

## A Joint Seminar with the Department of Geography

### Topic: Cross-border E-commerce in South China: from a Perspective of Global Consumption Networks

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#### ABSTRACT

Online purchase of goods directly from other countries have not only become easy for many ordinary consumers, but also led to reforms in the global supply chains. Although these global supply chains may be seen and analyzed from a perspective of global production networks (GPN), Dr. James Wang from the University of Hong Kong argues that it would be more preferable to investigate such reforms from a perspective of global consumption networks (GCN).

In the seminar, Dr. Wang shall explain his conceptual framework of GCN, and apply it to his current research project – an analysis of cross-border e-commerce (CBEC) in gateway cities of South China. By focusing on the channels and networks for trade and non-trade circulations of goods, he reveals through some interesting cases how CBEC works in different trading environments, and how this type of GCN is constructed to facilitate the penetration of global brands through localized omni-channel retailing.

#### SPEAKER:

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[Dr James Jixian WANG](#)

Associate Professor  
Department of Geography  
University of Hong Kong

#### CHAIR:

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Professor Henry Yeung  
Department of Geography  
Co-Director, GPN@NUS  
National University of Singapore

#### DATE:

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Tuesday, 02 May 2017

#### TIME:

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2.30pm – 4pm

#### VENUE:

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Seminar Room 06-42  
The Shaw Foundation Building,  
Block AS7, Level 6,  
5 Arts Link  
Singapore 117570



## James Wang

Dr. James Jixian WANG is associate professor of Department of Geography, the University of Hong Kong. Born in Beijing, he received his Bachelor in Economics from the People's University of China, M.Phil from the University of Hong Kong, and Ph.D. from University of Toronto. Currently he is a member of IGU Transport & Geography Commission Steering Committee, council member of Hong Kong Society for Transport Studies, and Fellow of Chartered Institute of Logistics and Transport (FCILT-HK). His research area is Transport Geography, with special interests in port development and port-city relations, and public transport in China. He has published widely in many internationally refereed journals and is editorial board member of *Journal of Transport Geography*, *Transportmetrica A*, *Transportmetrica B*, *Transport and Society*, *Asian Geographer*. He is chief editor of *Ports, Cities, and Global Supply Chains* published by Ashgate in 2007, and "Port-City Interplays in China" by Ashgate (2014) is his latest publication. As a portcity specialist, Dr Wang has participated in port-city planning projects and strategic studies for more than 30 Chinese and other Asian port cities and regions. His recent research interests include also the impacts of high-speed train and airport on cities, the logistics geography of e-commerce, and the global consumption network (GCN). He is advisor of various committees on transport or port area development for port city governments in China, including Guangzhou, Shanghai, Shenzhen and Hong Kong.