



Optimization of Digital Marketing Strategies for Agricultural Product Circulation in the E-commerce Supply Chain

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Abstract. The modern logistics service system of agricultural products is an important part of the modernization construction of agricultural product circulation. It has important strategic significance for the development of modern agriculture. This paper draws on the existing achievements and combines the frontier theories of logistics and supply chain. We put forward the concept of agricultural product logistics service system based on e-commerce supply chain, and analyzes its essential characteristics, constituent elements, basic types and main functions. Experiments show that the proposed optimization framework can effectively help agricultural products join the circulation, and the efficiency is much higher than the traditional supply chain framework.

Key words: the circulation of agricultural products, the supply chain of e-commerce, the union of the main body of the logistics of agricultural products; Digital Marketing
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1 INTRODUCTION

The European Logistics Association defined logistics as the planning, implementation, and control of the transportation, arrangement, and related support operations of people or goods in the system to achieve a certain goal in 1984. In Japan and Europe, the definition of logistics started to place more emphasis on logistics activities and logistics. The management, operational planning, and activity organization much outpace the original notion of physical distribution [14].

Agricultural product logistics is an extension of the concept of logistics in the field of agricultural product circulation. Modern agricultural product logistics generally refers to the agricultural product consumer-centered, in order to effectively the physical economic activity process of realizing and increasing the value of agricultural products, reducing circulation costs, and delivering agricultural products from the place of production (farmland) to the place of consumption (table table). and information processing, etc. [18]. However, some scholars have included the research object of

agricultural product logistics into a broader category, arguing that agricultural product logistics includes not only post-production logistics activities, but also in-production production logistics and pre-production material logistics, and define this as "agricultural logistics". As the research object of rural logistics, Wang Xinyi believes that the items in the rural logistics system are Refers to all items related to rural production and life (hereinafter referred to as agricultural products) and the output products of agriculture, animal husbandry and agricultural product processing industry (hereinafter referred to as agricultural products). Specifically, it includes: (1) The items covered by production and consumption include the needs of agricultural production. Seeds, chemical fertilizers, spare parts, fuel oil; livestock and poultry, feed and feed additives, medicines, livestock machinery and parts needed for livestock production; (2) The items covered by the means of living include: daily life for rural population consumption Daily necessities (fast-moving consumer goods and durable consumer goods), house building supplies, daily tools, etc.; (3) The items covered by agricultural products include semi-finished or finished products and packaging in agricultural and animal husbandry products; Semi-finished products, finished products, other raw materials, etc. 2. The main difference between the above three concepts lies in the object of logistics activities. The difference and connection between the three can be visually represented in Table 1. The research object of logistics activities in this paper only refers to the post-production logistics of agricultural products. The logistics of agricultural products is defined as: Agricultural product logistics refers to the physical displacement activities of agricultural products that have been separated from the production field, including economic crops, food crops, animal husbandry products, aquatic products, forest products, etc. from the place of production (field) to the place of consumption (table). Organization management and operational planning of logistics activities such as agricultural product transportation, storage, packaging, handling, distribution, circulation processing and information processing [25].

The agricultural product logistics system is a concept that integrates the relevant elements of agricultural product logistics into a system [19]. There are few systematic expressions about this concept in domestic literature. There are two main ideas that can be used for reference. The first is to put forward the rural logistics system. This paper believes that the rural logistics system refers to the system composed of economic organizations that provide logistics support and services for rural production, life and other economic activities [22].

<i>Logistics level</i>		<i>Logistics object</i>	<i>Production stage corresponding to logistics activities</i>
<i>Rural logistics Agricultural logistics</i>	<i>Agricultural supply logistics</i>	<i>Agricultural means of production: seeds, fertilizers, spare parts, fuel oil, livestock and poultry, feed, drugs, machinery, and parts</i>	<i>Place of supply of means of production -- place of consumption of means of production (field)</i>
	<i>Agricultural production logistics</i>	<i>Farmland arrangement and maintenance, crop planting, crop field management and harvesting</i>	<i>Crop sowing---harvesting</i>
	<i>Agricultural product logistics (agricultural sales logistics)</i>	<i>Agricultural products separated from the production field: cash crops, food crops, livestock products, aquatic products, forest products</i>	<i>(After the harvest of agricultural products) from the place of production (field) --- the place of consumption (table)</i>

	<i>Rural consumer goods logistics</i>	<i>Daily necessities (fast moving consumer goods and durable goods), housing construction articles and daily tools consumed by the rural population</i>	<i>Suppliers of consumer goods - farmer families</i>
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Table 1: Differences and connections among agricultural product logistics, agricultural logistics and rural logistics.

Its basic connotation includes logistics system elements, element functions and logistics system structure¹. Specifically, it includes general elements, supporting elements, functional elements, and soft elements. Each element is also a subsystem. In addition, the concept of a specific agricultural product logistics system is proposed, and it is believed that different subjects choose different channels to perform logistics functions in different organizational forms under certain institutional constraints, thus forming specific logistics activities.

2 RELATED WORK

2.1 The Essential Characteristics Of the Agricultural Product Supply Chain Logistics Service System

The characteristics of institutionalization are mainly reflected in the institutional innovation of some organizational models, the construction of legal systems from the perspective of government regulation, and the construction of market systems from the perspective of market operation [3]. The institutional innovation of the organizational model is mainly to achieve economies of scale and reduce transaction costs by organizing and concentrating scattered logistics entities through corresponding institutional arrangements. For the main body of agricultural product logistics demand, the transformation from decentralized operation to large-scale operation is mainly achieved through agricultural product industry associations and other farmer consortia [13]. At the same time, it also includes expanding the scale of operation of workshop-style agricultural product production and processing enterprises through mergers and acquisitions. For the supplier of agricultural product logistics services, institutionalized construction mainly refers to the formation of integrated logistics providers through "internal alliances" by agricultural product logistics enterprises [1]. Legal system construction and market system construction are the market regulation of the agricultural product logistics industry by government departments to ensure the normal operation of the agricultural product logistics service system[1]. These activities include transportation, storage, handling, etc. Integration is mainly different from the functional decentralization of traditional agricultural product logistics. Informatization is the main symbol of modern logistics [11]. The so-called logistics demand information of agricultural product supply chain includes the sum of information on the logistics flow, logistics requirements and logistics process of each node enterprise in the agricultural product supply chain; the logistics supply information of agricultural products includes the logistics capabilities and enterprise characteristics of each agricultural product professional logistics provider. Agricultural product information refers to the sum of the characteristics and quantity of relevant agricultural products [21]. Informatization is the integration and integration of the above information by establishing a corresponding information system platform. This is the main symbol of the modern agricultural product logistics service system.

2.2 Requirements for the Development

Domestic agricultural development needs to accelerate the pace of industrialization, and the core of agricultural industrialization is the development of agricultural product processing enterprises. According to the identification of the National Agricultural Industrialization Joint Conference, our country has identified three batches of agricultural industrialization leading enterprises so far, in 2000, 2002 and 2004 respectively. There are 151 companies in the first batch, 219 companies in the second batch, and 210 companies in the third batch, totaling 580 companies, including 48 listed companies. And through contract farming or base adding farmers, etc., we can improve the connection between production and sales and production technology services, establish a stable and close interest linkage mechanism with farmers, and continuously improve the ability to drive farmers. These enterprises can better handle the relationship between enterprise development and resource utilization and ecological protection, strengthen technological transformation and technological progress, effectively improve the ability of scientific and technological innovation, and form an industrial chain integrating scientific research, production, processing, and sales, which is beneficial to our country's agriculture. Enhancement of market competitiveness [24].

3 METHODOLOGY

3.1 Scale Econoour Effect of Logistics Process

Compared with the traditional decentralized logistics of agricultural products because the enterprise that requires agricultural products logistics is no longer a single production or sales enterprise, but a supply chain composed of production and sales enterprises, the logistics process of one logistics activity is greater than the decentralized logistics process. This paper the resulting economies of scale are called the logistics process economies of scale [16]. This econoour of scale effect is analyzed in the following diagram. Assuming that there are agricultural product industry associations, wholesalers and retailers in the agricultural product market, the resulting logistics process has two stages, that is, agricultural products from agricultural product industry associations to wholesalers, and then from wholesalers to retailers [4]. Under the traditional decentralized logistics conditions, two logistics companies are responsible for the logistics business of process one and process two respectively; while under the conditions of the agricultural product supply chain logistics service system, all logistics business of process one and process two will be handled by integrated logistics providers. To undertake, thus forming economies of scale in the logistics process. The specific situation can be made a simple comparative analysis through Figures 1 and 2 below. Figure 1 shows the distribution of agricultural product logistics processes under the traditional logistics system. Among them, logistics enterprise 1 and logistics enterprise 2 have obtained a logistics process respectively; and in the agricultural product logistics service system diagram shown in Figure 2, logistics process 1 and process 2 are concentrated as integrated logistics providers, and the scale of logistics process has increased significantly.

3.2 Economic Effect of Logistics Model Casting

In the agricultural product supply chain, the logistics demand of producers is no longer the logistics demand of a single farmer, but a farmer's consortium dominated by agricultural product industry associations. Therefore, the logistics flow of one transaction should also greatly exceed the logistics flow of decentralized logistics. The scale econoour effect brought by this is called the logistics scale econoour effect. Under the traditional agricultural product logistics conditions shown in Figure 3, the scattered farmers distribute the scattered agricultural product logistics volume to the scattered agricultural product logistics providers. Therefore, the logistics business scale obtained by each agricultural product logistics provider is small. Under the modern logistics service system of agricultural products, scattered farmers can concentrate the logistics volume of agricultural products by the professional logistics providers of agricultural products through the agricultural product

industry association, which realizes the scale econoour effect of the logistics volume of agricultural products.

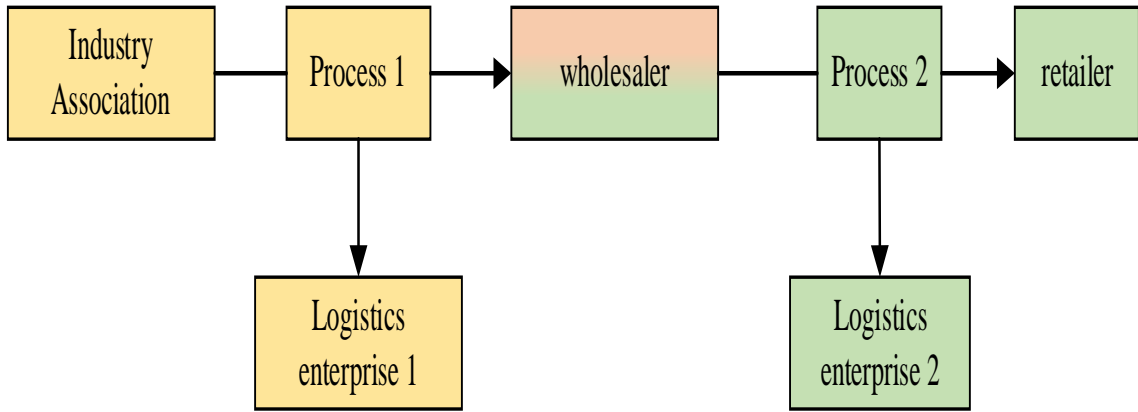


Figure 1: Distribution of logistics process under the condition of traditional decentralized Logistics.

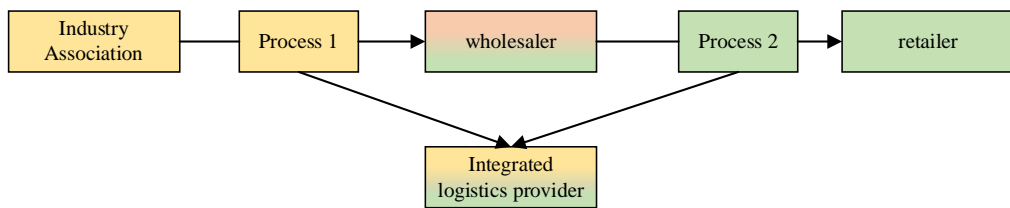


Figure 2: Distribution of logistics process under the condition of supply chain based agricultural product logistics service system.

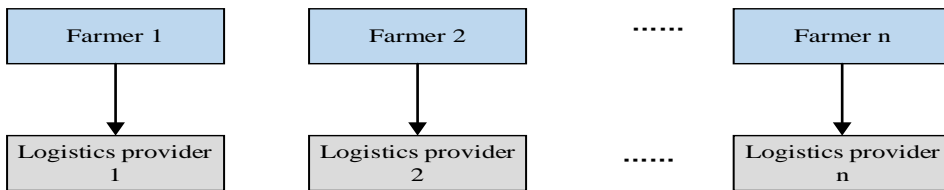


Figure 3: Distribution of material flow of logistics enterprises under the condition of traditional decentralized logistics.

3.3 Scope Econoour Effect

Economies of scope refer to the fact that one firm spends less on producing multiple products simultaneously than multiple firms produce separately. Assume that there are three types of agricultural product management entities, namely, agricultural product industry associations, agricultural product wholesalers and agricultural product retailers in a certain agricultural product market, and they have simple logistics requirements such as agricultural product transportation, warehousing and distribution.

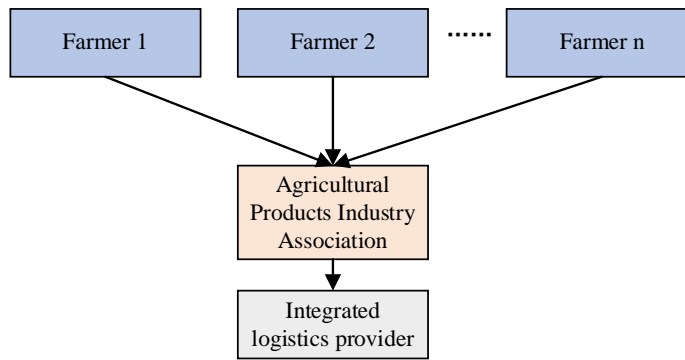


Figure 4: Distribution of logistics enterprise's material flow.

When examining the scope econoour, only the logistics transaction cost, that is, the contract completion cost, is simply considered. And assume that the cost of each contract is equal to c . The following is a comparative analysis through Figure 5 and Figure 6.

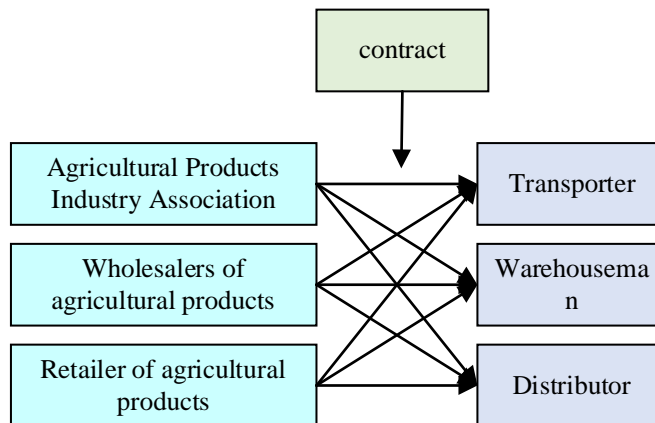


Figure 5: Contract Volume under Traditional Decentralized Logistics.

4 EXPERIMENTS

4.1 Evaluation Model of the Impact of Structural Optimization on Agricultural Economic Growth

According to the basic principles of economics, this paper designs a simple partial equilibrium to analyze the relationship between the development of agricultural product logistics service system and agricultural economic growth. This model is based on the following assumptions: (1) In this paper, agricultural economic growth is defined as the increase in agricultural output, and agricultural output is ultimately expressed as the product of the total output of agricultural products and the total price level, and this product is the agricultural income.

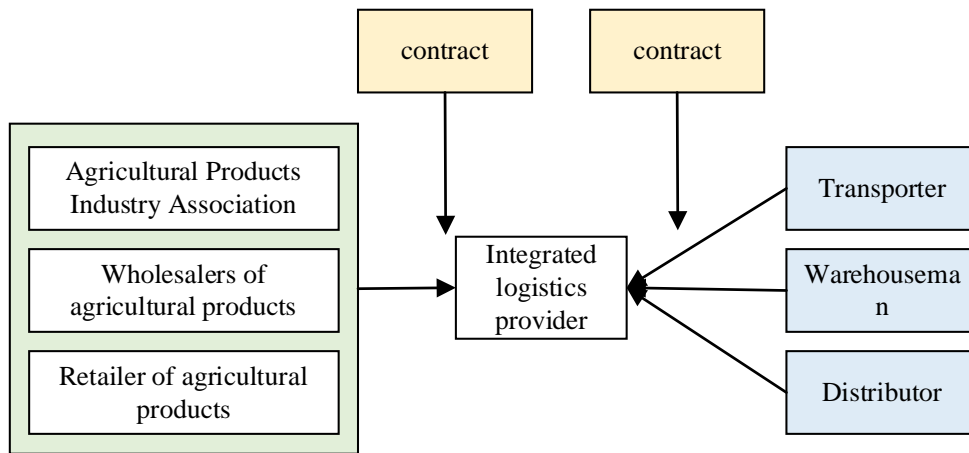


Figure 6: Contract quantity under agricultural product logistics service system based on supply chain.

Therefore, we can equate agricultural economic growth with an increase in agricultural income. Let Y represent agricultural income, Q represent the output of agricultural products in a certain period (usually one year), and P represent the total price level, then the agricultural income is:

$$Y = Q \times P \tag{1}$$

In the following, we will use Equation 1 as the basis to analyze how the agricultural product supply chain logistics service system exerts its two functions and affects the value-added of the agricultural economy. One is the agricultural products whose demand rises as prices rise, the so-called Giffen agricultural products, which are defined in this paper as abnormal agricultural products. If the market demand is unchanged, the price is determined by the cost, that is, the cost is reduced, and the price is reduced. According to the law of market supply and demand, a decrease in price will lead to an increase in market demand and a decrease in supply; conversely, an increase in price will lead to a decrease in demand and an increase in supply. The following uses graphs and simple mathematical tools to analyze the changes in agricultural economic growth in this process. First, it is assumed that: ① the production function of the agricultural production sector remains unchanged, that is, the input of capital, labor, production technology and their respective contribution rates to economic growth remain unchanged; ② the only factor affecting market demand is price; ③ price is determined by cost; ④ there is no currency swell.

We consider two situations in this work. One is that the demand for normal agricultural products that conform to the law of supply and demand decreases with the increase in prices; the other is that the demand for some abnormal agricultural products also increases with the increase in prices. The situation is analyzed separately. (1) Normal agricultural products. When the demand for an agricultural product decrease with the rise in price, the relationship between agricultural logistics and agricultural economic growth is just the opposite of the situation in which agricultural logistics reduces costs by reducing costs, that is, when the price elasticity of demand for a certain agricultural product is less than at 1, the development of agricultural logistics may promote the growth of agricultural econoour. With the rise of prices, the demand will also drop from Q to Q' . Therefore, whether the agricultural econoour is in a state of growth currently depends on the increase in agricultural prices. The balance of the increase in income and the decrease in income due to the decrease in demand is determined by the elasticity of demand for agricultural prices. In Figure 8,

we can see that the result is just the opposite of that in Figure 7. When the demand elasticity of agricultural prices is less than 1, the econoour is in a state of growth.

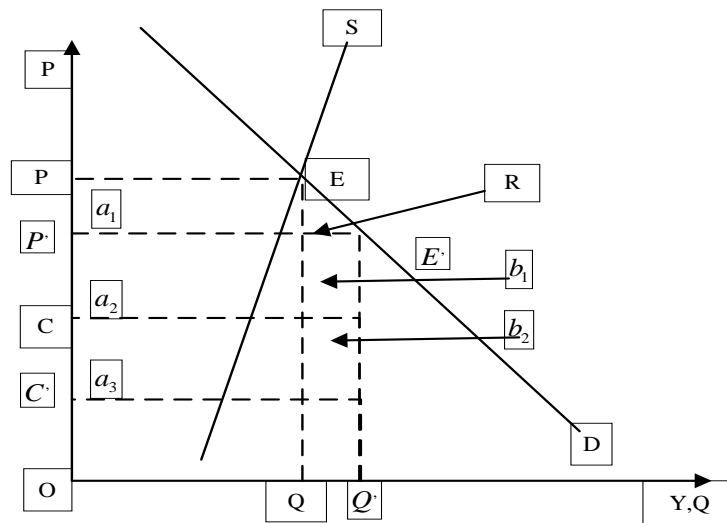


Figure 7: Impact of changes in logistics cost of agricultural products on agricultural economic growth.

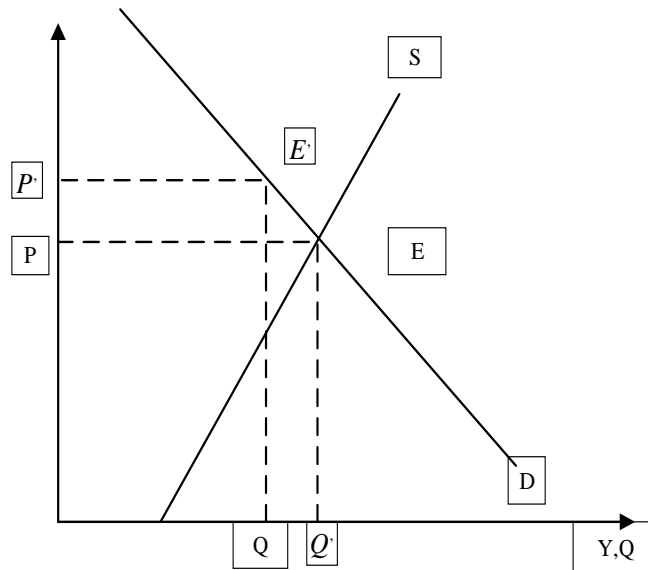


Figure 8: Impact of Value-Added Agricultural Products on Economic Growth of Clothing Industry.

Abnormal agricultural products: Geffen agricultural products. When the demand and price of agricultural products change in the same direction, we say that such agricultural products are abnormal agricultural products, such as Geffen agricultural products. At this time, the demand curve

and supply curve of agricultural products overlap, as shown in Figure 9. due to the value appreciation of agricultural products in the logistics process, the price of agricultural products rises from P to P' , and since the demand for agricultural products increases with the increase in prices, the demand at this time also increases from the original Q to Q' , The net increase in agricultural income is $b--a$, and the effect of agricultural economic growth is quite obvious at this time.

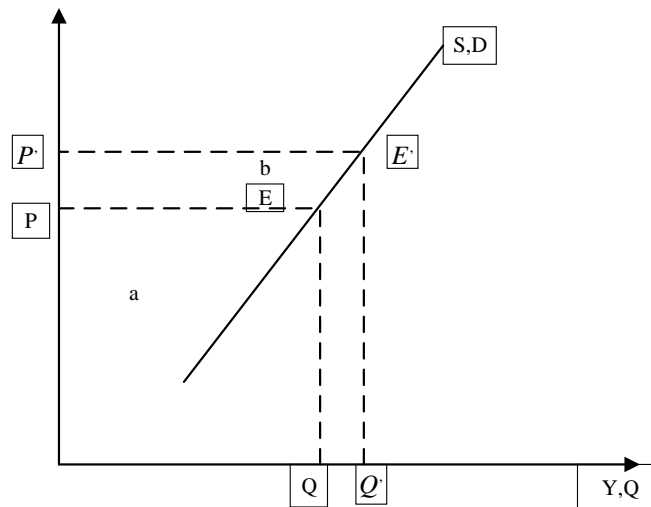


Figure 9: Impact of agricultural product logistics on agricultural economic growth under abnormal agricultural products.

For agricultural products whose price elasticity is greater than 1, when the range of cost reduction exceeds the range of value appreciation, the price of agricultural products generally declines, and at this time, it is conducive to agricultural economic growth; Second, for agricultural products whose price elasticity is less than 1, when the value-added of circulation exceeds the reduction of cost, the price of agricultural products generally rises, which is conducive to the growth of agricultural economy

4.2 Evaluation of the Effect of Structural System Optimization on Agricultural Economic Growth

The above conclusions show that to analyze the effect of agricultural supply chain logistics service system on agricultural economic growth, it is mainly necessary to analyze two issues: one is to analyze the price elasticity of agricultural products; the other is to compare the range of cost reduction and value-added. This paper believes that due to the general lack of price elasticity of agricultural products, and with the continuous optimization of the agricultural product logistics service system, limited by the limited cost reduction and unlimited processing value-added, the development of the agricultural product logistics service system will promote regional agricultural economic growth. The reason is: the general lack of price elasticity of agricultural products Regarding the price elasticity of agricultural products, whether it is qualitative research or quantitative research, the basic conclusion is that the price of agricultural products is inelastic, that is, the price elasticity of agricultural products is less than 1. Based on this, economists have come up with conclusions such as "increasing agricultural production in a good year but not increasing income" and "low-cost grains hurt farmers." According to the statistics of some scholars, in the rich western countries, the

price elasticity of demand for food agricultural products is only 0.20 and 0.251. established an econometric model to measure the demand elasticity of seven categories of agricultural products, including grain, in China. The reason, thinks, is mainly because agricultural products are the necessities of production and life, the progress of agricultural production technology, and the dispersion and weakness of farmers' production 3. Although there is no specific research on the price elasticity of agricultural products, the price elasticity of agricultural products should have something in common with the price elasticity of agricultural products in the whole country and other provinces. Therefore, this paper holds the view that the price elasticity of agricultural products is less than 1, that is, agricultural products are inelastic. The limited cost reduction of agricultural products and the unlimited value-added processing of agricultural products from the perspective of the main functions of the current agricultural product logistics, although there is a large space to reduce the circulation cost of agricultural products through the development of a modern agricultural product logistics service system, there is a cost bottom line for cost reduction after all. Therefore, the cost the lowering function is limited. The value-added function of circulation is theoretically unlimited. With changes in agricultural product processing technology and market demand, agricultural products can achieve unlimited value-added in the field of circulation. After the logistics cost of agricultural products is reduced to a certain limit, the value-added circulation function of the logistics system of the agricultural product supply chain will be called the main function of the logistics of agricultural products.

5 CONCLUSION

This study examines four different economic impacts of improving the agricultural products logistics service system. We discover that the supply chain-based agricultural product logistics service system can increase market concentration by building a static game model with complete information. Tests demonstrate that the main focus of regional agricultural product logistics sector development is the creation of modern agricultural product logistics service systems. Government and businesses should invest more money, grow agriculture more quickly, integrate and promote green logistics, prioritize employee training, and strengthen rules and regulations, among other things. Collaboration between businesses enhances the quality of agricultural product logistics services and fortifies market management for logistics. digital marketing enables cost-effective promotional activities. Traditional marketing methods such as print advertising or physical store displays can be expensive and limited in scope. On the other hand, digital marketing offers cost-efficient alternatives such as search engine optimization (SEO), social media advertising, email marketing, and content marketing. These digital channels allow for precise targeting, measurable results, and the ability to adjust campaigns in real-time, thereby optimizing marketing budgets and maximizing return on investment.

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