

Retraction

Retracted: Research on the Development Strategy of Cross-Border E-Commerce in China's Cultural and Creative Industries Based on Big Data Services "One Belt One Road"

Mobile Information Systems

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This article has been retracted by Hindawi following an investigation undertaken by the publisher [1]. This investigation has uncovered evidence of one or more of the following indicators of systematic manipulation of the publication process:

- (1) Discrepancies in scope
- (2) Discrepancies in the description of the research reported
- (3) Discrepancies between the availability of data and the research described
- (4) Inappropriate citations
- (5) Incoherent, meaningless and/or irrelevant content included in the article
- (6) Peer-review manipulation

The presence of these indicators undermines our confidence in the integrity of the article's content and we cannot, therefore, vouch for its reliability. Please note that this notice is intended solely to alert readers that the content of this article is unreliable. We have not investigated whether authors were aware of or involved in the systematic manipulation of the publication process.

Wiley and Hindawi regrets that the usual quality checks did not identify these issues before publication and have since put additional measures in place to safeguard research integrity.

We wish to credit our own Research Integrity and Research Publishing teams and anonymous and named external researchers and research integrity experts for contributing to this investigation.

The corresponding author, as the representative of all authors, has been given the opportunity to register their agreement or disagreement to this retraction. We have kept a record of any response received.

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- [1] L. Li, "Research on the Development Strategy of Cross-Border E-Commerce in China's Cultural and Creative Industries Based on Big Data Services "One Belt One Road"," *Mobile Information Systems*, vol. 2022, Article ID 5158995, 8 pages, 2022.

Research Article

Research on the Development Strategy of Cross-Border E-Commerce in China's Cultural and Creative Industries Based on Big Data Services "One Belt One Road"

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As an emerging industry, cultural and creative industry is an external manifestation of cultural materialization and dissemination. It is an industry that uses technology, economy, creativity, and industrial clusters to combine mainstream culture or certain cultural factors to develop and sell intellectual property. The Belt and Road initiative is China's move to the world's frontier after parting ways with modern Western thought. Realizing a community with a shared future for mankind is China's great goal. The continuous enrichment and sublimation of the "Belt and Road" in connotation and extension conform to the common interests of the international community. This is of great significance for actively exploring new forms of global governance and promoting world peace and development. In the context of the way along the way, combined with the further development of economic globalization, we will create a new creative industry with creativity as the core through new methods such as artificial intelligence, cloud services, and cross-border e-commerce.

1. Introduction

Since the 19th National Congress of the Communist Party of China, China has established the goal of building a cultural power. Building a cultural power is to make the country have a strong cultural soft power. This kind of strength is not only reflected in the high quality of national culture but also in the strong cultural soft power displayed by the developed cultural industry. Under the current international situation, the development of China's cultural and creative industries presents new and efficient features. The development of the cultural industry should be comprehensive, coordinated, and sustainable. Promote the leap-forward development of the cultural industry to meet the spiritual and cultural needs of the masses. And make it a national pillar industry. It provides a strong support for promoting scientific and technological progress [1–3]. CCI is an important part of China's economic development. The "Belt and Road" initiative provides rich cultural resources and development space for the development of China's cultural soft power. It is

of great practical significance for China's education informatization construction to enhance the soft power of Chinese culture from the perspective of "One Belt, One Road" [4, 5]. Therefore, according to the "Belt and Road" strategy, China's cultural soft power, enhancing national identity, exerting "wisdom power," building a "Belt and Road" cultural exchange platform, building a global think tank, and gathering wisdom are important aspects [6, 7].

The "Belt and Road" initiative was put forward, and it has received positive responses from all over the world and support from all over the country [8, 9]. On the economic and trade roads of countries along the route, CCI will be unblocked, and cultural trade and cultural exchanges will be expanded. In this way, the development of China's CCI can go abroad and integrate into the world's cultural forest. Therefore, the improvement of innovation ability becomes very important. Jointly build the "Belt and Road" and build a "cultural" bridge. Culture is the soul of the Belt and Road initiative. The cultural industry is a strategic industry with a comprehensive, all-round, and integrated strategy. It is also

an important strategic foundation for the implementation of the “One Belt, One Road” [10, 11]. The “Belt and Road” is an important carrier for China’s economic development, co-construction, and sharing with other countries. This is also a major opportunity for the development of CCI, and it is also the beginning of China’s CCI integration into the world. After the “Belt and Road” initiative is put forward, China will assume more international responsibilities, which will continuously increase the demand for Chinese CCI and promote the development of Chinese CCI in a higher and stronger direction. The proposal of the “One Belt, One Road” initiative is a good opportunity to integrate CCI development and exchanges, plan the layout and positioning of the cultural industry, integrate regional CCI resources, extend the CCI chain, and focus on building a cultural industry chain. The “Belt and Road” is a community for the development of national cultural and creative industries, which has gradually been integrated into the global modern CCI [12, 13]. The industrial system plays an irreplaceable role [14, 15]. At present, the country is vigorously developing the cultural industry, and the cultural innovation ability is the most important. As the “Belt and Road” gradually moves from the top-level design stage to the implementation, it is not only an economic interconnection but also an important part of the “Belt and Road” cultural exchange, shaping, and dissemination of the national cultural image [16, 17]. The analysis and development of China’s CCI, from domestic factors to foreign factors, from institutional policies to enterprises’ own innovation and reform capabilities, are all-round. In recent years, foreign scholars have also increased their research on Chinese cultural dissemination [18, 19].

The article analyzes the characteristics, advantages, and disadvantages of China’s development and proposes a rapid development path based on the “Belt and Road.” Starting from the concept, the article defines the meaning and types of big data and cross-border e-commerce (EC), conducts a comparative analysis, finds out deficiencies, proposes improvement methods and approaches, and combines them with new development models, so as to provide new ideas for China’s development. Some suggestions were made [20].

2. The Relationship between Big Data and Cross-Border EC Technology and CCI

2.1. Big Data in the Cultural Industry. Big data refer to the massive amounts of data involved that cannot be captured, managed, processed, and organized into information by mainstream software tools, helping companies make more proactive business decisions in a reasonable amount of time. The characteristics of big data are shown in Figure 1.

Big data include structured, semistructured, and unstructured data, and unstructured data are increasingly becoming a major component of data. The enormous benefits of big data are making our lives more and more closely tied to it. It also has a profound impact on culture, creating new information contexts and cultural contexts with cultural values [21].

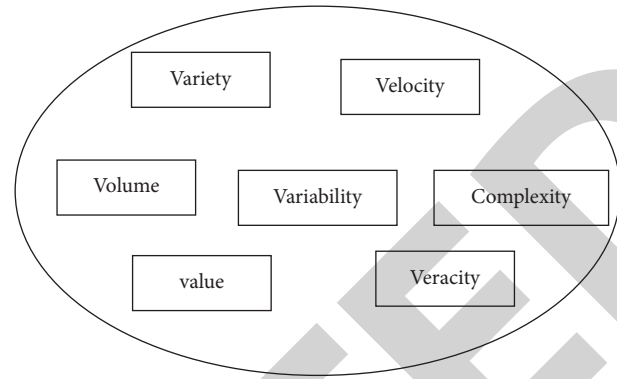


FIGURE 1: Features of big data.

- (1) There are more and more types of cultural products. The development of China's cultural industry is a new type of industry. In a broad sense, cultural products refer to all tangible products created by human beings and provided to society, including material products and spiritual products. Initially, the definition of cultural products was vague, and the distinction between cultural industries and cultural undertakings was insufficient. The application of big data technology in the cultural industry extends the cultural industry chain and makes its content rich and colorful. The era of big data makes cultural development more open and active. Cultural products emerge in an endless stream.
- (2) Cultural industry not only develops rapidly but also actively drives the output value of other traditional industries, promotes the integration of traditional industries and public culture and education, and promotes endogenous economic growth. Promote the development of tourism, equipment manufacturing, consumer agriculture, and sports industries. Among them, cultural elements mainly include spiritual elements, language symbols, normative systems, social relations, and material products.
- (3) The cultural industry promotes an increase in investment. As a powerful driving force for the tertiary industry to drive the economy, the high added value of the cultural industry has attracted a lot of investment. Some Internet companies have also entered the cultural industry through mergers and acquisitions, equity participation, equity investment, and business cooperation. They also participated in the process of cultural creation, such as participating in game production, upgrading video communication, strategic layout, and cooperation, so that cultural development entered the fast lane and showed unprecedented vitality [22].
- (4) Continuously improve the level of cultural consumption and promote economic development. Since the new era, the main contradiction in our society has turned into the contradiction between the people's demand for a better life and the unbalanced

development. People's needs are diverse and need to be constantly upgraded. Current economic needs are no longer sufficient to meet all needs. In economic development, cultural consumption is becoming more and more important. The influence of cultural consumption is becoming more and more obvious. Through the big data network, give full play to the "fragmentation" function of the population on mobile phones. The combination of Internet technology and mobile phones allows people to make full use of the fragmented life. Time is the main driver of cultural consumption. Culture is a complex system composed of various elements, each of which is functionally interdependent and structurally inter-related and collectively performs socially oriented functions.

- (5) The investment and financing system for the cultural industry has continued to develop. The cultural industry needs to develop and cannot do without financial support. Big data make the development of the cultural industry from offline to online, solve financing problems, and release development potential [23].
- (6) There is a need to fully understand the benefits of big data and the value it creates for economic business. Big data technology profoundly affects culture and economy. From the perspective of cultural development, big data technology is closely related to the creation of cultural value and also reflects the corresponding cultural and economic thinking. It is necessary to consciously cultivate big data thinking and take the initiative to change development strategies.

2.2. The Concept and Significance of Cross-Border E-Commerce. Cross-border e-commerce is an international business carried out by different trade entities, that is, transactions, electronic payments, settlements, and transactions through cross-border logistics. Cross-border e-commerce is a business entity that provides services such as cross-border business information processing, cross-border logistics, warehousing and distribution, cross-border payment and settlement, and agency declaration for business activities. In the process of global economic integration, cross-border e-commerce has become an important part of international trade. In order to occupy a place in the future of international trade, countries are vigorously promoting the cross-border EC. In today's Internet age, cross-border e-commerce connects and reshapes SMEs around the world [24]. Through the Internet revolution, the traditional trade model has been changed, the cross-regional circulation of commodities in different countries has been established, the international market has been opened, products have been launched overseas, and the international market has been actively seized. In the past five years, the rapid development of China's cross-border e-commerce has changed the sluggish situation of traditional foreign trade and has gradually grown into the backbone of China's foreign trade.

China is vigorously developing cross-border e-commerce, not only to satisfy consumers but also to improve the economy. It also effectively solved the problem of overcapacity and greatly changed the way consumers pay. Third-party payment tools have become the main payment method and have great potential to replace bank branch transfers, remittances, and payments.

As can be seen from Table 1, 1999–2003 is the budding period of cross-border e-commerce, 2004–2012 is the formation period, 2013–2018 is the exploration period, and 2019 is the development period.

2.3. Status and Development of Cross-Border E-Commerce.

Cross-border e-commerce is a new form of trade based on network technology. At the same time, it is a more advanced form of cross-border trade. It is not limited by geography or time. Online transaction negotiation and order placement are completed through Internet information technology, transaction contracts are reached, payment institutions conduct cross-border payment settlement, and goods are completed through cross-border logistics and distribution. Using network-based big data technology and mobile terminals, business integration can be achieved. The cross-border trade volume between China and the EU is growing rapidly every year. The state has issued corresponding policy support, and cross-border EC is very profitable. In the future, China's cross-border e-commerce will continue to maintain rapid growth, accounting for a quarter of the total foreign trade. Similar to other emerging business models, cross-border e-commerce has its own advantages and disadvantages. First of all, the absence of traders, individuals, and enterprises is the key to the development of cross-border e-commerce. China's development is inseparable from these basic resources. Driven by the Belt and Road initiative, China's plans are increasingly being embraced by foreign investors. China's legal system and rule of law are gradually improving, and the fairness of the market continues to be maintained. Therefore, cross-border e-commerce is bound to be more widely developed in China. Secondly, cross-border EC is still in its infancy, and many problems will inevitably be exposed. The most controversial issue is the uneven product quality and the weak awareness of intellectual property rights of some domestic manufacturers. The supervision of the EC platform is only for the delivery location and payment process. Security testing provides opportunities for bad actors to take advantage. The diversification of global payment methods makes domestic consumers confused in payment, which requires domestic third-party payment platforms to quickly enter foreign markets. Despite these problems, the opportunities are huge, and national policies are gradually liberalized to encourage large enterprises to develop cross-border e-commerce. At the same time, changes in consumption patterns and consumption concepts have also promoted consumers' rapid acceptance of new things. The global nature of cross-border e-commerce and the diversity of commodities have always attracted a large number of consumers. Despite the rapid development of cross-border e-commerce in China, due to

TABLE 1: Analysis of the development process of China's cross-border e-commerce.

Stage	Period
Infancy	1999–2003
Formative stage	2004–2012
Exploration period	2013–2018
Maturity	2019 to present

its late start, giants such as Amazon still face competitive threats on the international stage. This requires domestic manufacturers and enterprises to boldly innovate, develop overseas markets, and win a place for Chinese cross-border e-commerce enterprises [25] as shown in Table 2.

3. The Development Path of CCI under the Background of “One Belt One Road”

3.1. Definition of CCI. CCI stands for consumer confidence, which refers to the opinions and expectations of consumers after comprehensive judgments on employment, income, prices, interest rates, and other issues based on the economic development of a country or region. CCI is a high-end cultural industry developed on a global scale based on network technology. This is a new type of industry with innovation as the core. It is a way of developing and operating a knowledge industry that combines innovative technology with industrialization as shown in Table 3.

3.2. Current Situation and Development of CCI. CCI has been carried out in developed countries for more than ten years. Many countries have established many national CCI parks. CCI has become a pillar industry in some countries. Among them, the consumer confidence index is composed of the consumer satisfaction index and the consumer expectation index. The consumer satisfaction index and consumer expectation index are, respectively, composed of some secondary indicators. Developed capitalist countries continue to export literary and creative industries and add cultural elements to tourism, manufacturing, and other fields, making CCI gradually decline. On the 40th anniversary of reform and opening up, China's economy has made remarkable achievements. With the strong support of the state, CCI continues to grow and develop. With the transformation and upgrading of the economic structure, today's “Made in China” has begun to develop on “Made in China,” and the independent innovation of cultural innovation projects has become the main achievement goal. The animation industry and the clothing industry have made progress. Although the development of CCI in China is getting stronger and stronger, the development of the industry still faces many problems and challenges. The innovation strategy and innovative thinking of China CCI should combine a more reasonable creative industry layout with the cultivation of innovative talents, so that China CCI will take the lead in the world as shown in Figure 2.

First of all, under the guidance of “global vision, landing action,” it is necessary to develop CCI with an open and innovative mentality, and view CCI from a global

TABLE 2: Channel layout of Chinese cross-border e-commerce enterprises in 2020.

Channel	Part (%)
B2C	51.9
Offline	40.4
B2B	29.8
Independent website	25.0
Other	6.7

perspective so that it will not become a cultural resource distribution center for cheap exports and dumping. It is necessary to combine local characteristics, develop special commodities, tap local cultural resources, and use network technology and big data technology to achieve mutual benefit and win-win results. The second is to strengthen support for cultural and creative enterprises and create a fair, open, orderly, and win-win development pattern. The third is to accelerate the pace of scientific and technological development and actively innovate China's CCI, especially in the fields of mobile Internet and big data. The Belt and Road Initiative advocates peaceful development as its purpose, actively develops economic partnerships, and jointly builds a community of interests, a community of destiny, and a community of responsibility featuring mutual political trust, economic integration, and cultural inclusiveness.

As can be seen from Table 4, in 2019, the CCI composite index productivity reached 78.12 in the east, 75.13 in the middle, and 74.64 in the west; from the comprehensive data, the east is higher in all aspects as shown in Table 5.

3.2.1. CCI's Cross-Border E-Commerce Development under the Background of “One Belt One Road”. The world today is undergoing complex and profound changes. The deep-seated impact of the international financial crisis continued to manifest. The world economy is slowly recovering and developing in different ways. The development problems faced by all countries are still severe. The smooth implementation of the “Belt and Road” has strengthened the ties and friendly exchanges between China and the countries along the route, promoted close ties between countries, intensified economic cooperation, and more importantly, created the interests of cultural tolerance and inclusiveness. The development of the cross-border EC provides a stable international political environment. At the same time, it also improves the problems of high logistics cost and long transportation time. By signing a Figure 3 memorandum of cooperation with countries Figure 4 along the route, the currency of the Figure 5 countries along the route is used for direct transactions, making cross-border EC payment Figure 6 more convenient as shown in Table 6.

3.2.2. CCI's Cross-Border EC Model

- (1) The trade structure is unbalanced. The foreign trade structure includes foreign trade commodity structure, foreign trade model structure, foreign trade model structure, and foreign trade regional structure. This shows that CCI is not fully integrated with

TABLE 3: The added value of the cultural industry and its proportion in GDP from 2008 to 2016.

Year	Added value (100 million yuan)	Proportion of GDP (100 million yuan)
Year 2008	7630	2.43
2009	8786	2.52
2010	11052	2.75
2011	13479	2.85
2012	18071	3.48
2013	21870	3.67
2014	24538	3.81
2015	27235	3.97
2016	30785	4.14
2017	34722	4.20

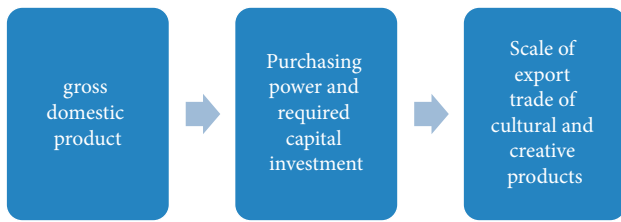


FIGURE 2: The impact of GDP on the scale of cultural trade.

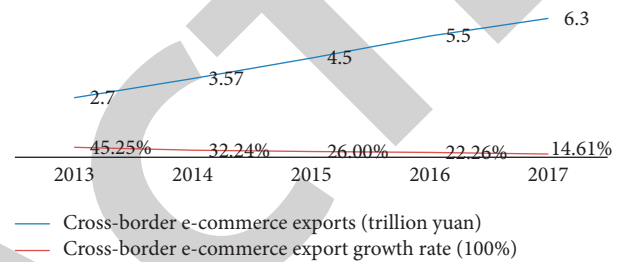


FIGURE 3: Comparison of China's cross-border EU exports and growth rates.

TABLE 4: Comparison of CCI development index in 2019.

Category	East	Central	West
Composite index productivity	78.12	75.13	74.64
Productivity	74.49	71.54	70.78
Influences	78.24	73.76	74.09
Driving force	79.80	78.50	77.10

TABLE 5: 2020 CCI development index comparison.

Category	East	Central	West
Composite index productivity	72.17	67.03	67.67
Productivity	74.20	67.97	69.23
Influences	76.66	72.89	71.24
Driving force	64.92	60.22	62.55

cross-border EC technology. Most of the low-value-added manufactured goods exported by China obviously lack growth momentum, and the CCI export structure is unbalanced as shown in Figure 3.

- (2) The international market share of creative services is low. The international market share of CCI symbolizes the comprehensive strength and cultural soft power of a country. It is not only necessary to increase the share of cultural products in China but also to increase the share of creative services in the international market and enhance the core competitiveness of culture. The core of cultural and creative services is embodied in the aspect of "creativity." The products of new things are inseparable from creativity and will play a certain role in promoting economic and social development as shown in Figure 4.

3.2.3. CCI cross-border EC model development strategy

- (1) Cultivate high-end cross-border e-commerce talents, enhance core competitiveness, and enhance national cultural soft power. In the new era, the key to the development of CCI is to promote the optimal allocation of industrial human resources. Establish a compound talent training system, offer majors and courses at different levels, increase investment in education and the ability to cultivate innovative talents in colleges and universities, and promote the cultivation of high-end talent enterprises and colleges and universities that meet the goals of new cultural formats. Formulate preferential policies to attract international high-end industry talents, implement support policies, and allow more international creative industry talents to work in China.
- (2) To optimize the export structure, improve the essence, and remove the dross, the export structure can be analyzed from the proportion of export target countries, and whether the export structure is reasonable. If it is at a disadvantage, it should actively expand international marketing channels and form a diversified market. Give full play to the position of my country's cross-border e-commerce in the international market and export scale advantages, promote international exchanges and cooperation, strengthen exchanges not only in economics but also in culture, and learn from advanced cultural industry experience countries as shown in Figure 5.
- (3) Improve the utilization rate of cultural resources, closely integrate Internet technologies such as big

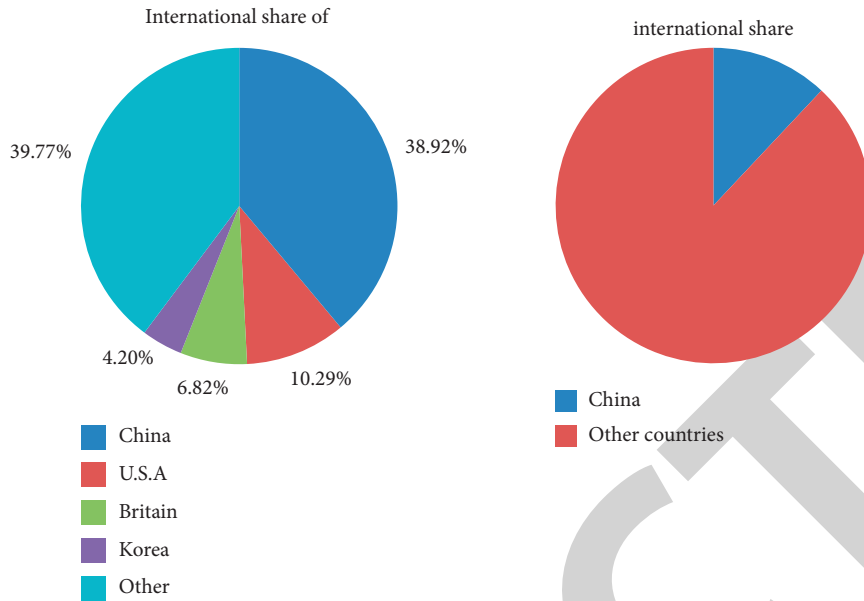


FIGURE 4: The international share of China's exports of cultural goods and services.

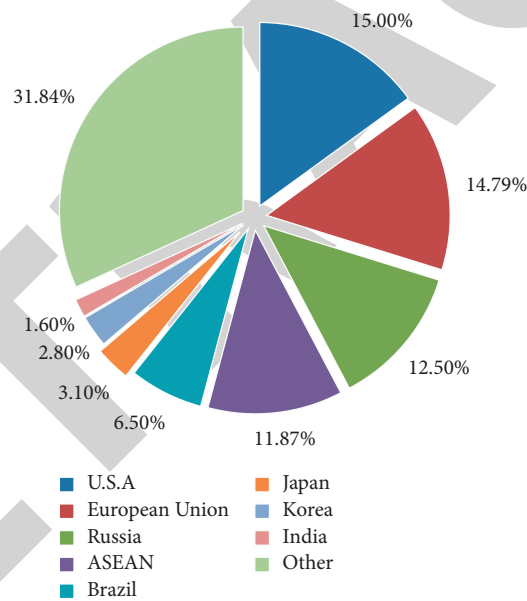


FIGURE 5: Distribution of China's cross-border EU exports in 2017.



FIGURE 6: Planning of the first cultural and creative industry park in Shanghai, China.

data technology, give full play to advantages, make rational use of big data, improve the added value and competitiveness of cultural and creative products, and create cultural and creative products and brands

with Chinese characteristics. Vigorously develop domestic cultural agglomeration areas and jointly develop through location advantages as shown in Figure 6.

TABLE 6: Comparison of cross-border e-commerce in traditional and big data environments.

Industrial chain	Inner work	External market	Leadership decision production	Product support	Logistics system
Traditional	Manual operation	Passive market	Experience, feel	Standardization	Development lags
Big data	Automatic optimization	Active market	Objectivity and reason	Personalise	Coordinated development

4. Conclusion

The article makes a preliminary discussion on China’s CCI. Starting from the background of “One Belt and One Road,” this paper analyzes the new opportunities faced by China’s cultural industry and proposes the mainstream model of developing transnational cultural and creative industries with the “One Belt and One Road” as an opportunity. This paper points out the huge potential and development opportunities of CCI in China in combination with the “One Belt, One Road” strategy and changes in the domestic economic cooperation environment. However, there are also many shortcomings and serious challenges. Therefore, the greater development of China’s cultural industry requires the joint efforts of the government, producers, logistics service providers, and consumers.

Article first expounds the development status, definition, and types of big data cross-border e-commerce and analyzes its business model. This paper combines big data and cross-border e-commerce to build a new model of foreign trade and export trade. The implementation of the “One Belt, One Road” strategy and the rapid development of the overall layout of the cultural industry enable cross-CCI border EC operators to give full play to their own advantages, recognize the industry development trend, take the initiative to seize opportunities, actively respond to challenges, and jointly contribute to the development of China’s cultural and creative industries. Work hard to reach a new level. Through the research on big data, this paper puts forward practical suggestions for the development of cultural and creative cross-border e-commerce, which has important theoretical and practical significance.

Data Availability

This article does not involve data research. No data were used to support this study.

Conflicts of Interest

The authors declare that they have no conflicts of interest.

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