua,2019-03-18 With the development of mobile internet technology, people's lifestyle and consumer behavior are changing rapidly. Nowadays, the products on the market are updating more and more frequently, and the traditional marketing theory and brand theory fail to get with the mobile internet. So, what's the innovative marketing to take in the new era? Since 2012, China has entered into the mobile era, and became a major country of mobile internet application. The book summarizes the experience of the author accumulated from many trials and errors in management and marketing innovation, so as to form the pattern of management and marketing for the next 30 years. Mobile Marketing Management lays the foundation for the new era with four pillars: service, substance, superuser, space, known as 4S theory for short. In view of the concept of customer-first, it is all about service, and products become productized service concepts. In view of the failure of mass communication, the competition among all services becomes the competition of substance differentiation. Regarding the popularity of self-organization, it becomes a trend to cooperate with people rather than the company to develop the market. In view of the principle

of fuzzy market boundary, the enterprises shall optimize their living space and evolve their development space. This book contains numerous case studies along with analysis and creates the discipline of mobile marketing management, providing innovative theories, methods and tools for the marketing of enterprises. Through this book, readers can master the marketing methods of the mobile internet era. They can apply the marketing theory in this book to guide the marketing practice, thus improving marketing efficiency and reducing marketing costs.

Innovations and Social Media Analytics in a Digital Society Maria José Sousa,Célio Gonçalo Marques,2022-06-15 Recent advances in digitization are transforming healthcare, education, tourism, information technology, and some other sectors. Social media analytics are tools that can be used to measure innovation and the relation of the companies with the citizens. This book comprises state-ofthe-art social media analytics, and advanced innovation policies in the digitization of society. The number of applications that can be used to create and analyze social media analytics generates large amounts of data called big data, including measures of the use of the technologies to develop or to

use new services to improve the quality of life of the citizens. Digitization has applications in fields from remote monitoring to smart sensors and other devices. Integration generates data that need to be analyzed and visualized in an easy and clear way, that will be some of the proposals of the researchers present in this book. This volume offers valuable insights to researchers on how to design innovative digital analytics systems and how to improve information delivery remotely.

Digital China: Working with Bloggers, Influencers and KOLs Ashley Dudarenok, Want to know more about influencer marketing in the world's largest and fastest growing online market? This is the second book in our series guiding you through China's digital space. China is one of the most attractive markets in the world and collaborating with bloggers, KOLs and influencers is essential if you want to find a place in the consumer's heart. Don't know where to start? This book will help newcomers and experienced marketers alike gain insight and take action. You'll learn about: The Most Influential KOL Platforms and How They WorkHow to Find and Select the Right Influencer for YouThe Ins and Outs of Effective KOL CampaignsKOLs in action: Revealing Case Studies If you need a

clearer understanding of one of the most dynamic marketing areas in China, this book is for you. Over her 12 year marketing career in China and Hong Kong, serial entrepreneur Ashley has plenty of social media savvy to share. As a writer and former influencer with 400,000 fans on Chinese social media, Lauren Hallanan has firsthand experience and valuable insider knowledge. Together, they deliver actionable tips and key insights into the world of influencers and opinion leaders in China.

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