

How the e-commerce development reduces regional inequality: Evidence from infectious disease in China

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Statement of the Problem: Regional health inequality in China is a long-standing problem. The development of e-commerce in China has broken the geographic barriers of healthcare goods and information for private and public healthcare systems, decreased the plants' cost and increased the citizens' income level. Theoretically, the e-commerce development could bridge the regional health inequality directly or indirectly, especially for the regional health inequality in infectious disease in the era of a rapid development of the e-commerce at the background of COVID-19. Methodology & Theoretical Orientation: based on the Lalonde's Health Field Concept model and Roemer's Effort-Circumstances theory, this study utilizes a theoretic conceptual framework to investigate the impact of e-commerce development on regional health inequality in infectious disease. Aiming to test the theory, this study selects the paired panel data of 31 provinces in China from 2001 to 2021 to explore the effect of the regional e-commerce development and e-commerce gap, and their interactive effect on regional health inequality in infectious disease. Findings: 1) The e-commerce development has a significant negative effect, and the e-commerce gap positive.

The effects of higher e-commerce development and lower e-commerce gap are complimentary. 3) These effects have regional heterogeneity. 4) The e-commerce policy aggregates the forementioned effects. Conclusion & Significance: The increase of the e-commerce development and the shrink of e-commerce gap significantly bridge the regional health inequality in infectious disease, and their effects are complementary. Also, the e-commerce policy plays a moderating role in the three impacting effects. Conclusion & Significance: The findings have vital implications for the government to formulate e-commerce policies to make more benefits for the regional health of infectious disease from the "e-commerce dividend" and reduce the regional inequality in infectious disease.

Biography

Fafa Yan has her expertise in evaluation and passion in improving the health, wellbeing and bridging the health inequality and gap across various regions and among different groups. Her extension of Health Field Concept Model and Effort-Climate theory creates new pathways for decreasing regional health inequality. From macro and micro perspective, she has built this model after years of experience in academic research, project evaluation and administration both in Chinese and global institutions

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