

Enhancing Geographical IndicatProducts in Economically Disadvantaged Regions Through Digital Platforms

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Abstract

This study investigates the effectiveness of the Rural Revitalization Commissioner Program in boosting e-commerce sales of Geographical Indication (GI) products across various counties in China. Using a proprietary dataset that aggregates transactions at the county-monthly level from 2019 to 2023 on the Alibaba platform, the research employs a spatial regression discontinuity design to identify the causal impacts of the program. The findings indicate that the presence of e-commerce commissioners is significantly associated with increased sales and transaction volumes, with the effect being particularly pronounced when accounting for county-month fixed effects. The research discusses heterogeneous impacts across different product categories and regional characteristics, highlighting the importance of aligning digital economic interventions with local comparative advantages and existing digital infrastructures. This research contributes empirical insights into how digital interventions can be strategically employed to foster regional economic equity and inclusive growth, and draws implications for policymakers on leveraging e-commerce platform as a tool for economic empowerment and social inclusion.

Track: Digital Marketing & Social Media