



THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY
DEPARTMENT OF MARKETING

Regional Poverty Alleviation Partnership and E-Commerce Trade

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Date: 8th May 2023 (Monday)

Time: 10:30 am – 12:00 pm

Venue: Room 4047, Lee Shau Kee Business Building, HKUST

Abstract:

Despite China's economic growth, poverty remains a challenge in underdeveloped regions. In this study, we examine how the East-West Poverty Alleviation Partnership, which pairs rich cities in East China with economically disadvantaged cities in West China, affects e-commerce trade. Using proprietary trade-flow data from the Alibaba platform, we find that the partnership increases trade between the two regions. This effect is asymmetric, as it increases exports from West China to East China but not vice versa. The effect is also particularly strong for product categories for which the West has a comparative advantage. We find that both big and small sellers benefit equally from the partnership. We discuss potential mechanisms for this effect.