

CHINESE AGRICULTURAL STATUS, ISSUES AND STRATEGIES OF THE DEVELOPMENT OF ELECTRONIC COMMERCE

Hua Jiang^{1,*}, Jing Yang²

¹*School of Economy and Management, Hebei university of engineering, Handan, China,056038;*

²*School of Kexin, Hebei university of engineering, Handan, China,056038;*

* Corresponding author, Address: Information Management Department, School of Economy and Management, Hebei university of engineering, 199 Guangming South street, Handan, 056038, P.R.China , Tel: +86-0310-6146083, E-mail: hdjianghua@126.com

Abstract: Since the 1990s, the introduction of the household contract responsibility system in China's rural areas caused by China's agricultural production and small-business contradiction between socialized market has become increasingly prominent. Establishing a responsive to both our agricultural production mode of operation at this stage to have camp features can adapt to the global market information dissemination and exchange needs of modern agricultural market service system is imminent. Agricultural e-commerce is a useful way to build a modern agricultural market service system. The status quo of China's agricultural products e-commerce applications analyzed on the basis of analysis of the prospects for the development of China's agricultural e-commerce, e-commerce and agricultural problems facing the implementation of its response.

Key-Words: Agricultural products; E-commerce; Informationization; Agricultural e-commerce ; China

1. INTRODUCTION

In the 20th century Since the 1990s, our main agricultural products such as grain, cotton, vegetables, fruit and fish products have a certain flow are sluggish, prices. Ostensibly the reasons for such a situation is: My irrational

agricultural product mix, strong homogeneous products, the quality is poor and can not meet the needs of market diversification; Agricultural circulation links too long, the transaction costs are too high, intermediate links were retained interests. But fundamentally speaking, this phenomenon is the introduction of the household contract responsibility system in China's rural areas caused by China's agricultural production and small-business contradiction between socialized market has become increasingly prominent (Hu, 2005).

China's agricultural production process used in household production, small-scale farmers produce, capture individual farmers, the poor capacity for information analysis, reacting to market signals, production and operation of the larger farmers blindness and prudent. "Economic Daily News," the survey showed that more than 70% of our products to the farmers what crops they produce outlets and numerous, many farmers in the production of visual and experience decision-making alone, or to "represent" a sense of decision-making, production fall, often leading to enormous waste of social resources. How will the domestic market and unified global market demand timely and accurate transmission of information to the thousands upon thousands of farmers, thereby guiding farmers operating productive activities, the rate of commercialization of agricultural products and enhance the overall social benefits of further development of China's agriculture has become a major practical problems which need urgent solutions (Chen, 2003).

Practice has proved that the solution to these problems, rely on the establishment of traditional agricultural socialized service system is far from enough. My current existing rural service system are mostly based on the regional administrative building, these agricultural services organizations to rural collective economic, national economic and technological sector and professional associations-and narrow the scope of services and technical means backward, not a scale, only to provide some farmers produce the most basic services, and farmers can not provide for prenatal, births and post-natal services in all directions. But in some places the collective economy has phantom actually are unable to assume the functions of providing services to farmers. But in some places the collective economy has phantom actually are unable to assume the functions of providing services to farmers. China's agricultural development, the need to establish a responsive to both our agricultural production mode of operation at this stage to have camp features can adapt to the global market information dissemination and exchange needs of modern agricultural market service system. Agricultural e-commerce is a useful way to build a modern agricultural market serverce system (Gu, 2005).

2. AGRICULTURAL E-COMMERCE DEVELOPMENT MODEL PROPOSED

Understanding of the internal structure of the agricultural sector itself is a prerequisite for modern agricultural market service system. In systems theory view, the entire agricultural sector could be seen as a huge system, the system can be used "agricultural industrial chain" to describe. "agricultural industry chain" refers to agricultural commodity production closely related industries, which include agricultural production to prepare research, agricultural supplies, and other industries that farmers former sector and agricultural raw materials for the processing, storage, transport, sale industries, agricultural sector, and agricultural production is the industry chain core or base, including the cultivation of crops and rearing livestock, farmers and poultry industries in the agricultural sector, the three major systems of agriculture sector constitutes subsystems. Agricultural industry chain, chain and chain-link between a couple or the whole agricultural market system (Yang, 2001).

Detailed analysis of the agricultural market system linking every couple or process, we may discover that both agricultural technical support, the purchase of agricultural goods or the purchase of agricultural products, marketing, transport, processing, marketing and advertising payments, etc., there were not accompanied by information flows, the information is the agricultural market system link.

The rapid development of modern information technology and applications, particularly in the emergence of e-commerce technology to enable the effective functioning of modern agriculture largest market possible. According to the definition of e-commerce presentations, e-commerce refers to the telecommunications network through the production, marketing and circulation activities, which not only means for Internet transactions, and that all use of electronic information technology to solve problems, reduce costs and increase value and create business opportunities, including through the network of information from raw materials, procurement, product display, ordered to export, storage and trade of electronic payment and a series of activities. E-commerce applications, the traditional agricultural production and circulation process will have a profound impact (Yi, 2006).

As e-commerce technology to eliminate the traditional business activities of the space-time exchange of information transmission and obstacles, so that direct supply and demand sides met on the Internet, reducing the flow of agricultural links, thus greatly reducing the farmers for advertising, information search, trade negotiations and other business activities cost(XIE, 2006).

Dependence on the national or international Internet e-commerce trading network, enabling enterprises to break through the barriers of market structure, the regional market from the constraints of e-commerce technology can create various forms of "virtual company." This company will disperse the thousands upon thousands of peasant organizations to scale up the production and operation, or a specific point of production. This new form of enterprise organization if all of the rights of farmers to their fullest assurances, and because it seems to assume a certain functional information with some entities (CNNIC, 2007). This "virtual company" in the form of agriculture can better adapt to our current mode of production characteristics.

In our basic problems facing the development of agriculture, we can find that the use of electronic commerce technologies for the development of China's agriculture provides an effective solution.

In e-commerce applications on the basis of our further agricultural development of e-business models. We believe that China's future agricultural development will be a new type of agricultural e-commerce development model, the new model of agriculture to modern information technology to support computer networks to domestic or international market demand for the reunification goal of the agricultural sector to be seen as a major system, from production to final consumption of agricultural and sideline products throughout most of the allocation of resources can be optimized, so that the agricultural sector in general and integrated by significantly improving efficiency and effectiveness(DAUGHERTY, 1998).

Directory model, information intermediaries, virtual communities, on-line shops, e-procurement, value chain integration, third-party market is the main agricultural e-commerce model, in which third-party market model has extensive practical significance by used in the electronic market of agricultural products in China. This is because China's agriculture SMEs and farmers accounted for 99% of the total, which compared with large enterprises, has its own weaknesses, such as insufficient funds, small production scale, lack of personnel, marketing network and other narrow. And e-commerce is the one of mainstream survive ways of future enterprises, as more and more SMEs and farmers began to set foot in the area of electronic commerce(GIMNEZ, 2003).However, a complete e-commerce system is very complex, business needs to have considerable input, this is a major problem to the under-strength. Under these circumstances, third-party transactions market patterns emerged on the edge of staple agricultural products to provide a platform for transactions, and match with higher capacity. Usually the buyer and seller are very scattered cases have been successful. In short, different agricultural e-commerce model solve or alleviate the current agricultural trade existence of different issues, it is different network adaptability: Value chain integration and third-party market can effectively resolve agricultural trade links excessive; The

flow of information, transparent can regulate the conduct of the parties to transactions, in four model: on-line shops, electronic procurement, value chain integration, third-party market and so on, standardized transaction process, scientific methods can reduce irregular transactions ills of traditional transactions; Agricultural e-business seven major models will have the information gathering, publishing functions, and the enterprises which use these models in order to gather losing and to provide better services reinforce the capacity of information services, so that the participants can obtain more comprehensive information related transactions, to a certain extent, to eliminate information asymmetry; Information intermediary model can effectively reduce agricultural trade information gathering costs; E-shops, e-procurement, value chain integration, third-party market transactions were in varying degrees to reduce transaction costs; third-party market model, through an effective means of online transactions and some transactions, to reduce transaction rate fluctuations; the same time, the transaction volume of agricultural products, production of the seasonal and regional features, agricultural e-commerce has different patterns adaptability. Given China's current trade in agricultural products with the characteristics and the adaptability of e-commerce, table 1 for matching analysis (Hu, 2006).

Table 1. Table of agricultural and trade characteristics and adapt to e-commerce model, matching analysis

	Directory model	Information intermediaries	Virtual communities	On-line shops	E-procurement	Value chain integration	Third-party market
Many links in the value chain						√	√
Irregular transactions		√		√	√	√	√
Information asymmetry	√	√	√	√	√	√	√
Large transaction costs		√		√	√	√	√
Large trading volume					√	√	√
Price volatility		√					√
The seasonal production	√	√	√	√	√	√	√
Regional of production	√	√	√	√			√

3. ISSUES AND STRATEGIES ON THE IMPLEMENTATION OF AGRICULTURAL E-COMMERCE

3.1 Problems

3.1.1 The construction of agricultural information leading role played enough.

From abroad shows that agriculture is protected by State weak industry, and government in building information technology to play a leading role in planning and policy formulation is, the strengthening of legislation and increasing investment. However, the domestic situation, the role of the State in these areas plays enough. 1996, the Ministry of Agriculture has drawn up "95 planning period rural economic information system", but this paper is planning to focus on information, networking and information sharing of information taken seriously enough that some content has changed and the urgent need to revise the plan. In terms of investment, the Ministry of Agriculture a few years ago on "Don works," but the country has not been established, although the 2000 national produce 20 million Yuan of special funds for agricultural information system, but remains low, which to some extent affected the agricultural informationization construction. Although the Ministry of Agriculture Agricultural Information Network has begun operation, and increasingly rich content, some of the provincial agricultural information network construction has started, but in the municipal and county level is more backward, mostly single aircraft operations, some computer models is still very backward, especially at the mouth of some farmers even salaries are difficult, but have no time to take into account agricultural informationization construction(Zhu, 2005).

3.1.2 Agricultural information system is perfect and imperfect information services.

Overall, the provinces, cities, counties, towns, and have reached, Gouji, access and administrative barriers to the development of a low-level redundant construction of the network, agricultural information systems harmonization and standardization of low level. At the same time, agricultural information collection, dissemination, although the pattern has taken shape, but agricultural information processing, analysis, use and agricultural information channels open, the agricultural information market by developing slowly, especially agricultural information services market,

agricultural design (agricultural biological engineering technology) market, agricultural funds (mobilization, mobilization, input) market, processing of agricultural products market, transport and storage and packaging of agricultural products market, or have not yet formed development, agriculture information system is not yet perfect. Agricultural information service not comprehensive and perfect, the lack of specific information service is limited to the current agricultural agricultural new varieties and new technologies of communication and information dissemination on agricultural market supply and demand inadequate; Development and use of information resources insufficient depth, surface, the small proportion of direct information, forward-looking, anticipating information than major; General information are many, complex and authoritative, lack of availability of information, particularly long-term market analysis and projections, in conjunction with local development and utilization of information resources are very scarce. The total lack of agricultural information services, structural imbalance led to the production of new things. This should lead to information agencies attention. In addition, agricultural information system bodies were still under the traditional system or semi-conversion. Traditional working patterns and the rapid development of the new system can not meet the needs of rural economic work, its goals and interests and the interests of farmers in the production and the lack of close contact, resulting in increased efficiency in the use of agricultural information unpleasant.

3.1.3 Agricultural information dissemination channels are sluggish, backward way to receive information, one-way, information and the information lag awareness weak.

Grassroots rely mainly on meetings, classes, made information, and cable broadcasting, cable television and other means to disseminate agricultural information; it is clear that behind changes in the market demands. At the same time, farmers passive, one-way access to the rural grassroots cadres and agricultural information dissemination of information agencies, the use of information resources and the lack of enthusiasm risks, resulting in inefficient agricultural information dissemination. Dissemination of agricultural information backward, passive, one-way nature of the information, it will inevitably result in agriculture is lagging behind and it is very easy to fall in agricultural production, leading to excess or shortage of agricultural products, causing price fluctuations that can not truly reflect the value of agricultural products, the impact of agricultural restructuring process. For information awareness weak farmers, small-scale production so that farmers have a habit of what, what helped the operational experience,

their lack of awareness of the importance of information; At the same time, due to economic constraints and cultural foundation, and they have no means of timely, direct access to information from the Internet, nor the ability to access information for analysis screening No information may be issued more online. Therefore, at present, to serve farmers on the dissemination of information, lack of information networks linking farmers with an effective carrier and affected agricultural information and proper role to play, and also makes it difficult to agricultural information from the Internet into the homes of families(CHEN, 2003).

3.1.4 the lack of agricultural information network professionals.

Agricultural information network building needs a large number of not only good network technology, and they are familiar with the agricultural economy of professionals, agricultural dealers to provide timely and accurate agricultural information network for information collection, collation, analysis of market situation, the e-mail to network users, answering questions. And because insufficient attention to agriculture information network talent into less funding, coupled with inadequate training mechanisms, the current agricultural information network talent rather lack of information makes professional agricultural bank building, updating slowly(Yu, 2003; Yi, 2006).

3.2 Study countermeasures

3.2.1 Through the promotion, integration of existing information infrastructure resources, a multi-level cover rural agricultural information network.

Agricultural information is a classic public products, a strong external nature, it is difficult to provide through the market. Meanwhile, in the network economy era, the rural infrastructure concept has become broad-based and should not be confined to the traditional sense water conservation, and transformation of low-yielding fields, should be added agricultural information projects. Therefore, agricultural information network infrastructure should be as an integral part of rural infrastructure, primarily by government at all levels to the building of joint ventures by the government to provide such information public agricultural products, and this is the new situation of reform and financial modalities of a new attempt. Governments at all levels can be used for agricultural informationization

construction funds is obviously insufficient, the larger the gap, the key is to seize the following five areas : First, it should address the current agricultural and rural economic development information are sluggish, sales from this outstanding problems, the grass-roots farmers and the actual demand for the provision of agricultural information services, as recent agriculture information center; Second, the full utilization of existing information infrastructure resources, savings investment in the fund shortage restrictions, and fundamentally ease the insufficient supply of agricultural information technology facilities contradictions; Third is to provide free information service for farmers, the fundamental solution to farmers on agricultural information services to the enormous demand and the ability of contradictions between the actual demand seriously inadequate; Fourth, governments at all levels to take graded investment approach to new investment mechanism and modalities to mobilize local governments in agriculture informationization enthusiasm and initiative; Fifth agriculture information network works with the "online government" simultaneous construction projects, the realization of "two network integration" is a practical way(Du, 2002).

3.2.2 To the development and utilization of agricultural information resources, and strengthen agricultural information services organizations, and the building of agricultural information intermediary transmission mechanism.

First, there must be selective in the development and use of agricultural information resources. Standardize agricultural information collection standards to agriculture, rural areas and farmers need market supply and demand information, technology information, management expertise as the main content, and strengthen the construction of agricultural information databases, information collection expanded coverage and improve the timeliness of information, openness and sharing. Secondly, the transmission mechanism should be established agricultural information intermediary, the information going into the households to accelerate agricultural enterprises. And agricultural information service stations are actually connected to the Internet and a vast number of peasants fundamental link farmers what information needs, what products to sell, through the township agricultural information services from Internet and, therefore, should be to the township agricultural information service stations for carriers to establish agricultural information intermediary transmission mechanism. And agricultural information kiosks functions and mode of operation through the following means to further improve : agricultural information website - to radio, television, newspapers and advocacy column as aids will be carefully

screened useful information dissemination to farmers and to the agricultural information services directly extended to administrative villages and farmers, effectively convey information to farmers "last kilometre" problem, also through qualified local cable television network, telephone advice issued to agricultural information. In addition, the township agricultural information service stations should also strengthen coordination and professional farmers, agricultural extension services, agricultural materials supply enterprises, township enterprises horizontal exchange of information, through their production of timely transmission of information to farmers, and guide their production and operational conduct for these organizations in the exercise of their functions, it is also a fact of agricultural information services organizations.

3.2.3 Earnestly agricultural e-commerce pilot, and make efforts to enhance the flow of agricultural efficiency.

Currently, agricultural e-commerce in general is still in the "online-information network, deal," the initial stage, the necessary supporting e-commerce for agricultural conditions and market mechanisms have not yet formed, a real sense of agricultural e-commerce has not yet happened. Agricultural e-commerce represents the general trend of global agricultural trade. To meet the new situation after China's WTO entry, with the network economy era agricultural trade Delivery trend must vigorously develop agricultural e-commerce suited to China's national conditions. E-commerce through the development of agricultural products, supply and marketing network to promote agricultural production, improve the flow of agricultural efficiency is the advance of information technology in agriculture an extremely important goal. Agricultural development is the key to advancing e-commerce agricultural standardized electronic authentication, sound laws and regulations, improve credit system to promote e-commerce of agricultural products create a good external environment. At the same time, we should reform the traditional logistics, conducting large-scale time-bound delivery business professionals located on-line via e-mail to communicate with consumers, the way to achieve fundamental changes in the circulation of agricultural products, and fundamentally improve the market competitiveness of our agricultural products(Wang, 2005).

3.2.4 Based on national conditions, the selective application of agriculture in agriculture it.

Agriculture information technology is agricultural production, business management, strategic decision-making processes of natural, economic and social information collection, storage, transmission, processing, analysis and

use of technology. In the long term, in the agricultural information network at the same time, consistent with our national conditions agriculture information systems such as agricultural experts, agricultural database, agricultural management information systems also need to develop to the complete elimination of agricultural and rural economic development exists the "digital divide" so that the rural community with the information society pace of advance. Currently, the focus is to help farmers apply the use of information technology to transform traditional agricultural production process, the promotion of agricultural efficiency, peasant incomes. At present, China's relative success in practice the application of information technology such as agriculture, "Agriculture expert system" has developed dozens of sets, covering agriculture, forestry, livestock, fisheries sectors, the application has achieved significant economic and social benefits should be the development of China's agriculture it a priority. Other agricultural information technology such as agriculture database, agricultural management information systems, decision support systems, simulation modeling system, and should be based on China's rural economic development, and timely, to be applied selectively. It should focus on agricultural applications of economic efficiency and social efficiency, advanced technology should be subordinated to the economic and social viability. Precision agriculture development should be targeted at the rural labour surplus, 58,000 farmland size, inadequate energy supplies, agricultural pesticide residues in high status to the protection of the environment, food safety, energy conservation, conservation of land resources, reduction of the agricultural development goals and promote sustainable agricultural development.

4. DEVELOPMENT PROSPECTS

4.1 A favorable macroeconomic environment

Countries for the "three agricultural" to the state ministries of information technology and e-commerce attention and support : National Policy agricultural wholesale market information, the Ministry of Agriculture for agricultural information attention to and actively support policies; Economic globalization externally driven.

4.2 The flow of technology to China's agricultural injected new vigor and vitality

From the traditional model of agricultural hand opponent transactions to the resources through the integration, and the use of advanced and convenient application of information technology platforms agricultural structures in the implementation of agricultural trade network to improve our agricultural value chain and enhance agricultural competitiveness has great catalyst. But agricultural e-commerce is not a simple substitution of traditional circulation method, which is a revolutionary change to the traditional agricultural economy. First, the ultimate agricultural products from production to market, its difficult standardized features constraining the flow speed Internet market by establishing a need for standardized agricultural requirements, and this is bound to lead to the upgrading of agricultural brands and core competitiveness enhancement; Second, online transactions more open, equitable, transparent, real prices of agricultural products to reflect market supply and demand, for the government at all levels to guide farmers and the general scientific organization of production to sales set off; Third, the online trading platform is the establishment of the original extension of the traditional agricultural trading market for trading diversification and for businesses to provide broader business opportunities.

4.3 Self-innovation-driven demand

Industrial development is based on production, but the market is the flow of decisions and the development of key industries. Impede the flow of agricultural products are sluggish agriculture and the rural economy has become a healthy development, the impact of incomes of peasants and rural stability an important factor. Even slower sales of agricultural products and agricultural structural, seasonal, regional surplus from the circulation links view, the existence of two main issues : First, the information flow, blindly follow the trend. Market information and information dissemination mechanism for the formation of backward means that farmers lack market information guide. Second, the agricultural means of a single transaction, market management irregularities. Now the traditional way - mainly the cash transactions, the bulk of modern agricultural market is not universal, futures, forwards, transaction forms less.

5. CONCLUSION

Years of constant practice and pragmatic domestic and foreign enterprises to explore, in an agricultural e-commerce platform for transactions and

business processes, effectively solved a series of practical problems in agricultural circulation to the implementation of China's agricultural e-commerce accumulated some experience: First, guide enterprises to integrate business processes and resources to change the traditional way of doing business, a highly efficient industrial chain. At present, China's rapid development and agricultural circulation environment, enterprises are faced with competition will no longer be simple products and services competition, but business models and industrial chain competition. There is therefore a need to re-evaluate, inherit the original business processes and integration industry chain. Second, the use of e-commerce enable enterprises to the value-added part of the value chain, thereby showing its real value due; E-commerce applications for the formation of a new business model for enterprises play a strong role in promoting. Not only is it the original business model electronic. From a development perspective, the new model should be to bring businesses and new values, including the concept of updating, management improvement, information flow, efficiency, cost reduction, efficiency growth, channel development, cooperation coordination, brand promotion, standards harmonization, improvement of services, go to the integrated enterprise competitiveness. This is also the goal of implementing e-commerce strategies. Third is stable mentality, and gradually form a profitable model. Whether e-commerce operator, or traditional agricultural enterprises in e-commerce business is business, they must make a profit, only profit can guarantee the survival and development of enterprises.

In short, China's e-commerce development is a gradual process, it is impossible to replace all the traditional mode of operation, the exploration and development of agricultural e-commerce is no exception. The true value is reflected in the integration of e-commerce and supply chain optimization, improves service quality, lower operating costs in the process. Therefore, e-commerce Business enterprises need to take a step by step development strategy.

REFERENCES

- Chen Tianbao, my agricultural development of e-commerce opportunities and challenges, the Beijing Vocational College of Agriculture Journal, 2003 (3):pp38-41.
- CHEN Tianbao, Opportunity and Challenge of Developing Electronic Business Affair on Farm Produce in China, Journal of Beijing Agricultural Vocation College, sep.2003 Vol.17 No.3: pp38-41.
- CNNIC. China Internet Development Report [EB/OL], [Http://www.ennic.net.cn](http://www.ennic.net.cn) ,2007-05
- DAUGHERTY P J, ELLINGER A E, GUESTIN C M. Integrated logistics: the performance connection[M]. Council of Logistics Management Annual Conference Proceedings, 1998. Anaheim, California: pp383-388.

- Du Hongmei. Deal with china's WTO and the circulation of agricultural products and the organization [J]. *Agricultural modernization*, 2002, 23 (5): pp395-397.
- GIMNEZ C, VENTURA E. Supply chain management as a competitive advantage in the Spanish grocery sector[J]. *The International Journal of Logistic Management*, 2003. 14 (1): pp77-88.
- Gu Wen, Huang Liping, agricultural e-commerce waiting to happen, *e-commerce*, 2005 (4): pp69-71.
- Hu Tianhua, Fu Tiexin, the Chinese agricultural development of e-commerce analysis, the agricultural economy, 2005 (5): pp23-27.
- Hu Tianshi, Chinese agricultural e-commerce model analysis,
<http://www.e-gov.org.cn/dianzishangwu/hangyedianzishangwu/200612/45309.html>.
- KAPLAN S, SAWHNEY M..E-hubs:the new B2B market places[J]. *Harvard Business Review*, 2000 (May/June).
- Lin Hua, Channels and measures of agricultural e-commerce development, *Agriculture and Technology*, 2005, 6 vol(25) no 3. pp40-41.
- SALIN V. Information technology in agri-food supply chains[J]. *International Food and Agribusiness Management Review*, 1998(11).
- Wang Ning, Huang Liping, Agricultural products logistics supply chain management research Based on the information network. *Research of Agricultural Modernization*. 2005 vol.26, no.2: pp126-129,144.
- XIE Xingang, SHI Lijuan, The Applying Situation of Electronic business in Material Flow of Agricultural Products and Investigating its Counter measures, *Agricultural Machinery Research*, 2006(1): pp53-54.
- Xin Lixian, Agricultural market development trends of e-commerce. *Commercial Time*. 2006(5):pp71, 73.
- Yang Lin. *Introduction to e-commerce* [M]. Beijing : Machinery Industry Press,2001.
- Yi Fa-min, EC Platform and Electronic Integration of Agri-Production Supply Chain, *Finance and Trade Research*,2006(6): pp13-18.
- Yi Famin. The circulation of agricultural products online trading platform for the construction of [J]. *E-commerce*, 2006, (2)
- Yu Xiaoyan, Huang Liping, Build a new agricultural logistics operation model, *Shanghai Business*, 2004(5): pp34-36.
- Zhu Lina, Domestic agricultural e-commerce transactions main research, *Journal of Yurman Finance & Economics University*, 2005, vol(20), no 5 :pp84-85.