



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

School of Professional Education
and Executive Development
專業進修學院

SPEED

2023 Conference Proceeding

**Building and Sustaining the
Momentum of Cross-border
Ecommerce for the Greater Bay Area**



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

Thei
高科院



THE HONG
KONG
UNIVERSITY
聯合國際學院



北京师范大学联合国际学院
香港浸会大学联合国际学院
CY LING
International Centre for Maritime Studies



rcgb
Research Centre
for Green Business



Hong Kong Sea Transport
& Logistics Association
HKSTLA



GBILSCI

大灣區國際物流供應鏈行業聯合會

The Federation of Greater Bay International Logistics and Supply Chain Industry

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大灣區國際物流供應鏈行業聯合會

The Federation of Greater Bay International Logistics and Supply Chain Industry

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Research Paper

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About

This 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. Joseph LAU. The IIDS project title is "Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area".

The emergence and impact of the COVID-19 pandemic have caused the stagnation of global economic development, but also, provided a major opportunity for international trade to advance its digital transformation for the rise of e-commerce sales. Indeed, social distancing has determined the growing tendency toward online consumption, and cross-border e-commerce, especially in the Greater Bay Area (GBA), has become an important way to connect manufacturing with global consumption. In response to this opportunity, there is an acute need to quickly adapt to new supply-demand relationships in the GBA, and thus, this proposal will have presenters who already have expertise in cross-border e-commerce businesses in the GBA in China, and the audience comprises individuals who need this digital expertise. The workshops and conference sessions will highlight the issues of cross-border e-commerce businesses in the GBA. These issues may include a balance in the use of innovative technologies and knowledge management, research knowledge and skills, education and training, regulatory and governance techniques and protocols. The conference would be the first of its kind to address such cross-border e-commerce issues.

The project is supported by School of Professional Education and Executive Development of The Hong Kong Polytechnic University (PolyU SPEED), Beijing Normal University - Hong Kong Baptist University United International College, Macao Institute for Tourism Studies, Shenzhen University, The Hang Seng University of Hong Kong, The Hong Kong Polytechnic University, Technological and Higher Education Institute of Hong Kong, Climate Change Adaptation Planning for Port, Transportation Infrastructure, and the Arctic, Hong Kong Sea Transport and Logistics Association, Institute of Seatransport, Hong Kong Maritime Museum, Policy Research Institute of Global Supply Chain, Hong Kong Institute of Engineers - Logistics and Transportation Division, CY Tung International Centre for Maritime Studies, Research Center for Green Business, Hong Kong Cross-Border E-commerce Association, China Maritime Institute, The Federation of Greater Bay International Logistics and Supply Chain Industry, and Hong Kong Association for VR AR.

Through this collaboration, this conference will increase the awareness and support from the industries to share ways to facilitate regional economic development and encourage greater economic integration within the GBA via cross-border e-commerce business development. In response, the conference participants will explore case studies of global companies' use of e-commerce, with analyses of the use and impact of e-commerce. The participants will also discuss the benefits of e-commerce, the implementation of e-commerce applications, market opportunities and winning strategies of e-commerce.



Co-Organisers

in Alphabetical Order



**Beijing Normal University - Hong Kong Baptist University
United International College, China**



**Climate Change Adaptation Planning for Port, Transportation
Infrastructure, and the Arctic, Canada**



**Hong Kong Sea Transport and Logistics Association,
Hong Kong**



Institute of Seatransport, Hong Kong



Macao Institute for Tourism Studies, Macao



Shenzhen University, China



**Technological and Higher Education Institute of Hong Kong,
Hong Kong**



The Hang Seng University of Hong Kong, Hong Kong



The Hong Kong Polytechnic University, Hong Kong

Research Center

CCAPPTIA



The International Forum on Climate Change Adaptation Planning for Port, Transportation Infrastructure, and the Arctic

About

Climate Change and Adaptation Planning for Ports, Transport Infrastructures, and the Arctic (CCAPPTIA) is an international forum that brings together leading experts, stakeholders, and right holders from academia, government, industry, consultants, interest groups, and community groups in addressing the challenges and opportunities posed by climate change and the Arctic.

CCAPPTIA strives to consolidate and coordinate Canadian and global research and development activities related to strategy and policy implementation under the context of climate adaptation planning, as well as Arctic shipping and development. Links to presentations from this and the more recent meetings, news, and research may be found under other pages.

Kindly check individual team members' profile for details. We are open for collaboration, consultation, and research.

We at CCAAPTIA possess the following expertise:

-  Sustainable transportation planning and management
-  Adaptation and resilience planning and management
-  Socio-economic and environmental impact assessment
-  Operational risk analysis
-  Green/sustainability metrics development
-  Decision-supporting system development
-  Policy, strategy, and action plan analysis

The Maritime Economist

CCAPPTIA Members, Adolf K.Y. Ng, Yui-yip Lau, Mawuli Afenyo, Rozbeh Panahi, Yufeng Lin, and Ziaul H. Munim form the core editorial team for the new series of The Maritime Economist (ME-MAG). Being the official magazine of the International Association of Maritime Economists (IAME) (www.mar-economists.org), ME-MAG aims to create an active platform for merging academic studies with practice. It encourages IAME members to express their studies in plain language in line with the interests of policymakers and practitioners in the maritime industry. Also, it encourages experts in the maritime industry to share knowledge and experiences about emerging topics, challenging issues, and rising problems.

ME-MAG website can be found here: www.me-mag.org

Research Center

CY Tung International Centre for Maritime Studies

Our Background

With the passion for creating a world-class heartland of maritime studies, education and consultancy in the Asian region, the Department of Logistics and Maritime Studies (LMS) at The Hong Kong Polytechnic University (PolyU) established the International Centre for Maritime Studies (ICMS) in 2005.

About

Developed under PolyU's Area of Strategic Development (ASD) Scheme, ICMS is the first of its kind in Hong Kong. The founding of ICMS also underlines the determination of PolyU and the Department to support China's 12th Five-Year Plan which identifies Hong Kong as a regional logistics hub and affirms its commitment to the development of three major logistics and portal regions (i.e. Pearl River Delta, Yangzi River Delta, and Bo-Hai Gulf). At the same time, ICMS strives to reinforce the role of Hong Kong as a renowned maritime Centre around the globe. In light of the rapid development of the Guangdong-Hong Kong-Macao Greater Bay Area and The Belt and Road Initiative, ICMS has come up with a new aim, in recent years, to expand and enhance research expertise in that particular aspect by providing a platform for conducting relevant research.

Since its establishment, ICMS has actively conducted various activities in the well-defined strategic areas, including research, teaching and consultancy, with encouraging results accomplished. In 2007, ICMS was named after the late Mr C.Y. Tung as the C.Y. Tung International Centre for Maritime Studies (董浩雲國際海事研究中心), in appreciation of a pledge of HK\$10 million from The Tung Foundation for the Centre's further advancement.

With the generous donation, ICMS undertook an expansion in the academic year of 2007/2008. Resided on the PolyU campus, the renovated Centre engages an area of approximately 530 square metres on the 4/F of CD Wing. With enhanced facilities, it marches forward to provide maritime resources and support for the students and academics under the Department, industrial partners and the maritime community as a whole.

Organisational Structure



Steering Committee (2022/23)

ICMS is governed by the Steering Committee, which also serves to provide guidance and advice on its development. We are honoured to have Dr CC Tung, a prominent leader in the maritime and transport sector, representing the Tung Foundation to chair this Steering Committee.

Research Center

Policy Research Institute of Global Supply Chain

Vision

Policy Research Institute of Global Supply Chain is to undertake relevant, high-quality academic and policy research in supply chain and logistics management, bringing direct benefits to the community and enhancing the well-beings of supply chain and logistics stakeholders in Hong Kong and Pearl River Delta.

Goal

The Institute aims to be a leading policy institute in supply chain and logistics management. It will serve as a meeting point, literally and figurative, for the regional stakeholders of global supply chain and logistics management, and also function as an interface between industry and academic partners. A major role of the Institute is to facilitate communication between regional stakeholders, sharing their mutual interests in advancing the development of supply chain and logistics in the region.

Feature

A unique feature in supply chain and logistics management is that it requires collaborations between functions, internal and external, or mode of operations, such as sea, air, trucking, rail, etc., and collaborations between geographic regions. It is a discipline that has a variety of stakeholders. The Institute will be active in collaborating with industry practitioners to conduct state-of-the-art projects in supply chain and logistics management. Besides, the Institute will organize forums, seminars, and workshops which are effective channels to communicate with industry practitioners and enable the Institute to gain industry recognition.

Institute

Advisory Board

- Prof. Lawrence Leung, Dean, School of Decision Sciences and Professor in Department of Supply Chain and Information Management
- Prof. Poon Chung Keung, Professor, Department of Computing
- Dr. Stephen Ng, Head and Associate Professor, Department of Supply Chain and Information Management
- Dr. Collin Wong Wai Hung, Associate Professor, Department of Supply Chain and Information Management

Executive Committee Members

- Director: Dr. Eugene Wong, Associate Professor, Department of Supply Chain and Information Management
- Associate Director: Dr. Yue Wang, Associate Professor, Department of Supply Chain and Information Management
- Marketing and Promotion Section: Dr. Daniel Mo, Associate Dean (Teaching and Learning), Associate Head and Associate Professor,
- Department of Supply Chain and Information Management
- China Liaison Section: Dr. Yue Wang, Department of Supply Chain and Information Management
- Digital and Website Development Section: Dr. Danny Ho, Department of Supply Chain and Information Management
- Funding Source Initiation Section: Dr. George Ho, Department of Supply Chain and Information Management; Dr Aileen Hou, Assistant Professor, Department of Computing
- Research database Management Section: Dr. Helen Ma, Department of Supply Chain and Information Management

Research Center

PolyU SPEED, Research Centre for Green Business

About

The Chief Executive's 2021 Policy Address set out more proactive strategies to reduce carbon emissions, setting Hong Kong on a path to achieve carbon neutrality by 2050. To plan for a low-carbon future, organisations need to integrate green strategies into their long-term organisational goals. Organisations take responsibility for developing green practices by integrating green business solutions into all stages of the value chain, including manufacturing, logistics, accounting, finance, human resources management, marketing, and services (Tiong et al., 2017). An environmentally aware organisation considers both its profits and its impact on the community, society, and environment. Hence, it is necessary and timely for academics from the School of Professional Education and Executive Development of The Hong Kong Polytechnic University (PolyU SPEED) to establish the Research Centre for Green Business (RCGB) to conduct research on green practices across business processes in various industries.

To echo PolyU SPEED's strategic plan to develop green research across disciplines, the RCGB will serve as a hub to facilitate the exchange of knowledge and generate high-quality research. The RCGB will provide timely green business solutions to companies and the community of Hong Kong and enhance the research capabilities of PolyU SPEED. To align with the academic disciplines of the Division of Business and Hospitality Management at PolyU SPEED, the proposed RCGB will encompass FOUR research themes: (1) Green Accounting and Finance; (2) Consumer and Organisational Behaviours; (3) Green Supply Chain Management; and (4) Green Tourism. With the synergistic effects of these four research themes, the purpose of the RCGB will be to promote green practices by conducting innovative research, share green business knowledge with global and local academics, and advocate for green business practices with industries, business organisations, and government bodies through various research outputs, applications, and activities.

-  **Green Accounting and Finance**
-  **Consumer and Organisational Behaviours**
-  **Green Supply Chain Management**
-  **Green Tourism**

For the sustainability of the project, the RCGB will also establish the 'Green Hub', an e-platform to share green business practices with scholars in the community of self-financing institutions, offering a foundation for academics to generate quality research ideas and scholarly outputs. This platform will foster research collaboration with international scholars, industry practitioners, and professional bodies. The RCGB will be anchored in PolyU SPEED experiences, with a deep sense of its institutional origins and the mission 'To foster quality education through scholarly contributions and professional engagement'. In this spirit, PolyU SPEED will open new research horizons for long-term interests.



Research Center

PolyU SPEED, Research Centre for Green Energy, Transport and Building

About RCGETB

Despite of the very small land area of only 1,108 km², extremely high population density of 6,777 people per km² and seriously lacking natural resources especially energy, Hong Kong is remarkably maintaining herself as the international city with most successful economic development that creating the GDP per capita of \$47,200 in 2018. The most serious threat to the survival and prosperity of Hong Kong is directly related to the large population of 7.44 million including "How to satisfy the huge annual energy demand of 289,219 TJ and safeguard the health of our citizens from various kinds of pollution led by the use of energy?".

To help Hong Kong nurturing expertise in the application of "Green Technology", PolyU SPEED will develop the "Research Centre for Green Energy, Transport and Building (RCGETB)" to promote and enhance research activities in these areas. We are aiming to achieve the following objectives in these areas within the 3-year cycle:

- To procure funding from various sources to support research projects/activities in dealing with the community and environmental problems.
- To provide consultancy services to the Government/industry sectors in solving related community and environmental problems and providing relevant seminars/conferences.
- To enhance our research network through performing joined research projects with leading scholars/researchers of other universities.
- To contribute new knowledge to academic sectors by presenting research findings via international conferences or refereed journals.
- To underpin teaching with knowledge created from research and development works. Efforts will be made to: (i) provide final year projects; (ii) update and improve subject syllabuses and programme curricula.
- To nurture research students and undergraduate students with research experience.

In the first 3-year cycle (1/2021–12/2023), the RCGETB plans to achieve the following deliverables by implementing the tasks:

- Procurement of external research funding in every year by submitting at least six proposals to various funding bodies especially the Faculty Development Scheme (FDS). Aiming at a minimum successful rate of 30%.
- Presentation of research outputs in every year by: (i) publishing at least sixteen quality journal and conference papers; and (ii) organizing at least three workshops/seminars and one international conference annually.
- Provide supervision to at least fifteen research and undergraduate students annually.
- Underpin teaching by research via updating/improving of the programme curricula and subject syllabuses and providing final year projects annually.
- Development of collaborative research network with other universities and the industry by performing joint research/consultancy projects.
- Nurture competent and active researchers, in quantity and quality, in applying "Green Technology" to the areas of energy, transport and building.

Organising Committee

CONFERENCE CHAIR

Dr. LAU Yui Yip

Interim Head of Student Affairs and Senior Lecturer, Division of Business and Hospitality Management, The School of Professional Education and Executive Development, The Hong Kong Polytechnic University

CONFERENCE CO-CHAIRS

Dr. WONG Yin Cheung

Associate Head and Associate Professor, Department of Supply Chain and Information Management, The Hang Seng University of Hong Kong

Dr. WU Yang

Lecturer, Division of Science, Engineering and Health Studies The School of Professional Education and Executive Development, The Hong Kong Polytechnic University

ORGANISING COMMITTEE

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Assistant Professor, Department of Design, Technological and Higher Education Institute of Hong Kong

Prof. CHEN Jihong

Distinguished Professor, College of Management, Shenzhen University

Dr. GUAN Jieqi

Assistant Professor, School of Hospitality Management, Macao Institute for Tourism Studies

Prof. NG Adolf Koi Yu

Associate Head and Professor, Division of Business and Management, Beijing Normal University - Hong Kong Baptist University United International College

Dr. WONG Mei Chi

Head of Employability Services Office and Senior Lecturer, Division of Business and Hospitality Management, The School of Professional Education and Executive Development, The Hong Kong Polytechnic University

ORGANISING COMMITTEE

Dr. WONG Shun Mun

Division Head and Principal Lecturer, Division of Business and Hospitality Management, The School of Professional Education and Executive Development, The Hong Kong Polytechnic University

Ir Dr. YIP Tsz Leung

Associate Dean of Students and Associate Professor, Department of Logistics and Maritime Studies, 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

Division of Business and Hospitality Management, The School of Professional and Executive Development, The Hong Kong Polytechnic University

SUPPORTING ORGANIZATIONS



Day 1

Programme Rundown

09:00	Registration at PolyU Hung Hom Bay Campus	
09:30 - 09:40	Opening Remarks Professor CHIU Warren Chi Kwan Associate Dean (Education) of College of Professional and Continuing Education, The Hong Kong Polytechnic University	
09:40 - 09:45	Best Paper Awarding Ceremony	
09:45 - 09:55	Group Photo Taking	
09:55 - 10:20	Mr. Sunny Ho Defining Hong Kong's Role with regards to Cross-border Ecommerce Business	
10:20 - 10:45	Mr. So Kai Man How can we promote Hong Kong to become the Asian hub for green cross - border e-commerce in coordination with the Greater Bay Area?	
10:45 - 11:00	Coffee Break and Social Networking	
11:00 - 11:50	Feature Sessions 1 Prof. NG Adolf Koi Yu Acting Dean and Professor	CCAPPTIA Research Project Highlights and Future Trends
	Feature Sessions 2 Ir Dr YIP Tsz Leung Associate Dean of Students & Associate Professor	CY Tung International Centre for Maritime Studies Maritime Education and Training
	Feature Sessions 3 Dr. WONG Yin Cheung Associate Head and Associate Professor	The Hang Seng University of Hong Kong Virtual Reality Centre: Innovative Teaching and Learning Pedagogies
	Feature Sessions 4 Dr. WONG Shun Mun Division Head and Principal Lecturer	PolyU SPEED, Research Centre for Green Business Green Business and E-Commerce
	Feature Sessions 5 Dr. WU Yang Lecturer	PolyU SPEED, Research Centre for Green Energy, Transport and Building The Application of Green Technology in E-commerce
11:45 -13:15	Conference Lunch	Crystal Harbour Restaurant

Day 1

Programme Rundown

Paper Session 1 13:30 - 15:00	022	Mawuli Afenyo*	Maritime Cybersecurity threats to e-commerce in the Greater Bay Area (GBA)	Classroom 105
	007	Naima Saeed* Muhammad Hasan Ashraf	A Framework For A Sustainable And Resilient Cruise Shipping	
	005	Qiong Chen Yui-Yip Lau* Adolf K.Y. Ng	Maritime Port Connectivity Analysis- Evidence From Greater Bay Area	
Paper Session 2 13:30 - 15:00	009	ang Zhuang* Yui-Yip Lau Jieqi Guan	Does Pandemic Affect Consumers' Perception Of E-Commerce In Hong Kong?	Classroom 106
	010	Zhenkai Gao* Fang Hong Yen Nee Christy Ng	The Impact Of Covid-19 On The Market Value Of Listed Tourism Companies In China: Evidence From The E-Transactions In Stock Market	
	013	Daniel H.Y. Pun* Jason Y.Z. Zhang Keith C.K. Ng* Yan Y.F. Yim*	A Greater Grey Area, Or A Greater Era? An Investigation On Greater Bay Area, E-Commerce, And Insurance Industry In Hong Kong	
Industrial Session 1 13:30 - 15:00		Dr. YANG Huijun	Smart Technology Supports the Development of Cross-border Consumption in the Catering Industry	Classroom 107
		Dr ZHANG Ruopiao	The Role of GBA Cooperation in the China Biodiversity Strategy 2030 through the Lens of Cross-border Consumption	
15:00 -15:15	Coffee Break and Social Networking			

Day 1

Programme Rundown

Paper Session 3 15:15 - 16:45	008	Yim Kit Yu, Alvin*	The Obstacles Of Hong Kong Small Or Medium Size Enterprises (SMEs) On Inventory Management In A Retail Chain Store	Classroom 105
	014	Simon S.M. Yuen* Calvin W.O. Cheng Joseph L.M. Lee	A Study Of The Determinants Of Sustainable E-Procurement During Covid-19 Era	
	002	Du Jie* Shanshan Qi	Comparison Of Tourism Development Conditions In World Class Bay Areas	
Paper Session 4 15:15 - 16:45	003	Simon Wong* John Kun-Woon Yeung Yui-Yip Lau Tomoya Kawasaki	Exploring Sustainable Practices Through The Use Cases Of Cloud-Based Blockchain Integrated With Machine Learning For Supply Chains	Classroom 106
	021	Andrew Y. Wu* Jessica L.M. Wong Ju-Ai Wu	What are the differences between brick-and-mortar business and e-commerce in terms of customer satisfaction and operating efficiency?	
	011	Tsz Yan Hui* Yuk Ting Hester Chow Simon S.M. Yuen	Facilitating Storage Operations And Trading With Autonomous Systems For Hong Kong'S Wine Industry	
Industrial Session 2 15:15 - 16:45		Mr. Li Paul Ping Hung	Import Drugs into the Greater Bay Area: Cases on Cross-border E-commerce	Classroom 107
		Dr. TANG Yuk-ming	The Adoption of Blockchain for Cross-Border E-commerce in the Greater Bay Area	
		Mr. YU Shing Chung, John	Post COVID Market Dynamics in Cross-border E-commerce	
16:45 - 17:00	Coffee Break and Social Networking			

Day 1

Programme Rundown

Paper Session 5 17:00 - 18:30	026	Eugene Wong Ran Wei* Chi-Wing Tsang Danny Ho	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	Classroom 105
	028	Rong Hu Yilan Ling*	Text Analysis of China Customs' Cross border E-commerce Supervision Policy from the Perspective of Attention	
	027	Eugene Wong Ran Wei* Danny C. K. Ho Chan Man Hin, Eve	An analysis of emission impact on the deployment of electric vehicles in Jingdong Logistics using the GREET model and LCA methodology	
Paper Session 6 17:00 - 18:30	001	Mark Ching-Pong Poo* Mirza Farhan Baig	Consumer Attitudes And Perceptions Of Their Rights In Online Transactions For Great Bay Area	Classroom 106
	016	Zhimei Lei Shaoxin Zhuo*	The impact of cross-border supply chain digital infrastructure on cross-border logistics efficiency	
	024	Kong Xiaosheng* Guan Jieqi	A study of the development strategies and changes related to some Macau internet celebrity restaurants	
Industrial Session 3 17:00 - 18:30		ang Zhuang* Yui-Yip Lau Jieqi Guan	The Promotional Strategies of Cross Border E-Commerce in the Greater Bay Area	Classroom 107
	010	Zhenkai Gao* Fang Hong Yen Nee Christy Ng	Sustainability and Diversification in Cross-border E-commerce for the Greater Bay Area	
	013	Daniel H.Y. Pun* Jason Y.Z. Zhang Keith C.K. Ng* Yan Y.F. Yim*	Information Technology of E-commerce in hospitality and tourism industry: development and trends	

Day 2

Programme Rundown

09:00	Registration at PolyU Hung Hom Bay Campus		
09:30 - 09:55	Dr. Yang Jingjing Cross-border consumption of tourism industry in GBA		
09:55-10:20	Mr Tse Hing Min, Andy Contemporary Legal Issues in the Greater Bay Area E-Commerce		
10:20 - 10:35	Coffee Break and Social Networking		
Research Methodology Workshop 10:35 - 11:40	1	Dr. WONG Yin Cheung Associate Head and Associate Professor	Interdisciplinary Research
	2	Prof. NG Adolf Koi Yu Acting Dean and Professor	Systematic Review
	3	Dr. CHAN Man Hin Assistant Professor	Econometric Modelling: Techniques and Applications
	4	Dr. LAU Yui Yip Senior Lecturer	Qualitative Research
	5	Dr. WU Yang Lecturer	Multi-agent Behavior Model
	Conference Lunch		
			Choi Fook Royal Banquet (Metropolis)

Day 2

Programme Rundown

Paper Session 7 13:30 - 15:00	Simon Wong* John Kun-Woon Yeung Yui-Yip Lau Tomoya Kawasaki	Blockchain Technology Adoption in Supply Chains: Implications from a Critical Literature Review	Classroom 105
	Yang Guiyi* Simon Yuen	Omni-Channel Customer Service In Fast Fashion Supply Chain	
	Cheung Kwun Man*	Explore Relationship Between Category Management And Strategic Procurement: Conceptual Framework Development	
Paper Session 8 13:30 - 15:00	Tianni Wang* Haochen Feng Zongjie Ding Haiyan Yu	Explore Relationship Between Category Management And Strategic Procurement: Conceptual Framework Development	Classroom 106
	Cao Qi* Yang Guiyi Ng Ching Hei Christy* Tse Yuen Ki Ester Cheung Kwun Man	Quality Management in Seaports – A Case of Kaohsiung Port	
	Xu Jingqian* Guan Jieq	Cross-border Green Consumption and Online Booking Behavior: evidence from the hotel industry in Macao	
Industrial Session 4 13:30 - 15:00	Mr. YEUNG John Kunwoon	Smart Technology Supports the Development of Cross-border Consumption in the Catering Industry	Classroom 107
	Ms. WONG Ling	Twin Engine of Empowering Cross-Border E-commerce Platforms: The Applications of Cloud Computing and Artificial Intelligence (AI)	
	Mr. HUNG Alex Man-ching (MH)	Cross-border E-commerce in the Greater Bay Area	
	Ms. Ivy Shum	The Adoption of VR AR in E-Commerce of Greater Bay Area	

Day 2

Programme Rundown

15:00 - 15:15	Coffee Break and Social Networking			
Paper Session 9 15:15 - 16:45	Yang Liu* Ming Long Kong Fang Hong	Community Consumption via Mobile Payment in Macao	Classroom 105	
	Ying Liang* Chui Ying Chung Yang Zhuang	Development of Mobile Payment in Food Delivery Industry in Macao		
	Eve Man Hin Chan Boris Kc Wong* Yui-Yip Lau	Customer Churn Prediction of the Telecom Industry in the Guangdong-Hong Kong-Macao Greater Bay Area		
Industrial Session 5 15:15 - 16:45	Mr. SHUM Wilson Kwok-fung	Exploring Opportunities with Cross-Border E-commerce, Online to Offline Business Models	Classroom 107	
	Ms CHENG Michelle Shuk-yuen	Emerging Aviation Issues: Cross-border E-commerce Business for the Greater Bay Area		
	Mr. NG Harman Wai-chung	The Regional Comprehensive Economic Partnership (RCEP) and China Import/Export Trade Facilitation		
	Mr. KWOK Man-ki Philip Kino	Cross-border E-Commerce Payment Security and Fraud Prevention		
16:45 - 17:00	Coffee Break and Social Networking			
17:00 - 17:15	Closing Remarks			

Event Highlight



Event Highlight



Event Highlight



Event
Highlight



Event
Highlight



Site Visit

The Hong Kong Maritime Museum

The Hong Kong Maritime Museum is a vibrant, cultural institution dedicated to preserving, collecting, and displaying objects that tell the story of trade and maritime in Hong Kong and the Pearl River Delta. A non-profit registered charity founded in 2003 by members of the Hong Kong Shipowners Association, the Museum opened in September 2005 at Murray House in Stanley and relocated in 2013 to Pier 8, in the heart of the Central Harbour Waterfront.

By visiting the museum, participants can have a deeper understanding and full horizon of Hong Kong Maritime development to the future.

The details of this site visit

Venue:	The Hong Kong Maritime Museum
Date:	13th August 2023 (Sunday)
Time:	14:30 – 16:00





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Interim Head of Student Affairs and Senior Lecturer,
Division of Business and Hospitality Management,
The School of Professional Education and Executive
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Dr. WONG Yin Cheung

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Many traditional obstacles to international trade have been reduced thanks to the growth of digitalization. As internet access continues to grow and a developing global middle class with discretionary means and a desire for imported goods emerges, such soaring demand has been met by increasingly interconnected supply chains and the advent of Digital Transformation of Maritime Business.

Indeed, digital is undoubtedly the way of the future, and the maritime business sector has also started to become aware of this. While manual systems and human interaction have historically been used in international shipping, the wider trend toward digital business models and process automation is transforming global logistics, and technological laggards run the risk of being left behind. Digital transformation becomes more popular to cope with the growing e-business, making the maritime business more efficient, cost-saving, and higher capability.

Moreover, many stakeholders want supply chains to be as automated as possible to minimize manual or human interaction in obstructing cargo flows around the world. In the light of this, digital transformation for maritime business could be the ideal solution to enhance the future maritime business. By developing accessible and simple methods of integrating digital technologies into the daily operations of the maritime business, digitalization is being extended to all levels of labours, not only management and administration.

There is a clear need for more research in addressing the digital transformation of the maritime business. Hence, this Special Issue in Maritime Business Review caters to the research gap for all academies to disseminate the knowledge and research findings regarding Digital Transformation for Maritime Business. We welcome articles of high-quality and impactful research on digital transformation. We especially welcome contributions that present novel and rigorous research techniques to address the issues related to maritime business, as well as associated technical challenges and commerce concepts in the current and next-generation maritime business. Articles may employ different research methods, such as case studies, theoretical inquiry, empirical investigations with data analysis, data-driven strategies, and project-based field experiences.

Keywords: *Digital transformation; Port digitalization; blockchains; Digital business; Big data; Port community system; Information and communication technology; SMART logistics; autonomous transport*

Guest Editors



LAU Yui Yip

Interim Head of Student Affairs and Senior Lecturer, Division of Business and Hospitality Management, The School of Professional Education and Executive Development, The Hong Kong Polytechnic University



Adolf KY NG

Acting Dean and Professor, Faculty of Business and Management, BNU-HKBU United International College



Tsz Leung YIP

Associate Professor, Department of Logistics and Maritime Studies, The Hong Kong Polytechnic University

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FOUNDER, 100DEGREEC

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MR. ALEX HUNG, MH

MANAGING DIRECTOR OF CROSSOVER INTERNATIONAL CO. LTD. & CHARTER PRESIDENT OF ROTARY CLUB OF PENINSULA EAST

Cross-border E-commerce in the Greater Bay Area



**MR. KWOK MAN-KI
PHILIP KINO**

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PRESIDENT OF HONG KONG CROSS-BORDER E-COMMERCE ASSOCIATION

Cross-border E-Commerce Payment Security and Fraud Prevention



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PROFESSIONAL MEMBER OF HONG KONG SEA TRANSPORT AND LOGISTICS ASSOCIATION (HKSTLA); HEAD OF OPERATIONS, ARAMEX HONG KONG LIMITED

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The Promotional Strategies of Cross Border E-Commerce in the Greater Bay Area

Research Paper

**Building and Sustaining the
Momentum of Cross-border
Ecommerce for the Greater Bay Area**

CONSUMER ATTITUDES AND PERCEPTIONS OF THEIR RIGHTS IN ONLINE TRANSACTIONS FOR GREAT BAY AREA

***Mark Ching-Pong Poo**, Liverpool Logistics, Offshore and Marine Research Institute, Liverpool John Moores University, UK, c.p.poo@ljmu.ac.uk

Mirza Farhan Baig, Roehampton Business School, University of Roehampton, London, UK, nam2@roehampton.ac.uk

*Corresponding author

Abstract

This research aims to examine the significance of e-commerce laws in the UK and their impact on online transaction rights from the perspectives and attitudes of consumers. The study identified gaps between consumer transactions and e-commerce legislation in the UK and evaluated the benefits of UK e-commerce laws and the legal rights of consumer-based transactions. Thematic analysis was used to analyse secondary data collected from various sources, including articles, journals, and government websites.

The findings of this study suggest that although UK e-commerce laws provide a suitable way for consumers to shop for services and products, there are gaps in the legislation that need to be addressed to enhance consumer security in online transactions. The research highlights the need for increased consumer awareness of e-commerce laws and legal rights and the importance of policymakers addressing the gaps in legislation to improve consumer security.

The outcome of this study can inform policymakers of potential gaps in e-commerce legislation and provide recommendations for

improving consumer awareness and security in online transactions. In addition, the study contributes to the literature on e-commerce laws in the UK and highlights the need for continued research in this area to address gaps and improve consumer security.

The findings of this study on consumer attitudes and perceptions of their rights in online transactions, analysed through the lens of UK e-commerce laws, have several potential implications for China and, specifically, the Greater Bay Area (GBA). These include the need to develop and implement comprehensive e-commerce laws, increase consumer awareness of legal rights in online transactions, improve consumer security by addressing gaps in legislation, and continue research in this area to stay up-to-date with the latest developments in e-commerce laws and their implications for the region. In addition, policymakers can use these insights to inform their decisions and improve consumer protection in China's rapidly growing e-commerce market.

Keywords: e-commerce laws, online transactions, consumer rights, consumer awareness, consumer security.

A COMPARISON OF TOURISM DEVELOPMENT CONDITIONS IN WORLD CLASS BAY AREAS-THE POTENTIAL OF SMART TOURISM IN THE GUANGDONG-HONG KONG- MACAO GREATER BAY AREA

Du Jie (Beatrice), Macao Institute for Tourism Studies, *m200249@ift.edu.mo
Shanshan Qi, Macao Institute for Tourism Studies, *Shanshan@ift.edu.mo

Abstract

Looking at the world-class Bay Areas tourism industry is a vital source of development momentum and growth vitality in enhancing the political influence, economic contribution, and social cohesion of the Bay Areas (Xie et. al., 2017). A comparison of San Francisco Bay Area, New York Bay Area and Tokyo Bay Area in Japan has revealed that superior geographical location, pleasant living environment, perfect innovation system, efficient transportation system and rational division of labor are the five major decisive factors for the formation

and development of the Bay Area economy (Wang, 2014). The development of tourism in the Bay Areas is accompanied by the improvement of various public infrastructure construction and transportation system construction (Luo & Lam, 2020). This study is dedicated in comparing the world-class Bay Areas with Guangdong-Hong Kong-Macao GBA, providing a general picture of smart tourism development and potential challenges.

Keywords: *Guangdong-Hong Kong- Macao Greater Bay Area (GBA), Tourism Development, World Class Bay Areas, Smart tourism*

Author contributions:

Jie Du (Beatrice): preparing the first draft of the paper

Shanshan Qi: proposing research idea, revising the first draft and entering additional information in smart tourism

EXPLORING SUSTAINABLE PRACTICES THROUGH THE USE CASES OF CLOUD-BASED BLOCKCHAIN INTEGRATED WITH MACHINE LEARNING FOR SUPPLY CHAINS

Simon Wong*, Division of Science, Engineering and Health Studies, College of Professional and Continuing Education, The Hong Kong Polytechnic University, simon.wong@cpce-polyu.edu.hk

John Kun-woon Yeung, Data Science Academy, jyeung@dsa.com.hk

Yui-yip Lau, Division of Business and Hospitality Management, College of Professional and Continuing Education, The Hong Kong Polytechnic University, yuiyip.lau@cpce-polyu.edu.hk

Tomoya Kawasaki, Department of Systems Innovation, The University of Tokyo, kawasaki@sys.t.u-tokyo.ac.jp

*Corresponding author

Abstract

Most of the previous studies about blockchain applications in supply chains focused on how blockchain technology brings benefits to supply chain management. Some other previous studies exhibit a broad sense by investigating how this emerging blockchain technology for supply chain management brings benefits to a community in terms of the three pillars of sustainability – environmental sustainability, economic sustainability, and social sustainability. As supply chain stakeholders face the problems of unavailability, degraded performance, and insufficient storage capacity when a blockchain keeps on expanding, a cloud-based blockchain integrated with machine learning has been developed to solve these problems, thus achieving technical sustainability. In addition to technical sustainability, how environmental sustainability, economic sustainability, and social sustainability can be achieved with the help of cloud-based blockchain integrated with machine learning

has not been thoroughly explored in the literature. This study targets to fill this gap by using a case study approach to analyze the published documents related to use cases of cloud-based blockchain integrated with machine learning. This document analysis was based on the coding processes with reference to the sustainability issues of technical, environmental, economic, and social aspects. The analytical results review the technically, environmentally, economically, and socially sustainable practices brought about by cloud-based blockchain integrated with machine learning. This study also highlights the technically, environmentally, economically, and socially unsustainable practices of applying cloud-based blockchain integrated with machine learning and discusses implications for future research directions.

Keywords: *Blockchain, cloud, machine learning, supply chain, technical sustainability, environmental sustainability, economic sustainability, social sustainability*

BLOCKCHAIN TECHNOLOGY ADOPTION IN SUPPLY CHAINS: IMPLICATIONS FROM A CRITICAL LITERATURE REVIEW

Simon Wong*, Division of Science, Engineering and Health Studies, College of Professional and Continuing Education, The Hong Kong Polytechnic University, simon.wong@cpce-polyu.edu.hk

John Kun-woon Yeung, Data Science Academy, jyeung@dsa.com.hk

Yui-yip Lau, Division of Business and Hospitality Management, College of Professional and Continuing Education, The Hong Kong Polytechnic University, yuiyip.lau@cpce-polyu.edu.hk

Tomoya Kawasaki, Department of Systems Innovation, The University of Tokyo, kawasaki@sys.t.u-tokyo.ac.jp

*Corresponding author

Abstract

Blockchain technology was initially proposed for bitcoin cryptocurrency in 2008 while blockchain application in supply chains was first reported in 2017. Since then, research attention has been drawn to study how emerging blockchain applications bring benefits to supply chain management. However, the recent discontinuation of a cloud-based blockchain application called TradeLens, which was co-developed by IBM and Maersk to enable supply chain stakeholders to interact efficiently and share information for supply chain management, was due to a lack of the involved supply chain stakeholders' acceptance and adoption. This discontinuation of the blockchain-based TradeLens has inspired the study of technical sustainability in terms of users' technology adoption to explore the factors that hinder the acceptance and actual adoption of blockchain applications. This study presents a critical literature review on the models of users' adoption of blockchain applications in supply

chains. Through this critical literature review, the previous studies related to technology adoption models were analyzed to explore technically sustainable practices brought about by blockchain applications for supply chain management. Significantly, this study examined the suitability of the existing models (e.g., the technology-organization-environment (TOE) framework, task technology fit (TTF), unified theory of acceptance and use of technology (UTAUT)) of technology adoption for blockchain applications in supply chains, came up with a new unified model, namely, TOE-TTF-UTAUT, and discusses the managerial and theoretical implications of this new model for blockchain technology adoption for supply chain stakeholders and future research directions for researchers.

Keywords: Blockchain, supply chain, technology adoption, TOE, TTF, UTAUT, literature review

MARITIME PORT CONNECTIVITY ANALYSIS- EVIDENCE FROM GREATER BAY AREA

Qiong Chen^a, Yui-yip Lau^b, Adolf K.Y. Ng^{c,d},

^aNavigation College, Jimei University, Xiamen, 361021, China

^bDivision of Business and Hospitality Management, School of Professional Education and Executive Development, The Hong Kong Polytechnic University

^cDivision of Business and Management, BNU-HKBU United International College, Zhuhai, China

^dSt. John's College, University of Manitoba, Winnipeg, MB, Canada

Abstract

Maritime port connectivity can promote the ports' digitization and maritime transport, and bring the global network closer together. Taking the Greater Bay Area port as an illustrative example, this study uses the global AIS data from 2019 to 2020, combined with the container port connectivity index system, to analyze the interconnection of ports in

the Greater Bay Area and global ports. This identifies the importance of the Greater Bay Area as a port in the world and accurately reflects changes in port connectivity during the COVID-19 pandemic. The findings of this study provide a future research direction on how to build the port community system in the Greater Bay Area in the post-pandemic era.

Keywords: e-commerce laws, online transactions, consumer rights, consumer awareness, consumer security.

OMNI-CHANNEL CUSTOMER SERVICE IN FAST FASHION SUPPLY CHAIN

Yang Guiyi, The School of Professional Education and Executive Development, The Hong Kong Polytechnic University, 21004560S@common.cpce-polyu.edu.hk

Dr Simon Yuen, The School of Professional Education and Executive Development, The Hong Kong Polytechnic University, simon.yuen@cpce-polyu.edu.hk

Abstract

Objective:

The global spread of the pandemic has accelerated the development of e-commerce because the lockdown policy has made people spend more time on the Internet and social media. This paper aims to identify the strategic importance and value as well as critical elements of Omni-Channel Customer Service (CS) in the Fast Fashion Supply Chain (FFSC).

Methodology:

This paper uses cost trade-off marketing and logistics proposed by Stock and Lambert (2001) to analyze customer service levels. A new theoretical framework is constructed to explain how to improve the omni-channel customer service of a company. Four key factors, which are user interface, consistent messages across multi-channel, personalization and inventory management, are the pain points during the operation of customer service in FFSC. This paper uses case analysis and takes ZARA and SHEIN as examples for in-depth analysis.

Results:

To compare these two fast fashion companies, ZARA has an advantage in consistent messages across multi-channel because it has online and offline services, which increases service reliability and shopping experience. SHEIN has more advantages in the user interface, personalization and inventory management, which makes it perform outstanding in operation.

Implications:

Based on the analysis of the results, SHEIN seized the opportunity in COVID-19. Its pricing strategy and channel advantages enable it to gain international brand awareness. By using the information system to integrate the resources of the clothing industry in the Greater Bay Area, it has an advantage in the supply chain. Due to the change in consumer behavior, social media has become the main way of entertainment and shopping. This paper advocates the transformation of traditional fast fashion by referring to SHEIN's channel promotion methods.

Keywords: *Omni-channel customer service, Fast fashion supply chain, SHEIN, ZARA*

A FRAMEWORK FOR A SUSTAINABLE AND RESILIENT CRUISE SHIPPING

Naima Saeed Professor in Supply Chain Management School of Business and Law University of Agder Muhammad Hasan Ashraf, Ph.D. Assistant Professor of Supply Chain Management Dept. of Management/HRM, College of Business. California State University, Long Beach. hasan. ashraf@csulb.edu

Abstract

Sustainable and resilient cruise shipping refers to operating cruise ships to balance environment, equity, and economy while preparing for disruption such as natural disasters, pandemics, and cyber-attacks, handling their impacts, and recovering and adapting after disruptive events. The following are the objectives of this study: a). to explore the factors such as digitalization in the cruise supply chain, the use of cleaner fuels, and the implementation of safety protocols that contribute to sustainable and resilient cruise shipping; b). identify the challenges in implementing sustainable and resilient cruise shipping; c). and suggest strategies to mitigate these challenges. By taking the Greater Bay Area in China, this study will

develop a new theoretical analysis framework for sustainable and resilient cruise shipping from a multi-dimensional, multi-level, and multi-stakeholder perspective. This qualitative study was conducted through interviews and reviewing published articles and reports. First, we identify the crucial stakeholders in the cruise shipping industry and undertake semi-structured, in-depth interviews with these stakeholders. Verifying the appropriate interviewees will follow a snowball sampling technique starting from the senior officials associated with cruise shipping and will be completed when saturation has been reached.

Keywords: *Cruise shipping; sustainability; resilience; stakeholders; pandemics; digitalization; Greater Bay Area.*

THE OBSTACLES OF HONG KONG SMALL OR MEDIUM SIZE ENTERPRISES (SMES) ON INVENTORY MANAGEMENT IN A RETAIL CHAIN STORE

Yim Kit Yu, School of Professional Education and Executive Development, The Hong Kong Polytechnic University

Abstract

In the context of post Covid-19 pandemic, there are many corporates changed their operational strategy to a pull strategy, in other words, that is doing more customization. It is successfully established for customer satisfaction and sustainability. However, there are still many retail stores selling goods with a push strategy. In this paper, the purpose is to find out the obstacles for improvement of traditional retail stores with push strategy, in the ineffective inventory planning. Qualitative research is conducted on the in-charges working in the chain stores of a Hong Kong Small or Middle size Enterprise (SME). The findings are the mistakes of making ineffective inventory planning on the aspect of BWE and the malfunction of team collaboration. The concept of BWE first appeared in Jay

Forrester's Industrial Dynamics, it is about the amount of inventory restocked downstream is much larger than the actual demand. The wrong and insufficient human resource allocation is also the key obstacle, especially in providing new services in e-commerce to customers with unchanged human resources. E-commerce is a solution to the large inventory base generated by BWE. The SME in response started omnichannel in 2021, but the human resources allocated in customer service and logistics remain unchanged which brings a larger workload to the employees. The implication of this research is to help retail stores find out the solution to inventory management to survive in the market by reviewing their operation.

Keywords: Inventory planning, Bullwhip effect (BWE), Team collaboration

DOES PANDEMIC AFFECT CONSUMERS' PERCEPTION OF E-COMMERCE IN HONG KONG?

Yang Zhuang, School of Hotel and Tourism Management, Hong Kong Polytechnic University
Yui-yip Lau, School of Professional Education and Executive Development, Hong Kong Polytechnic University
Jieqi Guan, School of Hospitality Management, Macao Institute for Tourism Studies

Abstract

The Covid-19 outbreak in late 2019 ravaged the world, which caught all economies off guard. To postpone the spread of the pandemic, governments worldwide, including China, the U.S., Canada, and several European countries, deployed lockdown policies incorporating closing education institutions and stopping non-essential business, recreation, and spiritual facilities.

Hong Kong has experienced five waves of the Covid-19 pandemic, and the last wave since late 2021 was the most disgusting and claimed the most lives (Cheung et al., 2022). The government operated strict restrictions instead of lockdown, which was believed to be consistent with mainland China's zero-Covid strategy (Burki, 2022). Usually, the "lockdown" term in the globe basically refers to the circumstance where people were mandatory required to wear a mask outside and keep social distance, and private social gatherings are thoroughly restricted (Allen, 2022; Ren, 2020; Thomas, 2020). That is, residents must consider a safer and legal way of shopping with the purpose of maintaining a normal life.

According to a survey conducted by the International Monetary Fund (IMF) (2022), there was a particular trend of online shopping/e-commerce increased dramatically after the lockdown policies were released, where the pre-pandemic trend prediction of online shopping is compared with the actual trend during the pandemic, especially present the data collected when there was a peak of

Covid-19 cases were reported. They found that in those countries where e-commerce has been established and developed well, the group of online consumers was much bigger, and the mobility of the society plays a critical role that a stricter lockdown policy generally predicts a higher intention and need of online shopping. Hong Kong is a notable example compared to many cities in mainland China where a new wave of Covid-19 predicted a terrifying lockdown (e.g., Shanghai in April 2022). Offline purchase was partially available, but consumers were required not to break any restrictions. This study initially examined Hong Kong people's perception of e-commerce and willingness to stay home during the fifth wave of the Covid-19 pandemic. There are four factors, which are the perceived risk of the pandemic, the diversity of products intended to purchase, and the primordial strength and competitive advantages of e-commerce compared to offline shopping, positively influencing the perception of e-commerce. This study also demonstrated that those who hold a positive perception of e-commerce and are in fear of Covid-19 infection have a moderately stronger willingness to stay at home even if there was no governmental order. E-commerce, with some outstanding advantages, prevents Hong Kong people from outgoing shopping, but they can purchase necessities online.

The consumers' preference for online shopping under the context of the pandemic was taken into account. Prior research has

found that the pandemic led to some specific products taking precedence over the rest of the goods. For example, food hoarding was observed and detected as a common phenomenon easily found where the region was locking down (Charilaou & Vijaykumar, 2023; Wang & Hao, 2020). An Italian study illustrated that foods take priority in online shopping, and those with a strong education background and excellent online shopping experience before the pandemic (Alaimo et al., 2020). The present study revealed that Hong Kong consumers are very willing to purchase bare necessities, clothes and print matters online, which is approximately consistent with other countries but still specific.

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Moreover, a more substantial educational background could predict more frequent online shopping behavior, as proved by this study. Hong Kong was previously considered a shopping heaven for tourists, and e-commerce has developed with high quality in the past decades. The study supposed that although the pandemic brought the residents botheration, inconvenience and disasters, e-commerce has been a crucial alternative to maintain Hong Kong people's life quality and meet their primary purchase requirements. The findings should be extended to where e-commerce is well-structured and vigorous.

THE IMPACT OF COVID-19 ON THE MARKET VALUE OF LISTED TOURISM COMPANIES IN CHINA: EVIDENCE FROM THE E-TRANSACTIONS IN STOCK MARKET

Zhenkai Gao

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology,
Macao SAR, China

Fang Hong*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology,
Macao SAR, China

Yen Nee Christy Ng

School of Hospitality Management, Macao Institute for Tourism Studies

*Corresponding author: Dr. Fang Hong, email address: fhong@must.edu.mo

Abstract

Purpose: This research aims to analyze the impact of COVID-19 on Chinese listed tourism companies, hoping to put forward feasible suggestions for policies, investors and listed tourism companies' consideration.

Data/Methodology: Market model of the event study is applied and sets up three event windows according to the development of COVID-19 for calculating abnormal returns.

Results/Findings: The result shows two rounds of COVID-19 in January 2020 and May 2021 had a significant negative impact on China's tourism stock market, but the third round in February 2022 was completely contrary to the previous results, the effect is significantly positive. In the second round of the COVID-19, the Chinese tourism stock market continued to generate significant negative abnormal returns before the emergence of local cases of Delta virus, which means that the Chinese

stock market reacted to COVID-19 in advance. Besides, the negative impact of COVID-19 on traditional travel market's stock prices is more significant.

Implications for Research/Policy: The findings of this research implies when such emergencies occur, timely regulation and more helpful policies can protect the stock prices and retain the market value of listed tourism companies. In addition, investors in the tourism sector should evaluate their own risk tolerance carefully, be more sensitive to relevant information around the world, and reasonably predict stock price fluctuations to make rational decisions. China's listed tourism companies can take this opportunity to further analyze investor sentiment and the impact of COVID-19 on their stock prices, profits and operating conditions, so as to establish emergency response plans.

Keywords: tourism, e-transaction, capital market, cumulative abnormal return

FACILITATING STORAGE OPERATIONS AND TRADING WITH AUTONOMOUS SYSTEMS FOR HONG KONG'S WINE INDUSTRY

Tsz Yan HUI, Division of Business and Hospitality Management, College of Professional and Continuing Education, The Hong Kong Polytechnic University, 21008810S@common.cpce-polyu.edu.hk

Yuk Ting Hester CHOW*, Division of Business and Hospitality Management, College of Professional and Continuing Education, The Hong Kong Polytechnic University, hester.chow@cpce-polyu.edu.hk

Simon S.M. YUEN, Division of Business and Hospitality Management, College of Professional and Continuing Education, The Hong Kong Polytechnic University, simon.yuen@cpce-polyu.edu.hk

*Corresponding author

Abstract

As one of the leading wine ports in Asia, Hong Kong has successfully positioned itself as the hub of wine trading and distribution in Mainland China, particularly for the Greater Bay Area. Although the wine hub is famous for its convenient location, free port policy, and efficient customs clearance in providing high value-adding services, its wine operations facilities are less referred to as a strength. To enhance real-time monitoring and reduce human error in various wine operations as well as to facilitate wine trading in the region, autonomous systems provide self-contained logistics systems that bring huge potential benefits to Hong Kong's wine industry. This paper presents a theoretical framework analysis by identifying the potential use of autonomous systems for the 9 codes of practice

under Wine Storage Management Systems (WSMS) Certification. Taking reference from the autonomous intralogistics systems model proposed by Fottner et al. (2021), this paper identifies the relevant wine operations and trading tasks and provides examples of the actual use of autonomous technology at each level of autonomous intralogistics system. Based on the results of the framework analysis, this paper discusses the potential autonomous systems to be adopted in Hong Kong's wine industry. This paper advocates the quick adoption of robotic wine cellars in the short term and also proposes a greater collaboration of autonomous systems used in inventory management and existing B2B e-commerce platforms for wine in the long term.

Keywords: autonomous system, wine operations, Hong Kong's wine industry

EXPLORE RELATIONSHIP BETWEEN CATEGORY MANAGEMENT AND STRATEGIC PROCUREMENT: CONCEPTUAL FRAMEWORK DEVELOPMENT

Cheung Kwun Man, 55432401, kmcheung333@gmail.com

Abstract

During the past 30 years, the development of Category Management (CM) become rapid due to the tremendous need of Efficient Customer Response (ECR). The academic journals concentrate to evaluate the potential impacts and difficulties of implementing category management in retailing perspective (Lindblom and Olkkonen, 2008), and determine whether it is beneficial for local or regional grocery companies and markets or not (Dupre and Gruen, 2004). The relationship between strategic procurement and category management have not been explored, such as the supply base structure and sourcing strategies of each product categories, determinants of retailer-supplier relationship etc. In order to supplement this important research blank, this research paper is going to exploit a realistic and detailed framework model for illustrating

the comprehensive relationship between each strategic procurement components and category management in particular CM process, the 3-steps approach of Purchasing Portfolio Management (PPMs) will be adopted to develop this framework model. (Olsen and Ellram, 1997) The 2 research objectives are not only identify and discuss the key determinants for classifying grocery products into product categories, but also illustrate the relationship between adopted category sourcing strategies and category strategies. For the framework acknowledgement, there are several critical factor considerations in 2 respected dimensions that would affect the final category positioning of each grocery products. The relationship between adopted category sourcing strategies with differ supply relationship and category strategies is also fully explored.

Keywords: *Category Management, Strategic Procurement, Supply Base Structure, Purchasing Portfolio Management, Category sourcing strategies, Category strategies*

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*, The Hong Kong Polytechnic University, daniel.pun@polyu.edu.hk

Jason Y.Z. Zhang, The Hong Kong Polytechnic University, ye.zi.zhang@connect.polyu.hk

Keith C.K. Ng, Manulife Hong Kong, keith_ck_ng@manulife.com.hk

Yan Y.F. Yim, Manulife Hong Kong, yan_yf_yim@manulife.com.hk

Abstract

This paper discusses the current situation and future direction of the insurance industry in Hong Kong and the Greater Bay Area (GBA), with a specific focus on e-commerce and financial engineering. Cross-border business and the insurance industry have been a unique nexus—whilst clients from the Mainland have been the major contributors to the sales of insurance policies for Hong Kong insurers, there are compliances restricting Hong Kong agency performing sales and marketing across the border. Together with the lockdown policies, e-commerce, online marketing in particular, has become prevalent in recent years.

To address these challenges, insurance companies and intermediaries need to adopt strategies that incorporate financial engineering techniques and leverage social media platforms for effective marketing. A literature review highlights the limited

attention given to financial engineering and social media discourse analysis in insurance research. The subsequent sections explore the application of financial engineering in risk management and operational efficiency, as well as the use of discourse analysis to analyse social media content and enhance cross-border e-commerce marketing.

This research contributes to bridging the gap between academic research and industry practice in the Hong Kong insurance sector, offering insights into the potential benefits of financial engineering and discourse analysis in sustaining and growing cross-border insurance businesses in GBA.

Keywords: Insurance, Cross-border e-commerce, Financial engineering and cross-disciplinary research

A STUDY OF THE DETERMINANTS OF SUSTAINABLE E-PROCUREMENT DURING COVID-19 ERA

Simon S.M. Yuen*

Division of Business and Hospitality Management, College of Professional and Continuing Education, The Hong Kong Polytechnic University, Hong Kong, China.

Calvin W.O. Cheng

Division of Business and Hospitality Management, College of Professional and Continuing Education, The Hong Kong Polytechnic University, Hong Kong, China.

Joseph L.M. Lee

Division of Business and Hospitality Management, College of Professional and Continuing Education, The Hong Kong Polytechnic University, Hong Kong, China.

*Corresponding author

Abstract

Sustainable e-procurement has become one of the effective means and practices of strategic sourcing after a tremendous change of business in the last few decades. Literatures show that sustainable procurement in e-platform will be the trend in the future to achieve the ultimate goal of cost effective, green and sustainability. A questionnaire survey and a focus group were conducted to identify the major drives for the adoption of e-procurement application in the business sector in Hong Kong during the COVID-19 pandemic.

The study results confirmed that operational efficiency, cost effectiveness, employee acknowledgment, market environment changes (during/post pandemic period), organization and management support, technical know-how and facilitating green environment are major drives to adopt sustainable e-procurement in business operation.

In general, sustainable e-procurement is a way to achieve competitive advantage and sustainable business in the future. The study results show that e-procurement can increase efficiency and has other positive impacts. For manufacturing industries, supply & material safety standards can be built in green participations. Companies have improved in ethical standards implementation via preparing sustainability assessments in Environment, Social & Governance (ESG) reports. Carbon peak of China 2060 become another important factor that speed up the sustainable practices in procurement, production and operation practice as well as supply chain.

Future research can be conducted with a wider sample population and a larger sample size so that the result can be generalised to companies in different business sectors.

Keywords: *E-procurement; Sustainability; Pandemic; Hong Kong*

THE IMPACT OF CROSS-BORDER SUPPLY CHAIN DIGITAL INFRASTRUCTURE ON CROSS-BORDER LOGISTICS EFFICIENCY

Zhimei Lei, Shaoxin Zhuo

Faculty of Management and Economics, Kunming University of Science and Technology, Kunming, 650500, China

*Corresponding author

Abstract

With the deep integration between digital economy and real economy, traditional supply chains have entered the digitalization stage, their integration with cross-border trade will form digital cross-border supply chains (CBSCs). The digitalization of CBSCs must rely on the cross-border digital infrastructure which is composed of traditional infrastructure, new infrastructure, and digital infrastructure. The level of digital infrastructure directly affects the speed, efficiency, and accuracy of cross-border logistics, and thus affects the digitalization level and operational ability of CBSCs. However, current research mainly focuses on the construction of digital infrastructure and its impact on the digital transformation of industries and enterprises, lacking empirical research on the impact of digital infrastructure on cross-border logistics efficiency. Therefore, this study firstly constructed an evaluation index system for the digital infrastructure of CBSCs based on the three dimensions including traditional infrastructure, new infrastructure, and digital infrastructure, and an evaluation index system for cross-border logistics efficiency from the

perspective of cross-border trade in goods. The levels of digital infrastructure and cross-border logistics efficiency were evaluated. Then employing the two-way fixed effects model method, this study empirically analyzed the impact of cross-border digital infrastructure on cross-border logistics efficiency by utilizing a panel data from 56 countries during 2014 to 2019, and the robustness and heterogeneity tests showed that: (1) cross-border digital infrastructure has a significant impact on cross-border logistics efficiency; (2) the levels of digital infrastructure vary from countries with different income types, their impacts on cross-border logistics efficiency are also different; (3) countries with high income have invested more in digital infrastructure and significantly improved cross-border logistics efficiency, however, further increasing infrastructure investment has little impact on improving cross-border logistics efficiency; countries with low income have invested less in digital infrastructure, and further increasing infrastructure investment has a more significant impact on improving cross-border logistics efficiency.

Keywords: Cross-border supply chain; Digital infrastructure; Cross-border logistics efficiency; Two-way fixed effects model.

QUALITY MANAGEMENT IN SEAPORTS –A CASE OF KAOHSIUNG PORT

CAO Qi

Student at The School of Professional Education and Executive Development, The Hong Kong Polytechnic University, 21056973S@common.cpce-polyu.edu.hk

YANG Guiyi

Student at The School of Professional Education and Executive Development, The Hong Kong Polytechnic University, 21004560S@common.cpce-polyu.edu.hk

Ng Ching Hei Christy

Student at The School of Professional Education and Executive Development, The Hong Kong Polytechnic University, 21050514S@common.cpce-polyu.edu.hk

TSE Yuen Ki Ester

Student at The School of Professional Education and Executive Development, The Hong Kong Polytechnic University, 21045080S@common.cpce-polyu.edu.hk

CHEUNG Kwun Man

Student at The School of Professional Education and Executive Development, The Hong Kong Polytechnic University, 21010891S@common.cpce-polyu.edu.hk

*Corresponding author

Abstract

Nowadays, one of the major roles of a seaport is to promote the region's global business and supply chain systems. As Taiwan's most important transhipment port, Kaohsiung Port has a close relationship with ports in the Greater Bay Area. This report reviews operational issues in Kaohsiung Port. It gives potentially viable suggestions based on the quality management concept and consists of secondary data from other researchers' work in qualitative, quantitative, and related news reports. The quantitative aspect of prior research, including Data envelopment analysis (DEA) in operation efficiency, fuzzy AHP in safety elements and empirical survey and site visit in multiple criteria (Chou et al., 2018; Ding et al., 2012; Lirn & Shang, 2015; Wang, 2016). Some news articles are also referenced to

better illustrate or prove the findings, mainly in the workforce section (He et al., 2022; Chen et al., 2022; Hong, 2022). The findings of this report include internal infrastructure, old equipment, the heavy workload workforce and workstation safety, the environment and its business strategy. Through reviewing these issues, recommendations were given for each issue mentioned above. As a trend in the industry, Industry 4.0 & Blockchain has a wide range of applications in the Greater Bay Area; how to cooperate with ports in the greater bay area through Industry 4.0 is imperative to Kaohsiung Port. In this report, Industry 4.0 initiatives in other ports in the Greater Bay Area are also being evaluated; and suggestions are being made for introducing these initiatives to Kaohsiung Port.

Keywords: Kaohsiung Port, Quality Management, Port Operation

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ENHANCING RESILIENCE OF CHINA'S MAJOR PORTS TO ADAPT TO THE IMPACTS OF TYPHOON ON THE GLOBAL SHIPPING NETWORK THROUGH DIGITALIZATION

Tianni Wang

College of Transport &Communications, Shanghai Maritime University, Shanghai, China, wangtn@shmtu.edu.cn

Haochen Feng*

College of Transport &Communications, Shanghai Maritime University, Shanghai, China,
202230610151@stu.shmtu.edu.cn

Zongjie Ding

College of Transport &Communications, Shanghai Maritime University, Shanghai, China,
202230610115@stu.shmtu.edu.cn

Haiyan Yu

College of Transport &Communications, Shanghai Maritime University, Shanghai, China, yuhy@shmtu.edu.cn

*Corresponding author

Abstract

Objective

This study examines the significance of Chinese ports in the global shipping network, explores key factors related to port adaptability for typhoon in resilience assessment, and how to effectively adapt to those impacts through digitalization.

Method

It firstly utilizes UCINET software to construct a complex network of global shipping to evaluate the multiple-centrality of the ports and select the top 9 China's ports (including Hong Kong port, Yantian Port and Shekou Port

in the Greater Bay Area) for climate resilience analysis. In the resilience assessment: 1) Describe the state changes and four attributes (vulnerability, damage rate, recovery rate, and resilience) of the system at each stage through a system performance function curve to calculate network resilience; 2) Apply the Monte Carlo method to generate random risk scenarios and evaluate the impacts of wind levels on ports; 3) Integrate relevant data to assess the resilience of the network, and obtain the changes in the resilience of the global shipping network. Finally, adaptation measures are recommended to response to impacts of typhoon though digitalization, especially in the Greater Bay Area.

Keywords: *Shipping Network, Resilience, Typhoon, China, Digitalization*

Abstract

Results

Preliminary results shows that Chinese ports rank high in the multiple-centrality assessment. The selected ports have diverse degrees of impacts on the resilience of the global shipping network under the influence of typhoon with diverse changes in resilience factors.

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Conclusion

Chinese ports play an important role in the global shipping network, and strong winds could greatly affect its resilience. This research contributes to provide valuable insights in evaluating the resilience of the entire shipping network and enhancing climate adaptability through digitalization.

COMMUNITY CONSUMPTION VIA MOBILE PAYMENT IN A TOURISM CITY

Yang Liu

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology,
Macao SAR, China

Fang Hong*

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology,
Macao SAR., China

Ming Long Kong

School of Hospitality Management, Macao Institute for Tourism Studies, Macao SAR, China

*Corresponding author

Abstract

Mobile payment has become a popular method of payment among consumers due to its convenience and ease of use. With the rise of smartphones and the increasing availability of mobile payment options, more and more people are opting to use their mobile devices to make purchases, pay bills, and transfer money. In recent years, the mobile payment market has experienced significant growth, driven by consumer acceptance, infrastructure development, and the growing population of digital natives.

The purpose of this study is to explore how mobile payment through combining with retailing to stimulate Macau consumption. Through the use of theories to analyse case

studies from mass media, 10 sources are listed to compare and analyse the content in different aspects. This study focuses on the following two major points. The first is to investigate the element that affects mobile payment trust. The second is how mobile payment affects individuals in their consumption behaviour. This research uses qualitative research methods to explain the current mobile payment development in Macau, which is meaningful for other mobile payment companies' reference. The contribution of this study is to provide information about the e-payment development status in Macau and challenges encountered by the industry. Last but not the least, some potential coping strategies were proposed in this study for future research reference.

Keywords: mobile payment; Macau consumption

DEVELOPMENT OF MOBILE PAYMENT IN FOOD DELIVERY INDUSTRY IN MACAO

Ying Liang, School of Tourism Management, Macao Institute for Tourism Studies

Chui Ying Chung, College of Professional and Continuing Education, Hong Kong Polytechnic University

Yang Zhuang, Yang Zhuang

School of Hotel and Tourism Management, Hong Kong Polytechnic University

Abstract

With the development of e-commerce, the mobile payment market is also prospering. In recent years, mobile payment has developed rapidly due to the continuous advancement of mobile communication technologies and the increasing popularity of smartphones. In Macau, the number of providers of mobile payments, users and trading platforms have shown a rapid growth advantage. However, there are still many problems and challenges. This paper presents a qualitative study that combines trust transfer theory and is based on the Technology Acceptance Model (TAM),

taking one of the Macao's food delivery mobile applications - AOMI as an in-depth case study. The study is based on the data collected from public speech and social media to analyse the factors driving the development of local food delivery market via mobile payment platform. Besides, the findings of this research also identified the factors affecting the acceptance of mobile payment by the users. Last but not the least, this research made recommendations for the subsequent development, filling the gap in Macao's information on mobile payment platforms.

WHAT ARE THE DIFFERENCES BETWEEN BRICK-AND-MORTAR BUSINESS AND E-COMMERCE IN TERMS OF CUSTOMER SATISFACTION AND OPERATING EFFICIENCY?

Andrew Y. Wu

Division of Science, Engineering and Health Studies, College of Professional and Continuing Education, The Hong Kong Polytechnic University, Hong Kong

Jessica L.M. Wong

Department of Computer Science, University of St Andrews, the United Kingdom

Ju-ai Wu

College of Automation & College of Artificial Intelligence, Nanjing University of Posts and Telecommunication, Nanjing, China

*Corresponding author

Abstract

E-commerce also stands for electronic commerce, is a new way of operating businesses nowadays. Over the past few years, e-commerce gradually became a major trend in business operations, and many brick-and-mortar businesses have changed to e-commerce. E-commerce provides great flexibility in that customers can browse and purchase products at anytime and anywhere, as well as enjoy 24/7 customer service. The aim of this study is to discuss the importance of e-commerce nowadays, as well as to examine the social impact of e-commerce, including the effects on employment, disruption of brick-and-mortar businesses, and economic development of the Greater Bay area. Market research is conducted to compare the level

of customer satisfaction between brick-and-mortar businesses and e-commerce, as well as the quality of in-sale and after-sale services. Besides, it also indicates that the operating costs have been greatly reduced, as the business does not need to hire sales assistants, sales managers, cleaners, etc. The renting fee of a physical store, which is one of the major expenses, can also be saved, as online businesses do not require a physical shop. After that, we studied the benefits and drawbacks of e-commerce, as well as the economic influence of the Greater Bay Area after changing to e-commerce. Lastly, we concluded with advice on running an online business.

Keywords: e-commerce, Greater Bay Area, customer satisfaction, brick-and-mortar business, operating efficiency

MARITIME CYBERSECURITY THREATS TO E-COMMERCE IN THE GREATER BAY AREA (GBA)

Mawuli Afenyo

Texas A & M University

Abstract

E-commerce and other like activities are prone to cyber-attacks. These attacks often come in different forms, including ransomware. Future increase in cyberattacks and cybervulnerability for maritime supply chains is already an established consensus among practitioners and academics. However, for e-commerce this is only evolving. It is therefore important to enact policies and build resilient systems to effectively address the threats posed by these attacks and prepare the e-commerce industry against cyber-attacks, especially in the Bay Area. In this presentation, a review is undertaken to identify the research gaps in maritime cybersecurity, proposal of how these gaps could be addressed and what should be the future research priorities is discussed. Furthermore, it identifies policies that need to

be updated and what type of new ones need to be enacted. The results show that there is currently a huge gap as: 1) the literature does not have real time data on maritime cyber-attacks, making it difficult for modeling and future prediction of such attacks to be carried out, 2) the economic impact of maritime cyber-attack has also not been addressed, 3) the curriculum and educational system for training maritime professionals is limited in building their capacity to address current and future cyber threats. In addition, current national and international laws are structurally inadequate to regulate maritime cyber space. Finally, the lessons learnt from this review work is used as a base for recommending an e-commerce cybersecurity framework for the GBA.

CROSS-BORDER GREEN CONSUMPTION AND ONLINE BOOKING BEHAVIOR: EVIDENCE FROM THE HOTEL INDUSTRY IN MACAO

Xu Jingqian*

Division of Science, Engineering and Health Studies, College of Professional and Continuing Education, The Hong Kong Polytechnic University, Hong Kong

Guan Jieqi

Department of Computer Science, University of St Andrews, the United Kingdom

*Corresponding author: m220829@iftm.edu.mo

Abstract

Previous research on customers' hotel purchase decisions has focused on hotel services and brands. Global warming is degraded in 2023 and the COVID-19 epidemic has an impact on the hotel industry even though the containment of the epidemic in China has been ended. These two factors have influenced customer preferences and expectations for green consumption, particularly in the hospitality industry. Customers are more concerned about personal hygiene and sanitation in green consumption as well as the environmental performance and social responsibility of hotels. As a result, the factors that customers consider when purchasing green hotels have changed in the post-epidemic period. However, the

literature revisiting the factors of green hotel purchasing decisions in this context is limited. The scope of this study is in the Greater Bay Area of Guangdong, Hong Kong, and Macau. The Guangdong-Hong Kong-Macao Greater Bay Area is a key region for cross-border consumption and tourism development in China and has many green consumption sites. The purpose of this study is to construct an extended behavioral framework of consumers' green hotel purchase decisions in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) to help green hotel managers better understand and manage their green hotel management behaviors.

Keywords: GBA, cross-border consumption, green hotel, consumption behavior

A STUDY OF THE DEVELOPMENT STRATEGIES AND CHANGES RELATED TO SOME MACAU INTERNET CELEBRITY RESTAURANTS

Kong Xiaosheng

School of Hospitality Management, Macao Institute for Tourism Studies

Guan Jieqi

School of Hospitality Management, Macao Institute for Tourism Studies

Corresponding author: m2208847@iftm.edu.mo

Abstract

This article examines the changes in the operational processes of some local restaurants in Macau, a member of the Greater Bay Area, as they move from being unknown to being an internet celebrity. Such a development is made possible by the cross-border spending generated by the movement of tourists within the Greater Bay Area. Information will be collected in the form of face-to-face interviews with the restaurant owners. The findings suggest that the development process and outcomes of these restaurants are exceptions to the

resource dependency theory. This paper uses the ABC theory- which is often applied to the user attitudes towards a new technology and the process of acceptance. Therefore applying this theory to the food and beverage industry is the expansion of the scope of its usage. As the cross-border consumption generates increasingly dynamic financial flows, the managerial implication of the research is to provide experience for the development of the small and medium-sized food and beverage enterprises in the Greater Bay Area.

Keywords: Food & Beverage, ABC theory, Resource dependency theory.

CUSTOMER CHURN PREDICTION OF THE TELECOM INDUSTRY IN THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

Eve Man Hin Chan

Department of Design, Faculty of Design and Environment, Technological and Higher Education Institute of Hong Kong

Boris KC Wong

Department of Design, Faculty of Design and Environment, Technological and Higher Education Institute of Hong Kong

Yui-yip Lau

Division of Business and Hospitality Management, College of Professional and Continuing Education, The Hong Kong Polytechnic University

Corresponding author: m2208847@iftm.edu.mo

Abstract

Driven by rapid eCommerce expansion and the intense competitiveness of the Telecom industry, retaining valuable customers has become increasingly important. This scenario isn't different in Guangdong-HK-Macao Greater Bay Area since safeguarding market shares and overall profitability for telecom companies depends largely on preventing customer churn. To achieve this goal, our research team explored and researched the recent literature about how Artificial Intelligence (AI) technologies with a focus on Machine Learning (ML) or Deep Learning models (DL) provided insights into predicting customer retention.

With that as our theme, our team investigated a well-known dataset (Telco Customer Churn) containing crucial customer demographics, services subscribed, usage patterns records along with churn records. Although this dataset is synthetic, for educational purposes, it still demonstrates a good example of applying machine learning methods to build churn prediction models.

This dataset was pre-processed using unique methods for handling missing values, cleaning categorical data followed by effectively

balancing class distribution. Finally, comparing algorithms marked the beginning of identifying potential models such as logistic regression or decision trees besides AI-based techniques like ML and DL models as we moved towards predicting customer churn outcomes in detail.

Additionally, several factors have been identified through this study that have a significant influence on potential customers' willingness to stay using a service including tenure length, monthly charges along with contract type. For telecom operators within GBA who are keen on mitigating losses from losing their client base, understanding these factors may prove influential in reducing their Churn statistics while enhancing Satisfaction levels simply.

In summary, using AI to predict customer churn in the telecommunications industry could revolutionise customer retention strategies, ultimately leading to improved profitability and competitive advantage. Future research should focus on extending these models to include real-time data and consider deploying AI-enabled customer service and support systems within GBA.

TEXT ANALYSIS OF CHINA CUSTOMS' CROSS BORDER E-COMMERCE SUPERVISION POLICY FROM THE PERSPECTIVE OF ATTENTION

Rong Hu

Rong Hu, Shanghai Customs College, No.5677 Hua Xia West Road, Pudong New District, Shanghai; hurong@shcc.edu.cn

Yilan Ling*

Yilan Ling, Science and Technology Commission of Shanghai Jinshan District, Shanghai; 744640189@qq.com

Corresponding author: m2208847@iftm.edu.mo

Abstract

Cross-border e-commerce, an emerging form of digital trade, has developed rapidly in recent years, so Customs should constantly improve the supervision of cross-border e-commerce to promote its healthy development. Attention theory is an important theory in the field of management. The allocation of managers' attention determines the decision-making of organizations. Therefore, continually optimizing the allocation of attention is helpful to improve the management effect of an organization. This paper builds a research framework based on the attention-based view and then analyzes the allocation of attention to Customs cross-border e-commerce policies from three dimensions conventional supervision, reverse supervision and collaborative supervision. This paper mainly

uses the bibliometric method and text-coding method based on NVivo11 software to conduct text analysis of the relevant policies, so as to measure the current allocation of attention to Customs cross-border e-commerce supervisory policies. Then, based on the text analysis conclusion, under the guidance of the three theories of the attention-based view, including the attention focus principle, attention situation principle, and attention allocation principle, the paper analyzes the problems existing in the current Customs cross-border e-commerce supervisory policies and put forward countermeasures and suggestions from the three aspects of attention focus, attention situation, and attention coordination.

Keywords: Cross-border e-commerce; Customs supervision; Attention Allocation; Text Analysis

SUPERCAPACITOR ENERGY STORAGE FOR ELECTRIC VEHICLES IN THE URBAN PUBLIC TRANSPORT SYSTEM OF THE GREATER BAY AREA

A CASE STUDY OF GREENSOURCE TECHNOLOGY COMPANY

Eugene Wong*, Department of Supply Chain and Information Management, School of Decision Sciences, The Hang Seng University of Hong Kong, aeugenewong@hsu.edu.hk

Ran Wei^{1b}, Department of Supply Chain and Information Management, School of Decision Sciences, The Hang Seng University of Hong Kong, brwei@hsu.edu.hk

Chi-Wing Tsang, Faculty of Science and Technology, Technological and Higher Education Institute of Hong Kong, ctsang@thei.edu.hk

Danny Ho, Department of Supply Chain and Information Management, School of Decision Sciences, The Hang Seng University of Hong Kong, cdannyho@hsu.edu.hk

Abstract

Facing the goals of achieving carbon emissions reduction targets, demand of renewable energy and smart city infrastructure enhancements, innovative technologies on electric vehicles (EV) have been explored in governments and industrial sectors worldwide. The technology development and usage of EV have penetrated into the Greater Bay Area of China, which has the largest population and area among the four largest bay areas in the world. Supercapacitor, an electric storage device with short recharging time, high-power release and long lifespan, has attracted researchers and developers as a new renewable energy storage option for green transport. This study investigates analyse the environmental impacts of adopting supercapacitors in public transport systems of Shenzhen and other cities in Greater Bay Area, using a renewable energy company, GreenSource Technology, as a case study to further investigate the environmental changes and effects. The

results suggest that public transportation systems using supercapacitors as the primary energy storage device are emerging and increasingly recognized as a new trend for green energy storage. With the current situation and future trends of supercapacitor technology development and its application in the public transportation industry in Shenzhen being analysed, the environmental impact of supercapacitors in EV are being assessed and presented. As e-commerce is continuously growing, increasing number of parcel delivery companies replace exiting fleets with EV, demands on the use of EV in cargo delivery are thus rising. Its impact of supercapacitor energy storage on environment can be analysed as future studies. Finally, the study also provides recommendations and guidance for the future sustainable development of public transport in Shenzhen and other cities in the Greater Bay Area.

Keywords: supercapacitors, electric vehicle, renewable energy, sustainability, Greater Bay Area,

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AN ANALYSIS OF EMISSION IMPACT ON THE DEPLOYMENT OF ELECTRIC VEHICLES IN JINGDONG LOGISTICS USING THE GREET MODEL AND LCA METHODOLOGY

Eugene Wong*, Department of Supply Chain and Information Management, School of Decision Sciences, The Hang Seng University of Hong Kong, aeugenewong@hsu.edu.hk

Ran Wei1b, Department of Supply Chain and Information Management, School of Decision Sciences, The Hang Seng University of Hong Kong, brwei@hsu.edu.hk

Chi-Wing Tsang, Faculty of Science and Technology, Technological and Higher Education Institute of Hong Kong, ctsang@thei.edu.hk

Danny Ho, Department of Supply Chain and Information Management, School of Decision Sciences, The Hang Seng University of Hong Kong, cdannyho@hsu.edu.hk

Abstract

Logistics companies are continuously exploring renewable energy sources to mitigate carbon emissions in their transportation operations. One common strategy is to replace fossil fuel vehicles with electric vehicles (EVs) for cargo distribution, including trucks and drones. To evaluate the environmental impact of this approach, the study employed the GREET model and life cycle assessment (LCA) methodology to examine vehicle operation (pump-to-wheels). Specifically, it investigated the impact of substituting fossil fuel vehicles with EVs that are powered by renewable energy on the reduction of carbon emissions in freight transportation. The study examined

Jingdong (JD) Logistics, the shipping branch of the Chinese e-commerce giant JD.com, with a focus on its operations in Guangzhou and Shenzhen of the Greater Bay Area of China. The results revealed that carbon emissions are significantly reduced by replacing fossil fuel vehicles with EVs, and there was a positive correlation between the proportion of EVs used and the resulting reduction in carbon emissions. This research provides insights into the feasibility, effectiveness, and impact of transitioning logistics operations to renewable energy sources. Future analysis could be conducted on the deployment of other renewable energy hydrogen vehicles.

Keywords: Electric vehicle, renewable energy, GREET model, life cycle assessment, logistics, carbon footprint, sustainability

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CONTACT

Conference Secretary

Ms. CHUNG Chui Ying, Cherry
Tel: +852 3746 0732
Email: chuiying.chung@speed-polyu.edu.hk

Website : <https://gbae-commerce.speed-polyu.edu.hk/index.php>

