

Title: **The Investigation of the Scophthalmus Maximus's Market Influence Factors of China**

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Abstract: The *Scophthalmus maximus* is the main aquaculture species of the flatfish in China, but the stagnant market is one of the bottle-neck problems the industry confronted with. Which are the reasons to influence the *Scophthalmus maximus* market? How to further expand the market? The paper takes the basis of the investigation of the main production region and the main consumption region, by analyzing the price increment of every node of the industry chain, which including aquaculture production middle logistics and the consumption market, then finding sorting out and analyzing the factors that influencing the market. According to this, analyzing the background causes, and discussing the response tactics, which in order to provide conferences for the decision-making of the related industries.

Key words: *Scophthalmus maximus*, market, influence factors