

# Junjuan DU

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## Basic Information



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Junjuan DU received the Ph.D. degree in management science and engineering from Hefei University of Technology, Hefei, in 2020. She is currently a Professor with the College of Economics & Management, Hefei Normal University, Hefei, China. Her current research interests include crowdfunding, E-commerce, industry economy, venture capital, entrepreneurship and agricultural finance. She mainly undertakes the teaching of Management Accounting, Corporate Finance, Financial Accounting, Financial Management, Accounting and other courses. She is in charge of many projects, such as the Anhui Philosophy and Social Science Project, the National Education Science "12th Five-Year Plan" Project, the Humanities and Social Science Key Project of Anhui Education Department, and the Humanities and Social Science Project of Anhui Province. She has published more than 50 research papers in domestic and foreign academic journals, one monograph and four textbooks, and was awarded the title of "New Talent in Teaching in Anhui Province" in 2014 and "Excellent Instructor of the Third Anhui Student Finance and Taxation Skills Competition (Case Group)" in 2018. She was awarded the title of "Teaching Master of Anhui Province" in 2019 and "The Ninth Batch of Hefei Professional and Technical Top Talent" in 2020. At the same time, She won the second prize of "Anhui Provincial Teaching Achievement Award" and the second prize of "Anhui Province 13th Outstanding Essay on College Students' Employment and Entrepreneurship", etc.

The main published papers shown as follow:

(1) Li Y, Du J, Fu W. Thirty days are enough: what determines the crowd's cash time in agri-food crowdfunding?[J]. China Agricultural Economic Review, 2020, 12(3): 553-575.

### Abstract

**Purpose** – The purpose of this paper is to investigate the factors influencing quick cash by crowd in agri-food crowdfunding campaigns; this paper utilizes prospect theory to analyze the value and weighting functions of the crowd's cash.

**Design/methodology/approach** – Using samples of crowdfunding campaigns launched in the Zhongchou (www.Zhongchou.cn) platform's agriculture and food category, this paper employs a multivariate linear regression model to investigate factors that motivate the crowd to make quick investment decisions.

**Findings** – The results demonstrate that lowering the investment threshold, improving publicity, and increasing the benefits of a campaign can increase the decision weight assigned to a campaign, thereby motivating the crowd to make quick investment decisions. Improving the product's reputation, enhancing campaign promotion, and diversifying the reward

scheme can increase the crowd's expected value of the campaign – another motivation for a quicker cash decision.

Practical implications – This paper can help initiators, platforms and regulators better fulfil their roles in promoting the rapid, healthy development of crowdfunding in the agri-food industry, especially in the context of the Chinese launch of significant initiatives to develop crowdfunding aimed at rural e-commerce and poverty alleviation.

Originality/value – This paper extends the behavioral finance concept of prospect theory to agri-food crowdfunding campaigns and investigates factors that motivate the crowd to make quick investment decisions. Additionally, this paper demonstrates that the backers of crowdfunding are not perfectly rational and can be motivated to invest by increasing mean decision weight and expected value of a campaign.

( 2 ) Li Y, Du J. What drives the rapid achievement of a funding target in crowdfunding? Evidence from China[J]. *Agricultural Economics*, 2020, 66(6): 269-277.

Abstract: As a novel financing mechanism, crowdfunding can raise funds provided by many people for entrepreneurs in various industries, including the agri-food industry. Achieving a funding target in the shortest time possible is a key concern. Based on customer delivered value theory, we constructed a research model to empirically study the factors hastening the achievement of a funding target using large samples (N = 1 138). The indicators reflecting product value and image value were found to have significant positive impacts on the rapid achievement of the funding target; the indicators reflecting person value and service value also impacted the quick achievement of the funding target. Moreover, the results showed that the indicator reflecting monetary value, the minimum investment amount, has a positive impact on the rapid achievement of the funding target. The number of comments plays a mediating role in the relationship between the indicators reflecting the customer delivered value and the quick achievement of the funding target. Finally, practical implications of this study for initiators, platforms, and regulators are discussed.

( 3 ) DuJunjuan , CaiZheng-Qun.The Impact of Venture Capital on the Growth of Small-and Medium-Sized Enterprises in Agriculture[J].*Journal of Chemistry*. , 2020 ( 3 ) :1-8.

( 4 ) Junjuan Du , Yaokuang Li. Evaluation of Agricultural Science and Technology Innovation Ability of Chinese Provincial Agriculture[J]. *Boletin Tecnico/Technical Bulletin*, 2017, 17(16): 3.1-3.6.

( 5 ) Junjuan Du. Agricultural Economy Prediction Method based on Improved BP Neural Network[J]. *International Journal of Simulation: Systems, Science & Technology*,2016,16(17): 3.1-3.6.