

Conference 2023

Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area

Date : 11 & 12 August 2023 (Friday & Saturday)

Time : 9:00 am - 6:30 pm

Venue : PolyU Hung Hom Bay Campus &
online via Zoom (Hybrid mode)



高科院
Technological and Higher
Education Institute of Hong Kong
香港高級專上學院



MACAU UNIVERSITY
OF SCIENCE AND TECHNOLOGY
Universidade de Ciências e Tecnologia de Macau



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



北京师范大学-香港浸会大学联合国际学院
BEIJING NORMAL UNIVERSITY-HONG KONG BAPTIST UNIVERSITY
UNITED INTERNATIONAL COLLEGE



香港跨境電子商務協會
HONG KONG CROSS-BORDER E-COMMERCE ASSOCIATION



Hong Kong Sea Transport
& Logistics Association
香港航運物流協會



海運學系
INSTITUTE OF MARITIME
LOGISTICS



ECAPIIA



THE HONG KONG
INSTITUTION OF ENGINEERS
香港工程師學會
Logistics & Transportation Division
物流及運輸分部



Research Centre
for Green Business



Policy Research Institute of
GLOBAL SUPPLY CHAIN
The Hong Kong University of Hong Kong



FGBILSCI
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 Industr



HONG KONG
maritime
museum
香港海事博物館



HKAR



CY TUNG
International Centre for Maritime Studies
董浩雲國際海事研究中心

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 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, Hong Kong Association for VR AR, and The Federation of Greater Bay International Logistics and Supply Chain Industry.

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

Conference Chair:

<u>Dr. LAU Yui Yip</u>	(Senior Lecturer)	Division of Business and Hospitality Management, School of Professional Education and Executive Development, The Hong Kong Polytechnic University
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Conference Co-Chairs:

<u>Dr. WONG Yin Cheung</u>	(Associate Head and Associate Professor)	Department of Supply Chain and Information Management, The Hang Seng University of Hong Kong
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<u>Dr. WU Yang</u>	(Lecturer)	Division of Science, Engineering and Health Studies, School of Professional Education and Executive Development, The Hong Kong Polytechnic University
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Organising Committee:

<u>Dr. CHAN Man Hin</u>	(Assistant Professor)	Department of Design, Technological and Higher Education Institute of Hong Kong
<u>Prof. CHEN Jihong</u>	(Distinguished Professor)	College of Management, Shenzhen University
<u>Dr. GUAN Jieqi</u>	(Assistant Professor)	School of Hospitality Management, Macao Institute for Tourism Studies
<u>Prof. NG Adolf Koi Yu</u>	(Acting Dean and Professor)	Faculty of Business and Management, BNU-HKBU United International College
<u>Dr. WONG Mei Chi</u>	(Head of Employability Services Office and Senior Lecturer)	Division of Business and Hospitality Management, School of Professional Education and Executive Development, The Hong Kong Polytechnic University
<u>Dr. WONG Shun Mun</u>	(Division Head and Principal Lecturer)	Division of Business and Hospitality Management, School of Professional Education and Executive Development, The Hong Kong Polytechnic University
<u>Ir Dr. YIP Tsz Leung</u>	(Associate Dean of Students and Associate Professor)	Department of Logistics and Maritime Studies, The Hong Kong Polytechnic University

International Steering Committee:

<u>Dr. CHEN Qiong</u>	(Lecturer)	Navigation College, Jimei University
<u>Dr. HU Rong</u>	(Associate Professor and Director of Postgraduate Department)	School of Customs and Public Administration, Shanghai Customs College
<u>Dr. LEI Zhimei</u>	(Lecturer)	Faculty of Management and Economics, Kunming University of Science and Technology
<u>Dr. Maneerat KANRAK</u>	(Lecturer)	Faculty of Interdisciplinary Studies, Khon Kaen University
<u>Dr. Mark POO</u>	(Research Fellow)	Faculty of Engineering and Technology, Liverpool John Moores University

Conference Secretariat:

<u>Ms. CHUNG Chui Ying, Cherry</u>	Division of Business and Hospitality Management, School of Professional Education and Executive Development, The Hong Kong Polytechnic University
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Programme

Day 1 – 11th August, 2023

TIME	CONTENT		VENUE
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		UG06
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 1-5		
FEATURE SESSION	SPEAKERS	TOPIC	VENUE
1	<u>Prof. NG Adolf Koi Yu</u> Acting Dean and Professor	<u>CCAPPTIA</u> Research Project Highlights and Future Trends	
2	<u>Ir Dr YIP Tsz Leung</u> Associate Dean of Students and Associate Professor	<u>CY Tung International Centre for Maritime Studies</u> Maritime Education and Training	
3	<u>Dr. WONG Yin Cheung</u> Associate Head and Associate Professor	<u>The Hang Seng University of Hong Kong</u> Virtual Reality Centre: Innovative Teaching and Learning Pedagogies	UG06
4	<u>Dr. WONG Shun Mun</u> Division Head and Principal Lecturer	<u>PolyU SPEED, Research Centre for Green Business</u> Green Business and E-Commerce	
5	<u>Dr. WU Yang</u> Lecturer	<u>PolyU SPEED, Research Centre for Green Energy, Transport and Building</u> The Application of Green Technology in E-commerce	
12:00 - 13:15	Conference Lunch		Crystal Harbour Restaurant

Continue

SESSION	PAPER NUMBER	AUTHOR	TOPIC	VENUE
<u>Paper Session 1</u> 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	
<u>Paper Session 2</u> 13:30-15:00	009	Yang 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	
<u>Industrial Session 1</u> 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	
<u>Paper Session 3</u> 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	
<u>Paper Session 4</u> 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	
<u>Industrial Session 2</u> 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	
<u>Paper Session 5</u> 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	
<u>Paper Session 6</u> 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	
<u>Industrial Session 3</u> 17:00-18:30	/	Mr. Jones Ng	The Promotional Strategies of Cross Border E-Commerce in the Greater Bay Area	Classroom 107
	/	Ms. SIO Sandy Hou-in	Sustainability and Diversification in Cross-border E-commerce for the Greater Bay Area	
	/	Dr. Wong Weng Chou, Jose	Information Technology of E-commerce in hospitality and tourism industry: development and trends	

Programme

Day 2 – 12th August, 2023

TIME	CONTENT		VENUE
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		UG06
10:20 - 10:35	Coffee Break and Social Networking		
10:35 - 11:40	Research Methodology Workshop 1-5		
RESEARCH METHODOLOGY WORKSHOP	SPEAKERS	TOPIC	VENUE
1	<u>Dr. WONG Yin Cheung</u> Associate Head and Associate Professor	Interdisciplinary Research	
2	<u>Prof. NG Adolf Koi Yu</u> Acting Dean and Professor	Systematic Review	
3	<u>Dr. CHAN Man Hin</u> Assistant Professor	Econometric Modelling: Techniques and Applications	UG06
4	<u>Dr. LAU Yui Yip</u> Senior Lecturer	Qualitative Research	
5	<u>Dr. WU Yang</u> Lecturer	Multi-agent Behavior Model	
11:50 - 13:15	Conference Lunch		Choi Fook Royal Banquet (Metropolis)

SESSION	AUTHOR	TOPIC	VENUE	
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	Enhancing Resilience of China's Major Ports to Adapt to the Impacts of Typhoon on the Global Shipping Network through Digitalization	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 Jieqi	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	Twin Engine of Empowering Cross-Border E-commerce Platforms: The Applications of Cloud Computing and Artificial Intelligence (AI)	Classroom 107	
	Ms. WONG Ling	The Effectiveness of Omni channel for Cross-border E-commerce in the Greater Bay Area		
	Mr. Alex HUNG, 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		
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			

Site visit



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

The activity is free of charge

Road map



Journal special issues

Maritime Business Review Special Issue

Scopus*	Scopus*	Clarivate Analytics	Clarivate Analytics
3.8	4.1	3.0	2.3
CiteScore 2022	CiteScore Tracker 2023 (updated monthly)	2022 Impact Factor	5-year Impact Factor (2022)



Call for Papers: Digital Transformation of the Maritime Business

Guest Editors:

Prof. NG Adolf Koi Yu

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Ir Dr YIP Tsz Leung

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Economies - E-Commerce and E-Supply Chain Management

High Visibility:

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Journal Rank:

CiteScore - Q1 Economics, Econometrics, and Finance (miscellaneous)

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Associate Head and Associate Professor,
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