

Министерство науки и высшего образования
Российской Федерации
ФГАОУ ВО «Южно-Уральский государственный
университет»
(научно-исследовательский университет)
Высшая школа экономики и управления
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РАБОТА ПРОВЕРЕНА

_____ 2018 г.

ДОПУСТИТЬ К ЗАЩИТЕ

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_____ 2018 г.

Современное состояние и тенденции развития интернет-экономики между
Китаем и Россией

ПОЯСНИТЕЛЬНАЯ ЗАПИСКА
К ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЕ
ЮУрГУ – 38.04.01 25.08.2016.1596. ПЗ ВКР

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ABSTRACT

HONG WEI. The Development of Sino-Russia E-Commerce Trade under the Background of Internet Economy – Chelyabinsk: SUSU, EU–204, 102 pages, 10tables, 21pictures, 73 references.

Consumption, as one of the troika driving economic growth, plays an important role in the operation of the national economy. Since the 1990s, especially since the outbreak of the international financial crisis this century, the expansion of foreign trade consumer demand has become an important direction and goal for Sino-Russian development. This study is aimed at the two most potential countries - the e-commerce trade between Russia and China. The main research purpose is to determine the most important influencing factors for the development of China's B2C e-commerce market in Russia, And find out how to overcome the major barriers and promote the follow-up development strategy.

This study is aimed at the two most potential countries - the electronic trade between Russia and China. The main research purpose is to determine the most important influencing factors for the development of China's B2C e-commerce market in Russia, And find out how to overcome the major barriers and promote the follow-up development strategy.

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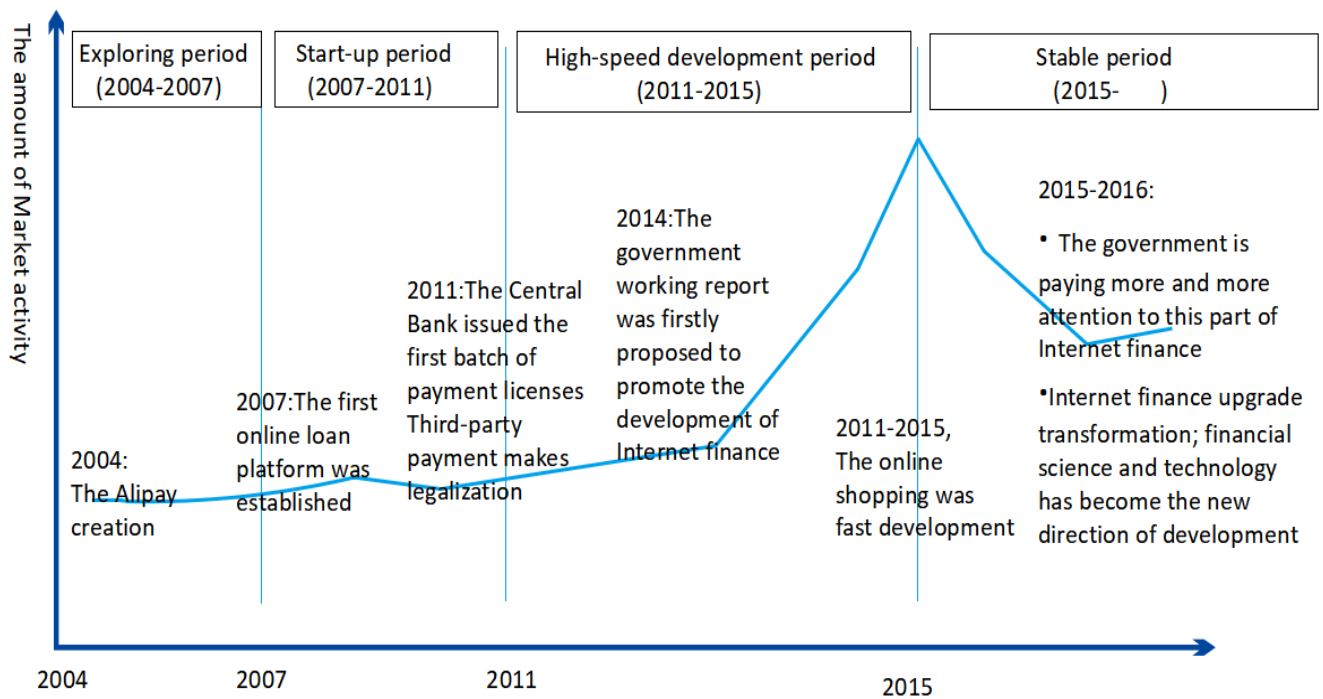
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INTRODUCTION

The background of this paper

With the development of technology and science, our country have been becoming a informational age,our currency has also changed a lot.Reviewing the evolution of payments tools, from quick payment to code scanning, to Amazon Go's "buy-and-go" automatic payment model innovation, the electronicization of money has been going down the drain. As the medium of all economic activities, the change of the monetary form will have a profound impact on the economic operation. In turn, it will change the application scenarios and business models of the financial business and, to some extent, even complete the restructuring of the industry.

We can open this hole by taking the promotion of IoT technology for the digitalization in the payment industry as an example. The popularization of smart phones makes mobile phones become the main carrier of third-party payment, which has promoted the third wave of payment industry to start the first wave of prosperity and development.



Picture 1.1- Payment platform development history [1]

In the process of global information technology development and its widespread application, e-commerce has become the main form of information communication and trade activities among many enterprises, enterprises and customers, and it has become more and more close to the customers' life.

The foray into e-commerce is a trend that the traditional enterprises in China and Russia are faced with. With the rapid development of the Internet and e-commerce in Russia and China, it is the general trend for traditional enterprises to conduct e-commerce. Due to the long period of development, Chinese e-commerce enterprises have accumulated a great deal of network marketing experience in the process of enterprise practice. However, the e-commerce enterprises in Russia started relatively late. This article is in this context, want to Russia and China e-commerce business network marketing related aspects of research and analysis, looking forward to the

Russian e-commerce clothing enterprises to implement effective marketing network marketing recommendations.

Research purpose and signification

Research purpose

The main purpose of this research is identifying the main factors influencing B2C e-commerce market between Russia and China and developing strategies to overcome the main barriers. In order to complete this research we should answer to the number of sub questions:

(1)What is the development of “Internet economy”

(2)What are the main Influencing factors in the development of electronic trade in B2C sector between two countries (including factors influencing Chinese companies and Russian consumers, political environment, infrastructure systems, etc.) and their impact on the development process.

(3)What strategies can be implemented in order to eliminate main obstacles.

The signification of this research

First, Chinese President Xi Jinping proposed in September and October 2013 to jointly build the "Silk Road Economic Belt [2]" and the "21st Century Maritime Silk Road [3]," the strategic initiative has aroused widespread concern in all countries in the world. The main direction of China's "One Belt and One Road" is building a world economic zone, and Russia is an important participant in this process. Under the guidance of this strategy, many Chinese enterprises have a strong will to develop in Russia. Against this backdrop, China urgently needs research and analysis on the

Russian market and its economic status in order to make its investors more efficient. The significance of this study lies in the superior conditions for the Russian market, enriching China's research data on Russia, the author combined his own experience, the Russian e-commerce research results can provide reference for China-Russia economic research.

Second, there have been done a lot of research on electronic trade development. However, a lot of research still needs to be done concerning specific B2C electronic trade markets and interaction between countries engaging in international e-commerce. The theoretical significance of this research is, through the study of the e-commerce between Russia and China, to explain the characteristics and patterns of B2C in developing countries, to find the barriers which prevent the development of e-commerce in B2C sector, to analyze their impact and significance and to develop strategies to eliminate these obstacles.

1 THE ANALYSIS OF INTERNET ECONOMY AND CONSUMPTION PATTERNS

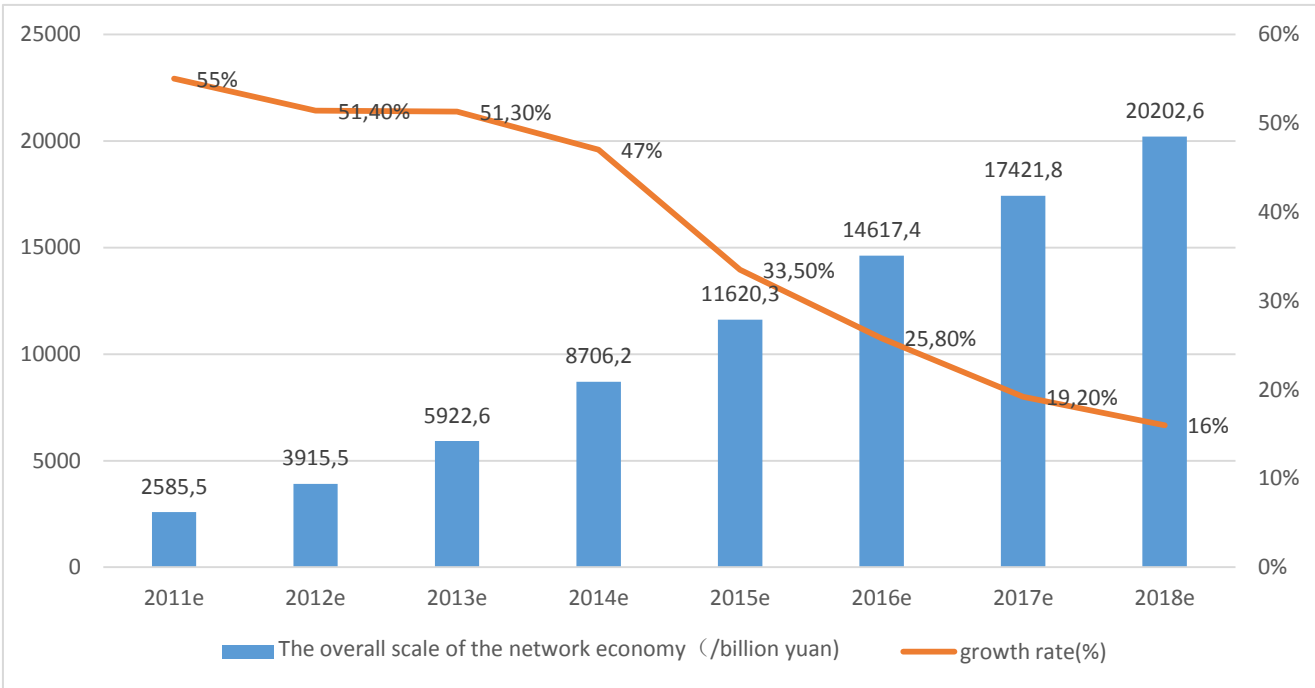
1.1 The concept of Internet economy

The network economy service industry as a leader, driven by the rapid development of modern service industry network economic and economic model. Network economy is a revolutionary innovation and development, has been people's work, life and other changes, and promote the new development of society, its significance is equivalent to the "Third Industrial Revolution"[4]. At present, all countries in the world will be the network economy concept of Internet economy was first made by John Flower at 1997[5], and when at the nineties ages in last century it was quickly development. Includes the rapid development of information technology makes its connotation and essence have a major innovation and development, formed a network economy as a means of innovaty as the direction of national development, cultivate national competitiveness of the industrial development strategy. Developed countries have formed a huge scale of the network economy, in the information infrastructure, application technology, business model and product innovation has advantages, developing countries have to develop development strategies, hoping through the development and application of network economy, the rapid formation of a certain Economic scale, to seize the international market, improve economic competitiveness.

1.1.1The connotation of Internet economy

The so-called Internet economy, that is, relying on the Internet platform generated by the sum of all economic activities. Internet economy, that is, in the context of the Internet economic background of the historical stage. From the current stage of

development, mainly including instant messaging, online games, e-commerce and search engine four economic types. In the Internet age, the Internet economy is a new economic phenomenon with the characteristics of the times. The economic era of the Internet economy, the economic production, distribution, exchange, consumption and other acts, and the economic sector and the government, business sector and other topics of economic behavior. Are increasingly dependent on the Internet, which takes a lot of information from the Internet, with Internet forecasting and decision making, and many buying and selling behavior is also directly or indirectly on the Internet.



Picture1.1-China-Russia Internet economy market size and forecast in 2011-2018[6]

The development trend of the so-called economic globalization, its core is mainly relying on the development of the Internet economy, people began to rely more on modern information base to deal with information to enhance the efficiency of the use of information to promote the scientific and technological achievements to the speed of modern productive forces. Internet economy is not only refers to the computer as the

core of the information technology industry, but also represents the modern computer technology, Internet technology based on the high-tech industries, but also traditional industries, traditional economic industries to the Internet direction of change and leap. The As shown in Picture 1-1, the Internet economic development situation at a glance. Internet economy is not isolated and the traditional economic scope, from the objective, the Internet economy also inherited the basis of the traditional economy, in the computer and Internet technology innovation, extending a new form of advanced economic development. Although people also called the Internet economy for the knowledge economy, post-industrial economy, new economy, information economy, but its foundation has always been to the Internet as the core, especially the Internet, which is the connotation of the Internet economy.

1.1.2 The classification of Internet economy

According to the connotation of Internet economy ,as shown in the Table 1.2 , this paper will divides the Internet economy into five types: Internet banking ,E-commerce , Searching engine, Quickly connection, and Internet games.

Table 1.2- The classification of Internet economy

Types of Internet economy	Example
ITFIN	Alipay,online banking,Wechat pay
E-commerce	Taobao, Alibaba, Amazon, Ebay
Searching engine	Google, Baidu, Yandax
Instant Message(IM)	Wechat, facebook, instgram
Internet games	DOTA, LOL, HEARTSTONE

ITFIN was first proposed by Xie Ping [7], "the Internet as the representative of modern information technology, especially mobile payment, social networks, search engines and cloud computing, will have a fundamental impact on the human financial model may occur may be a third type of financial model that is different from the indirect financing of commercial banks and is directly related to the direct financing of capital markets, known as the 'Internet direct financing market' or 'ITFIN model'.With the ITFIN gradually into the public view, especially 2013 balance and the rise of Alipay and Wechat payment spread in the circle of friends spread in China, the Internet financial business in world to flourish, the traditional financial industry and the Internet will certainly industrial transformation.

As shown in Table 1-3 ITFIN includes three models: The first is the extension of traditional finance in the Internet, the transfer of traditional finance from the line to the line, the main representations are online banking, network securities. The second is the

financial industry, mainly for the electricity business to join the financial sector, the main representative of the financial industry such as the balance of the treasure, P2P, the third party of payment, and digital currency. The third is the financial of the Internet industry, mainly performed the electricity business join in the financial sector, the main representations are the network funds such as the balance of treasure, Internet insurance such as public security online.

From the functional point of view, The ITFIN compares with the traditional finance form the function, it will play more effective, also more extensive coverage; From the industrial point of view, the ITFIN is the integration of the Internet industry and the financial industry, on the one hand to absorb the traditional financial industry development model, on the other hand draw on the technical base of the Internet industry, and finally to the traditional financial transformation and upgrading purposes; From the perspective of economic development, the development of ITFIN will help the optimization of financial structure, and the trend of marketization is becoming increasingly obvious, accelerate the innovation and reform of financial industry.

Table 1.3- The three types of ITFIN

Mode	The main types	Example
The Internet of Traditional Financial Industry	online/mobile bank	online banking
	Network securities	Securities independent account
The mid bussiness of ITFN	crowdfunding	Name time
	P2P	Yi Rendai
	The third party payment	Alipay, Wechat
	Digital currency	Bitcoin
Internet industry financial	the fund of Internet	The bank wallet
	Internet insurance	NetBase insurance
	the financial of big data	Alicloude calculation
	Financing	Ali transformation

The origins of E-commerce can be traced back to Electronic Data Interchange (EDI)[8], through electronic transmission of business, to reduce or even eliminate the business process of paper documents, "paperless trade." Since the 20th century, 90 years, e-commerce has experienced the quickly development period, adjust the transition period and the recovery period of three stages.

Searching engine is widely used, Xu Yaxian ((2001) definition [9], "Searching

engine is a Web site on the Internet, its main task is to actively search the Internet Web server information and its automatic index, the contents of its index can provide large data query. When a user enters a Keyword query, the site tells the user to include all the URLs that contain the word information and provide a link to the site. In China, there have many searching engine, like: Baidu, Tencent, Souhu, NetBase…… Also in Russia, there have many searching engine, like: Google, Yandex, VK…… With the rise of the Internet and the development of large data, the size of the searching engine market has grown. According to the Airui Website, at the first quarter of 2017, the market size of Chinese searching engine is more than 23 billion yuan , and from Russia, at the first quarter of 2017, it also get more than 98.7 billion rubles [10]. And the search side of the mobile side gradually closer to the PC side, search engine dependence on the mobile side will become bigger and bigger. But the biggest searching engine from the whole world is Google. Before the first quarter of 2017, Google is accounted for 73% of the world's searching engine share.

The origin of IM can be traced back to the birth of the computer, from the PC side of the information transmitted to the mobile phone mobile information exchange, people in modern society has been inseparable from instant messaging. According to CNNIC, "Instant Message (IM)" refers to the system services used for real-time communication on the Internet. It allows people to communicate information such as text messages, documents, voice and video in real time using instant messaging. "[11] In “CNNIC” of "The 35th World’s Internet Development Statistics Report", the data show that search engines in the use of Internet users as high as 90.6%, ranking first in the Internet application. At the same time, instant messaging tools accounted for 62. 7% of network marketing options. In many instant messaging tools, Tencent QQ, Facebook, WeChat

and Instagram , whether it is coverage, or user activity, are far more than other tools.

The online game is based on the TCP / IP protocol, which is attached to the network and exists to the game operator server and the user account for the terminal of the game project. According to “The 35th World’s Internet Development Statistics Report” , Before the last day in 2016, the Internet users in the game users accounted for 62.3% from the total number of users, and computers and mobile phones are still the main game devices for online games. Online games are designed to enrich the spiritual world of mankind, improve people's quality of life, and thus promote the progress of human society.

1.1.3 The basic characteristic of “Internet Economy”

The Internet economy is a concrete form of the knowledge economy. This new economic form is influencing the social economy and people's life with great speed. It compare with the traditional economy, the Internet economy has the following salient features: fastness, virtuality, digitizing, sustainability [12].

(1) Fastness

The Internet breaks through the boundaries of the traditional industry model. First of all, the Internet broke through the traditional state, regional boundaries, the network will be a Whole, so that the whole world closely linked to the earth into a "village". Different countries and regions, different nationalities and occupations, can enjoy Internet-wide resource sharing at any time. This mechanism reduces the intermediate links, greatly reducing the time which takes for the information process, through the flattened organizational structure of the network, it can transfer information directly to the network terminal.

(2) Virtuality

The Internet economy is based on the Internet's virtual space for economic activities. The virtuality of the Internet economy is manifested in the virtuality of the network. The emergence of digital money and other forms is the characteristic of its virtuality. Because of its virtual characteristics, making the network business compared to the physical business, the cost is much smaller, which expanded the virtual business scope, and promote the virtual enterprise from the Internet economy to benefit.

(3) Digitizing

In the Internet economy, intelligent tools continue to upgrade, the traditional factors of production in the knowledge and innovation content continues to increase, Economic activities become increasingly intelligent. Competition between enterprises from "resources" to "knowledge and innovation" across, as a sustainable competitive advantage in the form of expression. The Internet connects the economic entities directly, reducing the intermediate links between production and consumption, greatly improving the efficiency of production, exchange and distribution, reducing transaction costs and thus improving economic efficiency. Comparing with the traditional economy, the Internet economy shows the law of increasing marginal utility and the law of diminishing marginal cost. The expansion of Internet economy is often low cost and high efficiency. The improvement of productivity level is the embodiment of networked economy. Digital applications improve people's way of life, and promote the economic efficiency of enterprises, which become the source of national economic development, led the national economic growth.

(4) Sustainability

The Internet economy is a kind of information network economy or information network economics, which is closely related to information economy or information economics. In this sense, the Internet economy is a specific form of knowledge economy, and the knowledge, information are also the main resource to support the network economy. "Knowledge has become the most valuable element of all the resources necessary to create wealth, ... that knowledge is becoming the ultimate substitute for all tangible resources" Says by American futurist Toffler [13]. Now, especially in the recording, video, copy, electronic computers, the rapid development of traditional network technology, the information regeneration capacity are very strong, which for the sharing of information resources to create a more convenient conditions. More importantly, in the production of knowledge products, as the main resource of knowledge and information with zero consumption characteristics. The Internet economy can effectively eliminate the traditional industrial production on the tangible resources, excessive energy consumption, resulting in environmental pollution, ecological deterioration and other hazards, to achieve a sustainable socio-economic development.

1.2 Research and Analysis of Internet Consumption Behavior

1.2.1 Theoretical Analysis of Internet Consumption Behavior

Consumption——generally refers to the actions of using up a resource to meet the people's needs of life[14]. According to the different substance of consumption, consumption can be divided into three forms: physical store consumption, labor service consumption and information consumption. In the first economic life, the physical store consumption is occupied the main position while the other two were hardly appear. After the industrial revolution, the rise of the tertiary industry, labor service consumption also grew up and got rid of the dependency on physical store consumption. In the era of information economy, the information industry is independent from the tertiary industry. Correspondingly, information consumption is also separated from labor consumption and becomes an independent individual part form of consumption,also becomes the mainstream form of consumption in the network environment. Comparing with the traditional physical store consumption and labor service consumption, online consumption has its unique characteristics.

The Internet consumption refers to the process by which people use the Internet as their living tools to meet their own needs.This concept has three meanings:

(1)Online consumption is achieved with the help of the internet as a living tool.

The form of human consumption is determined by the tools of life, and the revolution of the instrument will inevitably bring into the transformation of consumption.In online consumption's life, people do not use simple living tools to solve the basic problems of food and clothing such as food and clothing. Instead, they are using sophisticated network tools to meet higher-level needs such as making friends and

creating new things. The steam engine technology in the 18th century and the electric technology in the 19th century created the consumption pattern of industrial society. The network technology is the core information technology, will improve the level of information technology tools for life to create a new form of consumption, which is the reason of the rise of online consumption.

(2) Online consumption is to meet the needs of consumers for their own purposes.

In many aspects of social reproduction, "production" is the combination and allocation of people's resources to production according to the needs of society. But "Consumption" is the combination and allocation of people's living resources according to their own needs. Under the background of network economy, people's need for network consumption will be "automatically" generated and continuously enhanced, thus this will provide an "internal drive" for network consumption and at the same time it will also provide goal-oriented guidance for network consumption.

(3) Online consumption is a dynamic process.

Although the network can provide some real-time consumer information, but the main thing is to provide a series of "features", so the Internet consumption generally will go through a longer period of time. In fact, since the Industrial Revolution, the concept of the process of consumption has become familiar to people, the cars, appliances and telephones have all become examples of consumption processes that provide "functionality." Such consumption is not a consumption of consumer goods in a short period of time but a consumption of consumer goods for a long period of time, thus making consumption a persistence and dynamic process. The persistence process of online consumption has put forward new requirements for consumers' spending power

and made some new features of consumption characteristic.

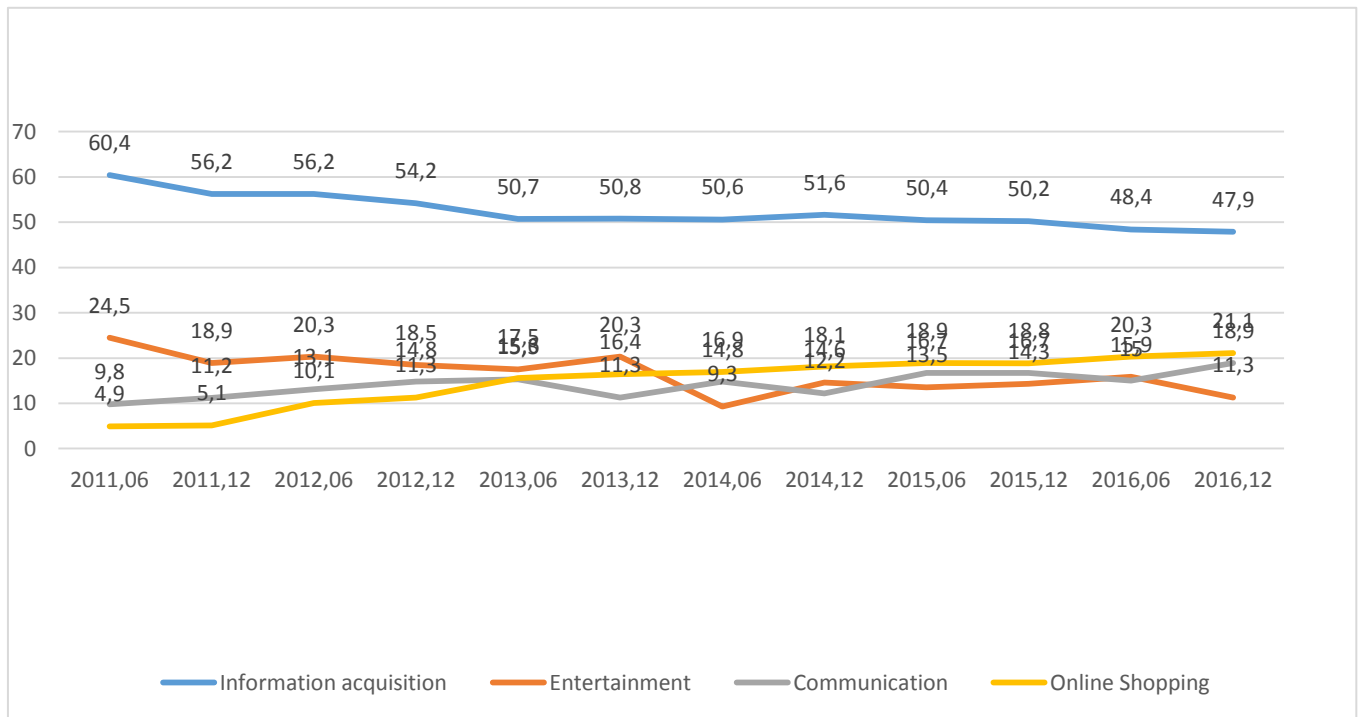
1.2.2 Internet consumption form

According to InterNIC's statistical report on Internet users' consumption behavior [15], the purpose of internet users are: entertainment (including online games, online video, online music, etc.), Information browsing, learning and knowledge browsing, community, forum and making friends, exchange of personal opinions and views, emotional communication, external communications, contact (including e-mail, instant messaging), academic research, access to get free resources (such as personal space home page, download free resources, etc.), ITFIN, online shopping and sales, other business activities.....Based on the list of expression of the purpose of surfing the Internet, we can summarize the main online consumer behaviors of Internet users in the following four types: information acquisition, entertainment, communication and online shopping.

According to InterNIC's statistical report, I summarize the ratios of these four types of Internet access as primary Internet users since June 2010, as shown in Table 1-4. It can Picture 1-1 further describes the trends:

Table 1.4-The ratio about the four online consumer behavior[16]

category Time ratio (%)	Information acquisition	Entertainment	Communication	Online Shopping
2011. 06	60. 4	24. 5	9. 8	4. 9
2011. 12	56. 2	18. 9	11. 2	5. 1
2012. 06	56. 2	20. 3	13. 1	10. 1
2012. 12	54. 2	18. 5	14. 8	11. 3
2013. 06	50. 7	17. 5	15. 3	15. 6
2013. 12	50. 8	20. 3	11. 3	16. 4
2014. 06	50. 6	9. 3	14. 8	16. 9
2014. 12	51. 6	14. 6	12. 2	18. 1
2015. 06	50. 4	13. 5	16. 7	18. 9
2015. 12	50. 2	14. 3	16. 7	18. 8
2016. 06	48. 4	15. 9	15	20. 3
2016. 12	47. 9	11. 3	18. 9	21. 1



Picture 1.5- The curve about the four online consumer behavior[17]

According to this curve, we can see that the ratio of the information acquisition is slowly cut down , but as the view of future , it will be stable for a long time. But in the contrast , as the view of the Online shopping curve, we can see that this curve is gradually increase, and it will always rise in the long time. What’s more, the curve about entertainment and communication all will have a slight rise.

1.2.3 The modern analysis of Internet Consumption

After years of development, The Internet consumption has become an important part of the global Internet. The Internet has penetrated into all levels of social-economic activities, people's lives and has become a new platform for economic development, trade exchanges, scientific and technological innovation, public services, cultural promotion and entertainment, and has promoted the world continuous progress into the information society. The Internet is "embedded into" people's lifestyles from the outside

to the inside and fundamentally changes the operation and result of the production process and experience. There is no doubt that the Internet consumption has brought big changes to people's consumption patterns.

(1) Satisfy the consumer's demand, so that consumption become interactive

The fundamental reason for the formation of the traditional consumption model and business model lies in the non-identity of supply and demand in terms of time and information acquisition. In the traditional consumption model, the supply side in accordance with their own understanding of the market and consumers, design and manufacture of goods and services, through various sales channels to reach consumers. However, in the consumption model under the background of "Internet economy", the Internet sets up a fast and practical interactive platform for consumers and businesses. The supply side deals directly with the demand side, the middle link is saved, and the consumer and demand side directly form the consumption circulation. At the same time, the Internet makes the personalized "private order" possible.

(2) Optimize the consumption structure, making consumption more reasonable

The Internet has gradually trained consumers to enjoy quick choices and quick payment comforts. Consumers have also gradually become accustomed to the "easy-going" and "all-encompassing" enjoyment provided by the Internet. This traditional mode of consumption can not provide the experience makes consumption has entered a new stage of enjoyment and development of consumption. At the same time, Internet information technology helps to achieve the supply and demand matching between spatially distributed and time-misplaced ones, so as to better improve the welfare level of both supply and demand sides and optimize and upgrade people's basic

needs.

(3)Expand the scope of consumption, so that consumption has no boundaries

Due to the limitation of time and space, the traditional consumption has the objective conditions in consumption content and consumption time-space. Because of the successful application of internet technology, Internet consumption has made the space-time restriction of traditional consumption disappear. The development of network technology makes various types of information quickly and easily received by consumers, and the spread of information is also not limited by the spatial and temporal regions. At the same time with the help of big data technology, consumers' consumption preferences, consumption habits and other micro-information are also summarized statistics, producers can make use of these data to provide consumers with better services, the sufficient flow of consumer information between producers and consumers has prompted the steady and healthy growth of consumer spending across the Internet.

1.3 The new challenge of the transformation of consumption patterns

1.3.1 The opportunities for advanced Internet technology

With the rapid popularization of the Internet, the continuous improvement of communication technology and the continuous refinement of financial services, the development of high technology has provided more and more conveniences to consumer life and the consumption habits have also changed accordingly. As people's income levels rise, the pursuit of cost-effective, high-quality products has gradually become a consumer trend, and the continuous expansion of the Internet coverage, technological upgrading, just to meet the kind of consumer trends. Internet e-commerce market not only attracted domestic brands, but also makes many international brands

have come up with their own high-quality products and affordable prices into China, the world's largest consumer market. The Internet is constantly gathering all kinds of goods, attracting more and more consumers. It has changed the traditional concept of consumer goods, while online payment technology continues to improve, but also contributed to the formation of consumer online shopping habits. According to statistics, the size of the world e-commerce market in 2016 was 78.3 trillion yuan, up 21.3%, of which online shopping grew 48.7%, becoming an important force in promoting the development of the e-commerce market. In addition, online travel increased by 27.1% and local life service O2O increased by 42.8% [18].

In the field of consumption, the traditional mode of consumption has a limited effect on economic growth and can not satisfy people's demand for convenient and quick consumption. Today, consumption based on "Internet +" is becoming an important driver of economic growth. We have every reason to believe that only new consumption habits formed under the background of technological progress and technological innovation are the new impetus to further economic growth. We can also claim that consumers with new spending habits, their new spending philosophy, strong spending power and new ways of spending will all have a huge impact on the transformation of consumption patterns.

1.3.2 Opportunity to expand the number of middle class

The middle class not only emphasizes universal consumption, but also pays more attention to individualized needs. They not only have more powerful purchasing power, but they also have the easy-accepted nature of new consumer products and services [19].

Since the 2000s, the middle class of China and Russia have gained more and more influence on economic and social development. As a result, the social consumption pattern began to change as the middle class in society gradually became the main consumer of society. Such young consumers are particularly concerned about the trend and fashion-related new things, vulnerable to other front-line consumer impact. Currently, online shopping has gradually become the most popular way of shopping, and the middle class has become the main force of online shopping. According to the survey, the online shopping crowd is mainly concentrated in the 20-35 years old, and this age group is about to enter the middle class or is already in the middle class. In my opinion, the growth of the middle class in China and Russia is of great significance for promoting the development of Internet consumption.

1.3.3 Economic restructuring to promote consumer opportunities

Since the global financial crisis, the economies of Europe and the United States have entered a period of adjustment. The export-oriented economy, dominated by China and Russia, has been slowing down. It is difficult for the original economic model to maintain the sustained and steady development of China's economy. It has become an important way to promote the economic and social development by leading the residents to upgrade their concepts of consumption, promote the transformation of consumption patterns, and raise the level of household consumption so as to promote economic growth. At present, the social needs structure of China and Russia is undergoing profound changes. The consumption needs of urban and rural residents are constantly escalating, and the consumer market has great potentialities.

From a social point of view, rising income levels make people's consumption

structure and consumer attitudes are changing. People's consumption concept has changed from more savings and less consumption to the pleasure of starting to enjoy shopping and leisure. People are becoming accustomed to spending on relaxing the work pressure such as holidays, shopping, entertainment and the like.

From an individual point of view, the development of the economy has enabled urban and rural residents to bid farewell to the stage of solving the problem of food and clothing in the past. The consumer demand is characterized by individuality and diversification. The trend of consumer upgrading is becoming more and more obvious. Emerging consumer goods are more favored. For example, Tourism and shopping. The development of Internet e-commerce platforms, for example, has a powerful boost to the transformation of consumption. It offers a large variety of goods and services that will meet the escalating trend of consumption.

Chapter summary

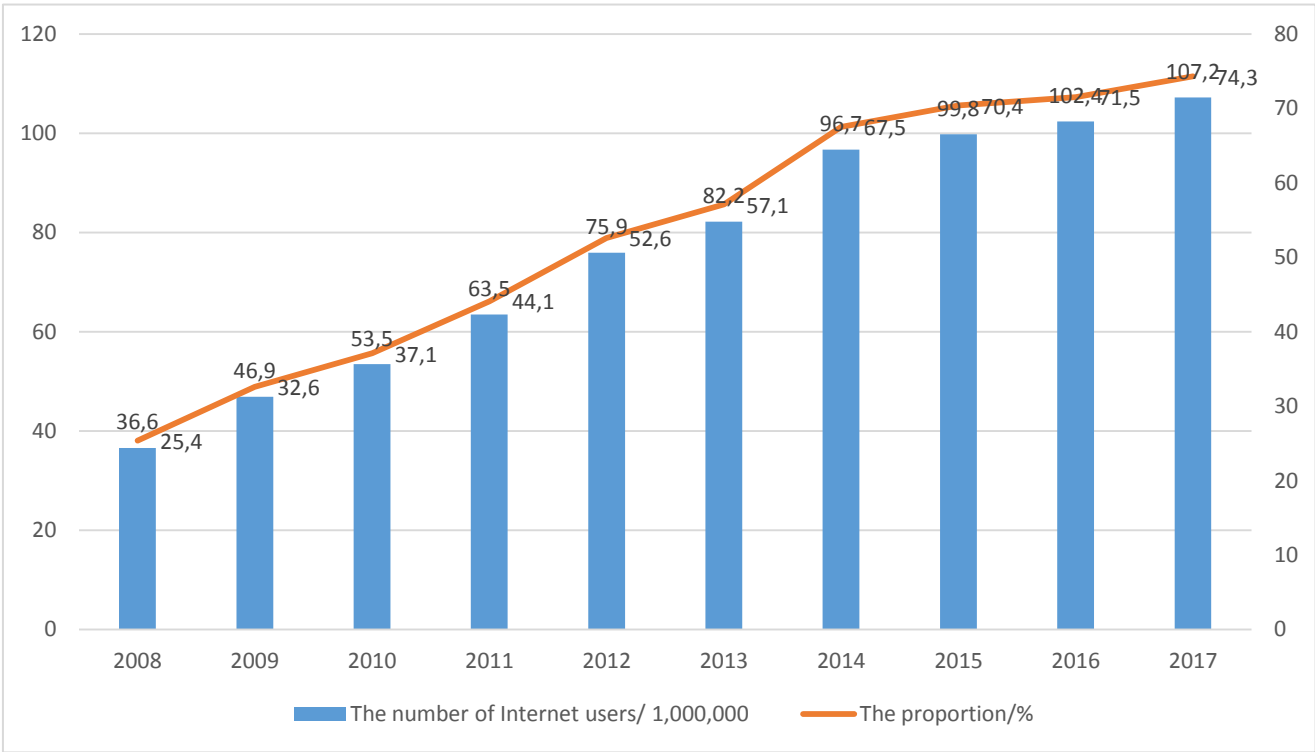
Nowadays, the Internet economy has been playing a more and more important role in people's life. This new kind of economic structure has changed the people's traditional thinking and has increased the speed of the new trading mode. This chapter introduces the Internet economy. In the Internet environment, one is the continuous emergence of new technology applications, such as instant messaging to enhance the efficiency of communication, online payment to reach the transaction without space constraints; Second, the emergence of new consumer trends, the growth of the Internet more consumer advocates, reflected in the socialization, personalization and so on; Third, the emergence of a new competitive landscape. In short, the consumption model based on "Internet +" has brought historic strategic opportunities for the transformation and upgrading of China's consumption pattern. With big data and IoT technology, personal consumption based on "Internet +" will reconstruct the "territory" of consumption between China and Russia.

2 TRADE DEVELOPMENT BETWEEN CHINA AND RUSSIA UNDER THE BACKGROUND OF INTERNET ECONOMY

2.1 The analysis of the enterprise marketing environment in Russia

2.1.1 Status of Internet users in Russia

According to the 2017 report of the Russian Federal State Statistics Service (RFSSS), by the year 2017, the number of netizens aged over 16 in Russia reaches 84 million, which means that 70.4% of Russians use the Internet daily , An increase of 13.3% over the end of 2013 [20].



Picture 2.1- Russian Internet users scale

The number of Internet users in Russia's mobile phones and tablet computers reached 50 million, an increase of 24.5 million from the end of 2014. The total number of Russian domain names is 60 million, of which the total number of RU domain names

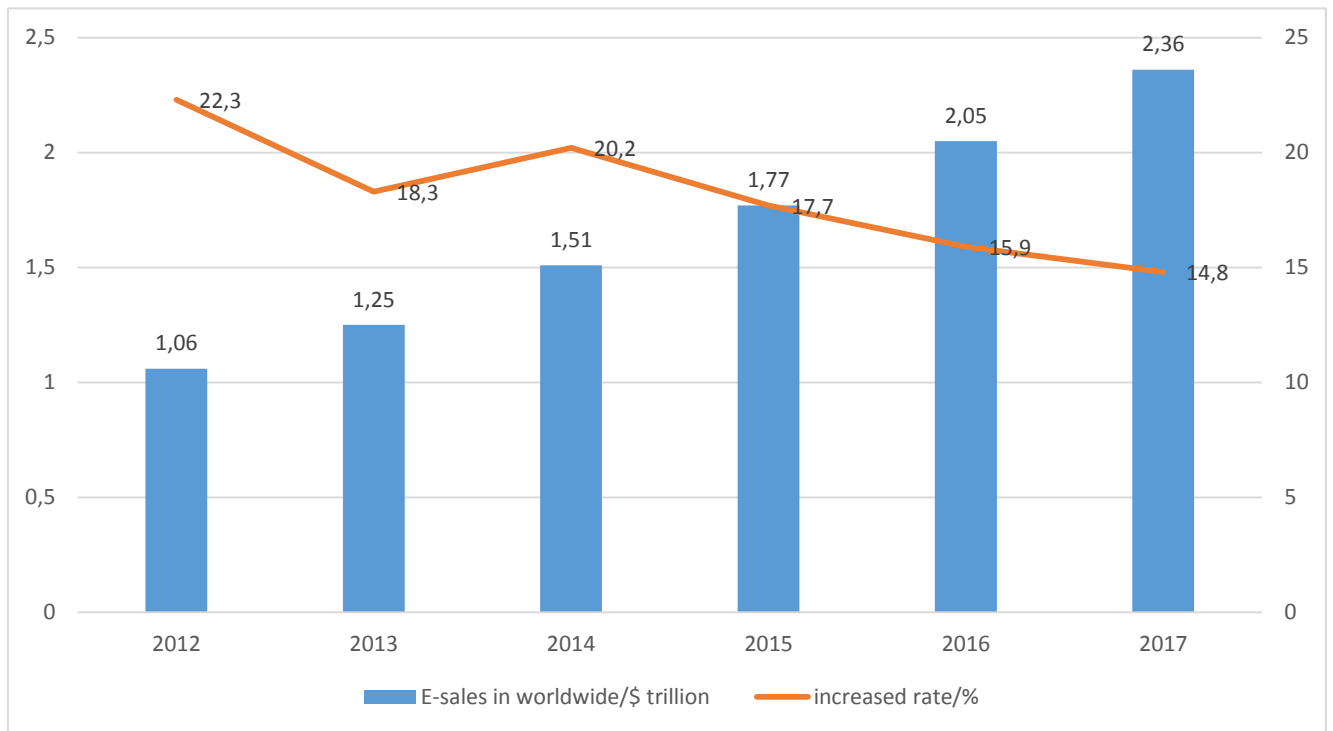
is up 31% from 2013. Unlike in China, the Russian Internet market is more oriented towards overseas markets. Russian Internet users usually use the overseas World Wide Web service to access the Internet, including Google, Wikipedia, YouTube, Facebook, Twitter, Blogger, etc.

2.1.2 Russia's e-commerce market and the world's e-commerce market share

At present, the rapid development of e-commerce market in Russia, non-traditional trade has entered the people's lives. The e-commerce approach not only serves as a way for merchants to increase sales and enhance customer loyalty, but consumers also buy products online to increase shopping efficiency. So the main trend of the current Russian retail industry is the development of e-commerce and electronic transactions.

According to East-West Digital News[21], the total volume of transactions in the Russian e-commerce market reached 650 billion rubles in 2015, an increase of 16% over the market in 2014; but in terms of U.S. dollars, the market declined by 28% instead. Inflation at the end of 2014 affected the size of the market and the number of online orders, so the market growth rate is declining in recent years.

The total amount of e-commerce transactions in the world reached US \$ 1.77 trillion in 2015, an increase of 17.7% over 2014. This shows that the Russian e-commerce market accounts for 0.5%, accounting for 17% of the Central and Eastern European market.



Picture2.2- E-commerce sales in the world the amount of scale [22]

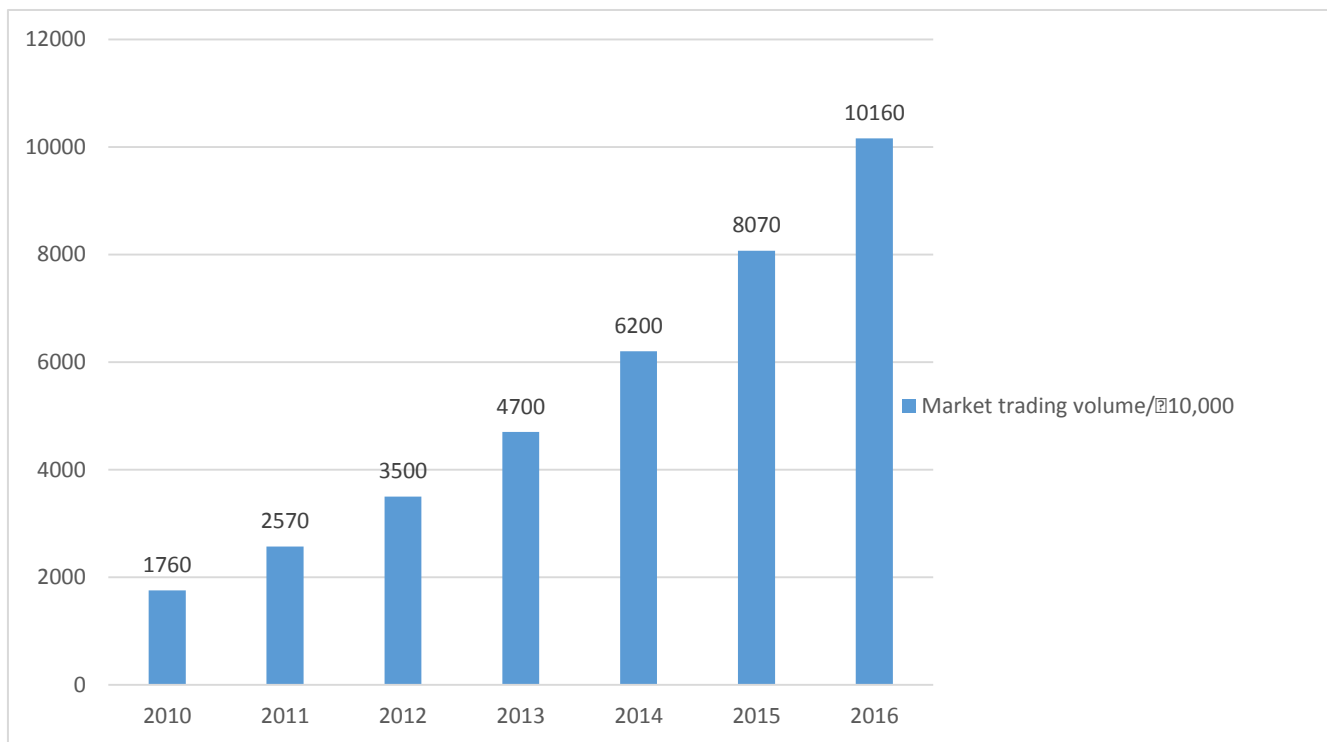
According to Russian economic experts predict that in the next few years, the scale of e-commerce market will increase 25-30% per year. However, as the market increases, inflation will also lead to price increases, so the market will actually only increase by 7-10%.

Table2.3- The proportion of the world's national e-commerce development [23]

Country	2017/%	2016/%	2015/%	2014/%	2013/%	2012/%
Average	26.5	19.2	16.6	13.0	10.25	8.71
America	85.0	71.3	45.1	37.2	26	22
China	62.33	50.11	44.5	30.3	24.5	20
Argentina	31.1	6.3	24	18	12	10
Mexico	55.8	41.9	20	14.5	10	5
Brazil	21.8	16.5	19.1	8.5	6.9	6
Russia	34.4	19.4	17	10	6.9	5.2
Italy	17.0	16.8	15.3	13.5	12	10.6
Britain	14.5	16.3	14.2	12.2	9.2	8.2
Canada	15.0	14.2	14	13.5	12.5	11.5
Spain	10.0	10	13.8	11.9	10	8
Sweden	18.4	16.2	13.3	10.3	9	8.4
Indonesia	14.2	13.4	11.8	11.4	10.9	10.4
Norway	14.9	12.7	11	10.8	8.1	7.2
Denmark	14.3	12.4	10.6	8.9	6.5	5.9

France	32.3	10.3	10	9.8	7.6	7.1
Holland	12.7	11.4	9.4	8.4	6.3	5.3
Korea	12.7	9.6	7.4	4.8	4.3	3.6
Germany	25.6	5.7	7.4	6.9	6.5	6.1
Japan	12.3	10.2	7.1	6.7	5.6	5
Australia	10.5	6	5.7	5.1	5	4.2

According to the InSales [24]Market Research Report, the e-commerce market will have a turnover of 1 trillion rubles in 2016. However, there are many problems with the development of Russian e-commerce market, so the speed of development depends on when it is out of the current economic difficulties.



Picture 2.4- 2010-2016 Russian e-commerce market size

2.1.3 Regional distribution of Russian e-commerce market

The Russian Federation is the country with the largest territory in the world with a total area of 17.13 million square kilometers. A good geographical environment is one of the important factors in economic development. In the e-commerce market, the market growth rate of St. Petersburg municipality is the highest, from 9% to 11.5%. Similarly, the Russian Northern Caucasus Federal District and the Southern Federal District also reached higher targets. The slowest growing e-commerce markets are the Urals Federal District and the Federal District along the Volga River.

Moscow e-commerce market is relatively stable, 2015-2016, Moscow's market share of 60%. Russia's largest market share of 10 cities, the sum of 71%.

2.2 The current situation of e-commerce development in Russia

2.2.1 Analysis of Russian Economic Environment

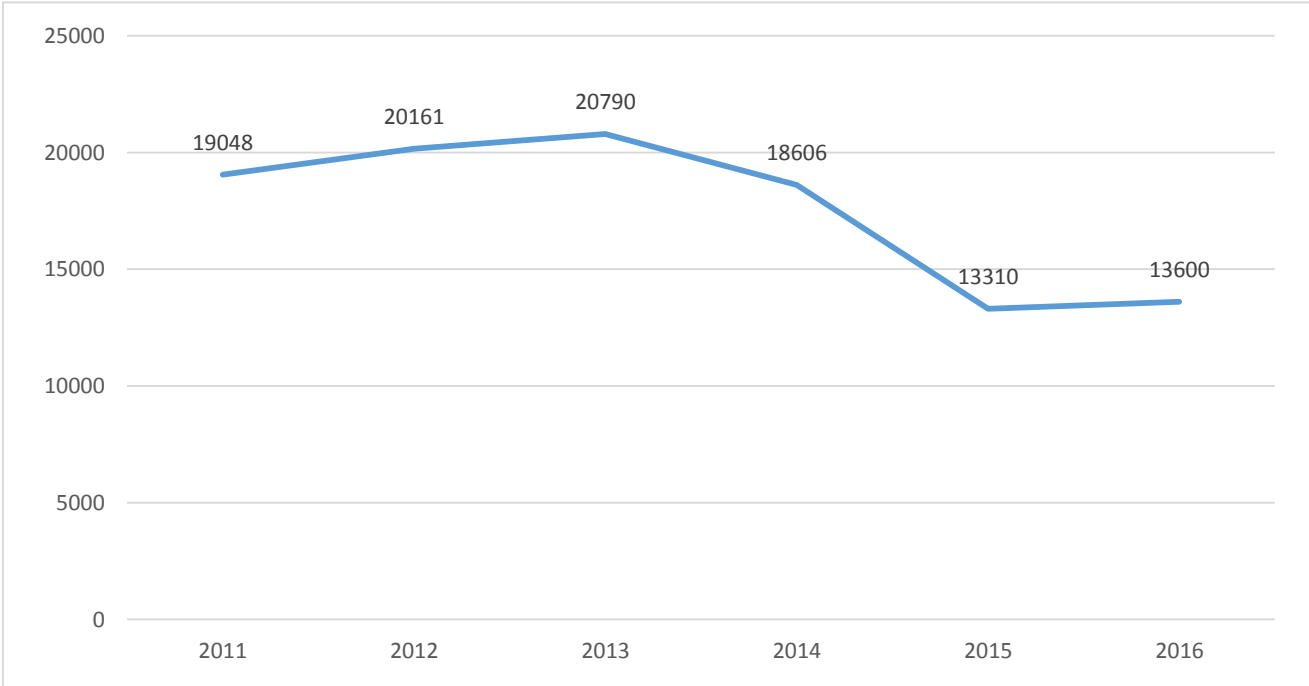
From the end of 2014 Russia's economy has been suffering from economic crisis. Under the influence of ruble depreciation, oil price plunge and inflation, the e-commerce market also suffered from economic downturn

The reasons for the stagnation of the Russian economy: (1) the reduction of investment, the slowdown in Russia's economic growth, the devaluation of the ruble, foreign investors believe that the high risk of investing in the Russian market, so give up;(2) The implementation of economic sanctions has stalled international trade with Russia and loans from international banks due to the opposition of the United States and European Union countries to Russia's solution to the Ukrainian issue. In 2015, the export of Russian products decreased by 32% and the import of products by 38%.(3) the

price of oil dropped; for this reason, the depreciation of the ruble and the rise of the U.S. dollar led to an increase in the cost of imports in Russia and a decrease in the export earnings.

In 2015, Russia's GDP dropped 3.7% to 1.3 trillion U.S. dollars. Inflation is 12.1%. According to the forecasts of economic experts, Russia's economy will grow slowly, increasing by 0.7% in 2016 [26]. Russian ruble prices have been followed by changes in oil prices, such as oil prices decline, the ruble will devalue. According to the Russian government budget plan, the average oil price in 2016 can not be lower than 50 \$ / barrel, otherwise the economic crisis will be more serious.

These consequences also affect people's living standards. In 2015, population income decreased by 3.5% and actual salary decreased by 9.2%. According to the February 2016 statistics, food prices increased by 0.7%, non-food items by 8% and service fees by 3%. This shows that the poverty level of the Russian people is also on the rise.

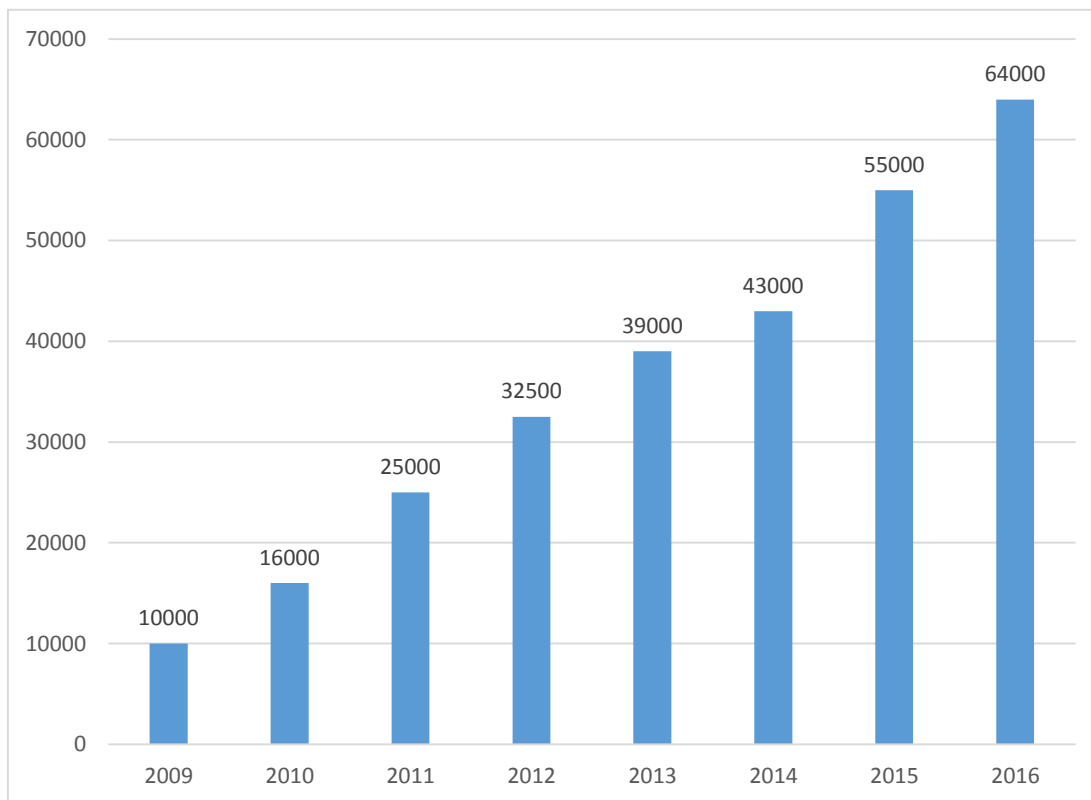


Picture2.5- Russia's GDP from 2011 to 2016 (/100 million dollars)

2.2.2 E-commerce market development status situation

(1) Russian online store status situation

The statistics for 2014 are only 43,000 stores. Among them, there are 50 large-scale enterprises (over 1000 orders/ day), 950 medium-sized companies (over 50 orders / day), 6500 small companies (over 10 orders / day) and 35,400 (10) Orders/ day).



Picture2.6- Russian e-commerce volume [27]

The number of large-scale stores also increased as some of the online-store deals increased in 2013 compared to 2013; the average turnover of the stores increased. In the case of micro-stores, almost one-third of the stores have no orders, but compared to 2013, the average turnover of micro-stores has also increased due to the increase in average orders and the increase in orders.

The main trend in the online store market in 2014 was the exit of small-scale, petty-bred merchants. Economic sanctions, currency devaluation, lack of competitiveness and other factors are the main reasons that led them to leave the market. Now the status of the entire Russian online store: large-scale businesses continued to increase; medium-sized stores through brutal competition in order to further development; small-scale shops are going to die.

According to the index of unique page views for a week, Russia's most popular online shop is OZON[28], with a pageview of 4.61 million. This product is electronic products, books and household items. The second is to sell clothing WILDBERRIES[29], page views 3.1 million. The third place is online selling electronic products ULMART[30], page views of more than 300 million.

Rank of Russia's E-Commerce Companies Transaction Value (Including Value Added Tax) from January to June, 2016: (1) EXIST [31] (auto parts, tires, etc.) with a transaction amount of 3.57 billion rubles and an order of 415000 with an average order amount (VAT included) for the Russian e-commerce business from January to June 2015: 8,600 rubles; (2) ULMART (department store), the transaction amount of 1.59 billion rubles, order 255,000, the average order amount of 6200 rubles;(3) WILDBERRIES (clothing) transaction amount of 1.4 billion rubles, order 965000, the average order amount of 1500 rubles;(4) SITILINK [32] (department store), the transaction amount of 990 million rubles, order 135000, the average order amount of 7300 rubles;(5) LAMODA [33] (clothing) with a transaction amount of 900 million rubles, an order of 195000, an average order amount of 4600 rubles, etc.

(2)E-commerce product categories

The largest number of online stores in Russia are digital products and household appliances stores, about more than 5000; followed by more than 4,000 clothing shoes product stores;More than 3,900 children's products stores, more than 3,000 home-use product stores and equipment stores, and more.The largest increase in 2016 was in consumer products stores, building materials stores, equipment stores and gift shops, an increase of 15-25% over 2015 due to the increase in market demand. Out of the Market

Product Categories Top Stores: Digital Products & Home Appliances, Flowers, IT Products. Compared with 2015, the fastest-growing market in 2016 Product Category: Sales of household products increased by 60%, automobile parts and building materials increased by 44%, accessories and gifts by 41%. The slowest transaction size is flowers, cosmetics, books.

Russia has the largest volume of online shopping transactions in 2016: 147.7 billion rubles in digital products and household appliances), 93 billion rubles in apparel and footwear, IT products (computer / laptop / learning dictionary / hardware, etc.) - 68 billion rubles; 38.0 billion rubles for auto parts; and 32.0 billion rubles for communications products (cell phones / smartphones). Compared with 2015, the transaction volume of digital products and home appliances increased by 37%, that of apparel and footwear by 21%, that of IT products by 22%, that of auto parts by 44%, and that of communication products by 24% .

Table2.7- 2015-2016 Russian city e-commerce product turnover and growth rate

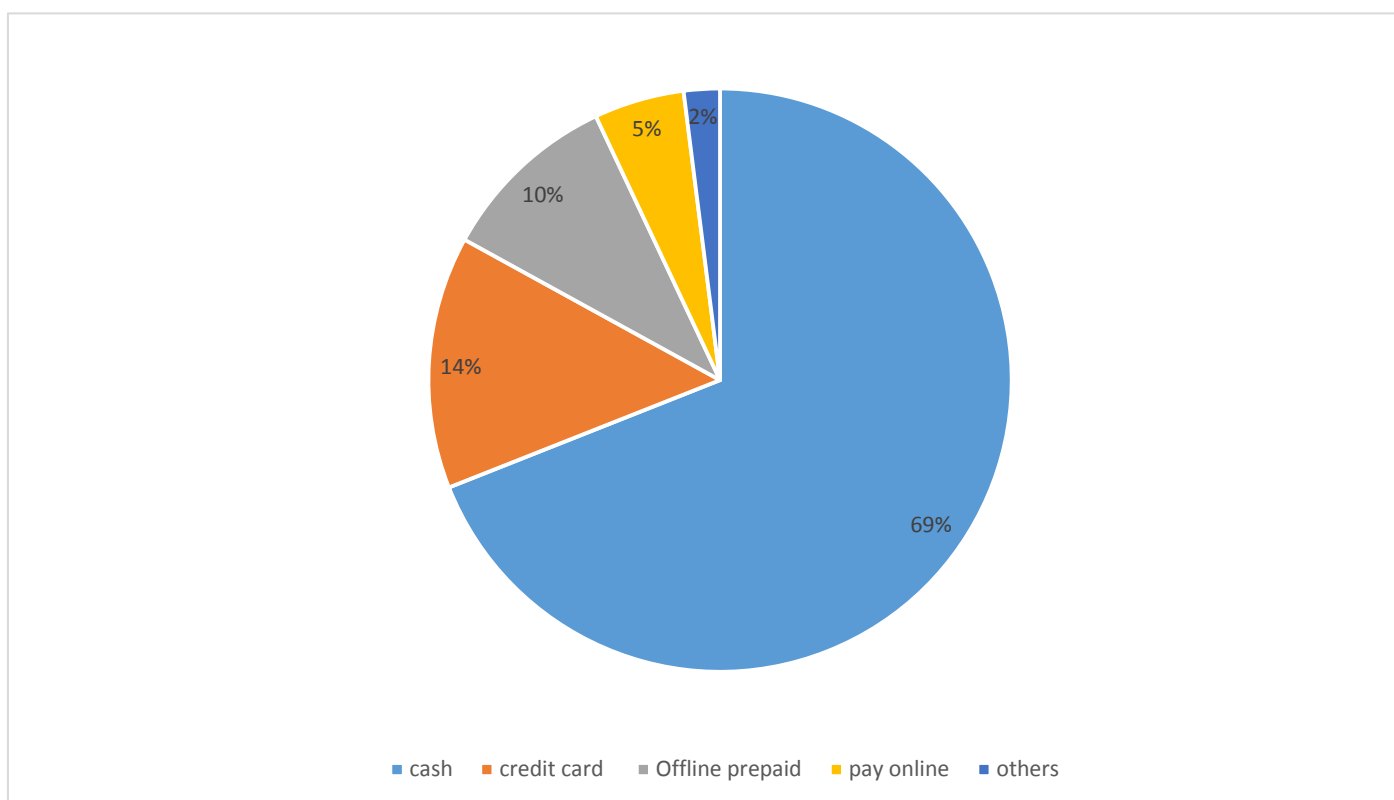
Type production	2015/□ 100 million	2016/□ 100 million	growth rate/%
electronic product	1080	1470	37
dress	760	930	21
computer	560	680	22
auto parts	260	380	44
cellphone	260	320	24

toy	190	310	60
furniture	240	300	24
construction	190	240	24
Sports and leisure products	150	220	44
Foodstuff	140	200	36
office supplies	130	170	33
maquillage	120	160	28
fittings of a machine	86	100	11
gift	67	90	41
books	48	68	41
medicinal	59	66	12
Pet Supplies	35	46	32

(3) Russian e-commerce transactions

As the Russian e-commerce development time is not long, so far there is no such as China's Alipay, WeChat payment, Jingdong payment and other similar relatively large-scale payment platform. Moreover, in order to improve consumer loyalty, sellers will be the first online products sent to consumers, if satisfied, you can give cash

directly to the courier; such as the product does not meet customer requirements, you can reject. Therefore, 69% of Russian e-commerce pay in cash. Other payment methods: 14% for the line card, 10% off-line prepaid; 5% for the electronic payment system, the other is 2%. Most consumers are willing to pay in cash because of the low credit rating of online payments and the low rate of bank user information protection so online payment is dangerous. In addition, according to the Yandex Market & GFK survey, when sellers ask customers to prepay online, 35% of consumers will give up buying products [34].



Picture 2.8- Russian e-commerce transaction ways in 2016

(4) E-commerce company logistics way

Russia does not have China's express delivery service, so e-commerce companies use other delivery methods. 46% are special delivery, large companies have their own courier service, but also provide free delivery. Small-scale electricity providers use extra courier services, but at high costs. For example, from Moscow to Perm (about more than 1000 km) the courier price of 2000 rubles (189 yuan), to be 2-3 days served. In this case, shipping is paid by the customer. And this transaction only exists in Moscow, St. Petersburg, Kazan and other big cities.

33% is delivered by Russian State Post. This method is cheaper and there are local post offices in all regions. However, there are two disadvantages: First, due to the high level of post office load, it is very slow and requires at least 7 days. Second, it is more

likely to lose parcels. 11% is their own delivery. Customers sell products online, the product will be delivered to customers from the nearest self-delivery center, customers should pick up their own. This method exists only in cities with multiple orders and is slow. The advantage is receipt is guaranteed. 8% in the traditional store receipt. Some companies have physical stores in addition to online stores. After the consumer online orders, you can collect in the store.

2.3 Analysis of the Status Quo of Chinese E-Commerce and transformation

The Internet economy has become the new engine of China's economic transformation and upgrading, the integration of the sustainable and coordinated development of industry, agriculture, and service industries, and the driving force for the development of social collaborative innovation. The development of network economy has become an effective way for China to improve its national competitiveness. The development of the network economy has led to the transformation and upgrading of traditional industries from production, processing, and manufacturing to supply chain production and service industries, which has promoted the development of industrial integration, improved the overall efficiency, and formed a new economic growth point.

According to the monitoring data of the China E-commerce Research Center in 2017, China's industry e-commerce companies reached 59,960 by December 2017, an increase of 32.4% over 2016. At the same time, the report predicts that from 2012 to 2017, the number of e-commerce companies in the Chinese industry will increase from 13500 to 59260.[35]

Table 2.9- China's industry e-commerce business growth rate

Year	Number of companies	Growth rate
2012	13500	19.8%
2013	16700	23.7%
2014	21800	30.5%
2015	32600	49.5%
2016	44760	37.3%
2017	59260	32.4%

From the perspective of revenue, the 2015 China Small and Medium-sized Enterprise E-commerce Industry Report based on online revenue statistics, the market share of e-commerce in each integrated industry is ranked as follows: Alibaba, which occupies a market share of 63.5%, ranks first, and Global Sources, which accounts for 5.3% of the market, ranks second, and the third company, which accounts for 3.4% of the market, is Focus Technology (China Manufacturing Network) [36]. In 2015, the turnover of B2B e-commerce in China reached 3.8 trillion. The scale of transactions reached by e-commerce SMEs increased year by year in previous years. E-commerce turnover reached RMB 4.8 trillion and RMB 6 trillion respectively in 2016 and 2017

respectively.

Table2.10- China B2B E-Commerce turnover

Year	Turnover/¥ 1 Trillion	Growth rate/%
2012	2.2	11.8%
2013	2.8	27.3%
2014	3.28	17.1%
2015	3.8	15.9%
2016	4.8	26.3%
2017	6	25.0%

Currently, only 17.78% of the 9200 industry e-commerce websites in China indicate that they have obtained investment. For the B2B industry website, 500-3000 million financing needs account for about 80%. Compared with B2B industry, the financing demand of B2C industry websites is relatively low.[37]In terms of geographical distribution, the industry websites in the Yangtze River Delta accounted for 35.35% of the total, 28.82% were enterprises in the Pearl River Delta region, 9.62% in Beijing, and 26.21% in the rest.[38]From the business perspective, comprehensive industry websites accounted for 25.42%, ranking first among e-commerce websites in various industries. The top three occupations for e-commerce websites in the industry

were machinery (12.43%), building materials (10.82%) and agriculture (accounting for 7.52%). This is in contrast with the B2C website, which is mainly based on clothing, digital, books, and cosmetics. The number of e-commerce website employees in most industries is between 20-50 (49.52%)[39]

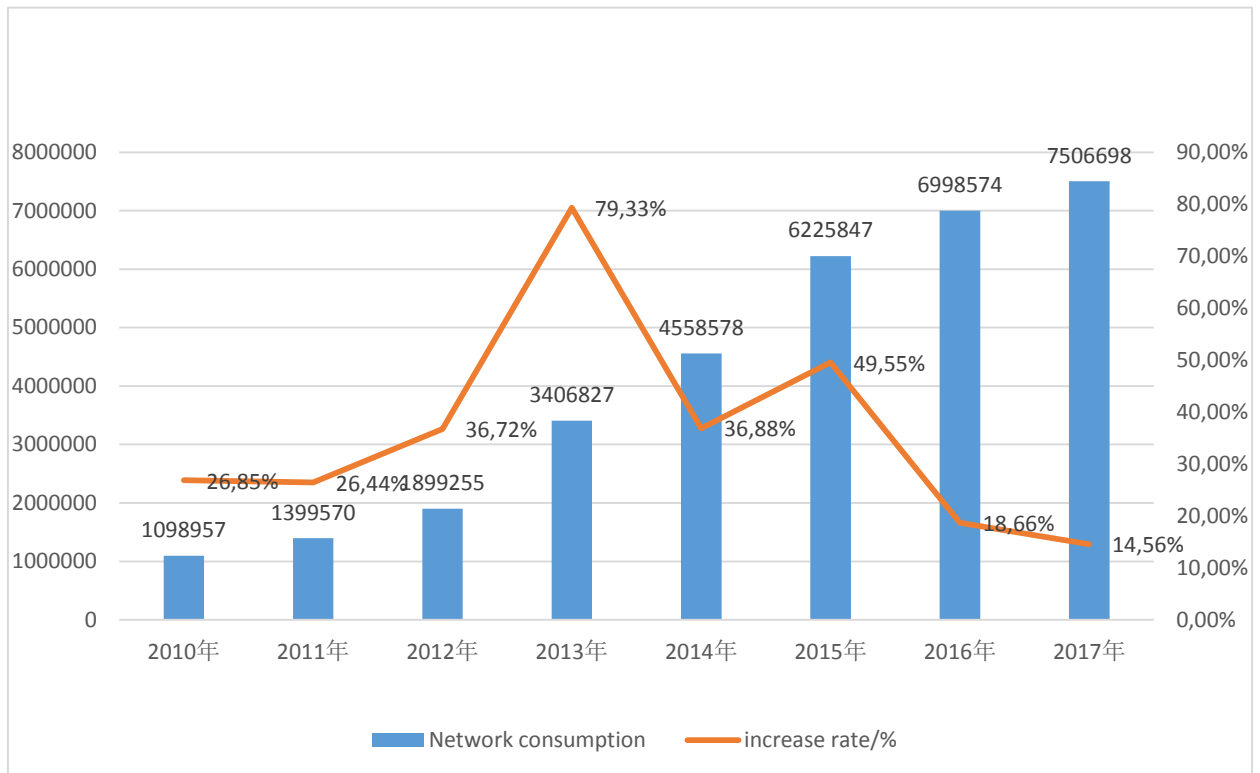
Table 2.11- The number of Chinese Industry E-commerce Website Employees

Staff number	rate/ %
less 20	28.42
20-50	49.52
50-100	13.37
100-200	7.23
more 200	1.46

In terms of revenue, 55% of the revenue generated by China's e-commerce websites in 2010 was below 2 million yuan. 22% of companies have annual revenues of between 2 and 5 million, and 19% of websites earn between 5 and 10 million. And only 4% of industry website revenue exceeds 10 million[40]. Surveys on registered members revealed that 80.87% of the industry's e-commerce websites had registered members of 10,000, while more than 10,000 registered members accounted for 25.14% of the total number [41].

2.3.1 Chinese Internet infrastructure is constantly optimized and changed

The penetration of information technology has been further strengthened, laying a solid foundation for transforming and upgrading traditional industries and promoting the flourishing development of the Internet economy. In 2016, the length of the national optical cable route increased by 2.686 million kilometers, reaching 14.860 million kilometers. The office switch capacity (including the capacity of access network equipment) has increase of 47.8 million to reach 439.654 million. The net increase in the capacity of mobile telephone exchanges was 112.3 million which reached 1.83 billion[42]. The basic telecommunications companies' net broadband access ports have increased by 35.96 million, reaching 268.35 million. The national Internet international export bandwidth reached 1899792 OMbps, an increase of 36.7%. By the end of 2016, Chinese mobile phone penetration rate reached 82.6 units per 100, up by 9.0 units per 100 from 2015; NET 3G users increased by 104.38 million units, and the annual net increase exceeded 100 million units for the first time. Urban residents have a computer ownership rate of more than 80 units per 100 households, an increase from the previous year. In addition, in 2012, the number of users nationwide increased by 0.51 billion, reaching 5.64 billion people. The number of mobile users increased by 0.64 billion to reach 4.20 billion, accounting for 74.5% of the total number of users; the number of users in rural areas increased by 0.22 billion to reach 1.556 billion, accounting for 27.7% of users at all. The Internet penetration rate reached 42.1%, an increase of 3.8% from the end of the previous year.



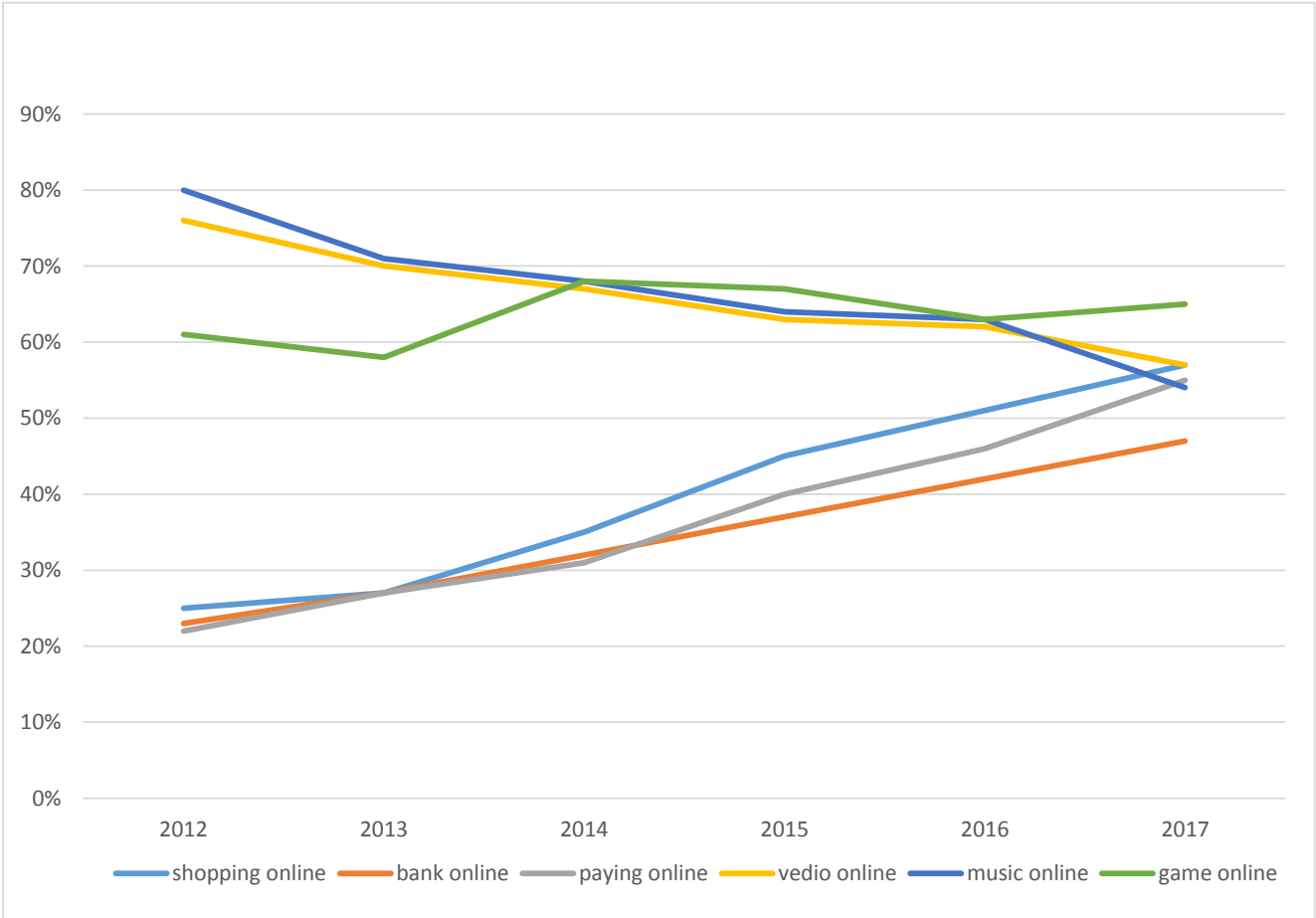
Picture 2.12- The amount of the network consumption in China between 2010-2017

2.3.2 Chinese Internet Application is changing from Entertainment to Business Transactions.

The entertainment function in the Internet application has been very prominent. With the development of the Internet from qualitative to qualitative, business applications have become a new growth point. For a long time, online games, online music, and online video have become important applications that have driven the

growth of Internet users in China and the popularity of the Internet. The scale of the industry has continued to grow, and it has been the leading industry in leading the Chinese Internet economy.

In recent years, the importance of entertainment applications in the Internet life of Internet users has been gradually reduced, and business applications have shown rapid development. The number of transactional users represented by online shopping, online payment, and online banking has grown rapidly, and the penetration rate among Internet users has gradually increased. The focus of online life of Chinese netizens has shifted from simple information acquisition, media entertainment to high-end applications such as business, and the promotion of Chinese Internet application has entered the advanced economic stage of business.



Picture2.13- 2011-2017 Chinese Internet application usage changes[43]

2.3.3 Chinese Internet Economy Promotes the Development of Agricultural Industrialization

Under the network economy environment, vigorously developing e-commerce in agricultural products and e-commerce in rural areas is an effective way to develop agricultural economy. The development of e-commerce of agricultural products will solve the problems of sales, sale, and purchase of agricultural products, achieve high efficiency in the circulation of agricultural products, and increase the level of agricultural development. Rural e-commerce helps improve rural business services and raise the living standards of rural residents. The development strategy of agricultural e-commerce is to vigorously support the development of e-commerce in agriculture, strengthen the cultivation of talents and e-commerce system platform construction, and lead the all-round development of agriculture-related economy.

The application of e-commerce in rural areas and circulation of agricultural products will further enrich the way of agricultural products market transactions in China, increase the overall efficiency of agricultural product circulation, promote the progressive development of order agriculture, and increase the level of rural economic development. It is necessary to combine the overall requirements of the rural and agricultural modern circulation system construction, further improve the rural and agricultural e-commerce related logistics and financial service infrastructure, increase the training of e-commerce application personnel in rural areas, and actively support the development of agricultural e-commerce service enterprises. We must create conditions, guide social funds to increase investment in agricultural products e-commerce, and

standardize the spot trading market for bulk agricultural products. Encourage traditional agricultural product wholesale markets to carry out transactions in the form of e-commerce, and promote the development of agricultural production and sales in China through e-commerce applications.

2.3.4 Chinese Internet Economy Promotes Transformation and Upgrade of Manufacturing Industry

The transformation and upgrading of manufacturing industries to the high-end and the gradual transformation and upgrading from low-end to high-end are the inevitable choices for the development of China's manufacturing industry. In the network economy environment, e-commerce can help manufacturing companies reduce intermediate links, directly face consumers, and substantially increase product profitability. At the same time, the application of Internet technology has developed a brand-new information exchange and communication model between consumers and producers, realizing personalized, batch, and customized order production models as well as targeted sales and personalized design patterns. The development of international manufacturing has entered the stage of customization and high-end development. E-commerce helps the communication and connection between manufacturing and consumers, reduces intermediate consumption, integrates consumption activities, and increases industrial vitality and competitiveness. The strategy for the development of manufacturing e-commerce is to promote the development of e-commerce supply chain and industrial chain, promote the transformation and upgrading of manufacturing industries and innovative development, and strive to resolve the contradiction between manufacturing and consumer demand. Through the integration of resources, production, and services, we will develop high-end manufacturing and form an industry-integrated industrial

development model.

Under the network economy environment, e-commerce has established a digital and convenient channel between producers and consumers. The communication between enterprises and consumers has become more direct and rapid, and the reduction of intermediate channels has also helped to further increase the profitability of enterprises[44]. Using the e-commerce model, manufacturing companies have established direct contact channels with consumers at home and abroad through e-commerce platforms, product sales, customer satisfaction, new demand and other information can be more directly feedback from consumers to producers. Producers can adjust their own production plans and product plans in real time to achieve a flexible and customized order production model. The shortening of channels also helps the cultivation of corporate brands. At the same time, the application of e-commerce will also help companies to better establish an agile supply chain system in areas such as raw material procurement, supporting services, and logistics management, thereby improving overall supply chain efficiency and product competitiveness.

2.3.5 Chinese Internet Economy promotes the Modernization of Service Industry

(1) Promote the upgrading and development of traditional service industries

The traditional service industry is the largest group in the service industry, with diversified demands and low operating efficiency. In the network economy environment, e-commerce helps to transform the operating mode of the traditional service industry, give full play to the service industry's function of stimulating the development of the industrial chain, and promote the adjustment and upgrade of the economic structure.

In order to meet the diverse consumer needs of the new generation of

consumers, Traditional service companies have developed new online sales channels by cooperating with e-commerce platforms, and e-commerce applications in various lifestyle service industries such as catering, accommodation, beauty salons, foot baths, photography and leisure entertainment have become important marketing channels. With the popularization and widespread use of the Internet, more and more traditional service industries have transformed or derived vertical industry e-commerce trading platforms in the relevant industry chain, and traditional retail enterprises have entered the online retail market on a large scale. The B2C online trading platform for tourism, airline tickets, hotels, catering and other service industries has emerged[45]. Driven by e-commerce applications, service tools, organizational structures, and marketing models of traditional service industries have been quietly changing. A faster and more convenient service consumer market is developing rapidly.

(2) Promote the development of new service industries

In the network economy environment, e-commerce has promoted the development of various new service industries. Online travel, digital content services, online games, and social media have emerged and developed rapidly. Personalized customization has gradually become more and more important in tourism e-commerce. At present, digital content, online games, online video and other industries have entered the fast lane of development.

Around the development of e-commerce, a new service industry system with the core of e-commerce platform has been formed. Under the impetus of electronic commerce, third party electronic payment, logistics express, network marketing / operation, credit service, electronic certification, software service, cloud computing,

website design and production, product photography, data analysis and other related modern services are developing rapidly. The expanding market size provides the possibility of transformation in the field of e-commerce services. The e-commerce service industry in China shows the characteristics of specialization, scale and centralization. By the end of 2016, our country has nearly 40 thousands of e-commerce service enterprises in our country. The scale of service industry has reached 346 billion 300 million yuan, a year-on-year increase of 72%, and more than 16 million direct and indirect employment opportunities[46]. The new service industry derived from e-commerce has increased its impact on the national economy and social life, which has played an important role in the adjustment of the economic structure and the transformation of the mode of economic development.

2.3.6 Chinese Online trading promotes the integration of domestic and foreign markets

Network transactions broaden the market space for buyers and sellers, allowing domestic production and distribution companies to directly target the international market and other regional markets, it effectively establish and expand international and domestic marketing networks, promote the free flow of elements and commodities in international and domestic markets, and increase the efficiency of resource allocation.

(1) Promote regional market integration

The development of the network economy has broken the boundaries of companies in the region and accelerated the exchange of information between enterprises. Enterprises can rely on the Internet to form virtual groups, build new industrial chains and value chains through network-based division and collaboration, promote the formation of new industrial clusters, and increase the competitiveness of traditional

industrial clusters. From the regional perspective, extensive use of e-commerce and online shopping can speed up the exchange of information within and between regions and facilitate the promotion of trade and cooperation among enterprises in different regions. At the same time, the development of online shopping will extensively and effectively promote the construction and improvement of logistics service, finance, software, education, marketing and other supporting service systems in the region, promote the further refinement of the social division of labor, and promote the development of modern service industries in the region.

According to Alibaba's statistical survey data, on the platform of Taobao (including Tmall), which is dominated by small and medium-sized enterprises, products sold across the province account for about 80%, which is impossible under the traditional market system[47].

(2) Developing new channels for the international market

Cross-border e-commerce is a hot spot for development at present, and it has become a new means for accelerating the transformation of foreign trade development. For the first time in 2015, China's total trade volume exceeded 6 trillion U.S. dollars for the first time, reaching 6.16103 billion U.S. dollars, and the annual trade surplus approached 260 billion U.S. dollars[48]. Among them, cross-border e-commerce plays an important role in the entire trade structure and has become a new bright spot in international trade. According to the data from the Ministry of Commerce, in 2016, China's cross-border e-commerce import and export transactions amounted to more than US\$200 billion, accounting for 5.17% of the total import and export trade, and the growth rate was about 25%, far higher than the growth rate of foreign trade exports[49].

In 2016, the amount of small-line online foreign trade exports has exceeded US\$20 billion, and the overseas purchasing market has reached 48.3 billion yuan.

Statistics show that the growth potential of Chinese traditional physical product export model is limited, and it is urgent for revolutionary changes to drive the export of China's products and services. E-commerce has effectively solved the key issues of foreign trade such as trade convenience, multiple choices of products, lower-cost products and services. With the improvement of quality and service, e-commerce trade has gradually become a new bright spot in China's foreign trade. More and more SMEs have started to engage in cross-border e-commerce trade. The model of cross-border e-commerce is also constantly innovating, and has led to the emergence and growth of a new generation of innovation and entrepreneurship. Cross-border e-commerce has gradually emerged.

E-commerce also allows Chinese SMEs (Small and Medium Enterprises) to enter the international market at a lower cost and faster speed, and gain the same market competition opportunities as large companies. E-commerce has become an important channel for SMEs to open up overseas markets and reduce costs. It has become a new choice for consumers to facilitate consumption, and it has also become a new means of transforming the development mode of foreign trade. The development of trade in Europe and the United States through e-commerce is a key task of our country, and we should vigorously explore trade opportunities in BRICS, Southeast Asia, Africa, and Eastern Europe. E-commerce has brought about major opportunities for the development of foreign trade in the export of products, technologies and services in China. Trading through the Internet will become a new way of foreign trade.

2.4 The analysis and suggestion about E-commerce

2.4.1 "Internet Plus": A New Choice for the Transformation of Consumption Patterns

Needless to say, there are still some restrictive factors in the current "Internet Plus" consumer economy in China and Russia that need to be developed in depth[50]. China and Russia need to solve these problems through institutional innovation. First, the system is not suitable. At present, the development of science and technology between China and Russia has not given full play to the promotion of consumption. At present, institutional arrangements in the area of consumption are mainly based on the original "industrial economy" and policies for promoting the flow and sharing of consumer information are yet to be innovated. Institutional arrangements for Internet financial regulation and promotion of innovation still need to be improved in promoting the transformation and upgrading of consumption upgrade.

Second, outdated concept. The traditional industries in China and Russia have the status quo of solidification. For a long time, we followed the traditional information-based road and lacked the necessary attention to the current basic services such as big data, internet of things and cloud computing to promote the transformation of consumption patterns. Become a market-oriented business landscape situation.

Third, laggard infrastructure construction. Compared with developed countries such as the United States and Japan, the development of Internet infrastructure in China and Russia is still relatively low. Consumers have higher costs of accessing the Internet, the network transmission speed is still slower, and the Internet development in different regions is also greatly different. The eastern part The "digital divide" in the region and in the central and western regions still exists. All these severely restrict the further

popularization of Internet consumption.

Fourth, technological innovation system is backward. At present, the technology innovation system in China and Russia still gives the dominant influence of innovation to colleges and universities, research institutes and state-owned enterprises. The role played by the society in innovation is not big enough. At the same time, some policies to support innovation are not well-funded Utilization, some enterprises rely too much on innovation to support funding, lack of motivation for substantive innovation, are not willing to actively integrate into the Internet consumer economy.

Fifth, small and micro enterprises living environment is not good. Small and micro enterprises, especially small and micro e-commerce enterprises, have become the dominant force in promoting the transformation of consumption patterns. However, the current emphasis on small and micro enterprises is not enough. Large and medium-sized enterprises still occupy most of the supportive resources.

Sixth, lack of Internet consumer talent. Compared with the low-skilled workforce, the relevant professionals who adapt to the development of "internet consumption" are in short supply and the talent structure can not meet the current development. Such as e-commerce talent, big data mining talent, mobile Internet consumer development and Internet finance personnel and other training and market demand to a certain extent, out of touch.

Under the background of the current economic development entering a "new normal", we must make full use of the "Internet +" and the "grafting effect" of the consumer economy to promote the transformation of the consumption pattern so as to further exert the great role of consumption in driving economic growth.

(1)All walks of life should attach great importance to the Internet consumer economy

The consumer economy based on "Internet +" is not a kind of economic growth mode stimulated by short-term stimulation of domestic demand but rather a new mode of economic development driven by economic growth in the interior and a new paradigm of long-term healthy and stable development of China's economy. Compared with the traditional industrial economy and export-oriented economy, consumption patterns based on "Internet +" are undergoing major changes in terms of factor allocation, infrastructure construction and market competition rules. Therefore, all walks of life must attach great importance to the exploration and practice of the consumption pattern of "Internet +", clarify its strategic position and development prospects, and implement it in the "13th Five-Year Plan"[51].

(2)For the "Internet +" consumer industry and format innovation should be tolerant, can not rush to "regulate"

Since access to the Internet in 1994, the Internet economy has been rapidly developed. The important reason for this is that it has a relatively relaxed environment for development. With the development and growth of "Internet +" economy, it will inevitably have an impact on the interests of some traditional industries, especially the monopoly industries[52].In some "Internet +" related industries have begun to appear too dense regulatory settings, supervision is too small and not enough support, administrative approval procedures complicated, opaque administrative licensing and other issues, which greatly limits the healthy development of the Internet economy. For the development of the Internet economy, we must establish the principle of "first development, re-regulation and post-management". The government should sort out and

integrate various policies currently promulgated for the "Internet +" related industries and formats in order to ensure the health of the Internet economy Development, while supporting the application of big data, Internet of things, online payment and other technologies in the field of consumption in order to ensure the gradual standardization and formation of the "Internet +" consumption pattern.

(3) Strive to support the development of small and micro enterprises based on the "Internet +" consumption pattern

Most companies engaged in "Internet +" consumer formats are small and micro enterprises. Small and micro businesses in the "Internet plus" consumer format should be "small but not weak" and in many ways full of dynamism. We have every reason to believe that in the future, innovative enterprises beyond Baidu and Alibaba will surely emerge in small and micro enterprises and make irreplaceable contributions to the prosperity and stability of the country's economy and society[53]. At present, the government should adopt the principle of minimization of intervention in handling the attitude of "micro-enterprises with" Internet + "consumption patterns and strive to guide market competition. At the same time, the government should be active in taxation, business administration and market supervision of small and micro enterprises with" Internet + "consumption patterns Support, create a relaxed environment, with a "water and fish" approach to support the "Internet +" consumer micro and small business growth and expansion.

(4) Formulate a "Internet +" consumption format development strategy based on cloud computing and big data

The developed countries in Europe and the United States have now taken the

forefront in the field of big data, the Internet of things and the industrial Internet. At present, China and Russia have not yet formulated their industrial policies for the development of these technologies at the national level. Technologies such as big data, internet of things and cloud computing have been widely used in industries such as finance, medical care and transportation in developed countries. However, the administrative division of labor in China has long been fragmented and the construction of information systems is far from keeping pace. This requires the government to take the lead in breaking the original interest pattern in related fields and actively popularize technologies such as big data, cloud computing and Internet of Things to improve resource utilization efficiency and lay a solid foundation for the economic development of the "Internet +" consumer format.

2.4.2 Relying on the Development of E - commerce to Promote the Development of China - Russian Trade Strategy

(1) Strengthen the business platform construction, improve the support system

First, we must further improve the network infrastructure and strengthen the business platform. The construction of a new generation of Internet networks should be actively promoted. The efficient network service efficiency can speed up the information interoperability between the two sides of the trade, reduce the time delay caused by the network, transmit errors and reduce the technical level losses. Therefore, we must first strengthen the network infrastructure Investment and construction. In order to speed up the construction of network infrastructure, the Russian government passed the Law on Procurement of Goods, Implementation of Projects and Provision of Services for National and Municipal Needs, a procurement act that drastically

accelerated the construction of network infrastructure in Russia.

(2) Give play to the policy role of the Chinese and Russian governments and speed up the application of e-commerce

The government took the lead in demonstrating its efforts to promote government access to the Internet, launch the G2B and set up an advisory website. In particular, it is necessary to use G2B to promote B2B as a cut-point for the development of e-commerce and realize government informatization[54]. The government's public online procurement not only enhanced the efficiency and service quality of government departments, but also led enterprises and consumers to establish confidence in e-commerce and promote the development of enterprise informatization and e-commerce through the exemplary role of government departments.

In the process of e-commerce development, the government's main role is to create a favorable external environment, enhance policy transparency, promote online commerce and trade, and solve the problem of e-commerce applications. To achieve the continuous development of e-commerce in Sino-Russian trade, the government should convene relevant departments and industries to form a policy planning and implementation supervision committee, formulate implementation plans and allocate special funds to support industrial development plans.

(3) Create a new platform to promote e-commerce industry to gather development

Strengthen the construction of e-commerce platform service system layout, improve the function of e-commerce community, form an industrial chain with characteristics of e-commerce, build a systematic service with perfect functions, complete functions and convenient access to people and cultivate modernized

electronics that meets the economic and trade development of China and Russia
Business cluster, the formation of online professional community or online professional
market

Chapter summary

In this chapter the final discussion of the research results has been done. The most important factor for the development of China -to-Russia e-commerce market for both customers and sellers is language barrier and availability of the products on the Russian searching engines. These factors are also considered to be the most significant for the customers' decision on whether to buy or not to buy from Chinese on-line shops. Marketing activities, insuring good reputation of the buyer is also of high importance for the Russian customers. The factor of cultural differences, including customization of the web -site should be considered as well. Payment systems are not so crucial for the market players according to the analysis made. But delivery systems are crucial for the market segment. Geopolitical factors do not have any influence on the market prosperity.

Main recommendations for the development of the market concern customization of the web-site pages and dealing with the language barrier problem: providing product descriptions in Russian language and considering on-line consultants with good command in Russian language who can explain all the product details and buying procedures to the customers. Availability of products on Russian searching engines, social networks and using domestic marketing tools is important as well. A lot of measures can be undertaken by government in the direction of regulation and clarification of customs procedures, opening more customs points, revising legislation system and conversation methods between two countries. Modernization of the Russian logistic system is crucial as well.

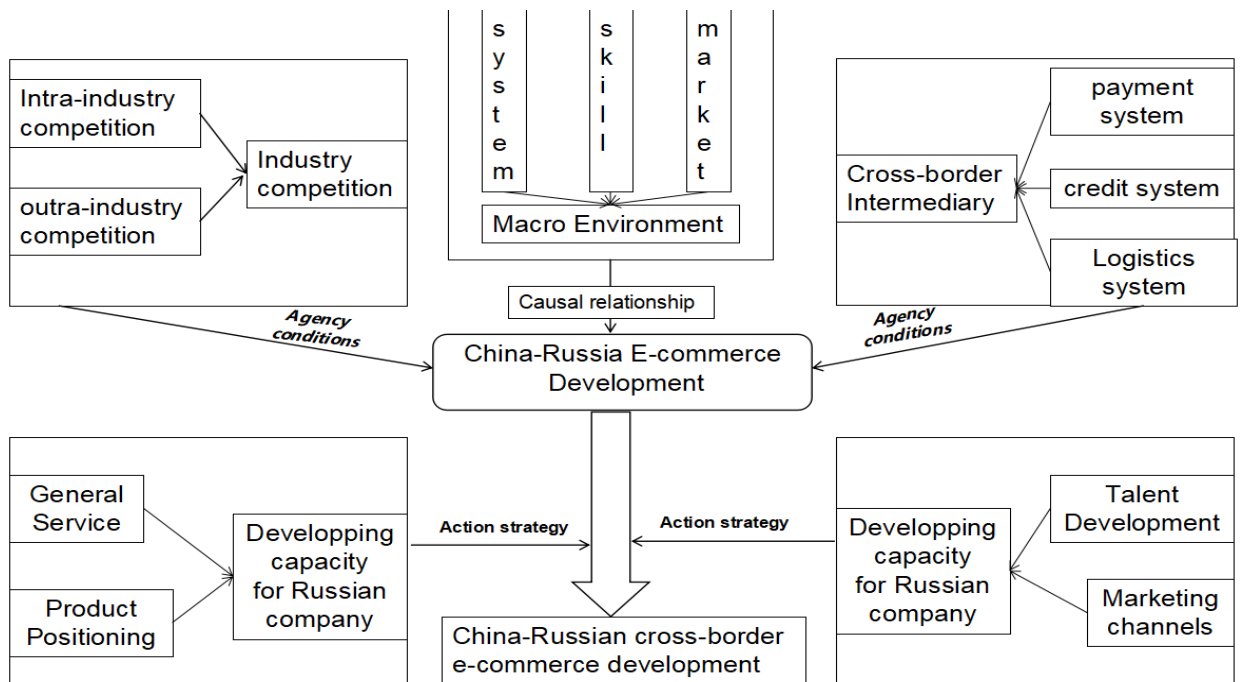
3 EMPIRICAL ANALYSIS OF THE INFLUENCING FACTORS OF E-COMMERCE BETWEEN CHINA AND RUSSIA

The previous article briefly introduced the Internet economic system and analyzed the development environment of e-commerce between China and Russia. This chapter is based on the theory of the first two chapters and puts forward the influencing factors of e-commerce development between the two countries, and makes corresponding empirical analysis and data support for reference.

3.1 The Influencing Factors of China-Russia Cross-border E-Commerce Development

There have four different aspect to influence the development of e-commerce between China and Russia, includes: Macro environment, Industry competition, Cross-border intermediary, and The company's own capacity for Russian business develop. The macro environment has formed the causal conditions for the development of cross-border e-commerce between China and Russia. Industry competition and cooperation and cross-border mediation constitute the intermediary conditions for the development of cross-border e-commerce between China and Russia. The ability of the company to develop its own business with Russia is an action strategy for the development of cross-border e-commerce between China and Russia. Under this structure, enterprises can ultimately realize the development of cross-border e-commerce between China and Russia.

Table3.1- The Relationship chain on influencing E-commerce



3.1.1 Macro Environment

The impact of the macro environment on the development of cross-border e-commerce between China and Russia is mainly reflected in the three areas of institutional environment, technology orientation, and market-driven. On January 9, 2014, the General Office of the State Council of the People's Republic of China issued a circular on the taxation policy for cross-border e-commerce retail outlets. The notification stipulated the policy of value-added tax and consumer tax rebate for cross-border e-commerce products[55]. Therefore, it can be seen that the state attaches great importance to the development of cross-border e-commerce, thus promoting the diversification and innovation of trade forms. In addition, Russia's accession to the WTO in August 2012 has also greatly promoted the development of cross-border e-commerce between China and Russia. After Russia's accession to the WTO, tariffs are lowered, the financial environment is further improved, and the trade environment is

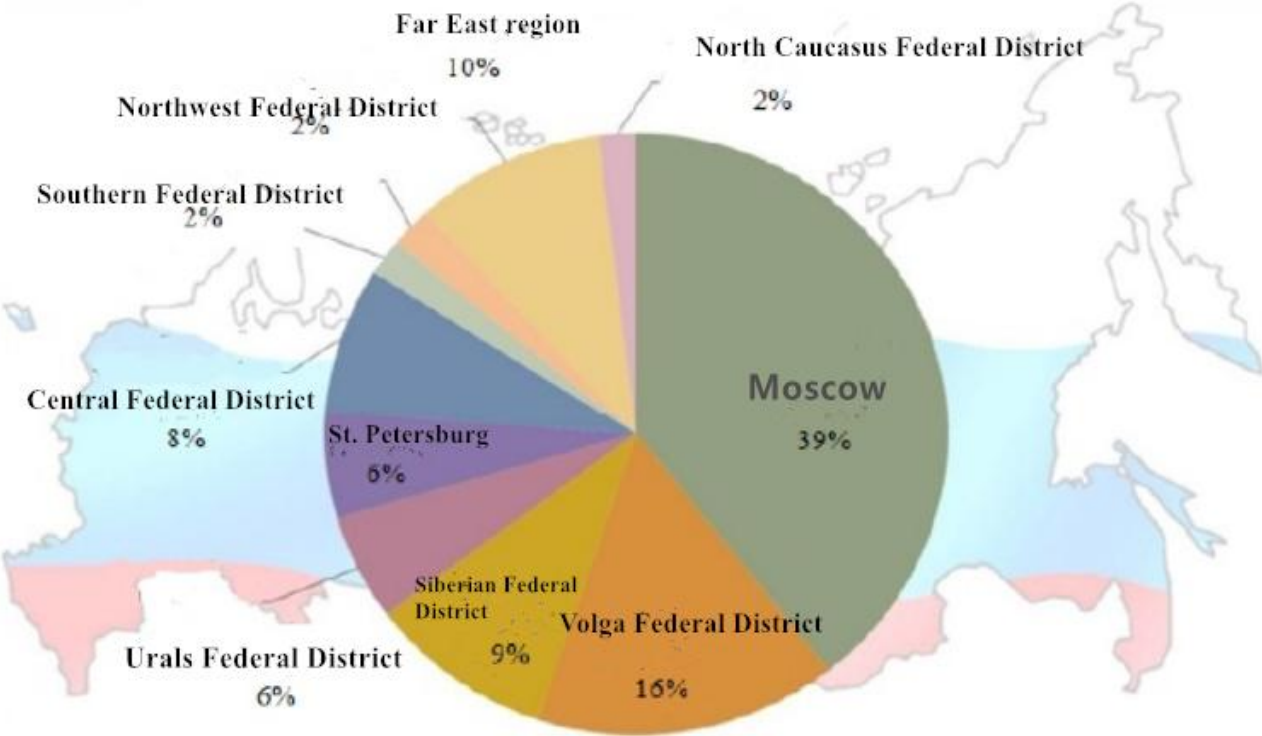
more transparent[56].

Moreover, at present, the number of Russian netizens ranks first in Europe, and it maintains a high annual growth rate. According to Morgan Stanley's forecast, in 2016, the number of Russian netizens will reach 87 million. According to the latest data released by the Russian Federation Post, the total volume of mail entering the Russian post in 2012 increased by 50%. Consumers spend about 80 billion roubles on foreign websites, with an average of 2,700 roubles per order, 30 million postal parcels entering the country, 20% of Russia's total mail delivery, and 70% of inbound mail purchased through the Internet. Therefore, a good market environment has provided a broad space for the development of cross-border e-commerce between China and Russia. In addition, in 2012, Nokia Siemens Networks and Russian communications operator MTS launched the first 4G network in Russia in Moscow, offering broadband service speeds of up to 100M. In 2013, 4G network services were rolled out in Russia[57]. The project is a practical need for Chinese Unicom to meet the rapid growth in demand for international communications between China and Russia. As well as the current situation in which Russia needs to rapidly increase its outbound traffic through China, it cooperates with Russia's MTS Corporation to establish a direct transmission system between China and Russia in Heihe. This system is a new cross-border optical cable transmission system.

3.1.2 Industry competition

The impact of industry competition and cooperation on the development of China-Russia cross-border e-commerce is mainly reflected in the industry's competition and industry-to-industry collaboration. The competition within the industry mainly

refers to the development of the Russian e-commerce company and other e-commerce companies in the world in recent years on the Russian e-commerce market. Ozon, a Russian-based e-commerce company, had a turnover of 492 million U.S. dollars in 2016, a year-on-year increase of 67%. Ozon also invested in the logistics network and data center with a financing of 100 million U.S. dollars in 2015. The company's logistics company currently has 130 cities and more than 2,000 outlets



Picture 3.2- The Ozon’s consumer distribution map[58]

According to data released by eBay, in 2016, more than 400 million U.S. dollars of goods were sent to Russia from the eBay platform. At the same time, eBay obtained the license for establishing PayPal in Russia in March 2013; Amazon decided in April 2013 to establish a representative office in Russia and formally enter the Russian e-commerce market.

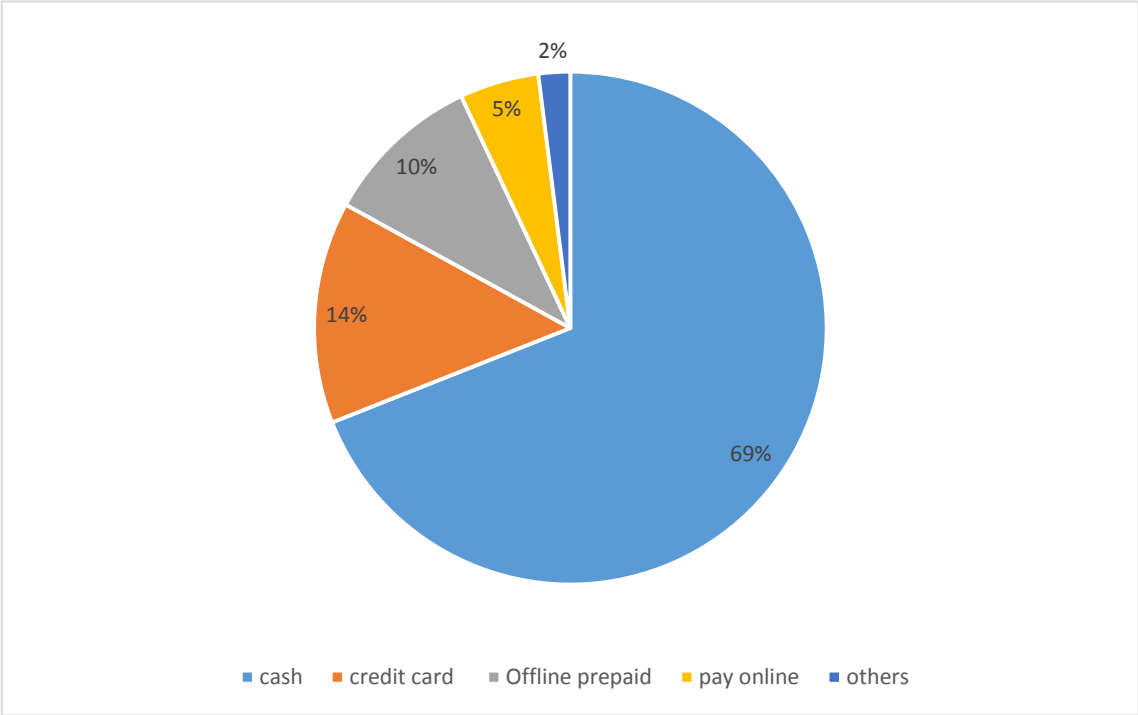
The cross-border e-commerce industry, the world's e-commerce giant in the Russian market competition to stimulate Sino-Russian cross-border e-commerce development, to a certain extent, will accelerate the development of China's cross-border e-commerce companies in Russia. With the rise of internet finance, the domestic financing model has seen an innovative development. The e-commerce industry relies on the huge customer data advantages of its own platform to summarize and process the data in each e-commerce activity, which fully guarantees the comprehensiveness of information and greatly reduces the cost of risk control.

E-commerce enterprises connect consumers and SMEs through platforms. Targeting different objects can be divided into consumer financing and SME financing. Consumer financing is based on consumer's daily consumption data and credit degree to give consumers certain credit payment limits. Consumers can temporarily provide funds by the fund provider when they purchase goods, and consumers repay within a specified time. SME financing includes the financing of transaction credit only (such as credit loans) and the financing of transaction credits and collateral (such as supply chain/order loans)[59]. Therefore, industry competition and cooperation are an important factor influencing the development of cross-border e-commerce between China and Russia.

3.1.3 Cross-border intermediary

The impact of cross-border realization of intermediary on the development of China-Russia cross-border e-commerce is mainly reflected in the payment system, credit system, and logistics support. All these three areas are the weak links of cross-border e-commerce between China and Russia, which hinder the development of

cross-border e-commerce between China and Russia to some extent. The main performances are as follows: First, the Russian electronic payment environment is not perfect. Russian consumers mostly choose to pay in the form of cash on delivery. Therefore, Russia is still a cash-dominated social environment. However, the current situation has improved, and domestic national payment agencies have achieved Sino-Russian docking.



Picture3.3- Russian e-commerce transaction ways in 2016[60]

Second, China-Russia cross-border integrity system needs to be improved. The two sides did not achieve cross-border cross-certification among members and examine the legitimacy and credit qualifications of bilateral economic and trade enterprises. Thirdly, the issue of standardization as a non-tariff barrier affects the current development of international trade. The technical regulations, standards and product certifications of China and Russia will affect the trade development trend of China and Russia[61]. From

a practical point of view, the cross-border e-commerce standards system mutually recognized by China and Russia has not yet been put in place, and the introduction of the mutually recognized cross-border e-commerce trade export standards and inspection standards has naturally become a top priority. Fourth, cost-effective logistics solutions are crucial for companies to conduct cross-border e-commerce between China and Russia. At present, there is no domestic logistics company that can achieve full delivery, and has a long logistics cycle and poor security. In addition, Russia has a vast geographical area and unsound logistics infrastructure. Therefore, the logistics issue is also a serious problem for companies to launch cross-border e-commerce between China and Russia. In summary, cross-border mediation is an important factor influencing the development of cross-border e-commerce between China and Russia.

3.1.4 The company's own capacity for Russian business develop

The impact of the company's own capacity on Russian business development on the development of cross-border e-commerce between China and Russia is mainly reflected in four aspects: product positioning, comprehensive services, personnel training, and marketing channels.

In terms of product positioning, one of the important factors for Russian consumers to choose to shop on overseas websites is the slow development of the domestic light industry in Russia. The product categories are not complete enough to meet the needs of Russian consumers. Therefore, it is necessary to emphasize that it is necessary to develop China-Russia cross-border e-commerce of comprehensive category commodities, and at the same time pay more attention to changes in demand of Russian consumers. Comprehensive services affect the Sino-Russian cross-border e-commerce

development mainly in terms of language. The professional cross-border e-commerce website interface and customer service exchanges in Russia are all expressed in Russian, which eliminates barriers to communication between buyers and sellers. At the same time, it also reflects the sincerity of the seller's business to consumers. In terms of personnel training, China-Russia cross-border e-commerce companies currently have a large demand for comprehensive talents. They require that practitioners not only understand e-commerce, but also understand trade, but also understand Russian. This requires companies to strengthen control over talent selection and personnel training. Fourth, the marketing channels, the main channels can be summarized through three ways: social network marketing, mobile marketing, and online and offline (O2O) marketing integration[62]. Secondly, with the popularization of the mobile Internet, online shopping through the mobile terminal has also become the development trend of the Russian e-commerce. Enterprises with a certain scale of timely online application of their own mobile applications will also play a catalytic role in the development of the company's e-commerce in Russia; In addition, the use of the characteristics of Russia's e-commerce, the establishment of products under the exhibition hall, so that Russian consumers can have a better experience of actual experience. In summary, the ability of enterprises to develop their own businesses in Russia is an important factor affecting the development of cross-border e-commerce between China and Russia.

3.2 Empirical study

Based on the above research, there are 12 main influencing factors affecting the development of cross-border e-commerce between China and Russia, which can be divided into four aspects: macro environment, industry competition, cross-border intermediary and the company's own capacity for Russian business develop. Each of

these factors has a different type, and assumptions will be made below for these types.

3.2.1 Putting forward the theoretical hypothesis

(1) Macro-environment has the largest development of e-commerce in China and Russia

The development of cross-border e-commerce between China and Russia is inseparable from the macro-environmental support. The macro-environment provides the necessary basic resources for the development of cross-border e-commerce between China and Russia. The level of macroeconomic, institution, and technological development determines the level of cross-border e-commerce development between China and Russia.[63]

The institutional environment mainly includes two aspects: political factors and laws and regulations. Political factors can restrict the development of China-Russia cross-border e-commerce. Laws and regulations can protect Chinese companies from conducting cross-border e-commerce activities between China and Russia; The technological environment has a strong support and role in the development of China-Russia cross-border e-commerce. On the one hand, the development of Internet communication technology plays an important role in promoting China-Russia cross-border e-commerce activities. On the other hand, perfecting the technical environment also provides a good guarantee for China-Russia cross-border e-commerce activities; Market environment plays a very important role in the development of China-Russia cross-border e-commerce and provides conditions for China-Russia cross-border e-commerce.

Therefore, the following assumptions are made:

Hypothesis H1: The macro environment will have the greatest impact on the development of cross-border e-commerce between China and Russia.

Hypothesis H1a: The institutional environment has a significant positive impact on the development of cross-border e-commerce between China and Russia.

Hypothesis H1b: The technology environment has a significant positive impact on the development of cross-border e-commerce between China and Russia.

Hypothesis H1c: The market environment has a significant positive impact on the development of cross-border e-commerce between China and Russia.

(2) Industry "Co-competitor" has the greatest impact on China-Russia e-commerce

The term "Co-competitor" was put forward by Barry J. Nalebuff of Yale University School of Management and Adam Brandenburger of Harvard Business School in the middle of 1990s. "Co-competitor" is aimed at the process of competition and cooperation between enterprises. It provides a new mode of thinking and Scientific Outlook on Development [64]. With the improvement and perfection of modern market system, competition and cooperation between industries or industries will promote the continuous optimization of products and services. From this point of view, the reasonable handling of the competition and cooperation between enterprises can make our enterprises occupy a certain advantage in the competition of the Russian electronic commerce market, and then promote the development of Sino Russian cross-border e-commerce.

Therefore, the following assumptions are made:

Hypothesis H2: The "Co-competitor" will have the greatest impact on the

development of cross-border e-commerce between China and Russia.

(3) Cross-border realization of intermediary has the greatest impact on the development of e-commerce between China and Russia

Cross-border mediation is divided into payment system, credit system and logistics system. E-commerce payment system is an Internet-based payment platform because it is essentially an Internet-based payment platform. Therefore, it has obvious advantages over traditional payment systems. With the rapid adoption of smart phones and the development of NFC (Near Field Communication) technology, mobile payment has gradually matured.

E-commerce credit is more complex and fragile than traditional credit. Traditional credit is a kind of personalized credit, and it is the basis of trust between people. E-commerce credit is an impersonal credit, and it is a short-term, treaty-based and regulatory-based system of credit. The cross-border e-commerce as a form of innovation in e-commerce makes the process of this business model more complicated. Ho, Wu (1999)Pointed out the impact of logistics support on the development of e-commerce, pointed out that logistics support and promote the development of e-commerce[65]. Compared with domestic logistics, cross-border logistics requires more manpower, material resources, and financial resources. In practice, Sino-Russian cross-border logistics are often blocked. Establishing and improving China-Russia cross-border logistics has become the key to developing China-Russia cross-border e-commerce.

Therefore, the following assumptions are made:

Hypothesis H3: Cross-border realization of intermediary has the greatest impact on

the development of e-commerce between China and Russia

Hypothesis H3a: The payment system has a significant positive impact on the development of cross-border e-commerce between China and Russia.

Hypothesis H3b: The credit system has a significant positive impact on the development of cross-border e-commerce between China and Russia.

Hypothesis H3c: The logistics system has a significant positive impact on the development of cross-border e-commerce between China and Russia.

(4)The company's own capacity for Russian business develop has the greatest impact on the development of e-commerce between China and Russia

The company's ability to conduct business with Russia is divided into four dimensions: product positioning, comprehensive services, marketing channels, and talent training, to explore its impact on the development of cross-border e-commerce between China and Russia. The main difference between e-commerce and physical business is that e-commerce is mainly presented to customers in the form of words and pictures. There is no face-to-face communication and practical experience. From this perspective, it has increased the difficulty of communication between the two parties. Therefore, it is particularly important to increase the overall service level of buyers.

The marketing channels involved in this study mainly include both online and offline. As Russian consumers focus on actual experience, it is a trend for China-Russia cross-border e-commerce companies to set up offline experience stores to show consumers their sales. The offline experience allows consumers to feel the reality of the product and the directness of the communication. At the same time, experiencing the

atmosphere of consumption in the store will also promote the purchase behavior of the consumer.

Talent is the primary condition for the development of cross-border e-commerce between China and Russia. The human cost has also become the main cost of cross-border e-commerce between China and Russia. Its demand for talents is mainly reflected in three aspects: e-commerce skills, trade practice skills, and Russian skills. So strengthening the training of professionals can help China-Russia cross-border e-commerce companies to enhance their competitiveness and promote the development of China-Russia cross-border e-commerce.

Therefore, the following assumptions are made:

Hypothesis H4: The company's own capacity for Russian business develop has the greatest impact on the development of e-commerce between China and Russia

Hypothesis H4a: The product positioning has a significant positive impact on the development of cross-border e-commerce between China and Russia.

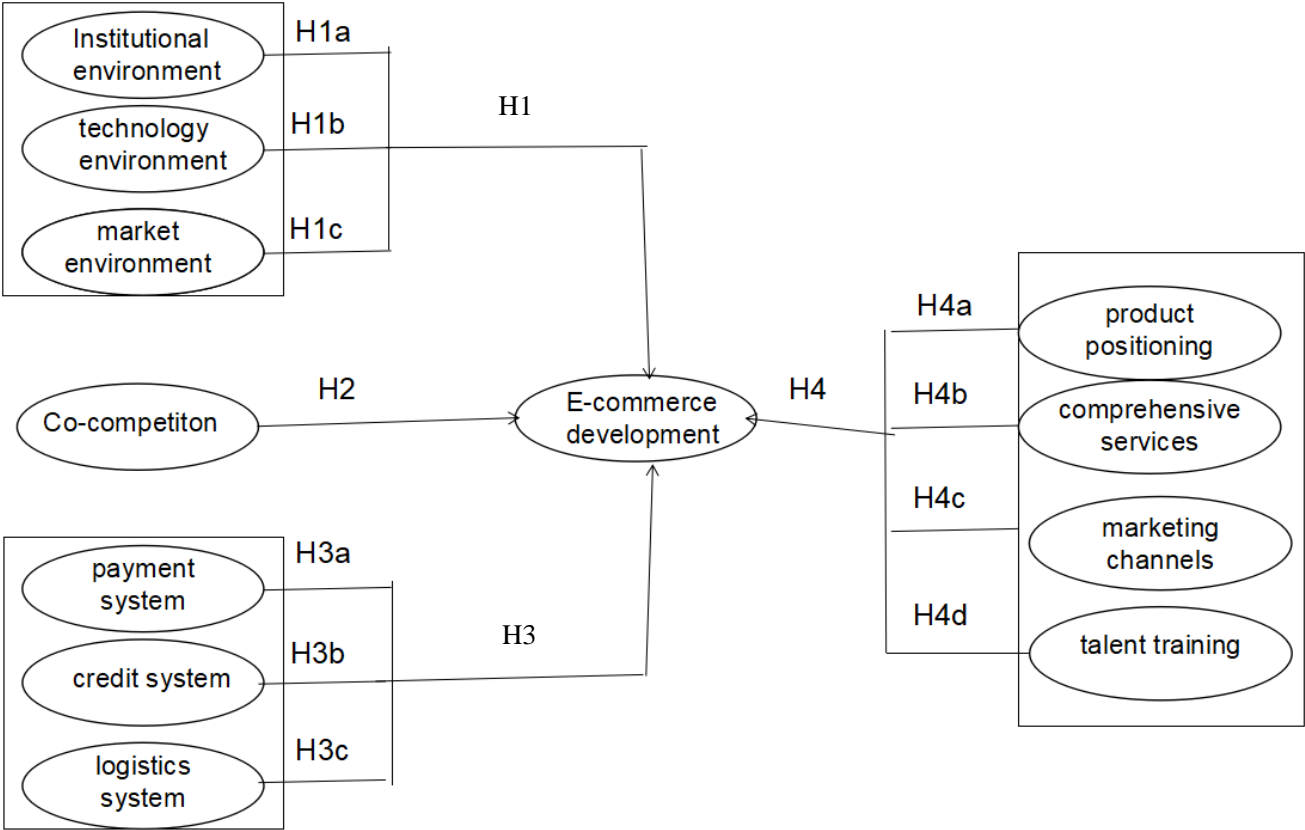
Hypothesis H4b: The comprehensive services has a significant positive impact on the development of cross-border e-commerce between China and Russia.

Hypothesis H4c: The marketing channels has a significant positive impact on the development of cross-border e-commerce between China and Russia.

Hypothesis H4d: The talent training has a significant positive impact on the development of cross-border e-commerce between China and Russia.

3.2.2 Establish the Hypothesis structure

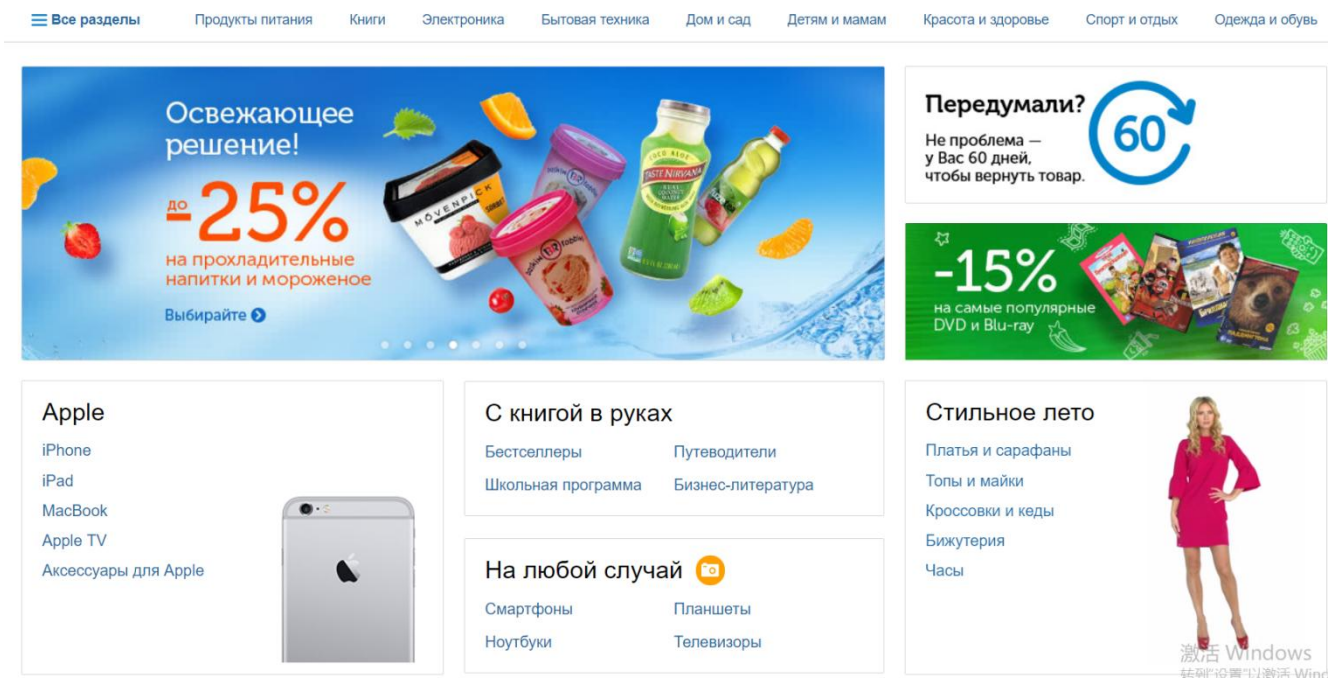
Based on the above theoretical assumptions, a corresponding framework is constructed.



Picture3.4-Influencing factors conceptual model

3.3 Case analysis——Take “Ozon.ru” as an example

3.3.1 Situation Analysis

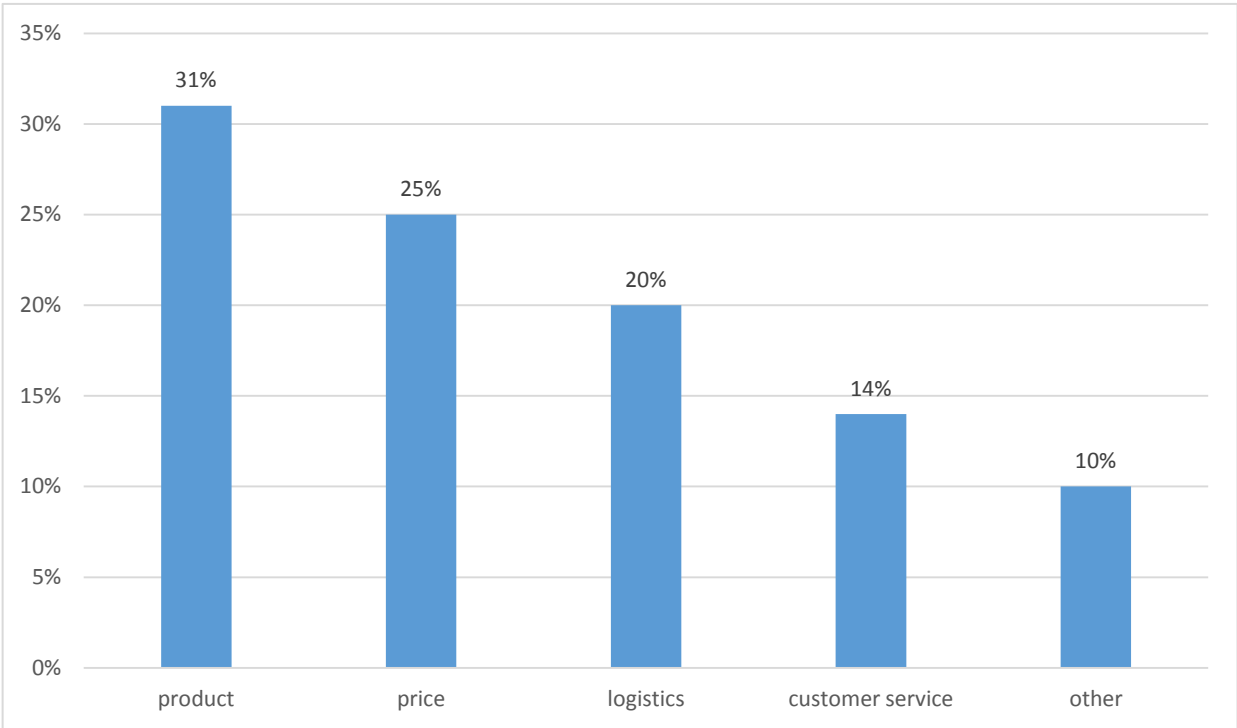


Picture3.5-Main page and product page of ozon.ru(2018)

The Ozon.ru, founded in 1998, is headquartered in Moscow and is now the largest online retailer in Russia (B2C network company). The products it manages gradually cover a wide range of digital products, music, movies, books and many other categories from the initial single book products.

Ozon.ru publishes an annual company statistics development report each year to introduce the company's next development goals. According to the 2016 report: Ozon.ru has more than 32 million registered users, average daily traffic is over 2.21 million, and Ozon.ru employs more than 4,200 employees. In 2016, Internet income was US\$35 million[66].

3.3.2 Problem analysis



Picture3.6 -Customer complain reason scale in Ozon.ru[67]

Although Ozon.ru is the most popular and popular shopping site for the Russian people, survey data show that more than 35% of Russian consumers trust Ozon.ru, second is eBay, accounting for 8%, and the third is Avito. 6%. However, in Ozon.ru's shopping spending, more than 70% of consumers will choose to pay in cash, and consumers who choose electronic payment or online payment account for less than 20%. This is different from China's Taobao.com, more than 87% of consumers of Taobao.com will choose online direct debit payment, which uses WeChat payment and Alipay payment to account for the majority. The proportion of cash payments in Russia is so high, which has greatly affected Ozon.ru's development and reputation. Therefore, increasing the user's online payment rate, standardizing spending procedures, and enhancing consumers' trust in electronic payments will be the focus of Ozon.ru's

development.

In addition, according to survey statistics, only 35% of consumers in Russia choose online shopping channels when purchasing goods. A major problem is that of logistics. The logistics industry in Russia is constrained by various factors such as domestic infrastructure, labor costs, land area, and climate, and has always had many problems, which greatly limits the development of multiple industries[68]. Many consumers expressed their willingness to accept the online shopping platform. However, due to the lack of logistics technology, many consumers complained that the delivery time was too long and could not guarantee the safety of the goods during transportation. Ozon.ru faced with the increasing number of orders, its logistics problems must face the following four major challenges[69]:

(1) The challenge of flexibility. With the increase in online retail sales and the widespread and random distribution of distribution locations, it is impossible to make better predictions in advance and distribution is difficult.

(2) Small quantities, lots and lots. Retailers need to face a lot of orders every day, and the pressure for sorting and distribution is huge.

(3) Users are demanding delivery services.

(4) Logistics visibility. The user must know in real time how the self-purchased goods are transported.

What's more, the lack of distribution talent for online retailers is a common phenomenon in the entire Russian e-commerce industry. Ozon.ru also has such problems. Russia has high labor costs, monotonous work schedules, uncertain working

hours, and low salary levels. Many grassroots workers have been unable to achieve a reasonable amount of work, and their work efficiency cannot be maximized. The e-commerce industry has developed rapidly. The demand for high-level logistics management talents and composite talents is high. However, there are insufficient graduates of qualified logistics-related professionals each year, which in turn leads to a shortage of talents that cannot be compensated in time[70].

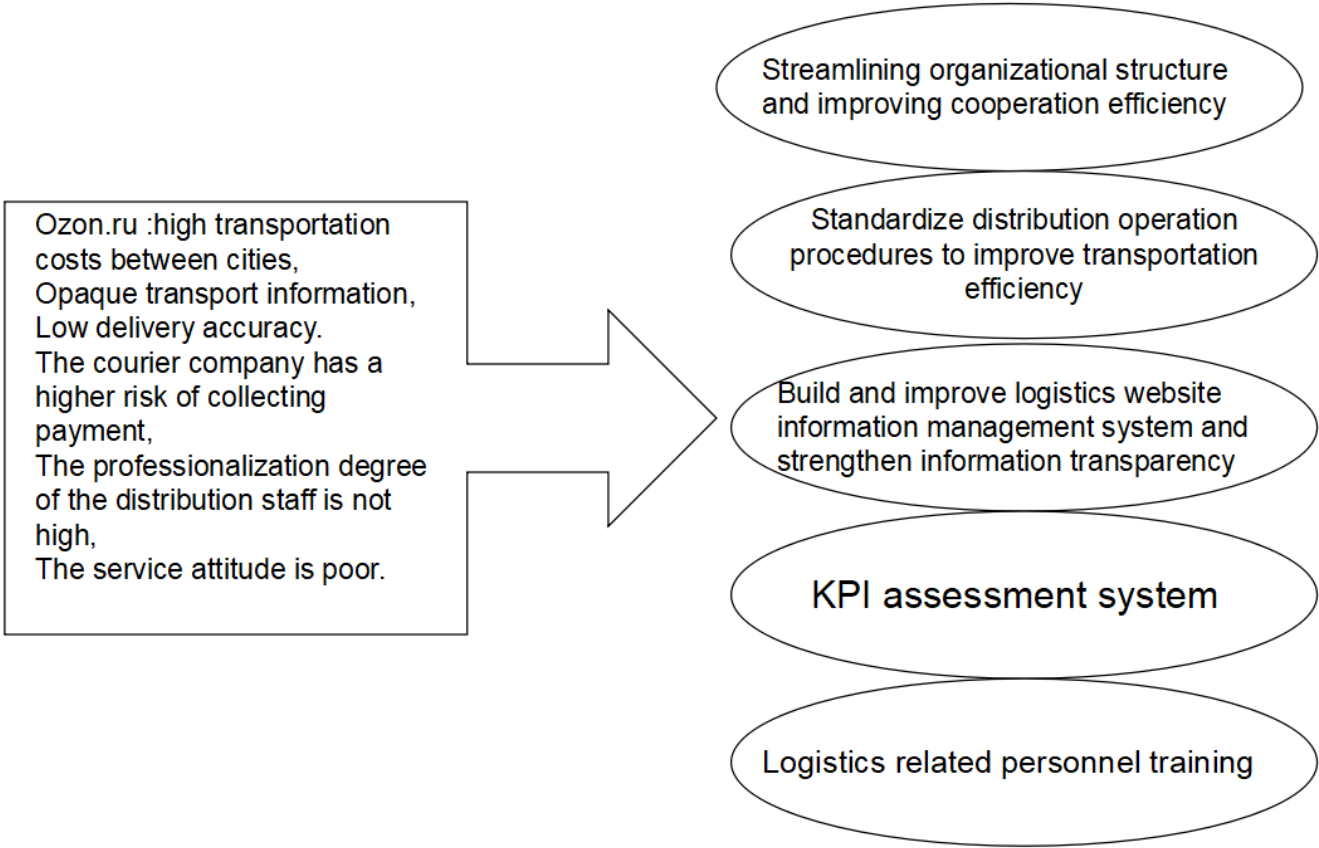
3.3.3 Match factors and make suggestions

In view of the problems that Ozon.ru has, according to the factors affecting e-commerce in Chapter 4.2, it can be concluded that the most important factors in the development of Ozon.ru are: H1c——market environment, H3a——payment system, H3c—— logistics system, H4d—— talented training. Here is the reasons and some suggestions about it:

(1) Regarding H1c and H3a, since the Internet economy is not very popular in Russia, Russian consumers are not very confident about online payments. They think that cash transactions are the safest of all transactions. In response to this phenomenon, Ozon.ru should strengthen its technical support and launch and update third-party payment platforms such as China's WeChat payment platform and Alipay payment platform. And vigorously publicized, making more and more Russian consumers can accept it, and willing to deposit money into the bank, depositing third-party payment platform, rather than the transaction between the goods and cash. The government should also carry out corresponding macro-controls, introduce policies that are conducive to the development of e-commerce, and increase subsidies for this industry so as to improve the market environment.

(2)Regarding H3c ,for the logistics problems that Ozon.ru emerged, Picture 4.7 shows the overall thinking framework for solving the Ozon.ru online retailer distribution problem. From Picture 4.7, it can be clearly understood that the solution is to reduce The cost of distribution, shortening the delivery time, improving the delivery quality, and strengthening the training of talents.

Picture3.7- Ozon.ru distribution network problem solving organizational



(3)Regarding H4d, the competition between major e-commerce companies , in the final analysis, is the competition for human resources. If Ozon.ru wants to consolidate its leadership position, it must improve all kinds of defects in the talent training of its own logistics companies and realize the sound operation of the training mechanism.

①Raise the salaries of employees and prevent them from jumping out due to salary problems;

②Must learn the training experience of excellent companies in developed countries, improve the entry training methods for new employees reasonably, tap talents from inside the company, and improve the talent pool of the company[71];

③To enrich the cultural connotation of the company, enrich the spiritual life of employees, and enhance employees' sense of belonging and work achievement.

Chapter summary

This chapter analysis the influence factors of the development of E-commerce between China and Russia, according to this influences factors,we can clearly know the degrees of the influences, and get what the most important factors between them.And we also analysis the case of Ozon.ru, according to these factors' influence, we analysis the problem in this E-commerce enterprise.And then we focus on these problems and factors , and take some suggestions to solve it.Through this case analysis, we can find that the influencing factors conceptual model in chapter 4.2.2 is not only suit to the Ozon.ru, also we can put this model to any E-commerce companies,like Chinese Alibaba,Taobao.com,like Russian Yandax, or other Cooperated companies, to know the center problems in development.

4 FORMULATING SINO-RUSSIA E-COMMERCE DEVELOPMENT STRATEGY AND SAFEGUARD MEASURES

To cultivate competitive advantages, strengthen the ability of enterprises to develop China-Russia cross-border e-commerce and promote the development of trade between China and Russia. Based on the previous research conclusions, this chapter attempts to formulate a comprehensive and systematic China-Russia cross-border e-commerce development strategy and provide reference for the Chinese and Russian enterprises and relevant government departments to promote the healthy and orderly development of China-Russia cross-border e-commerce.

Based on the analysis of the above chapters, here lists the SWOT analysis of China-Russia cross-border e-commerce industry:

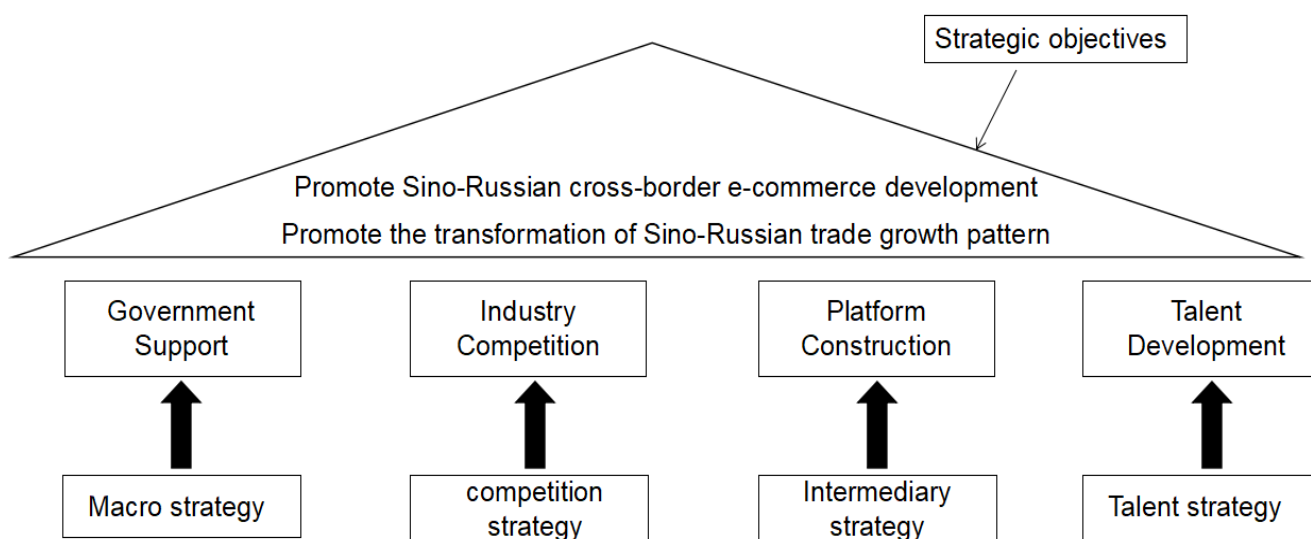
Table4.1- The SWOT analysis of China-Russia cross-border e-commerce industry

		Internal Factors	
		Strength(S) 1.National political support 2.Rapid development of technology 3.Sino-Russian environment is suitable for development 4.Obvious advantages in border 5.Complete product range 6.Solid foundation for development	Weakness(W) 1.Logistics disorder 2.Credit system is not comprehensive 3.Terms are not uniform 4.Lack of talent 5.Financing difficulties
External Factors	Opportunity(O) 1.High consumer demand in China and Russia 2.It have positive function about Russia's entry into WTO	S/O : Government support overall strategy	W/O : Comprehensive platform strategy

	3.Russian Post widely		
	Threat (T) 1.Intense competition in Russian market 2.Overseas online shopping tax is high	S/T : Competitive strategy	W/T : Talent development strategy

4.1 The Design Framework of China-Russia Cross-Border Electronic Commerce Development Strategy

According to the status quo and influencing factors of the development of cross-border e-commerce between China and Russia, the assumptions for China-Russia cross-border e-commerce development strategy are as follows: Give full play to the guiding role of the market, focus on companies, and strengthen government planning, guidance, and coordination. Improving China-Russia cross-border e-commerce infrastructure and support system, accelerate China-Russia cross-border e-commerce platform construction, and promote the development of Sino-Russian trade with the development of e-commerce. Based on this, and combined with the analysis in Chapter 4, the overall framework for designing a development strategy is shown in Picture4.2.



Picture4.2- The overall framework for designing a development strategy

4.2 The suggestion for Sino-Russian Cross-Border E-Commerce Development Strategy

4.2.1 Strengthen the Government Support

The previous study concluded that:Macro environment have a significant positive impact on the development of cross-border e-commerce between China and Russia. Therefore, strengthening and improving relevant policies and systems is an important foundation for guaranteeing the rapid and healthy development of China-Russia cross-border e-commerce.The government support strategy should serve as the overall strategy for China-Russia cross-border e-commerce development strategy.

(1) Improve laws and regulations

The current international trade law has many provisions that do not apply to the cross-border e-commerce model.At present, China-Russia cross-border e-commerce is in its infancy. Therefore, if China and Russia jointly construct an appropriate institutional environment and legal and regulatory environment, we must first do two things: The first is to formulate regional laws and regulations including payment,

network encryption, consumer rights, etc. in order to meet development needs. The second is to strengthen relevant laws and regulations and online security safeguards to ensure the consistency of China-Russia cross-border e-commerce policies.

Combining the development status of China-Russia cross-border e-commerce, China and Russia should jointly negotiate and issue relevant agreements. Such as "Sino-Russian Basic Information Standards for Cross-border E-Commerce", "Standards for China-Russia Packets for Cross-Border E-Commerce Data Exchange", "China-Russia Technical Specifications for Cross-Border E-Commerce Data Exchange", etc.; Proposed relevant policy options, such as "China-Russia BZC Cross-border E-Commerce Export Supervision Program", "China-Russia Cross-Border E-Commerce Customs Clearance Proposal", and "China-Russia Cross-Border E-Commerce Inspection and Supervision Measures".

(2) Improve cross-border e-commerce environment construction

After Russia's accession to the WTO, the Sino-Russian economic and trade cooperation gradually shifted from the previous complementary to the strategic one. This requires that Sino-Russian economic and trade cooperation should shift toward production cooperation, scientific and technological cooperation, transnational investment and service trade. To this end, Sino-Russian economic and trade cooperation should focus on environmental optimization as the key to long-term strategy, combining internal and external cooperation and cooperation. The strategy for the near future should be innovation of ideas, innovation of mechanisms, strengthening of integration, solidification of foundations, and practical advancement[72]. Accelerate the exploration and realization of the lasting operation mechanism of regional cooperation between

China and Russia.

Realize the free flow of goods, capital, technology and people within the region. Grasping the linkage trend of economic cooperation in adjacent regions is the guarantee for the maximization of economic marketization between China and Russia. Senior Chinese and Russian leaders should actively promote the building of China-Russia free trade zone from the perspective of development strategy, overall perspective and actual development needs, and achieve mutual benefits and win-win results.

(3) Increase capital investment

Cross-border e-commerce is a new form of trade that combines the trade in goods and trade in services. Only by formulating good incentive policies for China-Russia cross-border e-commerce new models can China and Russia achieve greater development under new forms of trade. The relevant state departments should pay attention to cross-border e-commerce cooperation from the perspective of development strategy, seize the current good opportunity, increase policy support and capital input, and formulate corresponding supporting policies and measures.

First of all, we must increase the degree of openness in cross-border payment. Clearly define the business scope and open procedures of cross-border e-commerce transactions, increase the foreign exchange quota, and allow business entities to apply for the establishment of foreign exchange accounts. Simplify the settlement procedures, improve the supporting links, and resolve issues such as Sino-Russian trade payment and settlement difficulties as soon as possible.

Secondly, increase the support for small and medium-sized cross-border

e-commerce funds. Provides small-time liquidity loan services for small and medium-sized cross-border e-commerce companies, including export credit insurance offline financing, accounts receivable financing and other supply chain trade financing innovation services, and bank traditional trade financing business services such as letters of credit.

4.2.2 Accelerate the industry competition

Last research we indicate that industry competition and cooperation factors are also a significant factor affecting the development of cross-border e-commerce between China and Russia. Therefore, cooperation or competitive strategy with domestic and foreign companies will help improve the level of China-Russia cross-border e-commerce and accelerate the development of Sino-Russian trade. In view of the development status of China-Russia cross-border e-commerce, this study believes that “competition + cooperation” should adopt alternate development strategies. By expanding the integrated business of the company, it will achieve a greater market share in the e-commerce market and better accelerate the development of cross-border e-commerce between China and Russia.

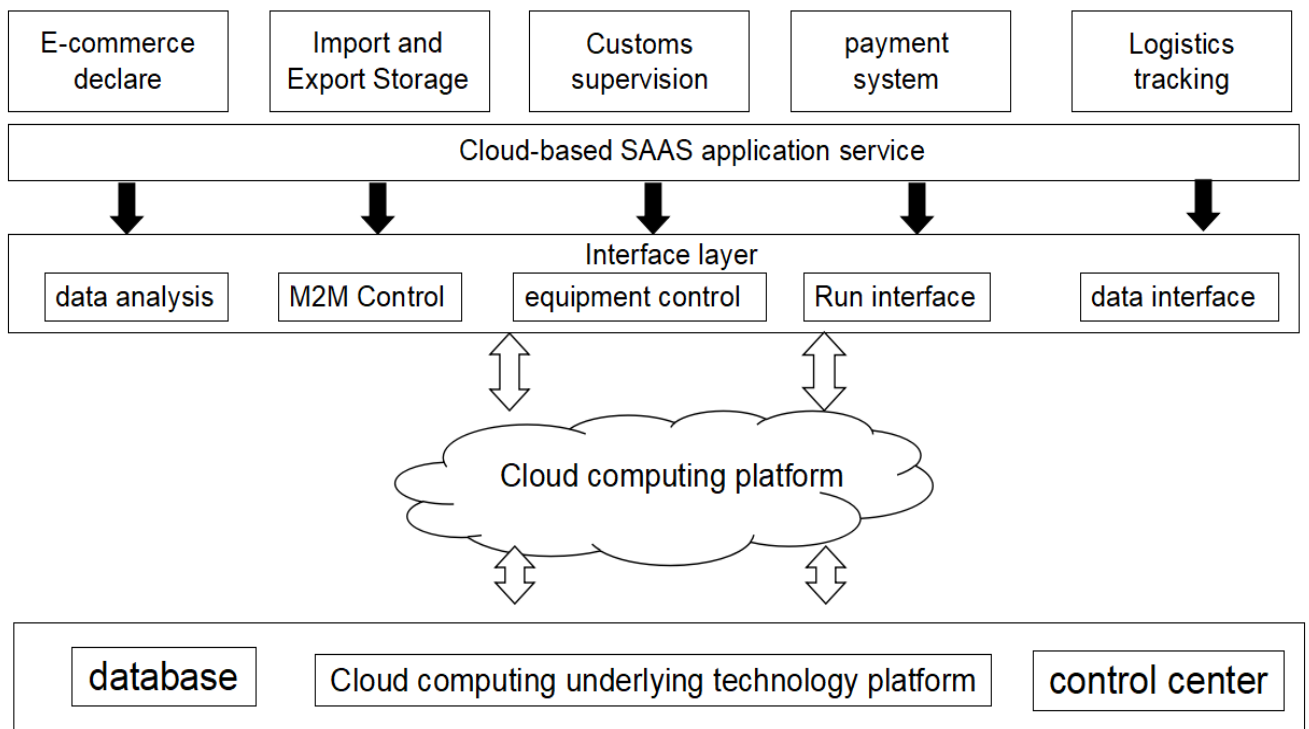
Between enterprises and enterprises, enterprises and suppliers or other upstream and downstream companies should take more cooperation instead of competition, that is, establish a unified strategic alliance and form an industrial cluster. According to the definition of Porter, an industrial cluster is a group of geographically-focused, interconnected companies or institutions that are co-located or related to a specific industrial area and are linked by commonalities and complementarities[73].According to this definition, there are logistics companies, lending companies, financial institutions,

IT service organizations, and so on related to China-Russia cross-border e-commerce companies. These companies or institutions should support each other's affiliations to build a complete and solid industrial chain in order to gain a greater share of the Russian e-commerce market.

4.2.3 Establish a comprehensive third-party platform

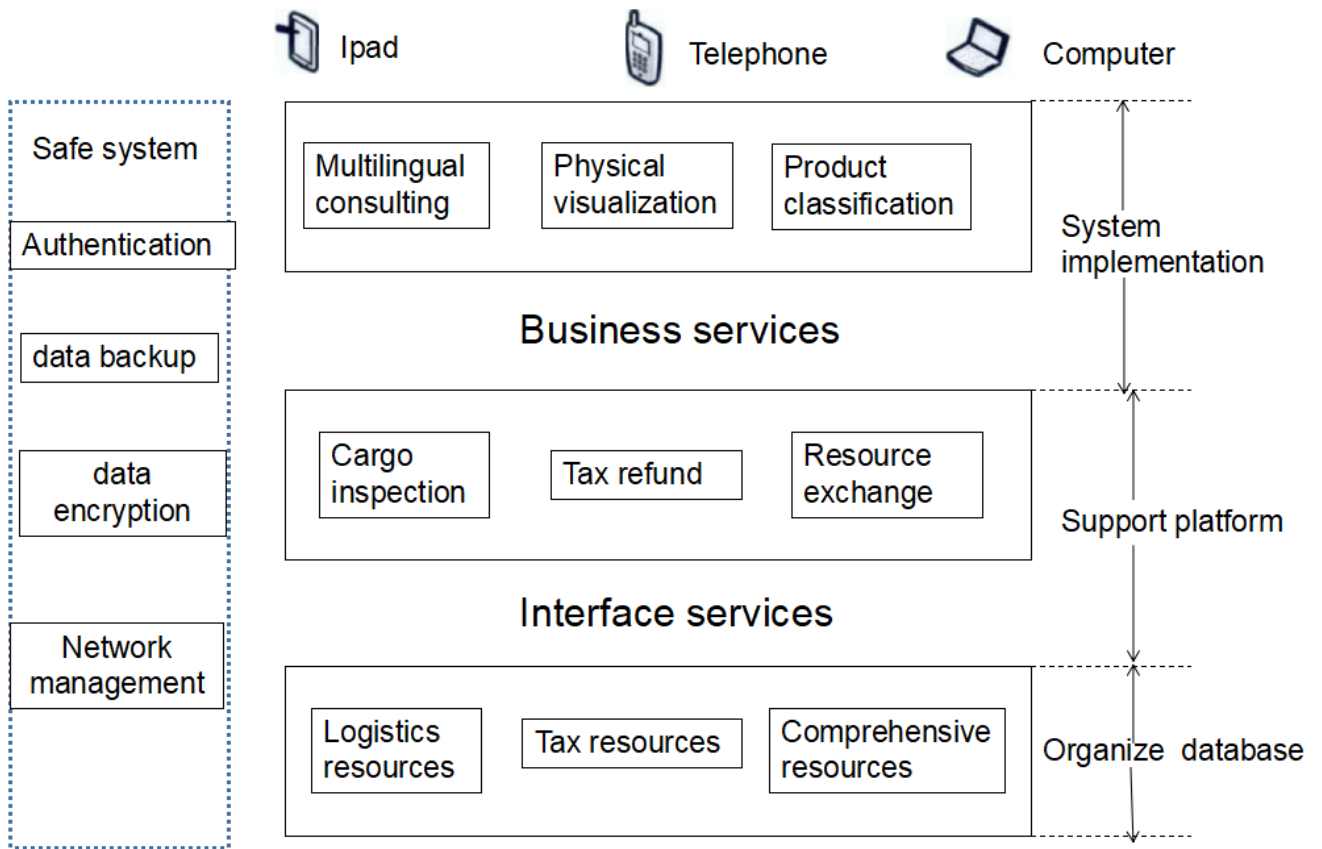
At present, the cross-border e-commerce companies of China and Russia are characterized by small size and many more. The overall normativeness is not strong, and there are many problems in the actual business operations. To quickly and effectively develop China-Russia cross-border e-commerce and develop Sino-Russian trade, it is necessary to provide these enterprises with a standardized and standardized platform. Moreover, the previous research conclusions indicate that factors such as logistics, payment and services all have a significant positive impact on the development of cross-border e-commerce between China and Russia. Therefore, for enterprises to solve the necessary basic services environment such as logistics, warehousing, and payment necessary for the development of cross-border e-commerce, the development of a comprehensive platform strategy cannot be delayed.

The overall thinking of China-Russia cross-border e-commerce service platform construction is to use cloud computing technology to serve cross-border e-commerce, and the goal is to build a public service platform integrating politics and industry. Realize the digitization of foreign trade management, the electronicization of cross-border business and the intelligentization of customs clearance services. Therefore, the technical framework for building the platform is shown in Picture 4-3.



Picture4.3- Sino-Russian e-commerce service platform technology framework

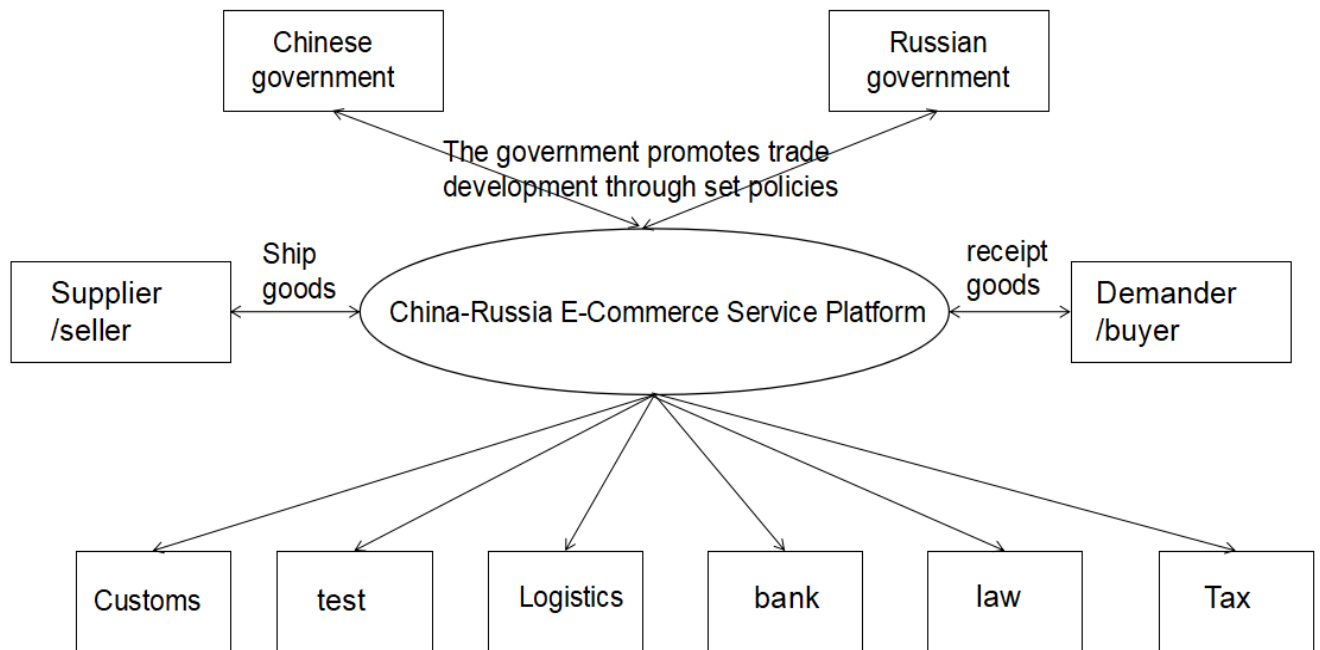
Then, Building a platform service framework is also very important. Here list the structure.



Picture4.4- Sino-Russian E-Commerce Service Platform service Framework

We can see that the framework is based on business services, interface services, and security services. And before carrying out specific access links, we must do a good job in the database improvement of related resources. In the implementation of the system, we must focus on the integration of business units such as multilingual information and statistical analysis to achieve a rational analysis of cross-border e-commerce language relevance and customer needs. Finally, these service functions are organically integrated through customized ipad, mobile phone, and computer access methods.

In addition to building service frameworks, business frameworks are also essential.



Picture4.5- Sino-Russian E-Commerce Service Platform Business Framework

From this picture, we can see that from the perspective of government, it is necessary to promote trade through the formulation of relevant policies between governments. From the actual operation point of view, two aspects need to be considered: the supply side and the demand side, the supply side mainly refers to the sales business, and the demand side mainly refers to the consumers; of course, from the long-term perspective of the development of the platform, both China and Russia also interchangeable roles. Based on this, the platform construction provides real-time tracking of online cargo processes. Of course, at this stage, it is difficult to achieve online integration of the whole process. Therefore, it can be steadily advanced by combining online and offline.

The above three frameworks constitute the China-Russia cross-border e-commerce service platform construction system. On the basis of the above three points, it can be

used in conjunction with other domestic cross-border e-commerce bases such as Yiwu, Dongguan, and Taiwan to dig deeper. The common needs of Sino-Russian trade, integration of China-Russia cross-border e-commerce industry chain, expansion of e-commerce industry clusters, and construction of China-Russia cross-border e-commerce service platform.

4.2.4 Pay attention to talented training

First, establish a flexible talent incentive mechanism to attract high-level management talents and leading Pictures in the enterprise; to achieve the development of large enterprises at home and abroad through investment promotion, so as to gather a group of outstanding management talents with strong operating capability, as well as the shortages in the process of enterprise innovation and development. Technical talents. Targeted training Learn to understand the international economic and trade knowledge, proficient in foreign languages, familiar with their own cultural environment, and master composite talents of modern communication technology. We must also focus on cultivating talents in modern service industries such as logistics, commerce, finance, and information services.

Second, we must strengthen the knowledge updating and integration of talents in Russian e-commerce companies. Organize enterprises, universities and relevant government departments to establish China-Russia cross-border e-commerce training institutions. The focus should be on cultivating professional translation teams, which can be funded by the government to support them in training and mastering the laws of the e-commerce market. Actively carry out the Sino-Russian talents exchange "introducing" and "sending out" to strengthen mutual personnel exchanges and

cooperation so that China-Russia cross-border e-commerce will develop rapidly and soundly on the basis of harmony, cooperation, and win-win.

Chapter summary

This chapter is based on the findings of the previous study and combines the SWOT analysis model to clarify the objectives of the cross-border e-commerce development strategy of China and Russia, and to design and develop a strategic framework. In order to promote the development of China-Russia cross-border e-commerce, the Sino-Russian trade growth model will be transformed into a strategic goal. Through the implementation of policy support, industry competition, comprehensive platform and talent development, the implementation of China-Russia cross-border e-commerce development strategy will be steadily steadily advanced.

SUMMARY

This article addresses China-Russia cross-border e-commerce, addressing its development strategy issues, based on the current environment and consumption patterns of the Internet economy. And briefly analyzed the market transformation of China and Russia in the context of the Internet economy, summed up the main factors influencing the development of China-Russia e-commerce, and based on these factors proposed corresponding solutions and the development strategy of Sino-Russia e-commerce. In accordance with the cross-border e-commerce influencing factors of China and Russia and the SWOT analysis model, the China-Russia cross-border e-commerce development strategy is formulated, safeguard measures are proposed, and reference proposals for advancing cross-border e-commerce development between China and Russia are proposed. This article combines theory with practice, the main conclusions are as follows:

(1) Analyze the development status and development trend of e-commerce in China and Russia. Summarizing the relevant documents, policies, and regulations relating to e-commerce between China and Russia, analyzing the status quo of cross-border e-commerce between China and Russia and China and Russia according to the current environment, and then drawing their own development trends. China's e-commerce is showing the trend of mobile Internet, the marketing model of Russian e-commerce has gradually tended to social networks in recent years, and cross-border online shopping has begun to rise; China-Russia cross-border e-commerce presents a trend of high enthusiasm, open market and fierce competition .

(2) Constructing the Influencing Factors Model of China-Russia Cross-border

Electronic Commerce Development. It is concluded that macro-environment, co-competition, cross-border intermediary, and the company's own capacity for Russian business develop all have a significant impact on the development of China-Russia cross-border e-commerce.

(3)Formulated China-Russia cross-border e-commerce development strategy. Clearly to promote the development of China-Russia cross-border e-commerce and drive the growth of China-Russia trade as a strategic goal,through the implementation of policy support, industry competition, comprehensive platform, and talent development, we will steadily promote the implementation of China-Russia cross-border e-commerce development strategy.

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