

RGC Ref. No.: UGC/IIDS24/B02/22 <p>(please insert ref. above)</p>

**RESEARCH GRANTS COUNCIL
COMPETITIVE RESEARCH FUNDING SCHEMES FOR
THE LOCAL SELF-FINANCING DEGREE SECTOR**

INTER-INSTITUTIONAL DEVELOPMENT SCHEME (IIDS)

Completion Report
(for completed projects only)

Submission Deadlines:

1. The unspent balance, if applicable, and auditor's report: within six months of the approved project completion date.
2. Completion report: within 12 months of the approved project completion date.

Part A: The Project and Investigator(s)

1. Project Title

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

(建立和持續大灣區跨境電子商貿業務發展氣勢)

2. Investigator(s) and Academic Department(s) / Unit(s) Involved

Research Team	Name / Post	Unit / Department / Institution
Principal Investigator	Dr LAU Yui-yip / Head of Student Affairs and Senior Lecturer	Division of Business and Hospitality Management / PolyU SPEED
Co-Principal Investigator(s)	Dr WONG Eugene 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 / PolyU SPEED
Co-Investigator(s)	Dr WONG Shun-mun / Division Head and Principal Lecturer	Division of Business and Hospitality Management / PolyU SPEED

Research Team	Name / Post	Unit / Department / Institution
	Dr CHAN Eve Man-hin / Assistant Professor	Department of Design / Technological and Higher Education Institute of Hong Kong
	Dr WONG Macy Mei-chi / Head of Employability Services Office and Senior Lecturer	Division of Business and Hospitality Management / PolyU SPEED
	Prof CHEN Jihong / Distinguished Professor	College of Management / Shenzhen University
	Prof NG Adolf Koi-yu / Professor and Dean	Division of Business and Management / Beijing Normal University – Hong Kong Baptist University United International College
	Dr YIP Tsz-leung / Associate Professor	Department of Logistics and Maritime Studies / The Hong Kong Polytechnic University
	Dr GUAN Jieqi / Assistant Professor	School of Hospitality Management / Macao University of Tourism
Others	N/A	N/A

3. Project Duration

	Original	Revised	Date of RGC / Institution Approval (must be quoted)
Project Start Date	01/01/2023	N/A	N/A
Project Completion Date	31/12/2023	N/A	N/A
Duration (<i>in month</i>)	12	N/A	N/A
Deadline for Submission of Completion Report	31/12/2024	N/A	N/A

4.4 Please attach photo(s) of acknowledgement of RGC-funded activities.

Please refer to the webpage: <https://gbaecommerce.speed-polyu.edu.hk/>

Part B: The Final Report

5. Collaboration with Other Self-Financing Degree-Awarding Institutions

	Name of Institution(s)	% of Participation	Distinctive <u>Element(s)</u> of the Institution in Responsible Project
Applying Institution	PolyU SPEED	80%	1. Conference 2. Research Workshop 3. Webpage development and maintenance 4. Identify and invite speakers from industry, associations, and universities
Collaborating Institution(s) (If any) [#]	The Hang Seng University of Hong Kong	20%	1. Conference 2. Textbook 3. Feature sessions
Total:		100%	

[#] If no other eligible local self-financing degree-awarding institutions are involved, please input "N/A" in this table.

6. Project Objectives

6.1 Objectives as per original application

1. To increase understanding of cross-border e-commerce business development in the GBA;
2. To establish collaborative and sustainable research networks between GBA scholars for exchanging ideas, disseminating the latest research findings, and enhancing the transparency and increasing the efficiency of cross-border e-commerce business development in the GBA;
3. To facilitate teaching and research on the integration of e-commerce business development in the GBA;
4. To explore the research directions of applying blockchain-related technologies to increase cross-border e-commerce in the GBA;
5. To create knowledge-based research with real case studies on cross-border e-commerce business development in the GBA that tailor to business and engineering students, industrial practitioners, and researchers; and
6. To prepare students for their career with related opportunities in cross-border e-commerce business in the GBA through a series of case-based workshops.

6.2 Revised objectives

Date of approval from the RGC: N/A

Reasons for the change: N/A

1. N/A

2. N/A

3. N/A

6.3 Realisation of the objectives

(Maximum 1 page; please state how and to what extent the project objectives have been achieved; give reasons for under-achievements and outline attempts to overcome problems, if any)

Objective 1: To increase understanding of cross-border e-commerce business development in the GBA

Objective 1 has been fully achieved (100%). The Project Team organized a 2-day conference featuring paper sessions, industrial sessions, feature sessions, and research methodology workshops. A site visit was also concluded after a 2-day conference. These activities significantly increased participants' understanding of cross-border e-commerce business development in the GBA via a series of conference activities, conference proceedings, and guidebooks (i.e., Appendix 1-3).

Objective 2: To establish collaborative and sustainable research networks between GBA scholars for exchanging ideas, disseminating the latest research findings, and enhancing the transparency and increasing the efficiency of cross-border e-commerce business development in the GBA

Objective 2 has been fully achieved (100%). The conference has facilitated and delivered multiple paper sessions and industrial sessions in order to create collaborative chances between GBA scholars to exchange ideas, disseminate up-to-date research findings, enhance transparency, and increase the efficiency of cross-border e-commerce business development in the GBA. Two journal special issues have been published, promoting collaborative research among participants. In addition, our co-organizers and supporting organizations have a strong network in the GBA which fosters to establishment of collaborative and sustainable research networks in the GBA.

Objective 3: To facilitate teaching and research on the integration of e-commerce business development in the GBA

Objective 3 has been fully achieved (100%). The knowledge of the application of e-commerce has been shared with PolyU SPEED students in the following subjects to enhance their learning experience:

- BHMS4419 Integrated Study
- BHMS4435 Business Information Systems and e-SCM

- BHMS4437 Strategic Procurement Management

Objective 4: To explore the research directions of applying blockchain-related technologies to increase cross-border e-commerce in the GBA

Objective 4 has been fully achieved (100%). The 2-day conference explored new and emerging research areas on applying blockchain-related technologies to increase cross-border e-commerce in the GBA via a series of paper sessions and industrial sessions. The two special journal issues - *Maritime Business Review: Digital Transformation of the Maritime Business* and *Economies: E-commerce and E-supply Chain Management* have called for papers in this innovative and new research directions.

Objective 5: To create knowledge-based research with real case studies on cross-border e-commerce business development in the GBA that tailor to business and engineering students, industrial practitioners, and researchers

Objective 5 has been fully achieved (100%). The 2-day conference has provided industrial sessions and a site visit at Hong Kong Maritime Museum to generate real case studies on cross-border e-commerce business development in the GBA that are tailored to business and engineering students, industrial practitioners, and researchers. The design of the guidebook aims to improve the participants' knowledge and awareness via real case studies.

Objective 6: To prepare students for their career with related opportunities in cross-border e-commerce business in the GBA through a series of case-based workshops.

Objective 6 has been fully achieved (100%). The conference has invited a number of speakers from the industries and associations and a site visit at Hong Kong Maritime Museum was provided. Through the activities, the speakers shared real case studies and career development relevant to cross-border e-commerce business in the GBA. In addition, the participants will share their successful career stories on different occasions like conference lunch and coffee break sessions.

6.4 Summary of objectives addressed to date

Objectives	Addressed <i>(please tick)</i>	Percentage Achieved <i>(please estimate)</i>
1. To increase understanding of cross-border e-commerce business development in the GBA;	✓	100%
2. To establish collaborative and sustainable research networks between GBA scholars for exchanging ideas, disseminating the latest research findings, and enhancing the transparency and increasing the efficiency of cross-border e-commerce business development in the GBA;	✓	100%
3. To facilitate teaching and research on the integration of e-commerce business development in the GBA;	✓	100%
4. To explore the research directions of applying blockchain-related technologies to increase cross-border e-commerce in the GBA;	✓	100%
5. To create knowledge-based research with real case studies on cross-border e-commerce business development in the GBA that tailor to business and engineering students, industrial practitioners, and researchers	✓	100%
6. To prepare students for their career with related opportunities in cross-border e-commerce business in the GBA through a series of case-based workshops.	✓	100%

6.5 Project progress

Original Implementation Schedule	Revised Implementation Schedule (Date of RGC's Approval)	Updated Progress
Identifying and confirming the list of invited speakers	N/A	Completed
Setting up a webpage to circulate key information about the workshops and conferences.	N/A	Completed
Finalizing the rundown of the workshops and conferences	N/A	Completed
Arranging various marketing materials to boost the events with different promotional tools (e.g., interactive marketing, direct marketing and PR)	N/A	Completed
Establishing scientific and organizing committees	N/A	Completed
Investigating special issue arrangements with leading international journals	N/A	Completed
Carrying out a post-event survey	N/A	Completed
Producing a guidebook and a conference proceeding	N/A	Completed

6.6 Speaker(s)

Title / Name (Surname in Capital Letters)	Post / Institution	Title / Topic of Presentation / Course	Previous Research Links with Hong Kong Institutions (Nature and Date (Month / Year))
Mr HO Sunny Lap-kee (MH, JP)	Executive Director, The Hong Kong Shippers' Council	Defining Hong Kong's Role with regards to Cross-border Ecommerce Business	https://www.tradelink.com.hk/en/leader.html
Mr SO Kai-man	Executive Chairman, Hong Kong Cross-Border E-Commerce Association	How can we promote Hong Kong to become the Asian hub for green cross-border e-commerce in coordination with the Greater Bay Area?	Speaker: Hong Kong Trade Development Council Vice Finance Department, Hong Kong Foshan Commercial & Industrial Association
Mr. Tse Hing Min, Andy	LL.B., Partner, HK & GBA Lawyer - SUN LAWYERS	Contemporary Legal Issues in the Greater Bay Area E-Commerce	https://www.hksunlawyers.com/en/tse-hing-min-andy/
Dr. Yang Jingjing	Assistant Professor, Macao University of Tourism	Cross-border consumption of tourism industry in GBA	https://www.utm.edu.mo/NewsPortal/iftm-scholar-dr-yang-jingjing-takes-part-in-high-profile-academic-initiatives/
Dr YANG Huijun	Assistant Professor, Macao University of Tourism	Smart Technology Supports the Development of Cross-border Consumption in the Catering Industry	https://www.utm.edu.mo/shm/en/people/faculty-members/index.html?name=june

Title / Name (Surname in Capital Letters)	Post / Institution	Title / Topic of Presentation / Course	Previous Research Links with Hong Kong Institutions (Nature and Date (Month / Year))
Mr SHUM Wilson Kwok-fung	CEO/Co-Founder - SCALE InnoTech	Exploring Opportunities with Cross-Border E-commerce, Online to Offline Business Models	The Hong Kong University of Science and Technology Hong Kong Smart City Consortium
Dr TANG Yuk-ming	Senior Lecturer – The Hong Kong Polytechnic University	The Adoption of Blockchain for Cross-Border E-commerce in the Greater Bay Area	https://research.polyu.edu.hk/en/persons/yuk-ming-tang
Ms CHENG Michelle Shuk-yuen	General Manager - Greater Bay Airlines Company Limited	Emerging Aviation Issues: Cross-border E-commerce Business for the Greater Bay Area	Visiting Lecturer and Guest Speaker – Hong Kong Community College, The Hong Kong Polytechnic University Guest Speaker - THEi
Mr LI Paul Ping Hung	President - Transland Shipping (1971) Group	Import Drugs into the Greater Bay Area: Cases on Cross-border E-commerce	Guest Speaker - Hong Kong Community College The Hong Kong Polytechnic University Members – Hong Kong Logistics Association; The Chartered Institute of Logistics and Transport; Hong Kong Sea Transport and Logistics Association Development Council External Examiner –Project Yin Jin

Title / Name (Surname in Capital Letters)	Post / Institution	Title / Topic of Presentation / Course	Previous Research Links with Hong Kong Institutions (Nature and Date (Month / Year))
Mr YEUNG John Kun-woon	Director, Bookscha Technologies	Twin Engine of Empowering Cross-Border E-commerce Platforms: The Applications of Cloud Computing and Artificial Intelligence (AI)	Data Science Academy, College of Professional and Continuing Education, The Hong Kong Polytechnic University
Mr NG Harman Wai-chung	Vice Chairman, The Federation of Greater Bay International Logistics and Supply Chain Industry	The Regional Comprehensive Economic Partnership (RCEP) and China Import/Export Trade Facilitation	http://www.filsci.org/about-us-%e9%97%9c%e6%96%bc%e6%88%91%e5%80%91/
Ms SIO Sandy Hou-in	Vice President, Supervisory Council of the Macau Institute for Corporate Social Responsibility in Greater China	Sustainability and Diversification in Cross-border E-commerce for the Greater Bay Area	https://www.researchgate.net/profile/Sandy-Sio
Dr ZHANG Ruopiao	Assistant Professor, Macau University of Science and Technology	The Role of GBA Cooperation in the China Biodiversity Strategy 2030 through the Lens of Cross-border Consumption	https://www.must.edu.mo/images/MSB/files/ZhangRuoPiao_EN.pdf

Title / Name (Surname in Capital Letters)	Post / Institution	Title / Topic of Presentation / Course	Previous Research Links with Hong Kong Institutions (Nature and Date (Month / Year))
Ms WONG Ling	Founder, 100 degreec & President of Rotary Club of Smart Hong Kong	The Effectiveness of Omni channel for Cross-border E-commerce in the Greater Bay Area	http://100degreec.org/
Mr HUNG Alex Man-ching	Managing Director of Crossover International Co. Ltd. & Charter President of Rotary Club of Peninsula East	Cross-border E-commerce in the Greater Bay Area	https://wsa-global.org/person/3867/
Mr. KWOK Man-ki Philip Kino	Founder & CEO of GPEC Holding Limited; President of Hong Kong Cross-Border E-commerce Association	Cross-border E-Commerce Payment Security and Fraud Prevention	City University of Hong Kong, Department of Information Systems – Departmental Advisory Committee External Member
Mr. YU Shing Ching John	Professional Member of Hong Kong Sea Transport and Logistics Association (HKSTLA); Head of Operations, Aramex Hong Kong Limited	Post COVID Market Dynamics in Cross-border E-commerce	Chartered Member - The Chartered Institute of Logistics and Transport Professional Member - Hong Kong Sea Transport and Logistics Association

Title / Name (Surname in Capital Letters)	Post / Institution	Title / Topic of Presentation / Course	Previous Research Links with Hong Kong Institutions (Nature and Date (Month / Year))
Dr. WONG Weng-chou Jose	Associate Professor, Macau University of Science and Technology	Information Technology of E-commerce in hospitality and tourism industry: development and trends	https://www.must.edu.mo/en/fhtm/staff/wongwengchou
Ms. Ivy SHUM	President of Hong Kong Association for VR AR	Adoption of VR AR in E-commerce of Greater Bay Area	https://www.hkavrar.com/
Mr. Jones Ng	Director, Chiwa Digital Media Capital Group	The Promotional Strategies of Cross Border E-Commerce in the Greater Bay Area	https://www.chiwa.hk/training-seminar/

- 6.7 Please provide details of the activities organized, including the theme / objectives of the activities, targeted participants, attendance, analysis of participants, e.g. country of origin, research background, etc., evaluation forms of the activities and a summary of the participants' evaluation. Photos of the activities are preferred.)

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 University of Tourism, 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. With the strong network, we have attracted 187 participants, and 129 participants registered for the conference on 11 and 12 August 2023, respectively. The conference increased 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. Also, the conference participants explored real case studies of global companies' use of e-commerce, with analyses of the use and impact of e-commerce. The participants discussed the benefits of e-commerce, the implementation of e-commerce applications, market opportunities, career development, and winning strategies of e-commerce. Moreover, the conference has delivered feature sessions introducing the latest research on applying blockchain-related technologies to increase cross-border e-commerce in the GBA and research center development. The feature session also aims to establish collaborative and sustainable research networks between GBA scholars for exchanging ideas, disseminating the latest research findings, enhancing transparency, and increasing the efficiency of cross-border e-commerce business development in the GBA. In addition, the conference has delivered research methodology workshops that aim to facilitate teaching and research on the integration of e-commerce business development in the GBA. Furthermore, the project team collaborated with the Hong Kong Maritime Museum to organize a site visit to improve participants' deeper understanding and full horizon of Hong Kong Maritime development to the future and understand cross-border e-commerce business development in the GBA. Finally, 23 participants registered for the site visit.

The targeted participants of the conference activities cover a wide range of stakeholders, including associations, government bodies, industrial practitioners, researchers, and students. The profile of the participants is summarized in Table 1.

Nature of Participants	Name of Institutions	Number
Researchers/Academic Staff	School of Professional Education and Executive Development of The Hong Kong Polytechnic University (PolyU SPEED)	32
	Beijing Normal University - Hong Kong Baptist University United International College	1
	Macao University of Tourism	6
	The Hang Seng University of Hong Kong	6
	The Hong Kong Polytechnic University	13
	Technological and Higher Education Institute of Hong Kong	9
	Macau University of Science and Technology	2
	Zagazig University	1
	Shenzhen University	1
	Khon Kaen University	1
	City University of Hong Kong	3

Nature of Participants	Name of Institutions	Number
	Hong Kong Baptist University	1
	Hong Kong Metropolitan University	3
	Texas A&M University	1
	The Universiti Malaysia Terengganu	1
	University of Northumbria at Newcastle	1
	Universiti Malaysia Terengganu	1
	Liverpool John Moores University	1
	University of Agder	1
	Ecole de Management de Normandie	1
	Jimei University	1
	Shanghai Customs College	1
	Shanghai Maritime University	1
	Upper Iowa University	1
	University of Asia and the Pacific	1
	University of Southampton	1
Associations	Hong Kong Sea Transport and Logistics Association	18
	Institute of Seatransport	2
	The Federation of Greater Bay International Logistics and Supply Chain Industry	2
	Hong Kong Association for VR AR	1
	China Maritime Institute	1
	Hong Kong Cross Border E-Commerce Association	2
	Hong Kong Shippers' Council	1
	The Institute of Purchasing & Supply of Hong Kong	1
Industrial Practitioners	Hong Kong Maritime Museum	3

Nature of Participants	Name of Institutions	Number
	Airport Authority Hong Kong	2
	Trade port	1
	Hong Kong Marine Department	1
	Logistics Practitioners	63
Students		16

The evaluation forms of the activities and a summary of the participants' evaluation have been presented in Appendix 4.

The photos of the activities can be accessed at <https://gbaecommerce.speed-polyu.edu.hk/download.php#>

We also produced and delivered videos which can be publicly accessible on YouTube.

7. Research-Related Outcome

7.1 Potential for development into research proposal and the proposed course of action (Maximum half a page)

Since the outbreak of the COVID-19 pandemic, there has been an emerging trend and potential adoption of the e-commerce industry. In the e-commerce industry, there are various stakeholders and supporting industries to engage in e-commerce activities, for instance, logistics, exhibition, marketing, information technologies, finance, legal, association, education, tourism, and sustainability, to name but a few. As such, there is a potential to develop the next research proposal in the forthcoming years. We may still consider the Greater Bay Area as the research context, but we may include new elements like innovative technological tools (e.g., mixed reality, blockchains, metaverse), and consumer behavior towards e-commerce in the new business model or product in the Greater Bay Area.

7.2 Research collaboration achieved (Please give details on the achievement and its relevant impact)

- Knowledge exchange with Liverpool Hope Business School regarding sustainable ground transportation and the e-commerce revolution has been published in Encyclopedia
- Knowledge exchange with scholars via the journal special issues publication from *Maritime Business Review* - Digital Transformation of the Maritime Business and *Economies* - E-commerce and E-supply Chain Management.
- Knowledge exchange with industry practitioners regarding careers and cross-border e-commerce business real cases via the industrial sessions and feature sessions in the conference.
- Knowledge exchange with the students regarding sustaining the cross-border e-commerce for the Greater Bay Area in the conference and research methodology workshops.

7.3 Any new development and/or challenging research topic(s) has / have been identified and any new initiative(s) for future research has / have been inspired.

- Customs supervision and e-commerce in the GBA
- Port and maritime digitalization in the GBA
- Education for GBA cross-border e-commerce development
- Brand new e-commerce models in the GBA

8. The Layman's Summary

(Describe in layman's language the nature, significance and value of the research activities, in no more than 200 words)

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. The workshops, conference sessions, and site visit highlighted the issues of cross-border e-commerce businesses in the GBA. These issues included 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. Through the collaboration among scholars, students, associations, and industrial practitioners, this conference increased 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 explored case studies of global companies' use of e-commerce, with analyses of the use and impact of e-commerce.

Part C: Research Output**9. Recognized Conference(s) Paper(s) Related To This Project Was / Were Delivered (As Applicable)***(Please attach a copy of each conference abstract)*

Month / Year / Place	Title	Conference Name	Submitted to RGC (indicate the year ending of the relevant progress report)	Attached to this Report (Yes or No)	Acknowledged the Support of RGC (Yes or No)
Aug/ 2023/ Hong Kong	Consumer attitudes and perceptions of their rights in online transactions for Great Bay Area	Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area	Yes	Yes (Please refer to Appendix of this report)	Yes
Aug/ 2023/ Hong Kong	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	Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area	Yes	Yes (Please refer to Appendix of this report)	Yes
Aug/ 2023/ Hong Kong	Blockchain technology adoption in supply chains: Implications from a critical literature review	Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area	Yes	Yes (Please refer to Appendix of this report)	Yes
Aug/ 2023/ Hong Kong	Omni-channel customer service in fast fashion supply chain	Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area	Yes	Yes (Please refer to Appendix of this report)	Yes
Aug/ 2023/ Hong Kong	Facilitating storage operations and trading with autonomous systems fro Hong Kong's wine industry	Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area	Yes	Yes (Please refer to Appendix of this report)	Yes

Aug/ 2023/ Hong Kong	Explore relationship between category management and strategic procurement: Conceptual framework development	Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area	Yes	Yes (Please refer to Appendix of this report)	Yes
Aug/ 2023/ Hong Kong	A Greater Grey Area, or a Greater era? An investigation on Greater Bay Area, e-commerce, and insurance industry in Hong Kong	Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area	Yes	Yes (Please refer to Appendix of this report)	Yes
Aug/ 2023/ Hong Kong	Community consumption via mobile payment in a tourism city	Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area	Yes	Yes (Please refer to Appendix of this report)	Yes
Aug/ 2023/ Hong Kong	Development of mobile payment in food delivery industry in Macao	Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area	Yes	Yes (Please refer to Appendix of this report)	Yes
Aug/ 2023/ Hong Kong	Cross-border green consumption and online booking behavior: Evidence from the hotel industry in Macao	Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area	Yes	Yes (Please refer to Appendix of this report)	Yes
Aug/ 2023/ Hong Kong	A study of the development strategies and changes related to some Macau internet celebrity restaurants	Building and Sustaining the Momentum of Cross-border E-commerce for the Greater Bay Area	Yes	Yes (Please refer to Appendix of this report)	Yes

Sample:

Dr Andrew WU - UGC/IIDS24/E01/20

Part C: Research Output**9. Recognized Conference(s) Paper(s) Related To This Project Was / Were Delivered (As Applicable)***(Please attach a copy of each conference abstract)*

Month / Year / Place	Title	Conference Name	Submitted to RGC <i>(indicate the year ending of the relevant progress report)</i>	Attached to this Report <i>(Yes or No)</i>	Acknowledged the Support of RGC <i>(Yes or No)</i>
Dec 2021 Hong Kong	Policy Review on Sustainable Development of Electric Vehicles in China	Symposium on Smart Transport and Green Financing in the Greater Bay Area	2023	Yes <i>(Please refer to Appendix of this report)</i>	Yes
Dec 2021 Hong Kong	Connecting Unmanned Aerial Vehicle (UAV) Research to Smart Transportation	Symposium on Smart Transport and Green Financing in the Greater Bay Area	2023	Yes <i>(Please refer to Appendix of this report)</i>	Yes
Dec 2021 Hong Kong	Smart Transportation and Green Financing: Solutions for Hong Kong	Symposium on Smart Transport and Green Financing in the Greater Bay Area	2023	Yes <i>(Please refer to Appendix of this report)</i>	Yes
Dec 2021 Hong Kong	Smart Transportation Management System (TMS) Solution	Symposium on Smart Transport and Green Financing in the Greater Bay Area	2023	Yes <i>(Please refer to Appendix of this report)</i>	Yes
Dec 2021 Hong Kong	Data Driven Eco- Friendly and Smart Transport in the Digital Era	Symposium on Smart Transport and Green Financing in the Greater Bay Area	2023	Yes <i>(Please refer to Appendix of this report)</i>	Yes
Dec 2021 Hong Kong	Shared Mobility Planning for EVs	Symposium on Smart Transport and Green Financing in the Greater Bay Area	2023	Yes <i>(Please refer to Appendix of this report)</i>	Yes

10. Research Personnel Trained (As Applicable)

Name	Capacity
N/A	N/A

11. Other Impact (As Applicable)*(e.g. prizes, collaboration with other research institutions, technology transfer, etc.)*

The research team has successfully developed two journals' special issues.

Maritime Business Review: Digital Transformation of the Maritime Business (Appendix 5)

Economies: E-commerce and E-supply Chain Management (Appendix 6)

12. Statistics on Research Outputs

	Peer-reviewed Journal Publications	Conference Papers	Scholarly Books, Monographs and Chapters	Patents Awarded	Other Research Outputs (please specify)	
No. of outputs arising directly from this project	1 (Published – See Appendix 7)	11 (Published – See Appendix 8)	N/A	N/A	Type	No.
					Special issues	2

13. Public Access Of Completion Report

(Please specify the information, if any, that cannot be provided for public access and give the reasons.)

Information that Cannot Be Provided for Public Access	Reasons
N/A	N/A