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From Service Economics to Global Positioning: A Theoretical Review of China's Exhibition and Conference Sector

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Abstract: The exhibition and conference service sector in China has emerged as a fundamental component of the country's shift towards a service-oriented economy. This article looks at the sector from the points of view of service economics, network economics, and regional economics. Service economics emphasises the transition from goods-centric manufacturing to value generation via experiential and information sharing. Network economics focuses on how tourism services depend on each other. For example, exhibitions and conferences connect transportation, lodging, and cultural attractions. Regional economics emphasises the external impacts of tourism on urban branding, competitiveness, and spatial development. The study finds important problems that need to be solved, such as uneven growth between regions, gaps in digital integration, the need for sustainability, and the need for global positioning. The future is looked at in terms of digital change, sustainability, and China's role as a leader in global tourism. The results indicate that China's exhibition and conference sector is pivotal to internal modernisation and plays a significant role in shaping its worldwide economic and cultural impact.

Keywords: Service, Economics, Global Positioning, Theoretical Review, Exhibition, Conference

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1. Introduction

In the past few decades, the global economy has changed a lot, moving from making things to providing services as a way to create value. This change has been especially clear in tourism, which has gone from being a minor leisure activity to a major force behind economic modernisation. The exhibition and conference service business is one of the most active and strategically important parts of tourism. Exhibitions and conferences are not just events; they are places where people can share ideas, come up with new ones, practise cultural diplomacy, and work together on business projects [1]. The exhibition and conference industry in China has grown along with the country's fast-growing economy. Cities like Shanghai, Beijing, and Guangzhou have become worldwide hubs by staging events that draw people from all over the world and have big economic effects. The industry helps cities build their brands, makes them more competitive, and helps regions grow. At the same time, it shows that China's service sector is facing bigger problems: how to reconcile domestic goals with global goals, how to use digital technology, and how to seek sustainability in line with global norms [2].

2. Material and Methods

This research contextualises China's exhibition and conference services within the overarching framework of service industry economics. It uses three different ways of looking at things service economics, network economics, and regional economics to look at how the sector helps the economy modernise. It also looks at where things are going in the future, such as digital transformation, sustainability, and global positioning. The report aims to offer a thorough analysis of the contributions of China's exhibition and conference sector to national development and worldwide leadership by exploring these dimensions. China's exposition and conference service business has grown a lot, but it still has a lot of problems to deal with. Uneven regional growth is still a big problem. Major cities like Shanghai and Beijing are in charge, while smaller cities have a hard time getting international events. This mismatch could lead to a two-tiered society in which only a few big cities get worldwide attention and investment, while interior towns stay on the outside.

There are still digital gaps since smart tourism technologies are becoming more common, but integration is still not standard across regions. Some cities have adopted AI, blockchain, and virtual reality to make visitors' experiences better, while others have not, which leads to differences in service quality and competition. The sector needs to find a way to balance rapid growth with environmental responsibility as sustainability constraints grow. Conferences and exhibitions take a lot of resources and often use a lot of energy, make a lot of garbage, and release a lot of carbon. The industry could lose its credibility and long-term viability if it doesn't have a defined sustainability policy. Lastly, global positioning requires a careful balance between home goals and foreign goals. China wants to become a world leader in tourism and cultural diplomacy, but to do this, it needs to connect its strategies with international standards, trade networks, and cultural norms. These difficulties require a thorough theoretical and practical foundation to direct future progress.

This paper has four main goals. First, to look at the exhibition and conference service business in China using service economics, network economics, and regional economics. Second, to look at the industry's contemporary problems and chances, especially when it comes to uneven regional development, digital transformation, sustainability, and global positioning. Third, to look into the future of digital transformation, sustainability, and global positioning, and to find ways to make businesses more competitive and legitimate. Fourth, to give ideas for how China may use its exhibition and conference industry to modernise its economy and become a worldwide leader, making sure that growth is fair, long-lasting, and useful to everyone.

Literature Review

The study of service economics places an emphasis on the creation of value through experiences that cannot be physically felt, as opposed to the production of tangible goods. Considering that tourism possesses cultural, social, and experiential value, it serves as an excellent illustration of this transition. According to academics, the service industries are a significant contributor to the expansion of the GDP, the creation of new jobs, and the modernisation of the economy [3]. There is a significant amount of value in the exhibition and conference services that are offered in China. By doing so, they facilitate the exchange of ideas, the generation of new concepts, and the collaboration of individuals from different nations. There is an increasing emphasis in the literature on the expanding role of service industries in national economies, with tourism serving as a driver for modernisation and global integration. The study of network economics emphasises the interdependence of various services. Transportation, hotel, dining, and attractions are all interconnected in the tourism industry, which is a relatively complex system [4]. The exhibition and conference services are similar to hubs in this network, which allow for connections to be made between customers and producers. According to the research that has been conducted,

competitiveness and resilience are enhanced when efficiency, collaboration, and integration across networks are present. The findings of research indicate that the success of tourism is dependent on the efficient operation of interconnected services, with exhibitions and conferences serving as crucial nodes within these networks [5].

The field of regional economics examines how things change over time and how those changes ripple out to neighbouring regions. Tourism has a significant impact on local economies since it contributes to the development of urban branding, the construction of infrastructure, and the enhancement of cities' competitiveness. According to research, cities that play home to major conferences attracted a greater amount of investment, talent, and recognition from all over the world. When it comes to China, there are still issues that arise from regional variances. When compared to interior regions, coastal cities are performing better. In the literature, the importance of equitable regional development is emphasised, and it is demonstrated that tourism has the potential to serve as a mechanism for reducing inequalities and promoting inclusive growth [6].

It is demonstrated in international literature that nations such as Germany, the United States of America, and Singapore make use of exhibitions and conferences in order to enhance their standing in the global community. The Messe Frankfurt in Germany lays an emphasis on being efficient and environmentally sustainable, whereas the United States of America makes use of innovation and size through areas such as Las Vegas and Chicago. Singapore is able to establish itself as a global hub through the utilisation of digital technologies and cultural diplomacy. The lessons that China may take away from these scenarios include how to become more environmentally friendly, how to make better use of technology, and how to collaborate with other nations [7].

3. Results

1. Service-Dominant Logic (SDL)

Vargo and Lusch's Service-Dominant Logic (SDL) is a new method of thinking about economics that moves away from the old goods-dominant logic and toward a new way of thinking about services, connections, and the co-creation of value. SDL asserts that value is not inherent in things but is collaboratively generated via interactions between suppliers and consumers. SDL is a great way to grasp how value comes from experiences, knowledge sharing, and cultural exchanges, rather than from physical outputs. This is especially true in China's exposition and conference industry [8]. Conferences and exhibits are not just places where people buy things; they are dynamic spaces where organisers, attendees, sponsors, and local communities all work together to create value. An international trade show in Shanghai, for instance, creates value not only via the contracts signed, but also through the networks built, the information shared, and the cultural capital transferred [9]. SDL says that operant resources like skills, knowledge, and relationships are the most important things that create value. This is especially true in China, where exhibitions are places for cultural diplomacy, technology transfer, and new ideas. By using SDL, researchers may look at how China's service industry uses intangible assets to become more modern and global. SDL also emphasises the significance of customer experience and personalisation, which is in line with trends in smart tourism and AI-driven services. In short, SDL changes the way we think about the exhibition and conference sector by showing how it is a co-creative ecosystem that is important for China's economic modernisation and leadership on the world stage [10].



Figure 1. Tourism Value Creation. (Source: Fujita et. Al., 2018)

2. Network Theory

Network theory stresses how actors, institutions, and services in an economic system are all linked together. It doesn't see industries as separate things; instead, it sees them as networks of relationships and flows. In tourism, especially in exposition and conference services, network theory shows how success depends on how well transportation, housing, catering, cultural attractions, and digital platforms are connected to each other. Exhibitions are like nodes in these networks, connecting manufacturers and consumers, people from the US and other countries, and public and private institutions [11]. Network theory is very important for China since the country's rapid urbanisation and growth of infrastructure have made dense networks that can support big events. Shanghai's success as a worldwide exhibition hub is not only due to its venues. Its international airport, high-speed rail links, hospitality sector, and digital infrastructure also help. Network theory also talks about resilience: powerful networks can handle shocks, as those induced by pandemics, by rerouting flows and keeping connections open. The philosophy also stresses how important it is to work together and make relationships. In China, exhibits regularly bring together government agencies, private companies, and international organisations to cooperate together. This makes networks with many layers that make businesses more competitive. Using network theory, researchers may look at how interdependence affects the industry's performance and how China can improve its position by investing in connectivity, integration, and collaboration [13].

3. Regional Development Theory

Regional development theory elucidates the mechanisms via which economic activities produce spatial spillovers and enhance regional competitiveness. The exhibition and conference sector is especially interested in ideas like growth poles, multiplier effects, and agglomeration economies. Hosting big events helps local economies by bringing in people, creating demand for hotels, restaurants, and transportation, and improving the city's image. In China, cities like Beijing, Shanghai, and Guangzhou have become growth poles, leveraging exhibitions to attract investment, talent, and global recognition [14]. But there are still problems with differences between regions, and cities in the middle of the country have a hard time competing. Regional development theory elucidates these discrepancies by emphasising the significance of infrastructure, accessibility, and institutional support. It also shows that there could be spillover effects: successful events can boost nearby areas by boosting demand for goods and services, encouraging new ideas, and making businesses more competitive. For instance, the Canton Fair in Guangzhou helps the city and also boosts trade and manufacturing in southern China [15]. The idea of regional development also talks about how policy might help growth be more

even. In China, government efforts to build up interior cities and connect them to global networks are an example of this idea in action. By using regional development theory to look at the exhibition and conference industry, researchers can figure out how events help with spatial development, lower differences, and encourage growth that includes everyone [15].

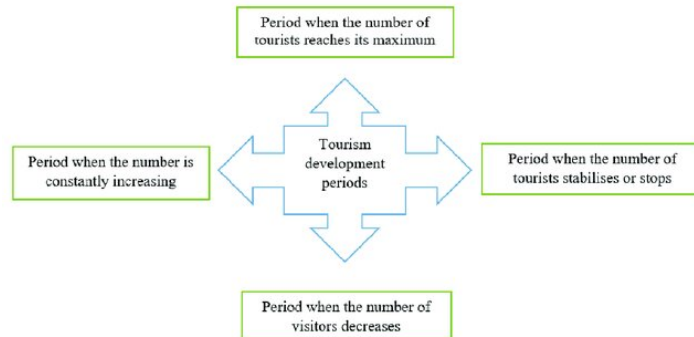


Figure 2. Characteristics of tourism development. (Source: Kuizinaitė et. Al., 2020)

4. Innovation Diffusion Theory

Rogers' theory of the diffusion of innovations describes how new ideas, technology, and ways of doing things spread in companies and communities. It delineates categories of adopters innovators, early adopters, early majority, late majority, laggards and emphasises elements that affect adoption, including relative advantage, compatibility, complexity, trialability, and observability. In China's exhibition and conference business, the principle of innovation diffusion is very important for digital transformation [17]. Different areas are adopting smart tourism technology, blockchain-based booking systems, AI-driven personalisation, and virtual reality experiences at different rates. Shanghai and Beijing, two of the biggest cities, are innovators and early adopters who use cutting-edge technology in their activities. But smaller cities generally end up in the late majority or lagging groups because they have problems including high costs, a lack of knowledge, and institutional inertia. Innovation diffusion theory helps us understand these tendencies and gives us ideas for speeding up adoption. For example, showing out successful applications in major cities can make them easier to see and inspire others to do the same. Government rules and incentives can make things less complicated and more compatible, which makes it easier for things to spread. In the context of China's modernisation, innovation diffusion theory emphasises the significance of digital transformation in improving competitiveness and legitimacy. It also stresses the necessity for initiatives that include everyone so that all areas can benefit from new technologies [16].

5. Sustainability and Triple Bottom Line Theory

The triple bottom line concept stresses the importance of including economic, social, and environmental factors in development. It says that to be successful in the long run, you need to find a balance between making money and being socially responsible and taking care of the environment. Sustainability is becoming more and more important in the exhibition and conference business. Events use a lot of resources, including a lot of energy, garbage, and carbon dioxide. If the industry doesn't focus on sustainability, it could lose its legitimacy and long-term viability. Sustainability is becoming a top focus in China, with efforts to encourage green infrastructure, carbon-neutral tourism, and circular economy practices. The triple bottom line theory helps us look at these activities by showing how economic growth must go hand in hand with social responsibility and environmental responsibility. Using renewable energy at conference venues, for instance, is better for the environment and makes the venue more competitive. Starting initiatives

to cut down on waste and recycle shows that you care about your community and makes your business more legitimate. The approach also stresses the importance of involving all stakeholders, since sustainability needs cooperation between organisers, participants, governments, and communities. Using the triple bottom line theory, researchers can look at how China's exhibition and conference sector includes sustainability in its plans and how this affects its capacity to compete and be seen as legitimate [17].



Figure 3. Triple Bottom Line concept. (Source: Dalibozhko et. Al., 2028)

6. Globalization and World-Systems Theory

Wallerstein's world-systems theory puts industries in the global economic hierarchy and divides the world into core, semi-peripheral, and peripheral sectors. It stresses how global integration affects development and positioning. World-systems theory explains why global positioning is so important for China's exhibition and conference business. China wants to go from being a semi-peripheral player in international tourism and cultural diplomacy to being a central player. China's hosting of international exhibitions and conferences helps it become more connected to global networks, boosts its soft power, and makes it a leader in working together with other countries. World-systems theory also talks about how hard it is to balance domestic goals with international goals. China needs to meet global standards and expectations while also meeting its own requirements and differences. The approach emphasises the significance of cultural diplomacy, trade integration, and international cooperation in influencing global positioning. Using world-systems theory, researchers may look at how China's exhibition and conference sector helps it rise to the top of the world and how it deals with the challenges of globalization [18].

7. Experience Economy Theory

The experience economy idea of Pine and Gilmore says that people are more interested in memorable experiences than in items. It talks about four types of experiences: entertainment, education, escapism, and aesthetics. It also stresses how important it is to create experiences that are fun, immersive, and unforgettable. This notion is very important in the business of exhibitions and conferences. Events aren't just for getting things done; they're meant to give people valuable experiences that include learning, networking, and getting to know other cultures. Exhibitions and conferences in China often include cultural performances, interactive technologies, and immersive surroundings to make the events more enjoyable. The experience economy hypothesis shows why these methods are so important for staying competitive and being seen as legitimate. It also emphasises the need of personalisation, acknowledging that participants desire experiences customised to their interests and requirements. Smart tourism

technology and AI-driven personalisation go along with this trend, letting organisers build experiences that are unique to each guest. Using the experience economy idea, researchers can look at how China's exhibition and conference business makes money by providing experiences and how this money helps with modernisation and cultural diplomacy [19].

8. Institutional Theory

Institutional theory stresses how rules, norms, and governance structures shape industries. It says that groups follow institutional forces to get legitimacy, stability, and help. In China, where government policies, urban planning, and international standards have a big impact on development, institutional theory is very important in the exhibition and conference business. Institutional frameworks determine the organization, regulation, and assessment of occurrences. For instance, government efforts to encourage sustainability, digital transformation, and regional development put pressure on institutions that affect how businesses work. International standards and expectations also affect China's plans. To be seen as more legitimate, they need to follow global norms. Institutional theory emphasises isomorphism, wherein organisations emulate analogous patterns to attain legitimacy. In China, exhibition and conference organisers typically follow international best practices to make themselves more competitive and trustworthy. The theory also emphasises the importance of institutional entrepreneurship, in which people come up with new ideas and change institutions to make new opportunities. Using institutional theory, researchers may examine how China's exhibition and conference sector is affected by governance structures, norms, and rules, as well as how the industry deals with institutional pressures to modernise and become a worldwide leader [20].

4. Discussion

China's exposition and conference services show how the service economy values sharing experiences and expertise. They help modernise by encouraging new ideas and cultural diplomacy. For the sector to be successful, transportation, lodging, and digital platforms must all work together smoothly. This will make the industry more competitive. Spillover effects make cities more competitive and improve their branding, but differences between regions show how important it is to have balanced development policies. Shanghai has become a global center for exhibitions thanks to its modern infrastructure and connections to other countries. The fact that it worked shows how important it is to invest strategically in infrastructure and work together with other countries. Beijing focuses on political and cultural conferences to improve China's standing in the world. Its status as the capital of the country shows how important cultural diplomacy and political involvement are in changing how people throughout the world see things. Guangzhou is an example of regional integration because it combines trade and tourism. Its success shows that communities may use their unique characteristics to make themselves more competitive [21].

Digital transformation is one of the things that will change the sector in the future. Smart tourism, AI-driven personalisation, and blockchain are all examples of this. Digital platforms work better together, which makes China more competitive in a globalised economy. It is very important to be sustainable, and carbon-neutral activities and circular economy models are necessary for businesses to be seen as legitimate and competitive. The industry could hurt its long-term existence if it doesn't focus on sustainability. For China to be a global player, it needs to find a balance between its own needs and its worldwide goals. It may do this through cultural diplomacy and integrating global trade. Policy implications encompass investing in digital infrastructure to facilitate smart tourism, advocating for sustainability through rules and incentives, fostering regional development to mitigate inequities, and bolstering international collaboration to improve global positioning. These methods are necessary to keep China's exhibition and conference sector competitive, respectable, and relevant around the world [22].

The exhibition and conference service industry in China offers an extensive case study for the application of various theoretical frameworks in service economics. Each theory provides a unique perspective for comprehending the complexities of value creation, interdependence, regional development, innovation, sustainability, globalisation, experiential design, and institutional governance. By combining various points of view, we can make a full study of how the sector helps China modernise and improve its place in the world, as well as find the problems and chances that lie ahead. Service-Dominant Logic (SDL) changes the way we think about the exhibition and conference sector from a transactional marketplace to a co-creative ecology. Exhibitions in China are more than just places to sell things or show off new innovations. They are also places where value is created through interactions between organisers, participants, sponsors, and local communities. The Shanghai World Expo, for instance, showed how exhibitions can provide value beyond just making money by promoting cultural exchange, spreading knowledge, and building long-term collaborations. SDL stresses that operant resources, such as skills, knowledge, and relationships, are the main things that create value. China's focus on innovation and technology transfer at conferences, where people trade things like knowledge and networks, shows this. The theory also emphasises the significance of customer experience and personalisation, which corresponds with China's initiative towards smart tourism and AI-driven services. Using SDL, we can observe that China's exhibition business is an important part of its service economy since it uses intangible resources to modernise and globalize [26].

Network theory shows how services and institutions in the tourism ecosystem are related to each other. Exhibitions and conferences are part of larger networks that also include transportation, lodging, food, cultural attractions, and internet platforms. The strength and effectiveness of these relationships are what make an event successful. Shanghai's rise as a worldwide exposition hub is a good example of this. Its success is not only owing to its venues, but also to its international airport, high-speed rail links, hospitality sector, and digital infrastructure. Network theory also stresses resilience, showing how strong networks can handle shocks like the COVID-19 epidemic by changing the way flows work and keeping connections open. In China, government assistance and cooperation between the public and commercial sectors make these networks stronger, making sure that exhibitions stay competitive and strong. Network theory helps us realise that China's exhibition sector depends on interdependence, and its future success depends on ongoing investment in collaboration and connectivity [27].

Regional development theory helps us understand how exhibitions create spatial spillovers and make regions more competitive. When cities host big events, they bring in tourists, which boosts the economy by creating demand for hotels, restaurants, and transportation. It also helps to improve the city's brand. Beijing, Shanghai, and Guangzhou have become growth poles, using trade shows to draw in investment, talent, and attention from around the world. But there are still problems with regional differences, and cities in the middle of the country are having a hard time competing. Regional development theory elucidates these discrepancies by emphasising the significance of infrastructure, accessibility, and institutional support. It also shows how successful events can have positive consequences on nearby areas by boosting demand for goods and services, encouraging innovation, and making businesses more competitive. The Canton Fair in Guangzhou is a good example of this. It helps the city and also boosts trade and manufacturing in southern China. Regional development theory emphasises the necessity for equitable policies to guarantee that inland areas also gain from the exhibition economy, so diminishing inequalities and fostering inclusive growth [23].

The theory of innovation diffusion explains how new technologies spread through industry. Digital change in China's exhibition and conference industry is not happening at the same pace everywhere. Bigger cities are leading the way, while smaller towns are falling behind. Events in Shanghai and Beijing are using smart tourism technology,

blockchain-based booking platforms, AI-driven personalisation, and virtual reality experiences to make them more competitive and real. But smaller areas have trouble adopting because of things like high costs, a lack of knowledge, and institutional inertia. The theory of innovation diffusion helps us understand these trends and gives us ways to speed up adoption. Showing off successful applications in major cities, for instance, makes them easier to see and encourages others to do the same. Government rules and incentives can make things easier and more compatible, which helps them spread. In the context of China's modernisation, innovation diffusion theory emphasises the significance of digital transformation in improving competitiveness and legitimacy, while simultaneously stressing the necessity for inclusive methods to guarantee that all areas benefit from technological progress [24].

The triple bottom line concept stresses the importance of including economic, social, and environmental factors in development. Sustainability is becoming more and more important in the exhibition and conference business. Events use a lot of resources, including a lot of energy, garbage, and carbon dioxide. If the industry doesn't focus on sustainability, it could lose its legitimacy and long-term viability. In China, sustainability is becoming a top focus. There are programs to encourage carbon-neutral tourism, a circular economy, and green infrastructure. For instance, new places are being built with renewable energy systems, programs to cut down on trash, and materials that are good for the environment. The triple bottom line theory gives us a way to look at these projects and shows how economic growth needs to be in accordance with social legitimacy and environmental responsibility. It is also very important to involve stakeholders, since sustainability needs cooperation between organisers, participants, governments, and communities. The triple bottom line theory shows us that China's exhibition sector is using sustainability in its plans, which makes it more competitive and legitimate on the world stage [25].

World-systems theory places China's exhibition industry in the global economic hierarchy. China wants to go from being on the edge of international tourism and cultural diplomacy to being at the center of these things. Hosting international trade shows and conferences helps China become more connected to the rest of the world, boosts its soft power, and makes it a leader in working together with other countries. For example, the Belt and Road Initiative has been followed by conferences and exhibitions that encourage trade and cultural interchange, which strengthens China's position in the world. World-systems theory also talks about how hard it is to balance national goals with global ones. China must meet the demands and differences of its own people while still meeting global standards and expectations. Using world-systems theory, we can see how China's exhibition sector helps the country rise in the world and how it deals with the challenges of globalisation by balancing national growth with global leadership [26].

The experience economy theory posits that people are progressively pursuing memorable experiences above tangible items. Exhibitions and conferences are good examples of this change since they give people deep cultural, intellectual, and social experiences. In China, events often include cultural performances, interactive technologies, and immersive venues to make the experience better. The Shanghai Expo, for example, blended learning, fun, and cultural immersion to make lasting memories for millions of people. The experience economy theory tells us why these methods are so important for staying competitive and legitimate. It also emphasises the need of personalisation, acknowledging that participants desire experiences customised to their interests and requirements. This trend is in line with smart tourism technology and AI-driven personalisation, which let organisers make experiences that are unique to each guest. Using the experience economy hypothesis, we can observe that China's exhibition business adds value through experiences, which helps with modernisation and cultural diplomacy [27].

Institutional theory stresses how rules, norms, and governance structures shape industries. The exhibition and conference industry in China is heavily affected by government regulations, city planning, and international standards. Institutional frameworks determine the organization, regulation, and assessment of occurrences. For instance, government efforts to encourage sustainability, digital transformation, and regional development put pressure on institutions that affect how businesses work. International standards and expectations also affect China's plans. To be seen as more legitimate, they need to follow global norms. Institutional theory emphasises the significance of isomorphism, wherein organisations emulate analogous activities to attain legitimacy. Exhibition organisers in China typically copy the finest practices from around the world to make their events more competitive and trustworthy. The theory also highlights the importance of institutional entrepreneurship, which is when people come up with new ideas and change institutions to make new opportunities. Using institutional theory, we can understand how China's exhibition sector is shaped by its governance structures, norms, and rules, as well as how the business deals with institutional pressures to modernise and become a world leader.

These ideas work together to give a full picture of how to look at China's exhibition and conference sector. Service-Dominant Logic and the Experience Economy show how value is made through experiences that can't be touched and working together. Theories of network and regional development stress how things are connected and how they might spread across space. Theories of innovation diffusion and sustainability look at problems that will come up in the future with technology and environmental responsibility. World-Systems and Institutional theories place China in the global system and stress the need of governance. By combining various points of view, we get a whole picture of how China's exhibition sector helps with modernisation, competitiveness, sustainability, and global leadership [28].

5. Conclusion

Chinese exhibition and conference services show shifting service economics, network connectivity, and regional development. It shaped China's service-based economy, reflecting global and Chinese trends. An industry's path shows how intangible value creation, interdependent networks, and regional spillovers affect modernisation and competition. How well it balances domestic and international goals through digital transformation, sustainability, and global positioning will determine its success. Partnerships, knowledge sharing, and cultural involvement produce value in China's exposition and conference business, according to Service-Dominant Logic. Contracts, sales, networks, experience, and cultural capital make the Shanghai World Expo and Canton Fair valuable. Co-creation can develop and modernise the sector, making China a global service economy leader. Tourist ecosystem services are much more interrelated according to Network Theory. Exhibitions and conferences are hubs for transit, lodging, food, and internet networks. These networks' competitiveness depends on strength. Shanghai's global center status depends on infrastructure, contacts, and partnerships. Network interdependence indicates the importance of government, business, and international cooperation. The industry's integration and cooperation improve. The Regional Development Theory highlights how exhibitions and conferences affect other places. Hosting large events boosts the economy, city image, and investment. Beijing, Shanghai, and Guangzhou have prospered by promoting their global brand and competitiveness at trade events. Interior cities struggle to compete due to regional disparities. To reduce inequality and promote inclusive prosperity, the strategy prioritises equitable policies for the exhibition economy in all regions.

Digital technology adoption rates vary by region, says Innovation Diffusion Theory. Leading cities pioneer blockchain, AI-driven customisation, and smart tourism. Innovation moves slower in smaller cities. This uneven spread is due to cost, ignorance,

and institutional change resistance. To increase adoption, we need regulations that simplify, support, and publicise successful apps. Digital transformation is technological and strategic for global legitimacy and competitiveness. Sustainability and the Triple Bottom Line show that economic progress must include social legitimacy and environmental responsibility. Exhibitions are expensive, thus the company may suffer if it doesn't last. Carbon-neutral tourism, circular economy, and green infrastructure are China's environmental goals. These efforts show the sector can be more competitive and socially and environmentally responsible. Sustainability, no longer optional, is essential for legitimacy and success. World-Systems Theory shows how China's exhibition sector mirrors its globalisation goals. Hosting international conferences and exhibitions gives China soft power, global networks, and collaborative leadership. Balance your country's needs, the world's expectations, global norms, and domestic issues to advance. The sector is a small part of China's globalisation. Experience Economy Theory shows how conferences and exhibitions can be memorable. Immersive, personalised, engaging, and educative cultural experiences are desired. Chinese exhibitions are becoming more like others with cultural acts, interactive technologies, and customised services. This reflects global experience value trends. Cultural diplomacy and experience-based competitiveness boost China's worldwide image. Finally, Institutional Theory highlights how institutions, norms, and rules shape the sector. Government, city planning, and international conventions shape Chinese development. Institutions demand digital transformation, regional cooperation, and sustainability. However, international law shapes legitimacy. Players produce new ideas and reform institutions to take risks, making institutional entrepreneurship vital. To thrive, the sector must manage institutional pressures and encourage modernisation and leadership through governance.

Combining these theories completes China's exhibition and conference commercial profile. They show how value is made, networks reinforced, regions enhanced, inventions spread, sustainability built in, globalisation handled, experiences staged, and institutions shaped. These beliefs show how important the industry is to China's economic development and global status. How skilfully the industry balances global and domestic goals determines its performance. Profiting from new technology requires everyone to digitise. Sustainable growth plans assure social and environmental responsibility. Cultural diplomacy, trade integration, and domestic problem-solving are needed for global positioning. These strategies may help China modernise its economy and lead the world through exhibitions and conferences. Finally, China's exhibition and conference service industry is strategic for service economics, network interdependence, regional growth, innovation, sustainability, globalisation, experiential value, and institutional governance. The route shows China's modernisation and globalisation. Leading, accepting change, and taking responsibility will influence the future. Sustainable, inclusive growth is possible by balancing domestic and global needs. The Chinese service economy will lead the world.

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