

Summary Conference Report:
Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area

About the Conference

This 2-day conference is approved and funded by the Inter-Institutional Development Scheme (IIDS) project. The IIDS project reference number is UGC/IIDS24/B02/22. The principal investigator of the IIDS project is Dr. Lau Yui Yip. The IIDS project title is “Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area”. The conference aimed to explore plans and actions in response to the new generation after the COVID-19 pandemic. It brought together researchers, industry leaders, and participants from around the world to discuss and share insights on cross-border e-commerce in the Greater Bay Area. The event featured various sessions, keynote speeches, and panel discussions.

The conference concentrated on the potential and challenges that GBA cross-border e-commerce firms confront. These considerations might include the right use of cutting-edge technology and knowledge management, research knowledge and skills, education and training, and regulatory and governance processes and protocols. For the first time, such cross-border e-commerce concerns have been addressed at this conference. The conference website can be accessed at <https://gbaecommerce.speed-polyu.edu.hk/index.php>

Date: 11th-12th August 2023

Venue: PolyU Hung Hom Bay Campus, Hong Kong

(The hybrid nature of the event allowed both in-person and online participation via Zoom, ensuring a wider reach and accessibility for attendees.)

Site Visit

Date: 13th August, 2023

Venue: The Hong Kong Maritime Museum

Number of Attendees

The conference witnessed an impressive turnout with a total of 210 attendees. The diverse range of participants reflects the growing interest and importance of cross-border e-commerce in the Greater Bay Area.

The site visit took place on 13th August 2023 (Sunday) from 14:30 to 16:00. A total of 20 people joined this activity, which was free of charge for conference participants. The visit offered a deeper understanding of the development of Hong Kong's maritime industry, the evolution of maritime trade, and its significance for the future.

Conference Topics & Submission

The presented papers mainly addressed the following topics related to e-commerce and the Greater Bay Area business model, but not limited to:

- E-commerce operation management
- Customs supervision and e-commerce
- Commercial systems
- Cross-border e-commerce

- Brand new e-business models
- E-business model changes brought about by the Covid-19 pandemic
- Port and maritime digitalization
- e-supply chains
- Transaction model
- Market opportunities for e-commerce
- Winning strategies for e-commerce
- Blockchain-related technologies
- Education for GBA cross-border e-commerce development

Conference Sections

The conference was structured into several sections, each focusing on specific aspects of cross-border e-commerce and its impact on the Greater Bay Area. The sections included:

1. **Opening Remarks:** The conference began with opening remarks by Professor CHIU Warren Chi Kwan, Associate Dean (Education) of College of Professional and Continuing Education, The Hong Kong Polytechnic University, highlighting the significance of cross-border e-commerce in the region.
2. **Best Paper Awarding Ceremony:** Outstanding contributions to the field of cross-border e-commerce were recognized and awarded during this ceremony. The list of awardees is:
 - ✚ A Greater Grey Area, or a Greater Era? – An Investigation on Greater Bay Area, E-commerce, and Insurance Industry in Hong Kong (Daniel H.Y. Pun, Jason Y.Z. Zhang, Keith C.K. Ng, Yan Y.F. Yim)
 - ✚ Consumer Attitudes and Perceptions of Their Rights in Online Transactions for Great Bay Area (Mark Ching-Pong Poo, Mirza Farhan Baig)
 - ✚ Development of Mobile Payment in Food Delivery Industry in Macao (Ying Liang, Chui Ying Chung, Yang Zhuang)
3. **Group Photo Taking:** Participants had the opportunity to capture memorable moments and engage in networking activities.
4. **Keynote Speeches:** Renowned experts and distinguished scholars delivered keynote speeches, sharing their insights and expertise on various topics related to cross-border e-commerce.
5. **Feature Sessions:** Feature sessions offered in-depth discussions and presentations on the recent development of research centres and the key research directions related to cross-border e-commerce in the Greater Bay Area.
6. **Research Methodology Workshops:** The researchers mainly shared the research findings on how to adopt the appropriate research methodologies to generate the latest research findings.
7. **Industrial Sessions:** The industrial speakers provided the successful cases, guidelines, and winning strategies relevant to cross-border e-commerce in the Greater Bay Area.
8. **Paper Sessions:** Researchers and students presented their papers, showcasing their research findings and innovative approaches in the field of cross-border e-commerce.
9. **Coffee Break and Conference Lunch:** A coffee break and networking lunch provided participants with a platform to connect and exchange ideas with fellow attendees.
10. **Special Issue Selection:** Final papers presented at the conference were considered for

selection into the Conference Recommended Journal Special Issues (i.e., *Maritime Business Review, Economies*), focusing on digital transformation on the maritime business, E-commerce, and E-supply chain management.

Conference Speakers

The conference featured renowned keynote speakers who addressed crucial issues in cross-border e-commerce. Let's take a closer look at their presentations:

🌟 Day 1 – 11th August 2023

On this day, we have two keynote speakers, five feature session speakers, six paper session speakers, and eight industrial session speakers:

Keynote Speakers

1. Mr. Sunny Ho (MH JP) - Executive Director, The Hong Kong Shippers' Council
Presentation Topic: Defining Hong Kong's Role with regards to Cross-border E-commerce Business
2. Mr. So Kai Man - Executive Chairman, Hong Kong Cross-Border E-Commerce Association
Presentation Topic: How can we promote Hong Kong to become the Asian hub for green cross-border e-commerce in coordination with the Greater Bay Area?

Feature Session - Speakers

1. Prof. Ng Adolf Koi Yu - Acting Dean and Professor
Presentation Topic: Research Project Highlights and Future Trends
2. Ir Dr. Yip Tsz Leung - Associate Dean of Students and Associate Professor
Presentation Topic: Maritime Education and Training
3. Dr. Wong Yin Cheung - Associate Head and Associate Professor
Presentation Topic: Virtual Reality Centre: Innovative Teaching and Learning Pedagogies
4. Dr. Wong Shun Mun - Division Head and Principal Lecturer
Presentation Topic: Green Business and E-Commerce
5. Dr. Wu Yang – Lecturer
Presentation Topic: The Application of Green Technology in E-commerce

Paper Session – Speakers

Paper Session 1 Speakers

1. Mawuli Afenyo
Presentation Topic: Maritime Cybersecurity threats to e-commerce in the Greater Bay Area (GBA)
2. Naima Saeed and Muhammad Hasan Ashraf
Presentation Topic: A Framework For A Sustainable And Resilient Cruise Shipping
3. Qiong Chen, Yui-Yip Lau, Adolf K.Y. Ng

Presentation Topic: Maritime Port Connectivity Analysis- Evidence From Greater Bay Area

Paper Session 2 Speakers

1. Yang Zhuang, Yui-yip Lau, Jieqi Guan
Presentation Topic: Does Pandemic Affect Consumers' Perception Of E-Commerce In Hong Kong?
2. Zhenkai Gao, Fang Hong, Yen Nee, Christy Ng
Presentation Topic: The Impact Of Covid-19 On The Market Value Of Listed Tourism Companies In China: Evidence From The E-Transactions In Stock Market
3. Daniel H.Y. Pun, Jason Y.Z. Zhang, Keith C.K. Ng, Yan Y.F. Yim
Presentation Topic: A Greater Grey Area, Or A Greater Era? An Investigation On Greater Bay Area, E-Commerce, And Insurance Industry In Hong Kong

Paper Session 3 Speakers

1. Yim Kit Yu, Alvin
Presentation Topic: The Obstacles Of Hong Kong Small Or Medium Size Enterprises (SMEs) On Inventory Management In A Retail Chain Store
2. Simon S.M. Yuen, Calvin W.O. Cheng, Joseph L.M. Lee
Presentation Topic: A Study Of The Determinants Of Sustainable E-Procurement During Covid-19 Era
3. Du Jie, Shanshan Qi
Presentation Topic: Comparison Of Tourism Development Conditions In World Class Bay Areas

Paper Session 4 Speakers

1. Simon Wong, John Kun-Woon Yeung, Yui-Yip Lau, Tomoya Kawasaki
Presentation Topic: Exploring Sustainable Practices Through The Use Cases Of Cloud-Based Blockchain Integrated With Machine Learning For Supply Chains
2. Andrew Y. Wu, Jessica L.M. Wong, Ju-Ai Wu
Presentation Topic: What are the differences between brick-and-mortar business and e-commerce in terms of customer satisfaction and operating efficiency?
3. Tsz Yan Hui, Yuk Ting Hester Chow, Simon S.M. Yuen
Presentation Topic: Facilitating Storage Operations And Trading With Autonomous Systems For Hong Kong's Wine Industry

Paper Session 5 Speakers:

1. Eugene Wong, Ran Wei, Chi-Wing Tsang, Danny Ho
Presentation Topic: Supercapacitor energy storage for electric bus in the urban public transport system of the Greater Bay Area – A Case Study of Green Source Technology Company
2. Rong Hu, Yilan Ling
Presentation Topic: Text Analysis of China Customs' Cross border E-commerce Supervision Policy from the Perspective of Attention
3. Eugene Wong, Ran Wei, Danny C. K. Ho, Chan Man Hin, Eve

Presentation Topic: An analysis of emission impact on the deployment of electric vehicles in Jingdong Logistics using the GREET model and LCA methodology

Paper Session 6 Speakers:

1. Mark Ching-Pong Poo, Mirza Farhan Baig
Presentation Topic: Consumer Attitudes And Perceptions Of Their Rights In Online Transactions For Great Bay Area
2. Zhimei Lei, Shaoxin Zhuo
Presentation Topic: The impact of cross-border supply chain digital infrastructure on cross-border logistics efficiency
3. Kong Xiaosheng, Guan Jieqi
Presentation Topic: A study of the development strategies and changes related to some Macau internet celebrity restaurants

Industrial Session - Speakers

Industrial Session 1 Speakers

1. Dr. Yang Huijun
Presentation Topic: Smart Technology Supports the Development of Cross-border Consumption in the Catering Industry
2. Dr Zhang Ruopiao
Presentation Topic: The Role of GBA Cooperation in the China Biodiversity Strategy 2030 through the Lens of Cross-border Consumption

Industrial Session 2 Speakers

1. Mr. Li Paul Ping Hung
Presentation Topic: Import Drugs into the Greater Bay Area: Cases on Cross-border E-commerce
2. Dr. Tang Yuk-ming
Presentation Topic: The Adoption of Blockchain for Cross-Border E-commerce in the Greater Bay Area
3. Mr. Yu Shing Chung, John
Presentation Topic: Post COVID Market Dynamics in Cross-border E-commerce

Industrial Session 3 Speakers

1. Mr. Jones Ng
Presentation Topic: The Promotional Strategies of Cross Border E-Commerce in the Greater Bay Area
2. Ms. Sio Sandy Hou-in
Presentation Topic: Sustainability and Diversification in Cross-border E-commerce for the Greater Bay Area
3. Dr. Wong Weng Chou, Jose
Presentation Topic: Information Technology of E-commerce in hospitality and tourism industry: development and trends

On this day, we also have two keynote speakers, five research methodology workshop speakers, three paper session speakers, and eight industrial speakers.

Keynote Speakers

1. Dr. Yang Jingjing - Assistant Professor, Macao Institute for Tourism Studies
Presentation Topic: Cross-border consumption of tourism industry in GBA
2. Mr Tse Hing Min, Andy - LL.B., Partner, HK & GBA Lawyer - SUN LAWYERS
Presentation Topic: Contemporary Legal Issues in the Greater Bay Area E-Commerce

Research Methodology Workshop - Speakers

1. Dr. Wong Yin Cheung - Associate Head and Associate Professor
Presentation Topic: Interdisciplinary Research
2. Prof. Ng Adolf Koi Yu - Acting Dean and Professor
Presentation Topic: Systematic Review
3. Dr. Chan Man Hin - Assistant Professor
Presentation Topic: Econometric Modelling: Techniques and Applications
4. Dr. Lau Yui Yip – Interim Head of Student Affairs and Senior Lecturer
Presentation Topic: Qualitative Research
5. Dr. Wu Yang – Lecturer
Presentation Topic: Multi-agent Behavior Model

Paper Session – Speakers

Paper Session 7 Speakers:

1. Simon Wong, John Kun-Woon Yeung, Yui-Yip Lau, Tomoya Kawasaki
Presentation Topic: Blockchain Technology Adoption in Supply Chains: Implications from a Critical Literature Review
2. Yang Guiyi, Simon Yuen
Presentation Topic: Omni-Channel Customer Service In Fast Fashion Supply Chain
3. Cheung Kwun Man
Presentation Topic: Explore Relationship Between Category Management And Strategic Procurement: Conceptual Framework Development

Paper Session 8 Speakers:

1. Tianni Wang, Haochen Feng, Zongjie Ding, Haiyan Yu
Presentation Topic: Enhancing Resilience of China's Major Ports to Adapt to the Impacts of Typhoon on the Global Shipping Network through Digitalization
2. Cao Qi, Yang Guiyi, Ng Ching Hei Christy, Tse Yuen Ki Ester, Cheung Kwun Man
Presentation Topic: Quality Management in Seaports – A Case of Kaohsiung Port
3. Xu Jingqian, Guan Jieqi
Presentation Topic: Cross-border Green Consumption and Online Booking Behavior: evidence from the hotel industry in Macao

Paper Session 9 Speakers:

1. Yang Liu, Ming Long Kong, Fang Hong
Presentation Topic: Community Consumption via Mobile Payment in Macao
2. Ying Liang, Chui Ying Chung, Yang Zhuang
Presentation Topic: Development of Mobile Payment in Food Delivery Industry in Macao
3. Eve Man Hin Chan, Boris Kc Wong, Yui-Yip Lau
Presentation Topic: Customer Churn Prediction of the Telecom Industry in the Guangdong-Hong Kong-Macao Greater Bay Area

Industrial Session- Speakers

Industrial Session 4 Speakers:

1. Mr. Yeung John Kunwoon
Presentation Topic: Twin Engine of Empowering Cross-Border E-commerce Platforms: The Applications of Cloud Computing and Artificial Intelligence (AI)
2. Ms. Wong Ling
Presentation Topic: The Effectiveness of Omni channel for Cross-border E-commerce in the Greater Bay Area
3. Mr. Hung Alex Man-ching (MH)
Presentation Topic: Cross-border E-commerce in the Greater Bay Area
4. Ms. Ivy Shum
Presentation Topic: The Adoption of VR AR in E-Commerce of Greater Bay Area

Industrial Session 5 Speakers:

1. Mr. Shum Wilson Kwok-fung
Presentation Topic: Exploring Opportunities with Cross-Border E-commerce, Online to Offline Business Models
2. Ms Cheng Michelle Shuk-yuen
Presentation Topic: Emerging Aviation Issues: Cross-border E-commerce Business for the Greater Bay Area
3. Mr. Ng Harman Wai-chung
Presentation Topic: The Regional Comprehensive Economic Partnership (RCEP) and China Import/Export Trade Facilitation
4. Mr. Kwok Man-ki Philip Kino
Presentation Topic: Cross-border E-Commerce Payment Security and Fraud Prevention

Organizing Committee:

The conference was led by a distinguished Organizing Committee, comprised of notable professionals and academics from reputable institutions. The committee members included:

Conference Chair

- Dr. Lau Yui Yip, Interim Head of Student Affairs and Senior Lecturer, School of

Professional Education and Executive Development, The Hong Kong Polytechnic University

Conference Co-Chair

- Dr. Wong Yin Cheung, Associate Head and Associate Professor, The Hang Seng University of Hong Kong
- Dr. Wu Yang, Lecturer, School of Professional Education and Executive Development, The Hong Kong Polytechnic University

Organising Committee

- Dr. Chan Man Hin, Assistant Professor, Technological and Higher Education Institute of Hong Kong
- Prof. Chen Jihong, Distinguished Professor, Shenzhen University
- Dr. Guan Jieqi, Assistant Professor, Macao Institute for Tourism Studies
- Prof. Ng Adolf Koi Yu, Acting Dean and Professor, BNU-HKBU United International College
- Dr. Wong Mei Chi, Head of Employability Services Office and Senior Lecturer, School of Professional Education and Executive Development, The Hong Kong Polytechnic University
- Dr. Wong Shun Mun, Division Head and Principal Lecturer, School of Professional Education and Executive Development, The Hong Kong Polytechnic University
- Ir Dr. Yip Tsz Leung, Associate Dean of Students and Associate Professor, The Hong Kong Polytechnic University

International Steering Committee

- Dr. Chen Qiong, Lecturer, Navigation College, Jimei University
- Dr. Hu Rong, Associate Professor and Director of Postgraduate Department, School of Customs and Public Administration, Shanghai Customs College
- Dr. Lei Zhimei, Lecturer, Faculty of Management and Economics, Kunming University of Science and Technology
- Dr. Maneerat Kanrak, Lecturer, Faculty of Interdisciplinary Studies, Khon Kaen University
- Dr. Mark Poo, Research Fellow, Faculty of Engineering and Technology, Liverpool John Moores University

Conference Secretariat

- Ms. Chung Chui Ying, Cherry, School of Professional Education and Executive Development, The Hong Kong Polytechnic University

We extend our gratitude to the following organizations for their support and collaboration in making this conference a success:

Co-Organisers:

- Beijing Normal University - Hong Kong Baptist University United International College
- Climate Change Adaptation Planning for Port, Transportation Infrastructure, and the Arctic
- Hong Kong Sea Transport and Logistics Association
- Institute of Seatransport
- Macao Institute for Tourism Studies
- Shenzhen University
- Technological and Higher Education Institute of Hong Kong
- The Hang Seng University of Hong Kong
- The Hong Kong Polytechnic University

Supporting Organizations:

- Hong Kong Sea Transport and Logistics Association
- Institute of Seatransport
- Climate Change Adaptation Planning for Port, Transportation Infrastructure, and the Arctic
- Hong Kong Cross-Border E-commerce Association
- The Federation of Greater Bay International Logistics and Supply Chain Industry
- The Hong Kong Institution of Engineers (Logistics & Transportation Division)
- Hong Kong Maritime Museum
- CY Tung International Centre for Maritime Studies
- Policy Research Institute of Global Supply Chain (The Hang Seng University of Hong Kong)
- Research Centre for Green Business
- China Maritime Institute
- Hong Kong Association for VR AR

Conclusion

The "Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area" conference proved to be an invaluable platform for exchanging knowledge, insights, and experiences in the realm of cross-border e-commerce. The engaging program, distinguished keynote speakers, researchers, students, policymakers, and active participation of professionals made this conference a resounding success. Stay tuned for more updates and news on the exciting developments in cross-border e-commerce and its impact on the Greater Bay Area.

Survey Feedback

Based on the data provided in the survey questionnaire, we may analyze the results in detail:

Information about the conference: The participants were moderately satisfied (average rating of 3) with the timing of receiving information about the conference. This indicates that there is room for improvement in terms of timely communication and ensuring that participants receive conference information in sufficient time.

Room arrangements: The participants expressed a high level of satisfaction (average rating of 4) with the room arrangements. This suggests that the conference organizers successfully provided satisfactory and well-arranged rooms for the attendees.

Time allocation: The time allocation received a highly satisfied rating (average rating of 4.5). This indicates that the participants felt that the time was well managed and allocated appropriately during the conference, allowing for smooth transitions between sessions.

Lunch arrangements: The participants expressed a high level of satisfaction (average rating of 4.5) with the lunch arrangements. This suggests that the provided meals and the overall organization of the lunch breaks were well-received and met the participants' expectations.

Coffee break arrangements: The participants indicated a reasonable level of satisfaction (average rating of 3.5) with the coffee break arrangements. While the arrangements were generally satisfactory, there may be room for improvement to enhance the participants' experience during the coffee breaks.

Keynote presentations: The participants were quite satisfied (average rating of 4) with the keynote presentations. This indicates that the content and quality of the keynote speeches were appropriate and well-received by the attendees.

Research methodology workshops: The participants also expressed satisfaction (average rating of 4) with the research methodology workshops. This suggests that the workshops were deemed relevant and beneficial for the participants in terms of enhancing their knowledge and skills in research methodology.

Feature sessions: The feature sessions received a positive response with a rating of 4, indicating that the participants found these sessions appropriate and engaging. The content and topics covered in these sessions were likely well-received by the attendees.

Industrial sessions: The participants expressed satisfaction (average rating of 4) with the industrial sessions. This suggests that the content and focus of these sessions were relevant and valuable to the participants, particularly those involved in the industrial sector.

Paper presentation sessions: The participants were quite satisfied (average rating of 4) with the paper presentation sessions. This indicates that the quality of the papers presented, and the overall organization of these sessions were satisfactory.

Liked aspects of the conference: The open-ended responses revealed that participants appreciated the varied topics covered in the conference, informative sessions, networking opportunities, and the overall organization of the conference. These aspects were likely key factors contributing to the participants' positive experiences.

Suggestions for improvement: The open-ended responses provided valuable insights for improvement. Participants suggested diversifying topics, providing a clearer conference address, improving accessibility for virtual participants, shortening sessions, enhancing air conditioning, increasing promotion efforts, improving video quality, offering more networking opportunities, extending sessions, and enhancing marketing efforts. These suggestions highlight areas where the

conference organizers can focus their efforts to enhance the overall experience and address the participants' needs and preferences.