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Abstract: The proceedings contain 31 papers. The topics discussed include: is politeness correlated to shoppers' satisfaction with online merchants?; development of web-based application for forming an optimized group of buyers by genetic algorithm; the impact of online branding and e-service quality on fan trust and loyalty: a case of Thai soccer club; the application of assets to life cycle and sustainable management; research on the service quality, customer satisfaction, customer loyalty in the cosmetics industry – taking LANEIGE as an example; the factors affecting Internet financial reporting application in Indonesian listed manufacturing company; and enterprise innovation marketing and counseling diagnosis-taking Kinmen royal liquor as example.

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