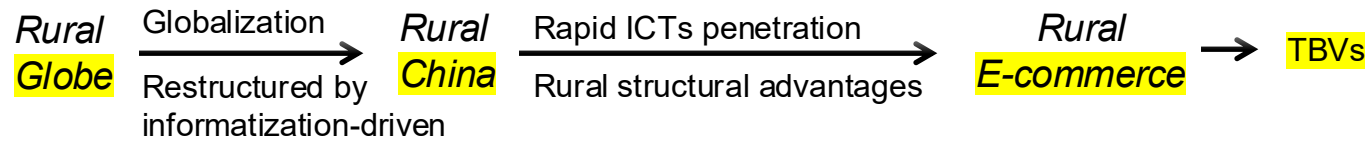


Exploring the Socio-cultural Implications of Rural E-commerce Development in China - A Systematic Literature Review

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➤ Research Background

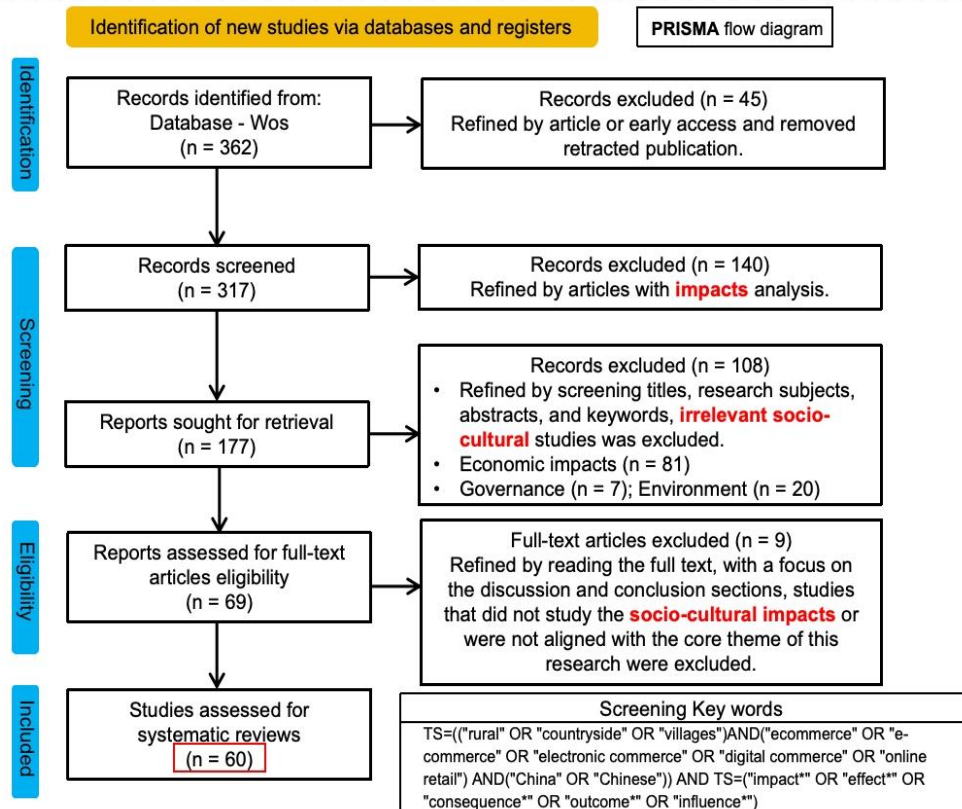


Taobao Villages - *seeking treasure*

- 10% online stores + RMB 10 million online sales
- 3 in 2009 to 7780 in 2022

- Current literature predominantly focuses on the **economic benefits** of rural e-commerce.
- Obvious rural society **issues**: Family structural hollowing; Digital inequality; Cultural erosion etc.
- A lack of systematic study on the socio-cultural dimensions, neglecting the rural **development sustainability**.

➤ Methodology



➤ Results and Discussion

