

A Review of Research on Netflix Traffic Realization Models in Cultural and Tourism E-Commerce

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Abstract: In the digital era, traditional cultural tourism products fail to meet diversified demands due to standardization, homogenization and single value path, making industry innovation urgent. As a new paradigm, private operation enables the industry to break through by building direct long-term brand-user connections and refining user asset management. This paper focuses on the core variables of cultural tourism products, private domain operation, user experience and traffic realization, analyzes their connotations and dimensions, and explores the intrinsic correlation and influence mechanism, so as to provide theoretical and practical guidance for the digital transformation of cultural tourism industry, and help enterprises innovate their strategies, enhance their competitiveness and realize sustainable development.

1. Introduction

Internet technology promotes the transformation of the cultural tourism industry, digitalization has changed the mode of information dissemination and consumer demand. Traditional cultural tourism products are difficult to adapt to the new demand due to standardization and homogenization, and are in urgent need of transformation. As a result, private area operation is valued by the cultural tourism industry: it provides customized services by mining user data and responding to demand, and the core is to establish a long-term connection between the brand and the user, which is essentially a fine operation of the user's assets, and brings new opportunities for the industry to break out of the predicament.

2. Traffic Realization Related Studies

The deepening of the integration of digital economy and cultural tourism, traffic realization is the commercial core of cultural tourism enterprises. This reflects the attractiveness of the product and the effect of private area operation, and is also the key to connecting the user and the enterprise's revenue. It relies on the quality of traffic and user stickiness of the cultural tourism scene, and is also directly affected by the user experience.

2.1 The concept of variables and their dimensions

Traffic realization is the core operation mechanism in the Internet economy, which is essentially to commercially transform the attention resources and behavioral data of users aggregated by digital platforms, so as to release economic value. Conceptually, traffic realization is based on quantitative indicators such as user visits, frequency of interaction, length of stay, etc. With the help of systematic business strategies, potential user traffic is transformed into measurable economic benefits, which is the key link between digital user assets and commercial value.

From the perspective of dimensional division, the form of traffic realization presents diversified characteristics, in which advertising real estate, paid content real estate, membership service real estate has become the core path of the current traffic commercial transformation Table 1.

Table 1 Traffic Realization Forms

Realization model	Center of attention	Major form	Key features	Model values and significance
Advertising Realization	User reach and attention aggregation capabilities of traffic platforms	Display ads, search ads, infomercials, etc.	Convert user attention into advertising space value, realizing accurate matching between advertisers' demands and user traffic.	The most widely used path in traffic realization, its efficiency is directly related to the platform's basic revenue capacity
Paid Content Realization	Value Mining for Specialized, Scarce Content	User paid subscriptions, single purchases, etc.	The core is the match between content quality and users' willingness to pay, relying on users' deep recognition of the content	Realizing the conversion of traffic from “free attention” to “direct payment” is a key manifestation of value transformation.
Membership Services Realization	Build long-term user relationships to cultivate and maintain user loyalty	Provide differentiated benefits to entice users to pay to join	Realize the continuous excavation of the value of the user life cycle and focus on the maintenance of long-term user relations.	Promoting the upgrading of traffic from “single conversion” to “long-term realization” is the core path for the continuous release of value.

2.2 Influencing factors

In the cultural tourism industry, traffic realization is the core of value transformation, and its efficiency is affected by multiple factors such as high-quality traffic, user stickiness, scene matching and industry competition. Analyzing these factors and their mechanisms can provide reference for enterprises to transform and enhance the effectiveness of cash flow.

First, the basic influencing factors.

Second, external influencing factors Table 2. Scene suitability is the core scene conditions for advertising cash, the essence of which is to further optimize the matching degree of advertising forms and platform scenes and user behavior on the basis of high-quality traffic and high user stickiness. If the adaptability is insufficient, even if there is high-quality traffic, it may also reduce the conversion of ads due to user disgust; and accurate adaptation can amplify the value of the traffic, which is a direct echo of the core logic of the above ads realizing “attention transformation”.

Table 2 Influencing Factors

Influencing factors	Mechanisms that work for advertising realizations	Mechanisms that work for realizing paid content	Mechanisms for realizing member services	Model values and significance	Core value
High-quality traffic	Traffic with accurate user profiles, high demand matching, and high behavioral conversion rates	Accurately matching advertisers' needs and users' characteristics, reducing ineffective placement and lowering advertisers' conversion costs omercials, etc.	Increase user demand fit with specialized / scarce content, enhance user recognition of content value, and thus facilitate payment decisions	Enhance the matching of users' demand for exclusive membership benefits and increase the willingness to pay for joinin	The core premise that underpins the three realizations models, the underlying variable that determines the efficiency of realizations
user adhesion	The degree of users' continuous attention, repeated visits and in-depth interaction with the platform, reflecting the degree of users' reliance and loyalty.	Provide a stable pool of attention resources to ensure the frequency and continuity of advertising exposure and avoid the impact of traffic fluctuations on the advertising effect.	Increase the repurchase rate of paid content, reduce the cost of acquiring new users, and amplify the long-term value of the content	Enhance the retention rate of member users, extend the life cycle of users, so that the membership benefits continue to generate value, and increase the total amount of long-term realizations	Amplifying the business value of the three models is the underlying driver for the efficient operation of each model

2.3 Review of the study

Academics have made a lot of research results on traffic realization, with a number of conclusions in terms of model classification, influencing factors and effect evaluation, which provide references for understanding the commercial transformation of the digital economy. Specifically, it is clear that the quality of traffic is the basis of the realizing efficiency (Huang Shengmin, 2019); it is confirmed that high user stickiness can enhance the stability and commercial value of the traffic and give the methods to improve it (Peng Zengjun, 2020); and it is also analyzed that the support of the platform construction for e-commerce realizing, the impact of advertisement and content appropriateness, and the external conditions such as the industry competition play a significant role in the realizing effect by influencing the cost of the traffic and the path selection to act on the realization effect.

3. Cultural Tourism Products Related Studies

As the core independent variable of cultural tourism traffic realization, cultural tourism products, whether it is the functional experience constructed by high-quality facilities and services, or the emotional and cognitive resonance inspired by cultural IP and innovative modes, all directly affect the efficiency of the traffic into revenue.

3.1 The concept of variables and their dimensions

Cultural tourism product is the core supply of cultural tourism industry, which is made by integrating cultural resources and tourism elements to meet the diverse needs of consumers for cultural experience and tourism and leisure. Essentially, it is the integration and development of

natural landscape, historical sites and other resources, presented in the form of goods or services.

Product quality is its cornerstone, including the degree of perfection of facilities, professionalism of services, etc. High-quality products can bring good experience and help build reputation and competitiveness. Innovativeness is a prominent driving force in competition, such as immersive experience and virtual tourism scenes, which can stimulate consumer interest and develop the market. Personalization reflects the ability to satisfy different needs, through customized routes, etc., to enhance the sense of participation and identity. Cultural heritage is the core, and the integration of local characteristics and culture can give the product a unique attraction and deepen consumer experience and empathy.

3.2 Effect of independent variables on dependent variables

Many studies show that cultural tourism products have a significant impact on traffic realization. High-quality cultural tourism products rely on good services, facilities and word-of-mouth to attract potential users and expand the scale of traffic - for example, consumers will refer to other people's comments when choosing a place to visit, and good products are easily spread positively, attracting more tourists. At the same time, it can enhance user satisfaction and loyalty, so that consumers are more likely to repurchase, recommend others, and increase tourism spending, such as buying more cultural creations and participating in paid programs, which directly promotes the traffic into income.^[1]

Cultural tourism products with unique cultural connotations and innovations also have a strong impact on traffic realization. Unique cultural connotation can make the product different from ordinary tourism commodities, forming a differentiation advantage, attracting consumers who attach importance to cultural experience, such as Dunhuang culture-related cultural tourism products, through digital display and other ways to show the cultural connotation, to stimulate consumers to buy and experience demand. Innovative products can capture new market trends, create consumption hotspots, broaden the realization of the way, such as "script killing + tourism" mode combined with immersive experience and tourism scenes, attracting young consumers, drive related consumption, to achieve efficient cash.

The quality and innovation of cultural tourism products are the core driving force of traffic realization: quality is the basis of user experience, which can attract and retain users; innovation can open up new markets and consumption scenes, and enhance the added value of the product and its realization potential. The two work together to play a role in all aspects of traffic acquisition, transformation and value realization, which is the key to the cash flow of cultural tourism enterprises.

Literature and tourism products are the core of tourism attraction, and their quality and degree of innovation directly determine the traffic acquisition ability and realization efficiency. Only by continuously improving quality and innovating forms and services can we attract more traffic in the competition and transform it into actual revenue.^[2]

3.3 Effect of independent variables on mediating variables

The personalization and cultural content of cultural tourism products have a profound impact on the user experience. Personalized products can meet different needs, for example, tourism companies can customize products that include interactive lessons for parents and children to enhance their satisfaction; products with rich cultural connotations can expand the level of experience, and consumers can get immersed in local cultural elements to deepen their emotional identity (Xie Yanjun, 2021). Such characteristics indirectly affect the realization through shaping good user experience: a good experience can improve user stickiness, drive word-of-mouth, and enhance the willingness to consume. Therefore, developers should focus on exploring the personalization and cultural

connotation of the product, and design the product in the direction of optimizing the experience, in order to lay the foundation for cash flow.^[3]

Product personalization and cultural connotation affect user experience, and user experience is the bridge between product and cash. Enhancing these two and optimizing the experience will enable cultural tourism enterprises to more effectively acquire and convert traffic and improve the effect of cash.^[4]

3.4 Review of the study

At present, academic research on cultural tourism products has accumulated a lot of results. In the field of product innovation, scholars focus on the integration of cultural tourism products with science and technology (e.g., meta-universe cultural tourism, digital cultural creativity), industry innovation (e.g., “cultural tourism + agriculture”, “cultural tourism + sports”) and other directions, and explore the innovation path and practice mode; In the market positioning research, the target group segmentation and market strategy of cultural tourism products are mostly analyzed based on consumer portrait and demand differences (Ma, 2021); at the level of consumer behavior, attention is paid to the relationship between the perceived value of cultural tourism products, satisfaction and re-purchase willingness and other variables.^[5]

4. Private Domain Operation Related Studies

In the digital transformation of cultural tourism, private domain operation, via refined user asset management, is key to breaking traffic dependence and boosting monetization efficiency. Starting with traffic attraction, centering on community operation and guaranteeing user maintenance, it builds direct brand-user connections, responds to demands dynamically and deepens emotional bonds. It both provides scenarios for cultural value transmission of cultural tourism products and lays a solid foundation for long-term traffic monetization, with its effectiveness directly affecting user stickiness and the sustainability of commercial transformation.^[6]

4.1 The concept of variables and their dimensions

Private domain operation is the key to digital marketing nowadays, which has attracted the attention of the academia and the industry. It is a relationship network built by enterprises through digital technology to reach users in an autonomous, controllable and low-cost way, the core of which is to enhance user loyalty, promote repurchase, reduce customer acquisition costs, and also help enterprises to get rid of third-party platform dependence and create their own customer pool (Wu Qianqian, 2021).

User attraction is the starting point of private domain operation. Enterprises can introduce public domain traffic into private domain through online and offline activities, precise social media promotion, quality content creation and other diversified strategies. Community operation is the core, build active community and carry out discussion, sharing and activities around the product or brand, which can enhance user stickiness and participation. User maintenance throughout the whole process, we need to consolidate the user relationship with personalized service, membership system, after-sales care, etc., to extend the value of the user life cycle (Liu Fengjun, 2024).

4.2 Effect of independent variables on dependent variables

Research confirms that private domain operation can drive traffic realization: enhance user stickiness through fine operation and user maintenance, and improve satisfaction and loyalty. For

example, Ruixing uses WeChat to push new products and issue coupons to guide consumption and increase repurchase and conversion.^[7]

Social media is the key to accurate positioning in private domains. Sports brands send tutorials and reviews to fitness enthusiasts in Jittery Voice and Xiaohongshu to attract attention and stimulate purchasing desire, and improve the efficiency of realization. Private domain operation builds a stable customer network, which can reduce the cost of customer acquisition - compared with the public domain, it can directly reach users and reduce advertising expenditure. At the same time, it optimizes user experience, enhances stickiness and supports cash flow, which is an important way for enterprises to grow profitably. As an important driving force of cash flow, private domain operation optimizes experience and improves conversion through fine operation and user maintenance, opening up new profit points for enterprises.^[8]

4.3 Effect of independent variables on mediating variables

Private domain operation is closely related to user experience, and research shows that it can optimize user experience through lead generation and community operation. In the attraction stage, enterprises can use online and offline activities and cooperative promotions to attract potential customers, for example, educational institutions cooperate with bloggers to hold lectures to attract students and parents. Community building is important to enhance user experience. Enterprises build active communities and encourage users to interact and share, which can enrich the experience. Private domain operation strategy to optimize the user experience as the core, by enhancing the sense of participation, interactivity and indirectly promote cash: good experience can promote word of mouth, attract traffic, but also improve the willingness to consume and frequency. Therefore, enterprise private domain operation should take the improvement of user experience as the core goal and design strategies to maximize the cash effect. Through multi-dimensional optimization of experience, private domain operation builds an emotional bridge between users and brands, enhances user stickiness, and promotes cash flow through word-of-mouth communication and consumption conversion, which is an important way for enterprises to enhance their competitiveness.

5. User Experience Related Studies

In cultural tourism traffic realization, user experience is the core of connecting cultural tourism products, private domain operation and realization. It takes functional experience as the basis, emotional experience as the link and cognitive experience as the deepening, transforms the product value and operation service into user recognition, determines the conversion efficiency from traffic to payment, and is the key to measure the transfer of commercial value.^[9]

5.1 The concept of variables and their dimensions

User experience is a core indicator to measure the effect of interaction between products or services and users, and the development of digital economy has enriched its connotation. It is the sum of subjective perception and emotional reaction during the whole process of users' contact and use of products or services, which is subjective, holistic and dynamic. In terms of dimension, functional experience is the foundation, which concerns the practicality and convenience of the core functions of the product or service, such as scenic area guide system and hotel reservation service, a good experience can reduce the operation trouble and improve the basic satisfaction. Emotional experience is the resonance generated from interaction, like the emotional touch brought by cultural and tourism performances that incorporate local folklore, which will affect consumption decisions. Cognitive experience is the user's meaning construction and value recognition of the product or service, which

is formed by learning and exploration, such as the user's participation in the discussion and sharing in the private community, which can deepen the cognition of the brand and form a stable attitude.^[10] These three dimensions are interrelated and progressive, constituting a complete system of user experience: the functional experience is the foundation, and the emotional and cognitive experience determines the depth and quality of the experience (Xie Yanjun, 2021).

5.2 Analysis of the role of intermediaries

The study confirms that user experience plays an important mediating role between the independent variable and the dependent variable, and the cultural connotation of cultural tourism products needs to be transformed into consumption willingness through it.

In terms of cultural tourism products, quality and innovation promote the conversion of traffic to payment through functional, emotional and cognitive experiences. For example, the Forbidden City's digital exhibition optimizes the experience and increases the willingness to consume by more than 40%. The role of user experience intermediary is also obvious in private domain operation. Refined service, community interaction, etc. by improving the experience, enhance the repurchase -- Rexall data show that the repurchase rate of users with good community experience is 2.3 times higher than that of ordinary users. User experience is the "bridge" connecting the three, which can transform the objective attributes of a product or service into users' subjective perceptions. Its role is irreplaceable, and optimizing it is key to unblocking the "product-user-cash" loop. Optimizing it is the core to open the "product - user - realization" link.^[11]

6. Theoretical Model and Mechanism of Action

The dimensions of quality and culture of cultural tourism products and the actions of attracting traffic and community of private area operation, through the intermediary role of function, emotion and cognitive experience, accurately reach the three types of cash modes of advertisement, paid content and membership, and the direct influence, indirect transformation and interactive synergy among variables jointly construct the complete mechanism of traffic cash flow in the cultural tourism scenario.^[12]

6.1 Transmission relationship of core variables

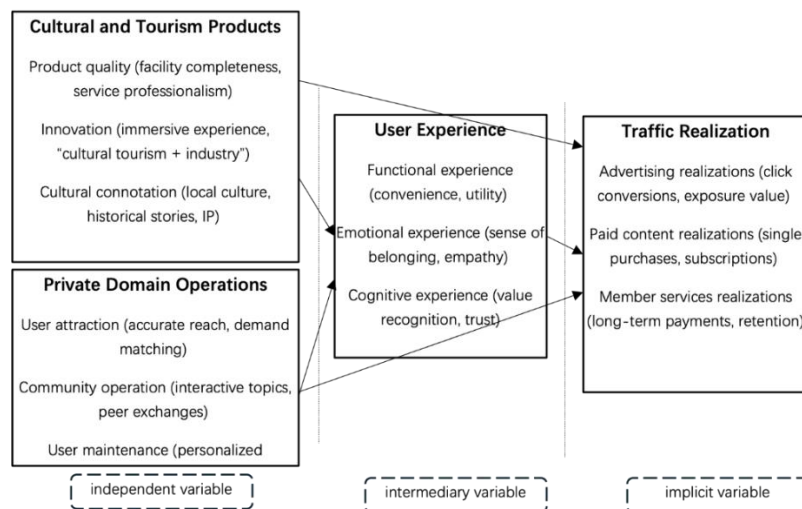


Figure 1 Conductive Relationship

The four dimensions of cultural tourism products (quality, innovation, cultural connotation, personalization) work through the corresponding user experience dimensions (functionality, emotion, cognition) in the three cash modes of advertisements, paid content, and memberships: for example, product quality enhances the functional experience, which can increase the click-through rate of advertisements by 20%, and cultural connotation triggers the emotional experience, which can increase the retention rate of members by 40%. The three dimensions of private domain operation (user attraction, community operation, and user maintenance) also promote cash flow through user experience, for example, community operation enhances the emotional experience, which makes the membership rate 2.1 times higher than that of non-community users.^[13]

The user experience is based on the progressive logic of “functional experience bottoming out → emotional experience warming up → cognitive experience solidifying”, which transforms the objective attributes of cultural tourism products (such as cultural connotations) and the service actions of private domain operations (such as community interactions) into the user's willingness to pay, for example, Dunhuang Cultural Tourism through the “digital exhibition (functional) → cave story (emotional) → community discussion (cognitive)”. For example, Dunhuang Cultural Tourism through “digital exhibition (function) → cave story (emotion) → community discussion (cognition)” (Figure 1).

In addition, high-quality traffic and user stickiness is the basic support for realizing cash (such as accurate traffic to improve conversion efficiency), scene adaptation, platform construction and industry competition, policy regulation and so on constitute the middle constraints (such as scenic spot carrying capacity limitations affecting the path of realizing cash).

6.2 S-O-R Theoretical Modeling

First, the direct impact of the quality and innovative features of the cultural tourism products can be directly affected by the flow of cash. Good cultural tourism products rely on word-of-mouth communication to bring traffic, such as immersive experience and other innovative forms can also directly prompt users to consume on the spot; the fine maintenance of private domain operation, such as the membership system, can directly increase the proportion of users to buy again, while reducing the cost of traffic realization. Second, indirectly, user experience plays a mediating role between related variables.^[14] The personalization and cultural connotation of cultural tourism products enhance user stickiness by optimizing the emotional and cognitive experience; the community activities operated by the private domain promote the transformation of user value by enhancing the functional and emotional experience. Thirdly, the interaction is reflected in the fact that cultural tourism products and private domain operation are not independent of each other - high-quality cultural tourism products can provide cultural stories and other content materials for private domain operation, while efficient private domain operation can amplify the experience value of cultural tourism products, such as experience sharing in the community.

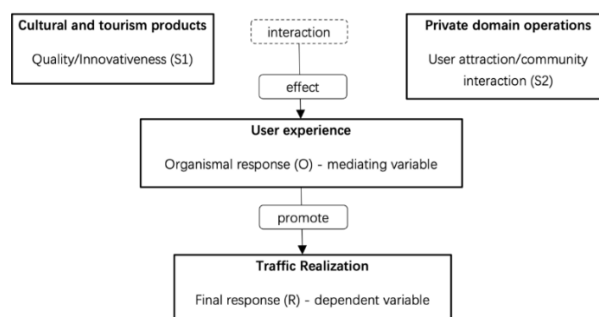


Figure 2 S-O-R Theoretical Model

According to the S-O-R theory (Mehrabian & Russell, 1974) (Figure 2), the quality and innovation of cultural tourism products constitute the first stimulus (S1), and the user attraction and community interaction of private domain operation constitute the second stimulus (S2), which will bring about a change in the user experience (Organism O) and further promote the user to generate consumption behavior (Reaction R, which is the traffic realization).

7. Conclusions and Recommendations

The quality and culture of cultural tourism products, and the attraction and community of private area operation can accurately reach the three cash modes of advertising, paid content and membership through functional, emotional and cognitive experiences. The direct influence, indirect transformation and interactive synergy between variables constitute the complete mechanism of cultural tourism traffic realization.

7.1 Conclusions of the study

First, the quality and innovation of cultural tourism products are the core driving force of traffic realization: high-quality products rely on word-of-mouth to attract traffic, and innovations such as “cultural tourism + science and technology” can enhance the conversion efficiency.

Secondly, private operation facilitates traffic monetization: it reduces customer acquisition costs and enhances user stickiness through attracting traffic and conducting community operations, and its refined services in cultural tourism e-commerce have a remarkable promotional effect. Third, user experience is the key intermediary: functional, emotional, and cognitive experiences each play a role, of which the emotional experience has the greatest impact on cash (Xie Yanjun, 2021), so it is necessary to pay attention to the emotional needs of users.^[15]

Fourth, there are interactive synergies between cultural tourism products and private domain operations: the former provides content material, and the latter amplifies product value through user sharing.

Fifth, the external environment and scene suitability constitute a key constraint on the realization effect. The study found that the cultural fit of the cultural tourism scene, the ability of platform services as well as policy regulation and the industry competition pattern will directly affect the cost of traffic conversion and the selection of the path of realization.^[16]

7.2 Recommendations for practice

First, to enhance the core competitiveness of cultural tourism products, we must grasp the quality control and innovative design. Quality can be improved through the maintenance of facilities, service standardization; innovation on the development of “culture + technology” products, but also tap into the local culture design characteristics of cultural creativity, strengthen the cultural connotation.

Second, to improve the operation of the private domain, it is necessary to do a good job of accurate attraction and community activation: through the online and offline linkage of the public domain traffic into the private domain; regularly organize online discussions and offline activities to enhance the interaction and provide personalized services, such as customized travel programs based on consumption records (Liu Fengjun, 2024)^[17].

Last but not least, to enhance user experience, it is necessary to improve the functional experience and deepen the emotional connection: the former can optimize the service process; the latter can enhance the emotional identity by sharing cultural stories of cultural tourism and organizing folklore activities through the private community (Xie, Yanjun, 2021), and at the same time, establish a feedback mechanism to respond to the demands in a timely manner in order to improve the

satisfaction level.

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