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ABSTRACT

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Under the current background of world trade integration, traditional international trade is affected by political factors, epidemics and environmental factors, and the international trade situation is becoming more and more volatile. China's foreign trade is greatly affected, and the growth of traditional trade is more hindered. The application of cross-border e-commerce in the international trade market can increase the volume of trade between enterprises, improve the efficiency of business exchanges, reduce the trade costs of manufacturers, and enhance the competitiveness and resilience of enterprises.

First, this article summarizes the relevant academic research on the impact of cross-border e-commerce development on international trade, and constructs a theory that analyzes the impact of cross-border e-commerce development on international trade from the perspectives of institutional and technological innovation theory, transaction cost theory, and scale economy theory mechanism. Second, analyze the development status of cross-border e-commerce and international trade and the impact of cross-border e-commerce on international trade. Finally, through the analysis of one of China's largest cross-border e-commerce platforms: AliExpress of Alibaba, combined with the current problems of China's cross-border e-commerce, we propose to support the development of cross-border e-commerce and promote the growth of international trade. Countermeasures and suggestions.

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INTRODUCTION

With the development of e-commerce in the context of the Internet and rapidly generating momentum, our traditional cross-border trading activities have also undergone a breakthrough change. The development of e-commerce has brought new power to international trade. Traditional international trade has a very complex transaction process. It not only requires the commercial activities and information exchange activities of bilateral trade negotiations, but also requires the participation of more trading tools, which costs a lot. Cost, and sometimes it will not achieve the expected results.

In international trade activities, the use of e-commerce processes can not only greatly simplify the complicated business processes, but also make international trade activities beyond the limits of time and space, and can directly use electronic data and bilateral or bilateral or on the electronic network platform. Propagate multilateral trade activities. The application of e-commerce to international trade, that is, the development of cross-border e-commerce, can not only improve the efficiency of the global trading system, but also bring good opportunities to promote the development of international trade.

In recent years, the economies of various countries have been affected by political economy, epidemics, etc., and the growth of international trade has been slow. Especially since the Sino-US trade war, the economic situation facing China has become more severe. As a new form of trade, cross-border e-commerce has the advantages of openness, globalization, low cost, and high efficiency. It has become increasingly prominent in promoting my country's economy from rapid development to high-quality development. It is to promote my country's implementation of "Internet +" development. An important boost to strategy.

From a domestic point of view, China's economic development mode is shifting to high-quality growth. How to better promote the transformation of my country's economic development mode and deepen reform and opening up is a hot issue in current economic research. From a global perspective, it is affected by political and

economic factors. The epidemic situation, etc., the growth of international trade has weakened, and the macroeconomic uncertainty has increased. Due to the deep participation of cross-border e-commerce activities in international trade in recent years, the development of cross-border e-commerce has an increasing impact on international trade. Studying the impact of cross-border e-commerce development on international trade can enrich and improve the theoretical research related to cross-border e-commerce, and make reasonable suggestions for regulating and promoting the development of cross-border e-commerce and boosting the growth of international trade.

1) Theoretical significance. Study the development status of cross-border e-commerce and international trade, analyze the relationship between the two and the weak links in their development, which is conducive to better optimization of resource allocation; study how the degree of cross-border e-commerce development affects international trade, supplement the theory Research; analyze the impact of cross-border e-commerce on international trade, which is conducive to improving laws and regulations, guiding and regulating the development of cross-border e-commerce, and improving the business environment; it is conducive to promoting enterprises to use cross-border e-commerce, reducing costs, promoting innovation, and improving enterprises Product competitiveness level; promote trade transformation and innovation, and provide theoretical reference for the government to formulate relevant policies and laws and regulations.

2) Practical significance. With the accelerated application of cross-border e-commerce, e-commerce companies integrate resources, promote the transformation of foreign trade, and promote the development of industrial integration. It is of great significance to reduce the burden of enterprises by shortening the purchase process and reducing the participation of middlemen. Cross-border e-commerce is an important way and means to promote the high-quality development of my country's economy and deepen the opening up. As an important part of the development of the digital economy,

cross-border e-commerce is of great significance to maintaining the stable development of China's international trade.

The research content of this article is the impact of my country's cross-border e-commerce development on international trade. Through combing and reviewing domestic and foreign literature, it analyzes the research status and economic foundation of domestic and foreign scholars on the impact of cross-border e-commerce on international trade. And using AliExpress of Alibaba as an example to analyze the beneficial promotion and negative impact of the development of cross-border e-commerce on China's international trade, and make suggestions for solving the problem.

This article uses the following methods to conduct research:

1) Literature analysis method. After searching and consulting relevant domestic and foreign research literature and network resources, understanding the current situation of the research, sorting and analyzing, and reasonable reference, learning the excellent research methods and thesis expression ideas, and discovering the research gaps and new research perspectives.

2) Theoretical analysis method. The theoretical analysis method is used to study the theoretical basis of the impact of cross-border e-commerce development on international trade. At the same time, it also analyzes the impact of cross-border e-commerce on traditional international trade. The application of high technology and innovation is increasingly affecting current international trade. Larger, greater economies of scale.

3) Qualitative analysis. Using domestic and foreign research literature and theoretical concepts, as well as data from the National Bureau of Statistics of China, China International Electronic Commerce Center, Ministry of Commerce, China Internet Network Information Center, China Research Network and other databases, analyze the development of cross-border e-commerce and the status of international trade development, and summarize Sort out relevant conclusions and put forward countermeasures.

1 OVERVIEW OF CROSS-BORDER E-COMMERCE AND INTERNATIONAL TRADE THEORY

1.1 Reasons and history of the development of electronic commerce.

1. The emergence and development of e-commerce

In the context of the rapid development of modern information, the reason why companies and individuals can effectively use various electronic tools and virtual networks to participate in various electronically realized commercial trade activities according to the information technology and commercial legal system they have learned Because of the rapid development of e-commerce. So, how did this trading method with electronic tools and the Internet as the main medium developed?

A. The background of e-commerce

Integrated circuit technology and data network communication technology are two major electronic technologies developed in the second half of the 20th century. Together, these two technologies are called electronic information technology, and can also be called IT technology. What provides technical support for the development of e-commerce is the emergence and rapid development of information technology. The new generation of the information technology revolution began in the 1940s. Compared with the industrial revolution era, information technology has developed relatively more rapidly, and its impact on social productivity and people's daily work and living habits is more extensive and profound. The world's first computer that can run programs was manufactured by the University of Pennsylvania in 1946. This computer weighs more than 30 tons, covers an area of more than 170 square meters, and uses as many as 5,000 relays and more than 18,800 A tube. But it can only process 5,000 instructions per second, but its manufacturing cost is staggering, costing several million dollars. But by 1971, Intel integrated a chip with the processing power of 12 computers at that time. The length of this chip was only 12 millimeters, but its price was quite cheap, only \$200.

Since the birth of the electronic computer, more than 60 years have passed. Due to the important technological changes in the electronic devices that constitute its basic

components, the computer has also undergone relatively rapid development, which is prominently manifested in the volume change of the computer. The speed is getting smaller and smaller, and the cost is lower. In retrospect, the changes in computer electronic devices have gone from electron tubes to transistors as logic components, and then from transistors to integrated circuits and large-scale integrated circuits or large-scale integrated circuits as a logic component. Its semiconductor memory integration has become more and more high-end, memory The capacity is also larger, etc., and the calculation speed can reach hundreds of millions or even hundreds of billions of times per second. In 1981, microcomputers quickly developed into a new series, which was successfully developed by IBM in the United States. This kind of micro personal computer uses semiconductor memory and microprocessor, which has many advantages that the previous computer does not have, such as small size, low price, strong versatility and adaptability, and high reliability, etc. The "settlement" of computers in thousands of households became a reality with the appearance of microcomputers. [1]

Internet technology was first developed by the U.S. military. In the middle of the 20th century, the U.S. military tried to connect many individual computers together. This move started the process of computer networking. With the further development of computer technology, a common agreement on the interconnection of computer networks appeared in the 1970s. This agreement is called the TCP/IP protocol. Over time, in the 1980s, American university campuses began to participate in the research and development team of Internet technology, and the Internet began to be used in educational institutions. This is the embryonic form of the Internet today.

In the 1990s, the market utilization value of the Internet was slowly explored, and this technology was widely used in the market. At this time, the government could no longer rely on finances to provide such a huge Internet service, and the government had to begin to change its policies. Open to the market, the private sector has gradually become a major force. During this period, the United States gradually built a national information infrastructure complex composed of high-speed telecommunications networks, advanced computers and databases, including wired, wireless, Internet and

satellite communication networks, as well as a complete network communication system composed of various public or private networks. With the networking of various networks and the further deepening of the openness of information infrastructure to the public, individuals, organizations, or government systems can use the established information infrastructure for multimedia communications, which promotes various forms of information services the rapid development and growth. The formal name of the information highway is the national information infrastructure. Its essence is a broadband high-speed intelligent data communication network covering the entire United States. The network has driven the informatization process of the American economy and society on the basis of modern communication and computer technology and promoted Rapid economic development. In 1997, the United States promulgated the "Global E-commerce Framework", which clearly pointed out that the United States will dominate the core position of global e-commerce and formulated nine measures, namely the principles of action.[2]

Five basic principles have been established in the "Global E-commerce Framework", and the first principle has established the dominance of the private sector; [3] The second principle regulates the government's inappropriate restrictions on e-commerce; the third principle restricts excessive government intervention; the fourth principle is that the government should clarify the uniqueness of the Internet; the fifth principle It is emphasized that the United States should develop Internet e-commerce based on the world. After that, the U.S. government put forward a strategy for the importance of developing a "digital earth", which constituted the third strategic conception of U.S. informatization development. This strategy is based on infrastructure and spatial data. This series of policies of the US government has played a huge role in promoting the rapid development of the network economy.

After entering the 21st century, with the rapid expansion of the global economy and the continuous growth of the global economic and trade scale, new economic and business operation models have emerged, and e-commerce has gradually become a new economic operation mode and commercial operation mode. Thanks to the development

of e-commerce, the cost of human economic activities and other social activities has been greatly reduced, which improves the operating efficiency of the entire society and the economic profits of various enterprises, which not only greatly promotes the economy the process of globalization also has a profound significance to the changes in the world trade system and economic structure. The orderly development of e-commerce in the world relies on the multilateral trading system and unified trade norms and guidelines formed throughout the world. Relevant international organizations established successively have also created superior development conditions for the development of e-commerce. In addition, important countries and some influential organizations in the world also hold an optimistic and positive attitude towards the development of e-commerce and have adopted many important measures in the development of international trade.

Therefore, it can be said that Internet technology provides the basic technical environment for the operation of e-commerce, and the continuous expansion of economic globalization provides market support for the operation of e-commerce. The bright future of e-commerce development is entirely due to the effective use of electronic data exchange in economic activities in the 1960s. It can be said that without the high technology of the era of knowledge economy and the major changes in people's traditional thinking, there would be no e-commerce Model innovation and rapid expansion.

B. The development stage of e-commerce

We divide the development process of e-commerce into four major stages, which are based on the different basic technologies used in each period. The four stages are as follows:

The first stage is the EFT stage (electronic funds transfer). In the 1970s, inter-bank electronic fund transfers occurred on relatively secure private networks. This method of fund transfer caused great changes in the business process of the entire financial industry. Electronic fund transfer is the electronic transmission of transaction

information by enterprises using communication network accounts. This allows the remittance information to be optimized in electronic form for electronic settlement.

The second stage is the technical stage of electronic message information transmission. From the late 1970s to the early 1980s, e-commerce has been vigorously promoted and applied within enterprises. This is because enterprises have used electronic messaging technology. The use of electronic messaging technology has reduced a lot of textual work and greatly improved the level of automation makes the entire transaction process easier to operate. The use of electronic data interchange allows companies to exchange commercial documents with other suppliers using standard electronic formats. Since the early 1990s, electronic information transmission technology has gradually become an important part of an indispensable collaborative computing system or workflow technology.

The third stage is the online service stage. Online services that have been widely used since the late 1980s not only provide a new form of social communication, but also provide an unprecedented method of knowledge sharing. This creates a sense of virtual community for Internet users, and slowly forms a "global village". At this time, the scope of information access and interaction has been unprecedentedly expanded, and the cost of information interaction and access has also been greatly reduced. Almost people in the world can use the Internet to communicate and communicate with each other.

The fourth stage is the WWW stage. Since the mid-1990s, World Wide Web (WWW) applications have appeared on the Internet, which constituted a major turning point in e-commerce. The emergence of the WWW has made it easier to solve the problems faced by the publication and dissemination of information. The scale effect formed by the WWW has greatly reduced the business expenses of enterprises. Small enterprises have obtained more trade opportunities under the background of WWW. The use of WWW has enabled them to compete with major multinational companies with abundant resources on an equal technological basis. Start the competition. [4]

At present, many new development models have emerged in e-commerce. For example, the combination of e-commerce and government management and

procurement behavior, its combination with personal mobile phone communication services, and its online game management combined with leisure and entertainment have all been compared good development.

C. The development of e-commerce in China

China's first online transaction was successful in March 1998. Today, e-commerce has experienced more than ten years of development in China, and the business model of e-commerce has evolved from a single model to today's diversified model. Such as B2B, C2C, B2C, G2B and other modes. Judging from the current development of China's e-commerce market, the traditional B2B and B2C e-commerce models are becoming more mature day by day. The main business products of the B2C model represented by excellence and Dangdang are audio books. The B2B model is also known as the Alibaba model, that is, on the same network platform, a single individual and individual, company and individual, company and company trade, this model has gradually become more mature and common in transactions. In contrast, the C2C model will have a huge user scale. Nevertheless, the C2C model has not yet formed a real profitable operation model.[5]

The Electronic Signature Law was formally passed at the 11th Session of the Tenth National People's Congress on August 28, 2004. The passage of this law means the birth of China's first real informatization law. This law clearly stipulates that reliable electronic signatures and handwritten signatures or seals should have the same legal effect. The content of this law provides strong legal protection for the application of e-commerce.

As of December 2013, the number of Chinese Internet users has exceeded 600 million, and the Internet penetration rate is as high as 45.8%. Among them, the number of mobile Internet users reached 500 million and continued to maintain steady growth. Looking at the survey on the scale of netizens in recent years and other relevant statistical data, the penetration rate of the Internet in China has gradually become saturated, and the core of the development of the Internet has changed from quantity to

quality, which shows that the Internet has a further position in the economy and society. The improvement, its closer integration with the traditional economy, and the further deepening of the impact of various Internet applications on the lives of netizens. The business activities of online purchase of goods and group purchases based on the network platform maintained a relatively high development speed in 2013. The number of online shopping users in China has exceeded 300 million in 2013, and its utilization rate reached 48.9%. Among business applications, group buying activities are the most active type. In 2013, there were as many as 141 million such collective shopping users. The utilization rate of is 22%, an increase of 8% compared with 2012, and the annual growth rate exceeds 50%. [6]

Although there has been an increase in group buying business applications during the online shopping season, there is still a lot of room for improvement in the application of e-commerce by enterprises. In 2013, the online sales and online shopping ratios of Chinese companies were 26.8% and 23.5%, respectively, and 20.9% of the companies used the Internet to carry out product marketing and promotion activities. There is still a big gap in the utilization rate of e-commerce in different industries. Among them, enterprises represented by manufacturing and wholesale industries use e-commerce more widely.

From these data, it can be predicted that in the future development of e-commerce in our country, the penetration of the Internet has an irreversible trend of gradually deepening. Online shopping continues to maintain a good supply and demand development direction, which will promote online shopping to achieve positive and stable growth for a long time in the future. [7]

2. Definition and characteristics of e-commerce

A. Definition of e-commerce

E-commerce began to appear in the late 1990s. This is an unprecedented field of high-tech development. Because of the short time that e-commerce has appeared, coupled with its rapid development, the industry's understanding of e-commerce has not

yet reached the complete level. This understanding needs further discussion and summary in practice, as well as further development and improvement. The uniqueness of the current definition of e-commerce has not yet been determined. The concept of e-commerce was first proposed by IBM. After this concept was proposed, the United Nations Organization for Economic Cooperation and Development, governments, corporate organizations, research institutions, and academic groups have all given different opinions according to their respective understandings. The description of the definition of e-commerce.

First look at the broad definition of e-commerce. The broad e-commerce includes all kinds of business activities that use electronic technology. Online shopping, transactions between enterprises, sales, purchases, recruitment, planning, and all other commercial activities that use electronic technology are included in the broad sense of e-commerce. In a nutshell, e-commerce in a broad sense refers to all business activities including expanding the use of electronic information technology, reducing costs, creating business opportunities, and increasing the value of products and services sold. Let's look at the definition of e-commerce in the narrow sense.

The narrow sense of e-commerce only includes part of the business activities carried out through the Internet. To put it simply, e-commerce in a narrow sense is to move traditional sales and shopping channels to the Internet, thereby breaking the time and space boundaries and enabling sales and other business activities to be carried out efficiently. For example, all online shopping activities conducted through various group buying networks and Taobao.com. The business activities here include not only physical transactions but also digital products and services.

In real trade activities, we are more inclined to use the broad concept, thinking that e-commerce is all commercial activities carried out on the Internet as a platform. What counts as all commercial activities? Comprehensive commercial activities refer to a series of activities that include every link of business activities of enterprises and individuals. Negotiations, transactions, and payment of funds must be carried out on the Internet.

B. Features of e-commerce

E-commerce has become the most important economic operation mode of enterprises in market economic activities in this century. E-commerce is a new type of business transaction mode that combines IT technology and business operations. The Internet itself is global. The great openness brought by the Internet, the inherent low cost and high efficiency of the Internet provide a good basis for the development of e-commerce. There are many unprecedented features in the comparison of e-commerce and previous business activities is presented.

(a) The business model is electronic and digital, with fewer links, and more efficient execution. Compared with traditional postal communication, the Internet, as a means of electronic communication, has fast information transmission speed, and the amount of information it can transmit is also very large. Due to the use of packet switching technology in business activities, the application efficiency of the network has been greatly improved. Compared with traditional electronic communication methods such as telephone and fax, the cost of transmitting information through the Internet is significantly reduced. On the other hand, Web sites on the Internet can run automatically without supervision. The Internet shows the main characteristics of high efficiency and low cost when transmitting information, which is fully reflected in transaction costs and transaction time. In e-commerce, the data of electronic files is used as the carrier of electronic flow instead of the original actual flow, and the cost of manpower and material resources will be greatly reduced. [11] At the same time, we can see that electronic flow will not be restricted by time, making direct transactions between buyers and sellers possible, which also greatly reduces circulation links, reduces inventory, reduces transaction costs, and shortens product production cycles. To a large extent, it improves the efficiency of business activities.

(b) The globalization and openness of market trade will bring more opportunities for enterprises and fairer competition. Through the Internet, governments, business groups, organizations, and individuals from all over the world have formed a huge

global market, and this market can transcend regional restrictions and provide timely and accurate supply and demand information of goods and services to any groups and individuals that need it. This not only creates more trade opportunities, but also breaks the traditional asymmetry of information. Even small and medium-sized enterprises can have the same information resources as large enterprises, thus making market competition fairer.

(c) Networking and diversification of transaction payment, easy payment and faster transaction. With the further development of e-commerce, the settlement behavior of buyers and sellers in the process of using e-commerce can be carried out through the Internet, which is more convenient and efficient online payment. Online payment is inseparable from the participation of banks. In online payment, all kinds of financial information are carried out through the computer network. Internet banking, electronic payment, electronic money and other network financial tools make payment easier and transactions faster. Of course, due to the characteristics of online payment, information security risks that are different from traditional payments have arisen, so corresponding legal and technical safeguards are needed to ensure the security of transactions.

(d) The enterprise form is virtualized and intangible, the enterprise operation risk is smaller, and the cost is lower. Nowadays, enterprises are in the era of e-commerce. They don't even need to have actual institutional settings, no fixed business premises, and no need to hire too many staff, all of which can be virtualized. This makes the establishment and operation of the enterprise less risky and lower cost.

3. Classification of e-commerce

Although e-commerce has a short history of development, many models have been developed in practice.

A. Divided according to the transaction object

E-commerce can be divided into four types according to the transaction objects of e-commerce: The first is the e-commerce between enterprises and consumers, namely B2C e-commerce. E-commerce between enterprises and consumers can be simply

understood as a business activity in which enterprises realize online retail of goods and provide consumers with required services through online stores. This type of e-commerce is the most familiar type to the public. There are many successful examples of online e-commerce applications on the Internet. For example, Amazon Bookstore, the largest online bookstore in the world, is a typical successful representative.

The second is the e-commerce between enterprises, that is, B2B e-commerce. Enterprise-to-enterprise e-commerce refers to all business activities including negotiation, signing, acceptance, online payment and follow-up processing, commodity distribution management and transportation services on the Internet.

The third category is e-commerce between consumers, namely C2C e-commerce. The main form of this kind of e-commerce online is the second-hand purchase and sale between users. With the continuous advancement of various technologies in the future, the continuous change of online payment forms and the promotion and use of electronic money, we have sufficient reasons. I believe that the online C2C form of e-commerce will also develop more rapidly like commodities on the free market in the real society.

The fourth category is e-commerce between enterprises and the government, that is, B2G-type e-commerce. E-commerce between enterprises and the government includes various communications and exchanges between the government and enterprises, such as government procurement, taxation, inspection activities, management systems, and policies and regulations. In e-commerce activities, the government also plays another important role, that is, the government's role in promoting management and regulating e-commerce activities.

B. Divided according to the specific content involved

According to the specific content involved in e-commerce activities, e-commerce can be divided into two types of business activities.

The first is indirect e-commerce. This type of e-commerce still needs to transport the goods purchased by consumers to consumers through the logistics system. Generally speaking, e-commerce logistics and distribution also need to be completed by third-party logistics companies, such as various logistics express delivery and so on.

The second category is direct e-commerce, such as online purchases of computer software and intangible products, leisure and entertainment, payment for goods, and so on.

C. Divided according to the type of use

According to the different types of networks used, e-commerce can be divided into the following three types: The first form is EDI (Electronic Data Interchange) commerce. Kind of transaction model. Compared with traditional ordering and settlement methods, the EDI model can save a lot of time and transaction costs.

The second form is the Internet business model, and Internet e-commerce is the latest form of business. It uses information technology as the foundation to realize the purchase and sale of goods and services on the Internet through the Internet. This kind of business activity model breaks through the traditional business transaction procedures and marketing model, and in a true sense realizes low investment, low cost, and zero inventory, thus realizing the rapid operation of social resources.

The third form is intranet business and extranet business. Intranet development is a corporate intranet developed based on the Internet. It uses the same technical foundation as the Internet. When connecting to the Internet, it sets up the Internet enterprise firewall technology. This setting can more effectively prevent unauthorized outsiders from entering the corporate intranet for information inquiries. Through the network, the headquarters of large and medium-sized enterprises and their branches in various places are connected with various information about the internal departments of the enterprise, so that management personnel at all levels of the enterprise can quickly obtain what they need through this network platform information.

It can be seen that e-commerce can have various classifications. But now it seems that the two business models, B2B and B2C, are mainly used to realize transaction activities through the Internet.

1.2 Impact of e-commerce on the economy

1.2.1 Application of e-commerce in international trade

A. Look for trading partners

The basic condition for successful international trade is to find a suitable trading partner [8]. Under our traditional trading methods, both buyers and sellers have paid a relatively high price in the process of finding trading partners. After applying e-commerce to international trade, you can better find suitable trading partners through the network platform to save a lot of human resources and material resources, and there will be no limitations due to time and geographical restrictions. On the one hand, companies can build their own websites on online platforms, and companies can also rely on relevant international trade e-commerce platforms to provide their products and service information to potential customers all over the world, in order to attract more customers. Pay attention to your own information and promote the development of trade activities. On the other hand, companies can also actively search for various economic and trade information on the Internet in order to better find ideal business partners. With the continuous development of e-commerce, to a certain extent, it has weakened the "China Fair" and "Canton Fair". Import and export enterprises and customers can find suitable trading partners at home or abroad, and can easily find an ideal import and export enterprise.[9]

B. Convenient for consultation and negotiation

Consultation and negotiation are the central links for the smooth completion of every trade business (including international trade). The success or failure of a transaction depends to a large extent on the negotiation process between the two parties. Under the traditional trade method, most of the negotiations are negotiated in advance by the two parties to select a specific time and a certain place. This type of negotiation is a negotiation and exchange between two parties. However, in many cases, due to the dual control of time and space, the consultation and negotiation of both parties to the transaction will have to go through a rather long process and will also cost a lot of money. Especially in international trade, the adverse effects of the time difference

between the two parties have brought great inconvenience to the communication between the two parties. Telephones and faxes are naturally inseparable in the course of trade, but their international costs are quite high, and the incomplete information can no longer meet the needs of business activities. In contrast, the application of the Internet not only makes the consultation and negotiation of trade business more convenient and cheaper, and the Internet also has super strong information storage capabilities and efficient information analysis and processing capabilities, and these capabilities are in the international market. It exerts a huge influence in the activities of trade. Both parties to the transaction can also conduct real-time discussions through e-mail and newsgroups to achieve the purpose of discovering relevant commodity information in the market in a timely manner, and to discuss transaction-related matters.

C. Online order and payment

The application of e-commerce enables trading parties to transmit various ordering information through e-mail in the established website and complete the online payment process through the participation of third-party banks and credit card companies. For products that can be ordered online, the seller usually provides an optional order box, so that when the customer fills in the electronic receipt of the ordered product, the system will automatically use the confirmation form to ensure the smooth receipt of the order information. At the same time, the order information is also Encryption procedures can be used to ensure that the information of the business communication between customers and businesses will not be leaked. In international trade activities, intangible products such as software and consulting services can be directly purchased through online shopping. [10] This can not only save a lot of labor costs, but also with the continuous progress and development of network security technology, the performance superiority of online ordering and payment in international trade will become more and more prominent.

D. Networking of transaction management

The business activities of international trade will not only involve many functional departments of the government, but also contact many supporting service departments

such as insurance, finance, transportation and so on. The state can manage international trade activities from many aspects, mainly including relevant market laws and regulations, tax collection and management, customs declaration, transaction dispute arbitration and so on. Under the operation of the traditional trade model, we know that in order to fully realize the international trade process, all relevant business units need to go through the relevant procedures separately, which will inevitably cost a lot of manpower and resources, and take up a lot of time.[12] The application of e-commerce to international trade has promoted the continuous development of transaction management to a paperless network. In the activities of import and export business, merchants can directly access the Internet and various parties such as insurance industry, taxation department, transportation department and banking organization. The timely and efficient processing of electronic documents can easily complete part or all of the settlement business and some other subsequent tasks, etc., which greatly improves transaction efficiency and saves a lot of transaction time and transaction costs.

1.2.2 The impact of e-commerce on international trade practices

A. Promote innovation in the subject of trade and the way of trade

In most traditional international trade environments, the development of small and medium-sized enterprises encounters more bottlenecks. There are many factors that restrict the steady and rapid development of small and medium-sized foreign trade enterprises, such as their small scale, insufficient funds, and talents. Lack, coupled with the restrictions of market access and other rules, prevents small and medium-sized foreign trade companies from developing business in the international market like those large companies. But now, the rise of e-commerce places all kinds of enterprises in a common and equal competition environment, which not only helps all kinds of enterprises to improve their competitiveness and increase more trade opportunities, but also on many levels. All have greatly reduced the cost of corporate transactions. Advanced network technology is used in the application process of e-commerce.

Compared with the past international trade process, the international trade procedures under the current e-commerce model have been greatly simplified, and small and medium-sized enterprises can easily enter the main body of the international trade market. After the application of e-commerce in international trade, a large number of products and services have sprung up in the world market. This is the biggest change in the international market, because tens of thousands of virtual enterprises have appeared in a short period of time. [13]

The use of e-commerce to complete international trade is inseparable from the effective participation of the basic network. The use of the network platform enables a more reasonable distribution of resources under the cross-border flow of production materials and production factors. A four-in-one unified process of commodity flow, information flow, material flow and capital flow has been realized in the entire economic field. At this time, the biggest "broker" has become an information network, and companies with incomplete information acting as import and export intermediaries have gradually become backward and unable to meet the needs of trade and have been eliminated. Buyers and sellers of goods and services communicate and exchange information in real time through the network platform, so that goods and services flow freely without hindrance, which to a certain extent makes zero inventory possible.

B. The large international market has gradually formed, accelerating the integration of economy and trade

This virtual trade market was established through e-commerce, and the transmission of intangible network information broke the market concept of relying on regional existence in the past and gradually formed an all-round open three-dimensional market. An important condition for the spread of market information is the creation of a network environment, and the world market is gradually being connected to a single network environment. The expanded use of e-commerce in international trade has changed the relationship between market economies around the world, and economic exchanges and cooperation between countries are getting closer and closer in this

context. International trade at a higher level surpasses the restriction of geographic boundaries due to the formation and further expansion of virtual markets.

The formation of the information virtual market allows goods and services to flow completely freely within the global market and shows the open integrity and direct liquidity characteristics of trade, which avoids or reduces the asymmetry and incompleteness of market information. Frequent market distortions caused by the phenomenon. Products or services of the same or similar quality are facing fairer and increasingly fierce competition in the entire market and to a certain extent promote the full play of the law of value. [14]

C. Changes in marketing models in international trade

Any organized and large-scale enterprise will have its own marketing strategy in the course of operation. In today's social and economic market, competition is becoming more and more fierce. If a company wants to be unique among many competitors and gain more competitive advantages, it will do everything possible to use various tricks to win the favor of customers. As a means of promotion, network marketing in the Internet has emerged as a new way of sales activities and the use of new methods. This model can increase the possibility of individuals and organizations successfully achieving rapid transactions. The emergence of this marketing method of the enterprise has brought many unforeseen benefits to the operators of the enterprise, and it can be said to serve multiple purposes in one fell swoop. Internet marketing shows the following characteristics under the conditions of e-commerce. The first is that product promotion can be done directly on the Internet, which creates a particularly important feature of Internet marketing, that is, low cost. The second is that under the network marketing model, customers can actively choose the information they need, which can ease or even eliminate customers' resistance to salespersons and traditional advertisements under the traditional model. The third is that through the establishment of the network model, customers can directly log in to the company's webpage to communicate with the company in time, such as consultation on product or service information, evaluation

and suggestions on product services after purchasing goods, etc., between customers and companies It is easy to establish long-term and stable business relationships.[15]

D. Put forward new propositions for international trade policy

The rapid development of e-commerce has gradually attracted widespread attention from governments, enterprises and consumers in various countries. The World Trade Organization has also established a special e-commerce working group that specializes in e-commerce policy measures. As a brand-new trade transaction model, e-commerce has put forward some unprecedented propositions to the current international trade policy in its theoretical development and practical operation. These propositions include the definition of the fundamental nature of e-commerce, the security of international trade, tariffs, and challenges faced by developing countries.

Currently, the international trading system has reached two important agreements on trade in goods and services, namely the General Agreement on Tariff Trade and the General Agreement on Trade in Services. However, e-commerce, due to its own multiple characteristics and some unprecedented new features, puts forward more requirements on people, requiring people to strengthen the core points of its rule constraints.

At present, the world has not formed a systematic and unified international law to combat online crimes, and the legislation of various countries has not been able to keep up with the development of e-commerce in a timely manner, and the relevant legislation is relatively incomplete. Just like the underground economy, online crime is pervasive, such as the theft of intellectual property rights of other companies, the use of illegal means to crack down on competitors, and malicious impersonation of competitors for non-transaction trade activities. Many companies unconsciously face various potential threats, unexplained prosecutions, and disclosure of consumer information. In the process of e-commerce, buyers will be required to disclose some of their private information such as name, bank card number and detailed address, etc. This will increase the possibility of consumer information leakage, and consumer safety will be a

problem. [16]

The transaction location of e-commerce has the characteristics of globalization, and the two parties of the transaction are also from all over the world. These two characteristics determine that international taxation will be affected to a large extent. For example, how to determine the jurisdiction of intangible transactions on the Internet, how to solve the uncertainty of taxation results caused by the uncertainty caused by online transactions, and the taxation of actual trade using ordinary transaction methods even though it is ordered through the Internet. The issue of levy. The emergence of these problems makes the concepts of traditional taxation subjects need to be redefined. On the other hand, how to avoid double taxation and double taxation in trade between different countries also requires more in-depth research.

The application of e-commerce in international trade has increased the overall economic welfare of the world. The improvement of overall economic welfare has brought huge commercial benefits to various manufacturers and traders. The international division of labor has been further expanded, which has improved the whole world's economic and welfare benefits. However, the serious imbalance in development that it also brings cannot be ignored.[17] The gap between most developing countries and developed countries in participating in the distribution of global profits in the process of economic globalization will definitely become larger and larger because of cannot keep up with the rapid electronic and networked development of the global economy.

1.3 Features of the organization of cross-border electronic commerce.

1.3.1 The concept of cross-border e-commerce

A. Cross-border e-commerce, that is, cross-border e-commerce, is usually divided into broad and narrow concepts.

In a broad sense, cross-border e-commerce can be called online cross-border trade, that is, the participants of different countries or regions, which transfer offline display,

business negotiation and buying and selling activities in traditional international trade to online, and through the global international trade activities in which goods are delivered by logistics and transactions are completed.

In a narrow sense, it refers to a new economic activity in which buyers and sellers in different parts of the world use e-commerce platforms to negotiate and pay, transport goods through cross-border logistics, and then receive goods to complete the transaction. The internationally popular name is "Cross-border e-commerce". [18] Cross-border e-commerce is a new form of international trade produced by the development of high-tech.

This article selects cross-border e-commerce in a broad sense for research, mainly referring to the goods transaction part of cross-border e-commerce. Cross-border e-commerce has digitized the display, negotiation and transaction links in traditional import and export trade, which has brought great convenience to international trade. Cross-border e-commerce has the following characteristics:

a. Global

Thanks to the fact that the network environment is not restricted by geographical scope and is connected to the world, cross-border e-commerce activities have broken through the influence of geographical factors. Cross-border e-commerce participants do not need to consider national boundaries and can upload product information and services to the e-commerce platform at any time for trading. The characteristics of the Internet bring the most convenient and efficient information interconnection to users around the world. At the same time, participants have to bear the risk of use.

b. Intangible

Traditional trade is mainly the transaction of physical assets, and the development of the network makes goods and services become digital targets. For example, audio-visual products and electronic books can be spread directly in the form of computer language, which has intangible characteristics. Traditional trade requires offline delivery, and the use of cross-border e-commerce can buy and sell goods online in the form of digital objects. Take movies as an example. Traditional movies need to go to the

cinema to watch, but in the network environment, movie viewers can watch it online as long as they purchase the right to watch the movie.

c. Anonymous

As long as there are devices connected to the Internet, cross-border e-commerce participants can buy and sell at any time. Cross-border e-commerce participants often use anonymous information to protect their privacy, which does not affect online transactions, It is generally difficult to query the true information of the other party. Because of anonymity, people's rights and responsibilities in cyberspace are not equal. Participants of cross-border e-commerce have great rights in buying and selling, but their responsibilities and obligations are very small.[19]

d. Instantaneously

In traditional cross-border business activities, most of the negotiation methods between the parties to the transaction use mail, letter, fax, etc. In the transmission of information, the time delay is long, and the information cannot be transmitted immediately, which brings a large time cost to international trade. . The speed of information transmission on the Internet is very fast. Cross-border parties can receive information at the same time they release information. The communication process can be carried out online. The rapid development of technology has made it possible for trading parties to negotiate through high-definition video methods for traders. Brings great convenience.

e. Paperless

In traditional international trade, a series of written documents are required from the stage of preparation, negotiation and contract signing to the stage of contract fulfillment, which are used as the basis for the two parties' transactions. In cross-border e-commerce, electronic means are used for trade transactions. Buyers and sellers send information via the Internet, and Internet transmission replaces written documents. The adoption of digital contracts by cross-border e-commerce has reduced the ability of tax authorities to obtain financial information from both parties in cross-border trade. Cross-border trade is more prone to tax evasion. On the one hand, paperless transactions

make both parties more efficient. On the other hand, since most laws take "paper transactions" as their starting point and end, they are not suitable for the "paperless" of cross-border e-commerce, which brings a lot of trouble about legal supervision.

f. Rapidly Evolving

The Internet has been in a process of rapid development since its invention, and the future development of network facilities and corresponding software protocols has great uncertainty. Business activities that depend on the Internet have also been constantly innovating. In the future, cross-border e-commerce will continue to evolve in unpredictable ways with the rapid evolution of the Internet. In order for government departments to maintain state power, the setting of laws will remain consistent, which will lead to conflicts between cross-border e-commerce and tax laws.

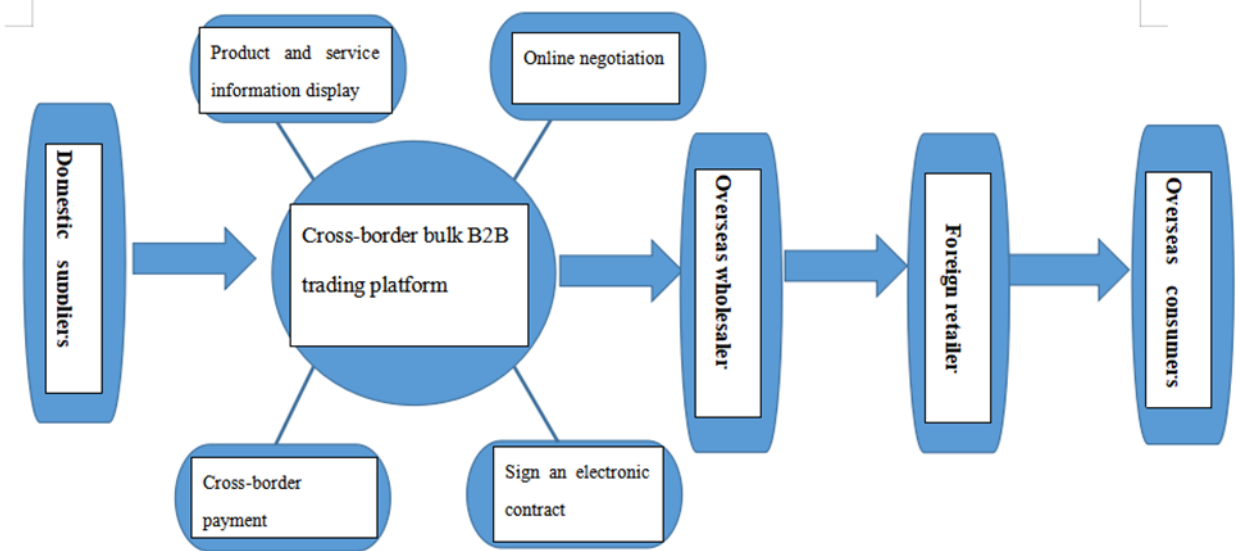
1.3.2 The main business model of cross-border e-commerce

A. Classification according to the attributes of the transaction entity

The main models of cross-border e-commerce can be divided into B2B (Business to Business), B2C (Business To Customer), C2C (Customer To Customer), and B2G (Business To Government, business to government), C2G (Business To Government, consumer to government). Among them, B2C and C2C are all geared towards final consumers, so they can be collectively referred to as cross-border online retail.[20]

According to the differences in the attributes of transaction entities, the transaction entities are divided into enterprises, individuals and governments. At present, there are fewer government transaction entities. Cross-border e-commerce is mainly divided into cross-border B2B, cross-border B2C and cross-border C2C. Cross-border B2B is also known as online wholesale. Both parties use cross-border networks to negotiate transactions. Through the provision of high-quality services, the information and wishes of both parties to the transaction can be quickly transmitted to facilitate the trading activities of the trading company. The ultimate customers faced by B2B cross-border e-commerce companies are enterprises or enterprise groups. Representative companies of China's B2B cross-border e-commerce include Alibaba International Station, Made-in-

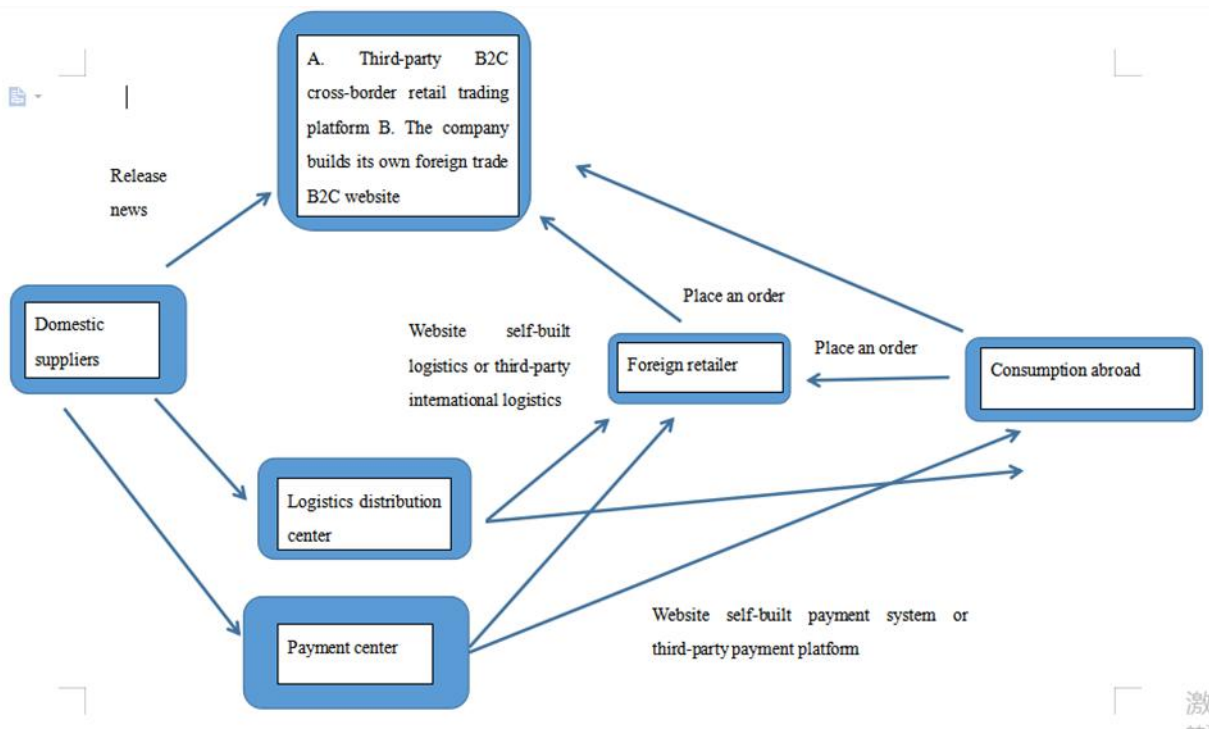
China.com, 1688.com, Kelp.com, Dunhuang.com, etc.



Picture 1.1 – Cross-border block trading platform (B2B) model

Cross-border B2C is an online retail activity carried out by cross-border e-commerce companies for individual consumers, where buyers and sellers conduct transactions through the Internet. Companies deliver products and services to customers through the Internet to meet customer needs. At present, the proportion of cross-border B2C transactions in China's overall cross-border e-commerce market is increasing. Representative companies include LantingJishi, Global.com, and Milan.

Cross-border C2C is an online retail business activity between individuals engaged in foreign trade activities and foreign consumers. For example, a consumer has a computer, conducts a cross-border transaction through the Internet, and sells it to another consumer. This type of transaction is called cross-border C2C. Typical cross-border C2C companies include Tmall Global, Taobao Global, and JD Global.



Picture 1.2-Cross-border retail trading platform (B2C) model

B. Divided according to business entities

Cross-border e-commerce can be divided into three types according to operating entities: platform type, self-operated type, and hybrid type (platform + self-operated). [21] The platform type is the most typical cross-border e-commerce business model, which has played a significant role in promoting the development of cross-border e-commerce. The platform usually serves to connect the buyer and the seller, providing information display, transaction payment, and marketing promotion for both parties. Some platforms also provide logistics services and belong to third-party platform providers. The profit model of platform-based e-commerce mainly relies on charging a certain percentage of commission or dues on the basis of transaction prices. The platform-based model can enter a large number of shops and a wealth of product categories. The platform is relatively large due to the participation of a large number of merchants and consumers, the platform traffic is high, the credit system is complete, and the transaction risk is small.

Self-operated models, mostly cross-border e-commerce companies independently develop and operate, independently operate overseas procurement, product sales,

provide customer service and logistics. Responsible to buyers, have independent self-operated pricing power, form the platform's own sellers, and maintain the platform's supply chain work. Companies that build self-operated platforms are strong and have assumed the responsibilities of suppliers. Since the platform and the products are all self-operated by the company, the company has a strong ability to control, the quality of the products is guaranteed, and the reputation of the merchants is better. The supply of goods is stable, and the buyer and seller have better cooperation, which minimizes the intermediate links of the industrial chain. Representative companies include JD Global Shopping, NetEase Koala, and JumeiYoupin.

The hybrid cross-border e-commerce platform business model, that is, the "self-operating + platform" model, the third-party platform acts as an intermediary to facilitate the transaction between the buyer and the seller, but does not directly participate in the transaction. This kind of business model has relatively low barriers to build, and the process is not complicated. It can attract many small and medium businesses to settle in. There are many types and quantities of goods, and the competition is fierce. The self-operated category is independently developed and operated by the company's e-commerce website, and is responsible for purchasing goods independently. Companies need to comprehensively consider the quality and popularity of their products, with higher entry barriers, higher product quality, and better after-sales services. Both the platform type and the self-operated type have their limitations. In order to strengthen the competitiveness of enterprises, the hybrid cross-border e-commerce platform business model that combines platform-based advantages and self-operated advantages has become the development of cross-border e-commerce platforms trend.

The advantage of platform-based cross-border e-commerce lies in the cross-border e-commerce platform it develops and operates, and investment attraction and services are the focus of construction; self-operated cross-border e-commerce companies are similar to opening shopping malls to online platforms. Self-operated cross-border e-commerce companies must independently carry out business activities such as product

selection, expansion of suppliers, maintenance of platform operations, and construction of logistics systems. Self-operated cross-border e-commerce products not only directly supplied by brand companies, but also cooperative customized products. The quality and price of the products can be guaranteed. The advantage of platform-based cross-border e-commerce lies in a large number of product categories. The hybrid model draws on the advantages of the two models, and has a good control over the quantity and quality of businesses.

Summary

The first chapter generally introduces the concept and development history of e-commerce, its application in international trade, and some characteristics of cross-border e-commerce organizations. From these concepts, we can draw some conclusions that the development of e-commerce has a positive impact on the development of trade, and its application in international trade has a positive effect on the development of a country's international trade.

2 ANALYSIS OF THE DEVELOPMENT STATUS OF CHINA'S CROSS-BORDER E-COMMERCE AND INTERNATIONAL TRADE

2.1 Overview of China's cross-border e-commerce development

A. The development of cross-border e-commerce in China has roughly gone through three stages.

The first stage is the embryonic period (1997 to 2003). China's cross-border e-commerce started at the end of the 1990s. The first to appear was a cross-border B2B e-commerce platform that helped small and medium-sized enterprises export. The e-commerce platform is in the initial stage, and its main function is limited to basic services such as displaying foreign trade product information and transaction matching, and does not involve transaction processes. Representative companies include Alibaba (International Station), Made-in-China.com, China Chemical Network, etc.[22]

The second stage is the development period (2004-2013). With the establishment of Dunhuang.com, the cross-border e-commerce platform integrates product display, negotiation, payment, logistics and other links. With the help of cross-border e-commerce platform, through services, Resources effectively integrate the upstream and downstream supply chain links. At this stage, the B2B platform is the mainstream model of cross-border e-commerce. Enterprises have gradually changed from providing online information services to providing online transactions. With the establishment of global logistics, the development of third-party payment, and the participation of international users, China's cross-border e-commerce retail business (B2C/C2C) has grown steadily. The rise of cross-border e-commerce has promoted the participation of a large number of small and micro enterprises in China in import and export. transaction.[23]

The third stage is considered the outbreak period (2014 to present). The industry referred to 2014 as the first year of cross-border e-commerce. E-commerce giants such as Alibaba and Amazon entered the market with high profile. A group of entrepreneurial cross-border e-commerce companies received huge financing. The policy level has been unleashing the benefits of cross-border trade. In July 2014, the General Administration

of Customs issued a regulatory announcement that clarified the regulatory framework for cross-border e-commerce and promoted the rapid expansion of China's cross-border e-commerce retail imports. The state has promulgated the "E-commerce Law", a comprehensive legislation in the field of e-commerce, to promote border e-commerce into a new stage of development with clear rights and responsibilities and laws to follow. Domestic policies are improving day by day, cross-border e-commerce will further standardize development, the scale of imports will be further expanded, and innovation and integration will become a new growth point.

2.1.1 The environment for the development of China's cross-border e-commerce

In recent years, political factors, the ecological environment, and the epidemic have hindered the development of the global economy. In particular, the new coronavirus epidemic has caused the world to face a public safety crisis, which has had a great impact on the international economy. Cross-border e-commerce is facing increasingly complex domestic and international situations, and the downward pressure on the macro economy is increasing. Since 2018, Sino-US trade frictions have intensified. [24] The continuous escalation of Sino-US trade frictions has increased the uncertainty of China's external environment and has become the biggest potential threat to China's economic and financial stability. At the same time, the global digital economy wave and severe epidemic situation have also brought new opportunities for the development of cross-border e-commerce.

China's economic construction has seized precious development time, achieved rapid economic growth, and has become a global industrial base. Especially since the outbreak of the epidemic, China has the most complete industrial category and the most self-sufficient country in the world. At the moment, the epidemic assistance provided to many countries fully reflects the development concept of China's community of shared future for mankind. The epidemic will further compress the space for traditional international trade, accelerate the shift of foreign trade companies from offline to online, and bring valuable opportunities for the development of cross-border e-commerce. At

the same time, the development of the epidemic will further aggravate the trade disputes of relevant countries, affect China's cross-border e-commerce and logistics and transportation industries, and increase the uncertainty of economic development.

The impact of the epidemic has severely affected the production and living order of various countries in the world, and the production of enterprises has been greatly disrupted. More and more countries' economic development may fall into a phased shutdown. While China has well controlled the epidemic situation, companies have resumed work and production in a timely manner, and can produce and provide various commodities. Cross-border e-commerce will usher in a new outbreak period. This is also an opportunity for China's industrial transformation and upgrading.

A. Policy environment for the development of cross-border e-commerce in China

In recent years, the huge domestic and foreign market demand has brought unprecedented development opportunities for China's cross-border e-commerce. The continuous development of cross-border e-commerce has become an important driving force for the development of China's international trade. The rapid development of the cross-border e-commerce industry is inseparable from the support of policies.[25] Many important national departments have successively issued corresponding policies to support the standardized development of the cross-border e-commerce industry. These policies and measures cover multiple aspects and plan the overall system of cross-border e-commerce. Requirements, infrastructure construction, clarification of taxation methods, simplification of customs clearance, and establishment of payment supervision procedures. It provides a good system guarantee for the development of cross-border e-commerce.

By understanding the relevant policies, laws and regulations in the field of cross-border e-commerce issued by China from 2013 to the present, from the perspective of policies issued by cross-border e-commerce in recent years, China can be divided into two types: normative and efficiency-enhancing policies. Cross-border e-commerce standards Parallel to the promotion, in recent years, normative policies and efficiency-enhancing policies have been continuously implemented. The cross-border e-commerce

policy has entered an explosive period, and the government has issued a number of policies to accelerate the development of cross-border e-commerce, including the classification of e-commerce export operators, the establishment of a cross-border e-commerce supervision platform, support for the development of third-party payment platforms, and encouragement of the financial industry. Cross-border e-commerce provides support, implements preferential tax policies, and solves problems in customs, inspection and quarantine, taxation, and foreign exchange receipt and payment.[26]

B. The investment environment of China's cross-border e-commerce

As the country implements Industry 4.0 construction, continuously promotes infrastructure construction, advocates the development of emerging technologies such as "Internet +" and big data, and promotes the prosperity of China's cross-border e-commerce industry. According to the latest data from the E-commerce Research Center, China's e-commerce investment and financing amount in 2019 was 193.381 billion yuan, of which cross-border e-commerce was 21.472 billion yuan. Capital's enthusiasm for the industry has weakened compared to previous years. Many platforms are still emerging at the moment, the capital market is no longer blind, the threshold for enterprise entrepreneurship has increased, the construction of platform business models has become more important, and the development of the cross-border e-commerce industry has become more standardized.

C. China's cross-border e-commerce transaction scale

Thanks to the support of the national "Online Silk Road" construction and policies and regulations, China's cross-border e-commerce industry has broad prospects and is establishing an open and inclusive trading platform that benefits the world. An important boost for industrial upgrading and transformation. The state promoted stable growth in foreign trade, expanded employment, and increased the number of comprehensive pilot zones for cross-border e-commerce to 59. In recent years, with the overall decline in China's international trade, the cross-border e-commerce industry has continued to improve. In 2001, China's cross-border e-commerce transaction volume was only 100 billion yuan. By 2018, it had reached 9 trillion yuan, an increase of nearly

90 times, with an average annual growth rate of 30.3%. [27] With the country’s favorable policies and the development of free trade zones, the scale of cross-border e-commerce transactions and the proportion of import and export trade will continue to maintain rapid growth. There is huge room for future development of cross-border e-commerce, which is conducive to driving the innovation and development of various industries in the society.



Picture 2.1 – China's cross-border e-commerce transaction volume and growth rate in 2001- 2018

According to statistics, China's export cross-border e-commerce industry has always occupied a leading position in the cross-border e-commerce industry, and the market share of imported cross-border e-commerce is gradually increasing. Major brands have begun to develop overseas. Factors such as huge overseas markets and industrial upgrading of export enterprises have promoted the continuous expansion of the export e-commerce industry. More and more foreign trade companies are turning their trade methods online. With the in-depth construction of the “One Belt and One Road”, the application of high-tech, and the gradual construction of the global logistics network, there is huge room for the development of export e-commerce. In terms of

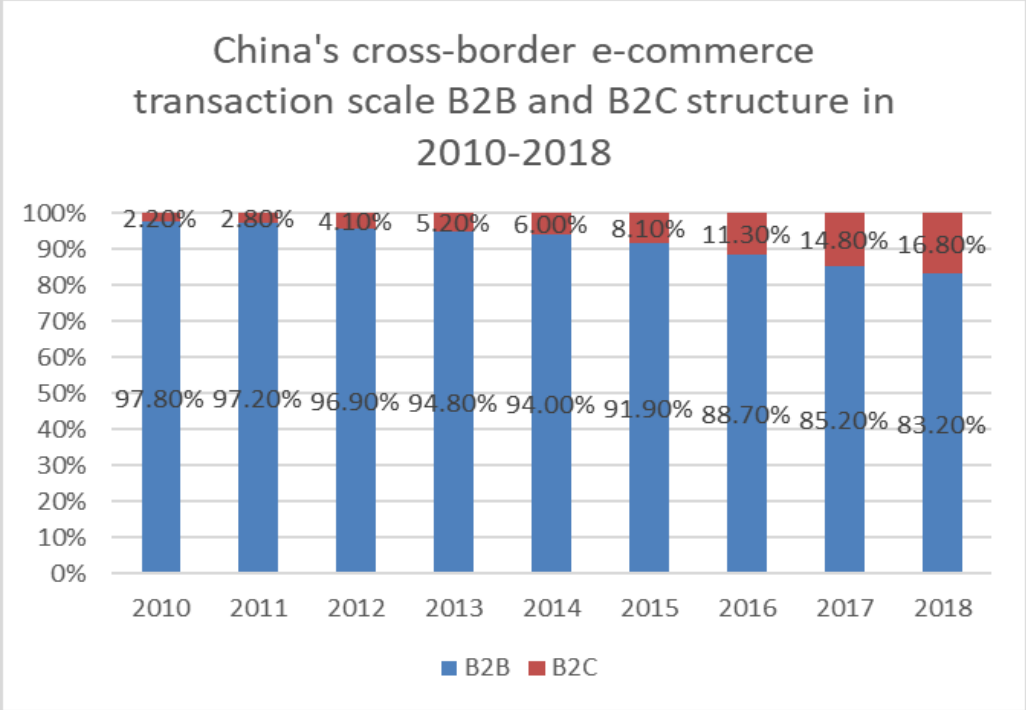
imported e-commerce, as the country continues to build a well-off society in an all-round way, the national consumption capacity will surely increase substantially. The huge domestic consumer market will make consumption growth more and more significant in stimulating the national economy. Overseas products generally enter China through traditional trade and cross-border e-commerce. Relatively speaking, trading through cross-border e-commerce can reduce transaction costs and improve service efficiency. More and more overseas companies choose cross-border e-commerce for product sales.



Picture 2.2-China's cross-border e-commerce transaction scale import and export structure in 2010-2018

From the perspective of cross-border e-commerce trading companies, the proportion of cross-border B2B has always been more than 80%, and it is in a leading position in the industry. Because the cross-border B2B model can streamline the sales process, users can provide timely feedback on their needs, which is favored by many platforms. As many customers begin to experiment with personalized products, the construction of cross-border logistics, the application of high-tech, and the cross-border B2C model has also been increasingly developed.[28]Manufacturers directly connect with customers, increase information transparency, and companies directly face

customers. The direct sales model is more convenient and efficient. The logistics provided by the cross-border B2C model cannot meet the demand, the after-sales service cannot be rolled out, and there are many international trade disputes that are not easy to resolve.



Picture 2.3-China's cross-border e-commerce transaction scale B2B and B2C structure in 2010-2018

D. Development of China's cross-border e-commerce service trade

In 2018, China's service trade import and export volume reached 5.24 trillion, an increase of 11.5% year-on-year. It has ranked second in the world for five consecutive years, and service trade accounted for 14.7% of foreign trade. China will continue to increase its support for service trade, especially in expanding its opening up and innovating development models. In terms of opening up, we can promote the liberalization and facilitation of service trade through measures such as deepening service trade innovation and development; in terms of innovative development models, we must accelerate the integration of service trade and cross-border e-commerce, and promote the digitalization and intelligentization of service outsourcing.

The integrated development of cross-border e-commerce and service trade is a new model and new field that is currently being explored. In the past, some management

systems and service systems need to be innovative and reformed to meet the needs of the times. The pilot test in the pilot area provides valuable experience for subsequent exploration in other areas. To achieve the coordinated development of cross-border e-commerce trade in goods and services, the country needs to introduce a policy framework to guide the healthy development of related industries. Local governments actively learn from the experience of the pilot zone and combine local characteristics to increase investment in e-commerce industrial parks. Vigorously promote the upgrading and transformation of the local industrial chain, boost the innovative development of cross-border e-commerce enterprises, cultivate leading enterprises in the service trade field, and form a brand effect. Enterprises should increase their cooperation with universities, actively explore the digital economy related to high and new technology, and cultivate new content of cross-border service trade.

2.2 Overview of China's international trade development

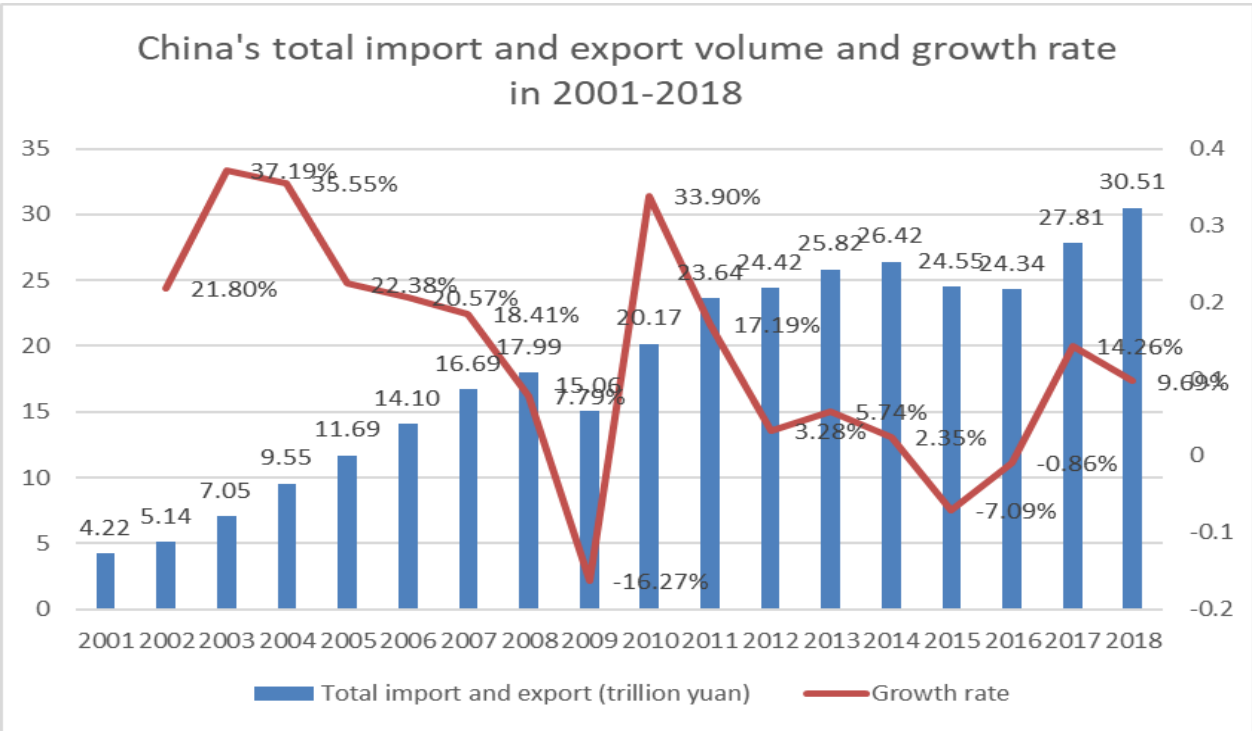
2.2.1 China's international trade scale

Since the founding of New China 70 years ago, China's foreign trade has struggled to break through the blockade, from US\$1.13 billion in 1949 to US\$4.6 trillion in 2018, an increase of more than 4000 times. Especially since joining the WTO, China's economy has performed well and foreign trade has grown rapidly. At present, China has grown into the world's second largest exporter of goods. At present, China's industrial distribution is more reasonable, and the proportion of high-tech manufactured products in international trade products is increasing. The global financial crisis broke out in 2008 and the European debt crisis broke out in 2012. The impact on the world economy is still continuing. The China-US trade war, the turmoil of the global trade market, and the black swan of the crude oil market have had a significant impact on China's foreign trade, but China's trade structure has still been optimized.[29]

In 2013, China surpassed the United States to become the largest country in global

trade in goods. The trade structure was further optimized and improved, the comprehensive competitiveness of commodities was continuously strengthened, and its position in the division of labor in the global value chain was improved. The proportion of foreign-funded enterprises in China's import and export trade has declined, from 46.1% in 2013 to 42.6% in 2018. The trade proportion of China's private economy exceeded 50% in 2018, and its impact on the development of China's international trade The more obvious. At present, China has maintained the world's second largest service trade country for five consecutive years, and service trade has grown rapidly, with an average annual growth rate reaching 8%. The total import and export of goods trade reached RMB 30.5 trillion, and the import and export of goods accounted for 11.8% of the global share.

At present, China has become the world's largest trading country in goods and the second largest service trading country in the world. The overall situation of China's foreign trade is showing a steady development and getting better and better. The scale of trade is steadily increasing, the efficiency of enterprises is increasing, and the impact of foreign trade on the economy is gradually increasing.



Picture 2.4 – China's total import and export volume and growth rate in 2001-2018

At present, China continues to adhere to the economic construction thinking of high-quality development, the domestic industrial structure continues to improve, and the consumption vitality is gradually stimulated. At the same time, due to the impact on the traditional forms of international trade, the advantages of the digital economy have not yet been fully established. Affected by the political, economic, ecological environment and the epidemic, the world situation has become more volatile and uncertain, and the international trade situation facing China has become more complicated. The sustained and healthy development of cross-border e-commerce has caused changes in the form of world trade, and at the same time has brought huge impacts and opportunities to traditional international trade.

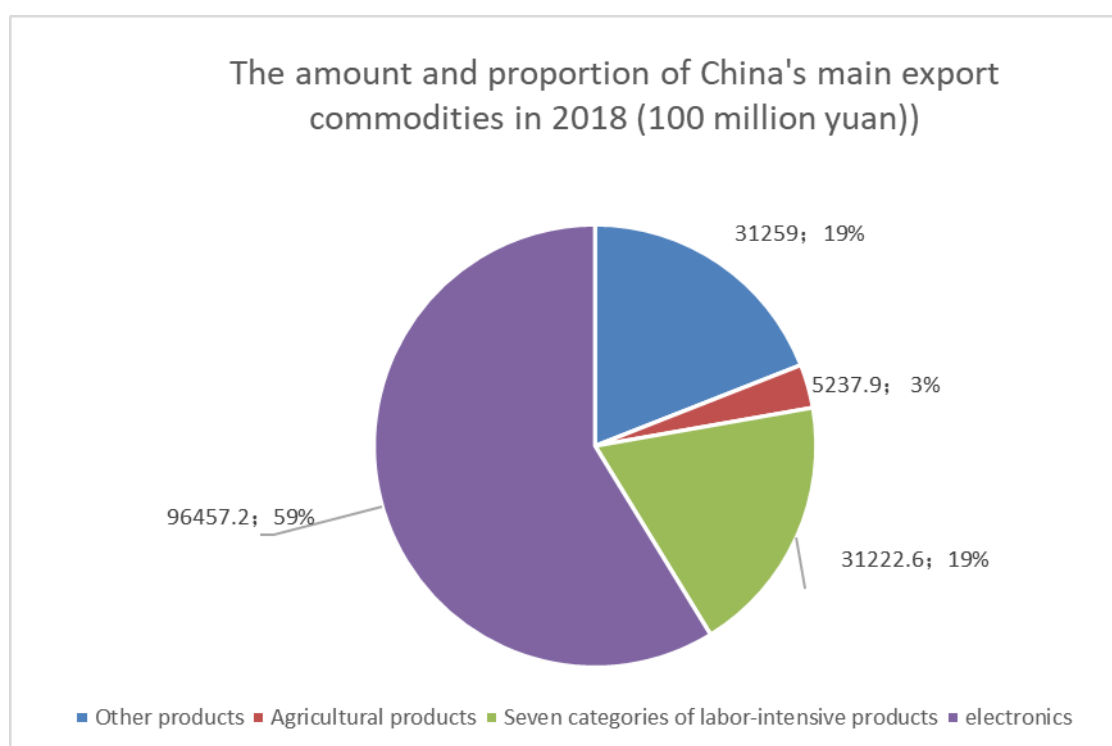
2.2.2 Distribution of China's International Trade

According to statistics, in 2018, the top four countries (regions) in China's trade transactions accounted for 48.3% of China's international trade. China's concentrated import and export market is very vulnerable to policies and emergencies, especially the current international trade market conflicts are intensified, the growth of world trade in goods continues to be weak, and countries (regions) around the world are affected by the epidemic and restrict international transportation and product circulation. . According to statistics from the World Trade Organization, the growth of global trade may continue to be weak in the future, and the commodity trade index will continue to decline. The overall tightening of the current international trade situation may lead to a decrease in overseas demand for Chinese products in the short term. In the medium and long term, global economic turmoil requires the joint efforts of countries (regions) around the world to actively respond. The global supply and industrial chain have a greater impact. Resilience, the long-term improvement of the world economy will not change. As an important link in the global supply chain, China can better respond to risks and challenges.[30]

2.2.3 China's international trade structure

A. Commodity structure is continuously optimized, and the degree of added value of trade increases

In 2018, the growth rate of China's electromechanical industry exports was close to 8%, accounting for 58.8% of total exports. High-tech manufactured products increased by 9.3%, surpassing 30% of exports. The change in the structure of China's export industry shows that China's industrial upgrading is constantly moving forward, and foreign trade companies have the ability to produce more high-value-added products. Labor-intensive products accounted for 19.0% of China's foreign trade exports, down 1.1% from the previous year. In the short term, there is little change. In the long run, labor-intensive products will account for a smaller and smaller proportion.



Picture 2.5-The amount and proportion of China's main export commodities in 2018 (100 million yuan)

B. Private enterprises have become the main force of foreign trade growth

In 2018, the total foreign trade of private enterprises accounted for 40.0% of China's international trade volume, and contributed more than half of China's international trade growth that year. The import and export volume of state-owned

enterprises accounted for 17.4% of China's international trade. The number of enterprises participating in international trade exceeded 470,000. China's business environment has been continuously improved, and the government has strongly supported the reform of private enterprises. The position of the private economy in China's economy is becoming more and more important. The coordinated development of private enterprises and state-owned enterprises can further promote the growth of China's foreign trade. At the same time, the state actively supports private enterprises to enter the international market and continues to inject vitality into China's economic development.

C. Imports play an increasingly significant role in stimulating the growth of international trade

According to data from the Ministry of Commerce, the contribution of China's import growth to international trade is close to 60%, which is currently an important boost to the development of China's international trade. In particular, the scale of imports of high-tech products has grown rapidly. Due to the impact of tax policies, the imports of some tax-preferential products have grown rapidly. The increase in imports has promoted the diversified development of China's foreign trade, boosted the transformation and upgrading of domestic industries, and reduced China's surplus in the international market balances the balance of payments and has made a positive contribution to boosting confidence.

2.3 The relationship between the development of cross-border e-commerce and the development of international trade

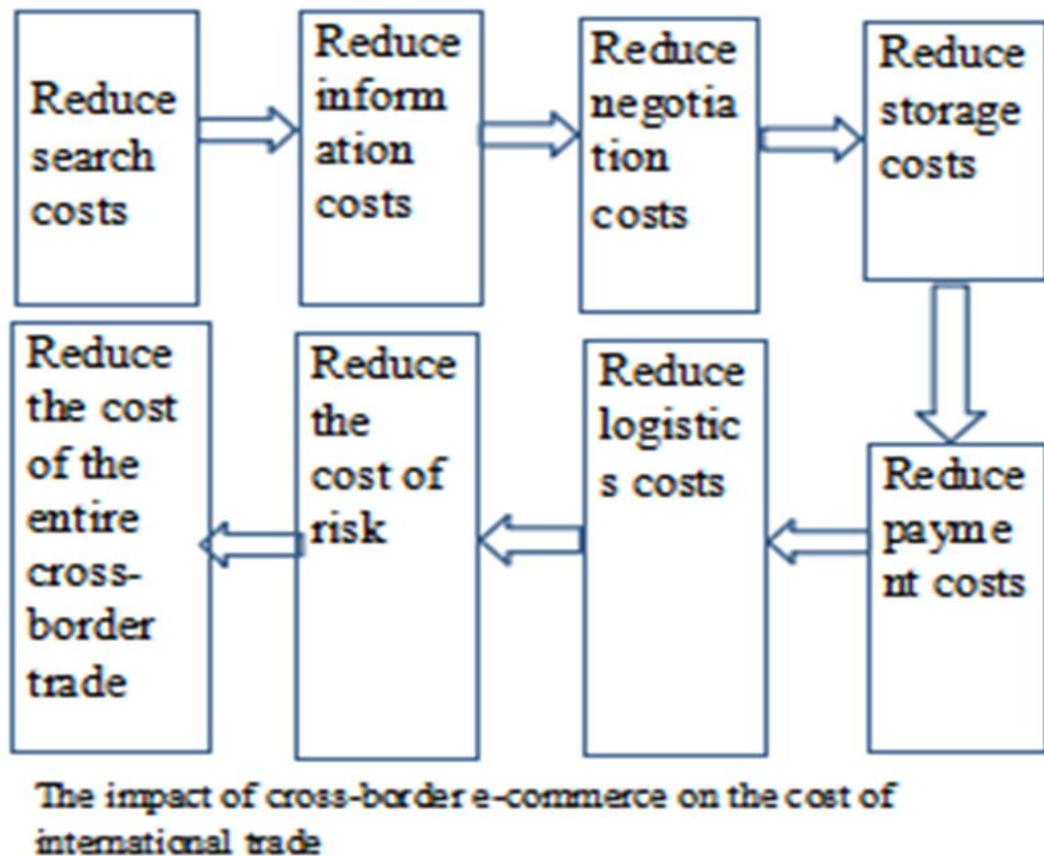
2.3.1 Theoretical basis for the impact of cross-border e-commerce on international trade

A. Transaction cost theory

Transaction costs refer to the expenses incurred by trade participants for each

transaction, and the price mechanism guides the R&D and production of enterprises. Enterprise development needs to reduce transaction costs. By taking transactions as research objects, dividing unique information on different occasions and different transactions, summarizing and summarizing transaction forms suitable for different manufacturers. Williamson first called the new institutional economics transaction cost economics. Through analysis and induction of the existing capitalist system, including trade union organizations, large multinational companies, small and medium-sized enterprises, corporate organizational forms, government departments, etc., the transaction cost theory is creatively applied to research. In the subsequent research, transaction costs were sorted and divided into ex-ante transaction costs and ex-post transaction costs. Negotiations, signing of contracts, etc. are pre-transaction costs.[31]

The ex-post transaction costs caused by the inability of the contract to apply. It is the rising cost caused by the combination of human factors and trading environment factors. In the cross-border e-commerce environment, because Internet technology participates in all aspects of international trade, compared with traditional international trade methods, each link is convenient, efficient and low-cost. Enterprises can obtain rich and diverse products on the Internet. And service information, find suitable suppliers, and conduct quick business negotiations, go through related procedures, during which business communication, document transmission, transaction, payment and other activities can be completed on the Internet, better realize the supply chain management, accurate Control inventory. The effect of reducing trade costs runs through the entire link, reducing the transaction costs that exist in traditional international trade, shortening the trade process, helping companies create more profits, and promoting social and economic development. The impact of cross-border e-commerce on the costs of all aspects of international trade is mainly reflected in the following aspects.



Picture 2.6-The impact of cross-border e-commerce on the cost of international trade

B. Economies of Scale

The economic benefits caused by large-scale production are referred to as Economies of scale, which means that under limited production capacity, the fixed cost of a company can be regarded as constant. As the company's production increases, the unit cost of the company's production is reduced. . Usually, economies of scale are used to analyze the changes between the long-term average cost and output of a company.

Generally, economies of scale are divided into two categories: one is to start from the aspects of production technology, assembly line, hardware, etc., which are called factory economies of scale. The reasons for its formation are: the use of professional production machinery and advanced production technology, and the use of complete sets of techniques for large-scale production can reduce the cost of each product and equipment investment; mass production can set uniform product standards and enhance product identification to reduce costs, promote innovation, and achieve significant economic results. The second refers to the combination of enterprises by some

manufacturers, which is called enterprise scale economy. This can save production costs, reduce sales costs, reduce the employment of staff, and invest more of the company's surplus in innovative research and development, and increase the market share of products.[32]

Economies of scale can be divided into internal economy and external economy. The internal economy refers to the savings in production costs and the increase in income due to the improvement of the proficiency of the internal laborers, the improvement of internal labor collaboration, the adoption of advanced equipment, and the improvement of management level. The external economy refers to the reduction of production costs and the increase of income caused by factors such as market location, market capacity, regional distribution, the development level of related enterprises, and transportation and communication conditions.

As an emerging international trade method, cross-border e-commerce is conducive to companies searching for and obtaining more suitable production factors, more advanced technical equipment in a broader global market, and making the cost of inputting production factors into production and business activities more costly. Low; is conducive to cooperation between enterprises and enhance the ability to jointly respond to risks. Expanded the business and sales area of the company, provided a broad market for the company to increase production, reduced the company's supply chain, and lowered sales expenses. On the other hand, the rise of cross-border e-commerce can transmit information on economic activities on a global scale, which is conducive to in-depth cooperation between enterprises, improves the level of professionalization and management efficiency of enterprises, reduces the cost of economic activities between enterprises, and affects the scale of enterprises economic.

With the development of cross-border e-commerce, it is conducive to the formation of economies of scale. At the same time, the existence of economies of scale further promotes the development of cross-border e-commerce, attracting large-scale use by individual consumers, enterprises and governments, and Promote the innovation of cross-border e-commerce in terms of technology and systems.

C. Theory of Technological Innovation and Institutional Innovation

The economist Joseph A. Schumpeter put forward the theory of economic development centered on innovation in his representative work "Theory of Economic Development" and introduced technological progress as an endogenous variable into the production system. He believes that innovation is manifested in: the production of new products, the adoption of new methods, the expansion of new markets, the acquisition of new raw materials, and the establishment of new organizations. These five aspects are divided into technological innovation, market innovation and organizational innovation.

Correspondingly, cross-border e-commerce is a kind of technological innovation, which has a greater impact on the market, methods, and corporate organization of import and export trade. Subdivided research, cross-border e-commerce interactive network brings international market integration, brand-new markets enable transnational resources and production factors to be re-allocated on a global scale, deepen international division of labor, and increase the degree of vertical separation of product production. On the other hand, cross-border e-commerce has changed the main body of international trade. New types of network service virtual enterprises and strategic alliances of multinational companies have emerged. The traditional trade intermediaries generated by information asymmetry have been replaced by third-party service platforms. The business management model has also changed from vertical. The transformation from the model to a flat structure reduces operating costs and forms a relative price advantage. In addition, companies use the cross-border e-commerce platform to conduct information search and information interaction at any time, transaction all-weather, and realize advertising on the web interface, which has transformed the traditional trade marketing model, and is easy to form independent brands, increase the added value of products, and enterprise overall trade competition. Strengthen. Cross-border e-commerce based on the development of network information technology has triggered new business combinations and enterprise production and sales relationships, and opened up a new way of online market

circulation. The number of global trading partners of cross-border e-commerce is theoretically unlimited, business efficiency has been greatly improved, new product sales platforms and sales methods have been created, and companies' exchange technology costs, transaction costs, warehousing costs and information have been reduced. Search costs, etc. The application of cross-border e-commerce technology makes the trading tools, payment methods, and delivery methods for import and export trade more convenient, optimizes the trade links, reduces the time cost of the international trade data text transmission process, and the data entry is complicated and high error rate Also relatively reduced.

Comprehensive analysis, innovation theory is the economic theoretical basis for the formation and development of cross-border e-commerce. As a kind of technological innovation, cross-border e-commerce has expanded the international trade market to form a "virtual" trade entity, reformed business operations and product marketing models, improved efficiency, and reduced international trade costs.

D. Cross-border e-commerce lowers market entry barriers for import and export trading companies

In international trade, in order to protect their own markets, both sides of the trade have adopted tariff and non-tariff measures that restrict market access to the trading countries, which reduces the degree of free competition for goods, labor and capital of various countries in the international market. In response to this situation, the WTO stipulates tariff reductions and exemptions, prohibits quantitative restrictions, sets most-favored-nation treatment and national treatment principles for members who have joined its organization, thereby relaxing market access, so as to achieve the optimal allocation of resources in various countries, and contribute to the development of economic integration. Great contribution. Now market access has evolved into the conditions required for enterprises to enter a certain industry or the ease of entering the market. The traditional market lacks fair competition and the degree of trade liberalization is low. State-owned enterprises and large enterprises can survive the

economic crisis and the international market downturn. Small and medium-sized enterprises are difficult to take preventive and rescue measures due to their small scale, imperfect management system, and lack of capital. Faced with risks such as bankruptcy, companies entering the international trade market need greater capital support. However, in the e-commerce environment, enterprises have low construction costs, management costs, and operating costs through cross-border network platforms, and they can also avoid certain risks in the economic downturn, so enterprise market access is relatively loose. The lowering of the entry level of the cross-border e-commerce market has promoted the process of global inclusive trade. Small and medium-sized enterprises directly face customers, increase their participation in the global value chain, increase the export of high-value-added goods, and attract more foreign investment Land flows into the high-tech value chain, which in turn promotes economic transformation and upgrading.

In summary, the establishment of the Internet has provided a foundation for companies from all over the world to carry out online trade. Based on the unboundedness and timeliness of the Internet, the blurred geographical boundaries of trade and the visualization of commodities have met the interests of multiple parties. Cross-border e-commerce shortens the trade process, and integrates business flow, information flow, capital flow, and logistics to make it possible for factories to have zero inventory. This business model reduces transaction costs, promotes electronic collaboration, increases international trade flows through agglomeration functions, reduces market access for various industries, and increases the technical content of trade products and the proportion of service trade in global trade. Conducive to promoting the advanced development of the world's industrial structure.

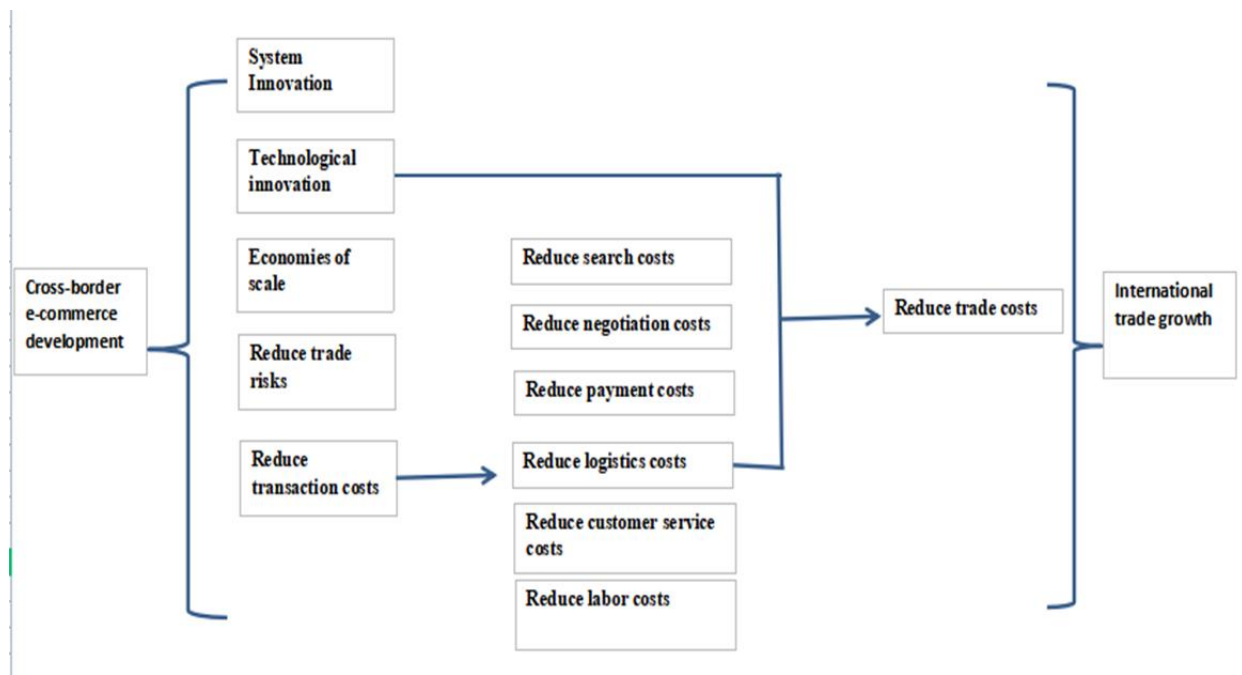
2.3.2 The theoretical framework of the impact of cross-border e-commerce on international trade

The development of cross-border e-commerce is closely related to the growth of

international trade. Cross-border e-commerce activities are more active in places with good infrastructure, high trade conditions, and developed economies and technologies; while there are fewer cross-border e-commerce activities in areas with weak foreign trade and relatively poor and remote areas. Through the implementation of cross-border e-commerce activities in rural areas, it is conducive to the export of raw materials and agricultural products in remote areas, promotes local economic growth, promotes the improvement of people's living standards, and facilitates coordinated regional development. The development of cross-border e-commerce will drive the growth of international trade. With the improvement of economic living standards, the demand for people to participate in cross-border e-commerce will increase.

The rapid development of cross-border e-commerce will help promote system and technological innovation. The pilot free trade zone system has become a new highland for comprehensively deepening reform and opening up in the new era; the rapid expansion of cross-border e-commerce has become a highlight of foreign trade growth and promotes The customs has improved the cross-border e-commerce statistics system, done a good job in the release of cross-border e-commerce statistical data, provided services, protected intellectual property rights and the rights and interests of merchants and consumers in accordance with the law, simplified supervision documents for import and export links, reduced customs clearance time, and reduced port charges. Improve the level of trade facilitation.

Cross-border e-commerce enables foreign trade companies to have stronger pressure-bearing capacity in the environment of trade wars and reduce trade risks. Cross-border e-commerce can help reduce business transaction costs. In the early stage of the transaction, it is mainly to reduce the company's search costs, information costs, market analysis costs, etc.; in the middle of the transaction, it helps to reduce the company's bargaining costs, decision-making costs, contract costs, supervision costs, payment costs, etc.; in the later stages of the transaction, it helps to reduce the transportation cost, labor cost, logistics tracking cost, after-sales service cost, etc. of the enterprise.



Picture 2.7-The theoretical framework of the impact of cross-border e-commerce on international trade

From the above analysis, we can know that the development of cross-border e-commerce is jointly promoted by institutional innovation and technological innovation. The wide application of cross-border e-commerce has improved the level of large-scale operation of enterprises, reduced possible risks in the trade process, changed the traditional trade methods and trade structure, reduced transaction costs, and thus played an important role in reducing international trade costs. influences. The construction of the theoretical framework has played a supporting role in studying the development status of international trade at the national and enterprise levels, analyzing the development of various links of cross-border e-commerce, and discussing the impact of cross-border e-commerce development on international trade.

2.3.3 The impact of cross-border e-commerce on international trade

A. The development of cross-border e-commerce promotes continuous optimization of import and export supervision services

The customs keepoptimizing the customs clearance documents, streamlining the

inspection and supervision documents of ports to 46 types, and opening the list of charges for the ports nationwide, effectively reducing the cost of compliance in the import and export process. The construction of the national version of the cross-border e-commerce online integrated service platform and the promotion and application to the whole country has greatly improved the comprehensive information service. The General Administration of Customs has actively promoted the data access of cross-border e-commerce and the information management of inbound and outbound postal items to realize customs Paper. The mutual recognition of "certified operators" between China Customs and 45 countries and regions will help further reduce customs clearance costs, shorten customs clearance time, and improve the competitiveness of Chinese cross-border enterprises in international trade. Compared with traditional international trade, customs clearance time for imports has been reduced by 56.4%, and the overall customs clearance time for exports has been reduced by 61.2% (2018). The smooth flow of information in China's cross-border e-commerce has greatly improved the efficiency of cross-border trade.[33]

B. The development of cross-border e-commerce promotes the upgrading of international trade and financial services

The continuous upgrading of China's cross-border payment services and the application of new products and new technologies have promoted the in-depth development of China's international trade, effectively solving the problems of foreign exchange settlement, financing difficulties, and high risks that SMEs have in international trade. At present, Chinese cross-border payment companies have covered more than 40 countries and regions, providing international trading companies with integrated services such as product selection, logistics, collection and payment, and supply chain finance. The cross-border payment market has continued to open up to the outside world, and the third-party payment field in China has been partially opened to foreign capital. The continuous upgrading of China's international trade financial services has effectively reduced the payment risks and expenditure costs of enterprises, and has provided a strong guarantee for the growth of Chinese foreign trade

enterprises.[34]

C. The development of cross-border e-commerce promotes the continuous improvement of international logistics services

China's cross-border logistics plays a decisive role in the development of international trade. At present, China's cross-border logistics services have achieved various developments. The continuous integration of overseas warehouse construction and other logistics methods has improved the cross-border logistics network. Express companies can provide foreign trade companies with comprehensive solutions in terms of international express delivery, international e-commerce express delivery, international freight, international parcels, overseas warehouses, and cargo collection. At the same time, more and more foreign trade companies use cross-border e-commerce platforms, which integrate various resources and expand cross-border logistics services. Domestic logistics enterprises have established commercial and logistics distribution centers in important cities in the world to realize interconnection among many piles of goods. [35] The logistics construction of countries along the “One Belt and One Road” is becoming more and more perfect, and international multimodal transportation has gradually changed from shipping mainly to land and shipping, which has greatly improved the logistics efficiency of foreign trade companies participating in international trade in countries along the route. China's cross-border logistics will gradually build an international logistics ecological network integrating land, sea and air to better serve the development of global cross-border trade.

D. The vigorous development of cross-border e-commerce effectively enhances China's ability to resist risks in international trade

Affected by the domestic and international political and economic environment and the epidemic, international trade and exchanges have been greatly affected. The closure of large-scale factories around the world has slowed down manufacturing production and interrupted the supply chain. According to forecasts, the epidemic may cause hundreds of billions of dollars in losses to the global economy. Online companies, especially cross-border e-commerce, have become the first choice for trade between

consumers and enterprises, and e-commerce has become an important force in the fight against the epidemic. During the epidemic, China's cross-border e-commerce companies have resumed work well, and the offline real economy has been greatly affected. Cross-border e-commerce companies are going upstream and their business volume has surged. The vigorous development of Chinese cross-border e-commerce companies has vigorously ensured the supply of domestic materials and ensured the stability and order of the domestic market. The innovative development of cross-border e-commerce has met domestic demand, promoted the transformation of China's economy from rapid development to high-quality development, and created good conditions for the stable development of international trade. Improved our country's ability to resist risks in international trade. The epidemic has accelerated the process of transforming offline trade to online. A large number of import and export companies are bound to explore and make breakthroughs in online demand, further accelerating the deep integration of traditional trade and cross-border e-commerce, and promoting international trade to the digital age.

Summary

The development of China's cross-border e-commerce meets the needs of domestic and foreign customers, and promotes the vigorous development of China's import and export economy. At the same time, the stable improvement of international trade also promotes the quantity and quality of cross-border e-commerce. The organic combination of the two has improved China's ability to resist risks in international trade.

3 CASE ANALYSIS AND SUGGESTIONS ON THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE IN CHINA

3.1 Alibaba case study

China is a big economic country with a developed manufacturing industry. It produces a wide range of products and a complete range of goods. It is the origin of many goods. It can provide cross-border e-commerce enterprises with sufficient and stable sources of electronic and digital products, clothing and accessories, mobile phones and Accessories, jewelry, gems, watches, auto parts, etc. are popular products of eBay sellers. From this aspect, we can see that cross-border e-commerce can obtain a stable supply of goods relying on the strong Chinese physical goods market, and thus can develop rapidly.

As one of the representatives of China's cross-border e-commerce companies, Alibaba has a deep understanding of China's manufacturing industry and its advantages. After more than ten years of exploration and development, it has close relationship with domestic manufacturers and manufacturers. In this context, with the help of China's advanced manufacturing industry, relying on the "Internet +" environment, rapid development.

In March 2007, Alibaba's Taobao Global Shopping began to go online, providing a trading platform for small and medium-sized purchasing agents. Agents and consumers can trade through Taobao Global Shopping. The emergence of Taobao Global Shopping has become Ali's own cross The first step in the field of environmental e-commerce.

In February 2014, Ali's Tmall Global was officially launched. Tmall Global includes thousands of overseas brands around the world. Tmall Global focuses on the concept of cross-border e-commerce, attracting more than 200 countries and regions to join. Compared with Taobao's global purchases, Tmall International also has higher requirements for tenants. It requires merchants to have overseas retail qualifications, and all goods purchased from Tmall International are directly mailed from overseas and are in the region. Provide return and exchange service.

In September 2014, Yitao.com's HaitaoDaigou project was officially launched, providing consumers with a convenient and familiar transaction interface and solving language and payment issues in the Haitao process. It can be seen that Alibaba has made a comprehensive layout in the field of cross-border e-commerce: First, overseas purchasing agents can sell overseas products to domestic consumers through Taobao Global Shopping, and overseas brand owners can enter Tmall Global. To achieve direct cross-border transactions, Yitao.com provides consumers with convenient one-stop services.

The businesses of Taobao Global Shopping, Tmall Global and Yitao.com have crossed and complemented each other to a certain extent, realizing the "zero threshold" of overseas shopping.

At present, China has become the world's largest e-commerce market, and the scale of cross-border online shopping in China is also increasing year by year. On the one hand, China's products are cost-effective, and the markets of various countries favor Chinese products; on the other hand, the small-volume, high-frequency, and direct characteristics of cross-border e-commerce orders are catering to the demands of China's massive small and medium-sized enterprises. A large number of small and medium-sized enterprises in China can use cross-border e-commerce platforms to provide a continuous supply of goods for the international market to meet the international market's demand for Chinese products[36].

Based on the characteristics of China's large and medium-sized export companies, Alibaba has launched AliExpress in a timely manner. The emergence of Alibaba's AliExpress has allowed China's small and medium-sized export companies to sell products to all parts of the world through the AliExpress platform, greatly improving The export efficiency of China's export enterprises.

AliExpress is the only online trading platform under Alibaba for consumers all over the world. Its online website is <http://www.aliexpress.com>. AliExpress was officially launched in April 2010. After more than six years of development, in 2016,

AliExpress has 44 different categories, and its business has spread to more than 220 countries and regions around the world, becoming China's largest international B2C trading platform. AliExpress uses Internet technology to connect domestic small and medium-sized enterprises and overseas consumers, so that domestic small and medium-sized buyers can rely on integrated platform services such as orders, payment, and logistics to sell Chinese goods to the world. Through the Internet, AliExpress has greatly shortened the supply chain of the traditional foreign trade industry, reduced multiple rounds of intermediary links, and helped small and medium-sized enterprises deliver goods directly to overseas consumers, so that overseas consumers can easily purchase high-quality products at low prices.

In April 2010, AliExpress was officially launched and attracted a large number of small and medium-sized enterprises through the "registration fee-free" method. Compared with the 5%-8% commission rate of Dunhuang.com during the same period, AliExpress charges no more than the 5% transaction commission reduces the cost of operating stores for the majority of small and medium-sized foreign trade companies, thereby lowering the price of goods, benefiting overseas customers, and increasing the overall foreign trade transaction volume. The seller's product information is published overseas through the AliExpress platform in the form of graphics and text. Overseas customers search for and purchase the goods they need through the AliExpress platform to complete cross-border transactions.

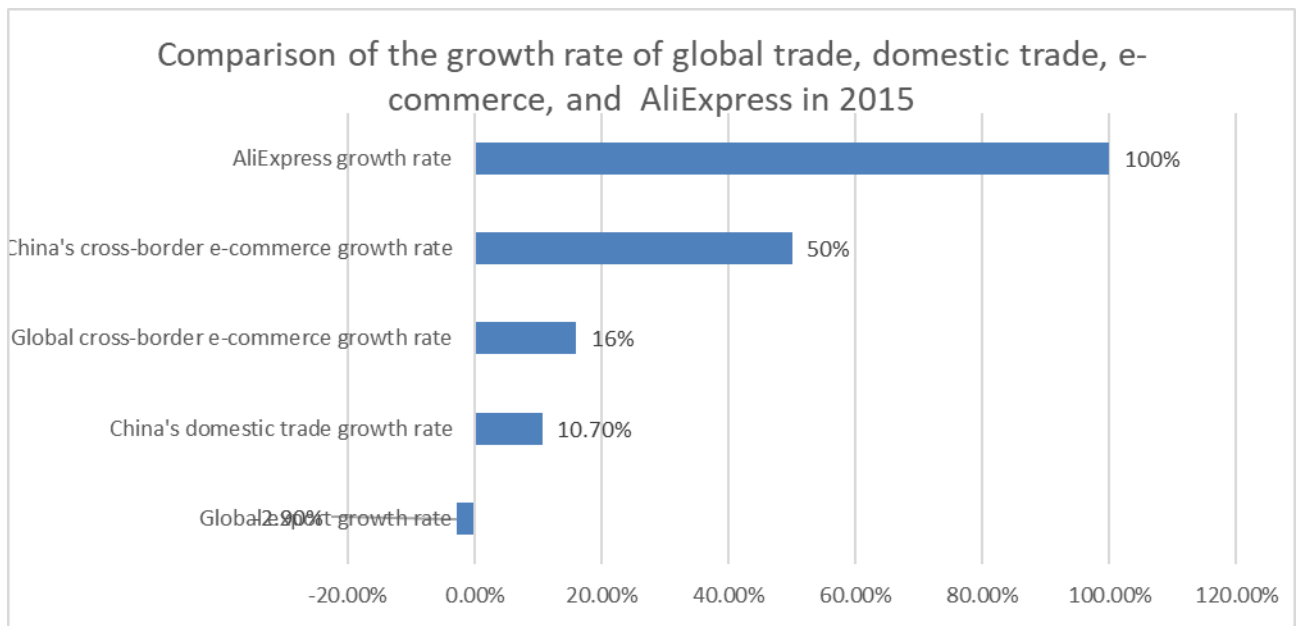
Since its launch, AliExpress has maintained a trend of rapid growth. Two years after its launch, in 2012, AliExpress made great breakthroughs in overseas traffic and commodity transaction volume. As of the beginning of November 2012, overseas traffic exceeded 23 million per day, and the average daily overseas traffic increased by 4.6 times compared with the same period last year. It ranked 220 in the global website rankings and was rapidly increasing; A four-fold increase at the beginning of the year is equivalent to the total transaction volume for the whole year of 2010. Among them, the highest transaction value of sellers on the day exceeded 1 million, covering more than 190 countries and regions around the world, with an average annual growth rate of over

400%.

In 2013, AliExpress achieved rapid development. The annual commodity transaction volume increased by 630%, and the number of orders exceeded 10 billion. The rapid growth of AliExpress' commodity transaction volume has benefited from the adjustment of its strategy. In the early stage of its establishment, AliExpress mainly copied the successful model of 1688 and positioned it as a B2B cross-border e-commerce platform. However, after entering the overseas market, it found that the demand of overseas individual buyers has risen sharply, which is in line with overseas cross-border e-commerce. Development trend, Alibaba announced that its subsidiary AliExpress will fully transform from a small foreign trade wholesale platform to a shopping platform for overseas consumers, from a B2B model to a B2C model. The B2C platform model eliminates links such as "foreign wholesalers or retailers", allowing overseas consumers to directly purchase products from Chinese SMEs. The supply chain is further compressed through Internet technology, and the cost of goods flowing from domestic to foreign countries is greatly reduced.

In September 2014, Alibaba went public in the United States. After the listing, the voice of the Alibaba brand and AliExpress can be spread in overseas markets such as the United States, further promoting overseas consumers' recognition of AliExpress, ushering in a new round of soaring traffic.

In 2015, AliExpress achieved rapid development. While the global cross-border e-commerce growth rate was only 16%, AliExpress achieved a miracle of 100% growth and covered more than 200 countries around the world. And regions, the average daily page views of the website reached 200 million. While AliExpress has achieved rapid development in PC traffic, mobile APP has also made progress. AliExpress APP ranks first in more than 100 countries.



Picture 3.1-Comparison of the growth rate of global trade, Domestic trade, e-commerce, and AliExpress in 2015

In March 2016, the global website of AliExpress ranked 50th in Alexa ranking, and continued to be stable in the top 50. The average daily page views in the past month reached 645.84 million, and the products covered more than 44 different categories. The language of the website covering 16 languages including Russian, Japanese, Portuguese, Indonesian, German, and Vietnamese, it is already the largest international B2C trading platform in China.

In 2019, AliExpress has seen a rise in global trade protectionism and achieved growth against the trend despite the uncertain trade situation. The reasons are: in-depth layout and localized operations in key countries, and the continued construction of infrastructure such as logistics payments. Investment and strengthening, as well as a series of measures such as the innovation of overseas social models.

A. Localized operation strategy

As China's earliest and currently largest cross-border export retail e-commerce platform, AliExpress has consumers in more than 200 countries and regions around the world, and the main trading markets are Russia, Spain, France, Brazil, and the United States. In order to help Chinese merchantS sell their products to more than 200 countries and regions around the world, AliExpress has increased local investment,

including in-depth deployment in some key overseas countries, such as Russia, which is the largest market for AliExpress.

In June 2019, Alibaba Group and Russian Sovereign Wealth Fund Direct Investment Fund (RDIF), Russia's largest social and IT group Mail.ru, and Russian integrated telecommunications operator MegaFon formally signed a joint venture agreement. The new joint venture includes AliExpress Through all the businesses in Russia, we will integrate the resources of both parties to jointly promote the development of Russia's digital economy, and truly deepen the implementation of social e-commerce.

In Spain, AliExpress opened two offline experience stores in Madrid and Barcelona at the end of August and November 2019, respectively, to showcase the Chinese mobile communication and consumer electronics brands that are popular in Spain on the platform, such as Xiaomi, Huawei, and iLife. Etc., and some local Spanish brands.

B. Infrastructure investment

The development of AliExpress in various countries is inseparable from the development of localization strategies and the huge influence of Chinese products overseas. The highcosts performance and the richness of products attract a large number of overseas consumers, and the continuous improvement of logistics and payment The method builds a strong foundation for the platform. Rising postal fees and consumers' increasingly demanding timeliness have exacerbated the challenges faced by cross-border e-commerce.

In September 2019, AliExpress launched an "X-day delivery" service, through the layout of overseas warehouses in Spain, France, Poland and other core countries to achieve three-day delivery, and other pan-European countries to achieve 7-day delivery. Under the premise of overseas warehouses, more cost-effective large-sized products, such as 3D printers that are popular in the European market, can be delivered to consumers in three or five days, and the consumer experience will be very good.

Logistics and payment are very important driving forces for the platform business to move forward. In China, netizens have no pain points in payment methods. There are

many ways to choose from, such as WeChat and Alipay. However, many overseas regions are not so convenient. Most countries still pay by credit card, and some countries still pay by cash. In this case, most consumers want to pay in their own currency. How to achieve access to local payment channels, reduce the cost of consumers and merchants, and allow merchants to avoid some exchange rate risks, exchange losses and exchange rates. Handling fees, etc., this is what AliExpress needs to improve.

AliExpress currently supports 38 local currency transactions, and localized payment methods are available in more than 50 countries and regions. In the future, AliExpress will continue to expand local currency or localized payment methods, and will put the core focus on users, including the success rate and convenience of user payment.

C. Innovating overseas social models

Social networking is also a focus of AliExpress on the user side this year. AliExpress is trying to systematically and batch in-depth cooperation with influencers on overseas social platforms to promote merchants and products on the AliExpress platform in a more effective and user-acceptable way.

The promotion of overseas social e-commerce is very different from that in China, and there is no such a huge e-commerce base in China. Mainly divided into three ways, one is to use social media stars on the Internet; the second is to connect with community group friends, such as the group owner on Facebook; the third is to do marketing through content-based methods and post some on Instagram Content and pictures attract traffic. However, such social e-commerce companies have not maximized the flow of revenue, and lack a unified platform to provide them with capabilities. Therefore, AliExpress is trying to use "platform solutions" in overseas markets to integrate, improve efficiency, and empower overseas social e-commerce. In addition to continuing to use overseas social network celebrity promotion, it is also trying to promote domestic very mature Cost Per Sales (CPS).

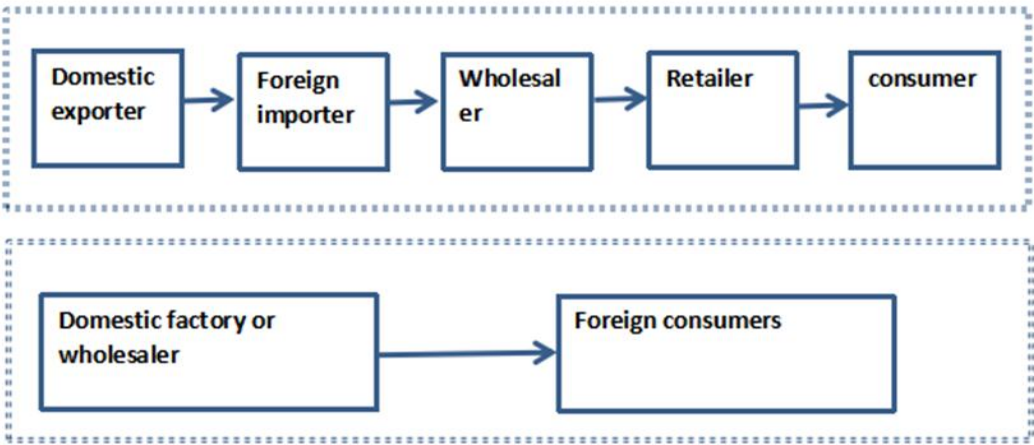
Innovation mainly focuses on three points: one is to enhance the cooperation

between the entire overseas social media and platform merchants through platform-based products; the second is to empower both parties through products to improve the efficiency of media conversion, thereby increasing profitability; third, to give full play to the platform Ability to improve the supply chain and logistics performance capabilities, and improve the user experience.

3.2 The impact of China's cross-border e-commerce on China's international trade

3.2.1 Impact on foreign trade costs

The AliExpress B2C-style transaction process, through the way that the manufacturer directly reaches the end consumer, greatly shortens the trade link, reduces the transaction cost, and increases the profit. Picture3-2 shows the traditional international trade supply chain and the AliExpress platform. The flow chart of the supply chain shows that traditional international trade exports need to pass through suppliers and exporters, reach the importer in the form of container shipping, and then be sold to end consumers by overseas retailers. The cumbersome supply chain increases the cost of each link. Costs have weakened the profits of China's foreign trade companies, and eventually transferred high prices to consumers.



Picture 3.2-Traditional trade supply chain and AliExpress supply chain

At the beginning of its establishment, AliExpress was positioned as a B2C cross-

border e-commerce platform. But in fact, the entire supply chain of the small online foreign trade wholesale platform is actually a B2B model, from domestic producers or wholesalers to foreign wholesalers or retailers, and finally to overseas consumers. In 2013, as the demand of global individual consumers continued to rise, AliExpress changed the platform's positioning from a business model for small and medium-sized enterprises to a model for overseas consumers. This decision to transform the platform has made AliExpress' entire supply chain a B2C model, with domestic factories or wholesalers directly reaching foreign consumers. It can be seen that after the transformation, AliExpress' small online foreign trade wholesale model directly eliminates the "foreign wholesaler or retailer" link, allowing foreign end consumers to directly purchase goods sold by Chinese factories or wholesalers. The compression of the supply chain has greatly reduced the cost in the circulation process, which is also the main reason why cross-border e-commerce is popular all over the world.[37]

A. Reduce communication and transaction costs

The development of cross-border e-commerce 2.0 era has made cross-border e-commerce platforms no longer purely information display platforms. In order to facilitate the instant communication and exchange between enterprises and consumers, and to realize the efficient transmission of information, in addition to the more common email and MSN options between the two parties on the AliExpress platform, the AliExpress platform has also developed an instant messaging tool "trade". message". Buyers and sellers can use this software to realize timely communication during the order placement process. In addition, the AliExpress App also supports both parties to the transaction to communicate by sending in-site messages and messages. After the seller goes online, the system will immediately prompt the buyer to send messages, in-site messages and other messages. Each product detail page is equipped with other buyers' comments on the product, so that other consumers can more clearly understand the true situation of the product. At the same time, for merchants on the AliExpress platform, you can also see the credit evaluation of foreign buyers. In this case, buyers and sellers can truly know each other and form a good atmosphere in actual transaction

communication, thereby reducing communication and transaction costs in the foreign trade process. Compared with the 1.0 era of traditional international trade and cross-border e-commerce, timely communication and transaction evaluation have greatly reduced the asymmetry of information, and made up for the regret of invisible and intangible commodities under e-commerce. Buyers can use the platform to learn more the product information of the company plays a key role in the purchase decision-making of buyers.[36]

B. Reduce the cost of obtaining information for both parties

a. Intelligent recommendation reduces the cost of information acquisition. Under traditional international trade, both parties to a transaction even need an intermediary to obtain information about the transaction. The advantage of B2C cross-border e-commerce platform for information acquisition is not only in its application of e-commerce, which enables buyers to search for information across time and space. Limited, product information can be searched in a short time. At the same time, even more profit and B2C cross-border e-commerce platform technical advantages have created big data intelligent recommendation technology. For buyers who enter the site for the first time, they may browse the current main popular products, but for buyers who browse or shop again, AliExpress will record the buyer's browsing footprint and preference for product style and price. As a result, re-entrants can be pleasantly surprised to find that AliExpress is so user-friendly. This intelligent recommendation technology using big data increases the attractiveness of buyers while also increasing the transaction rate. At the same time, it also increases the favorability of AliExpress among consumers, not only reduces the cost of acquiring buyer product information, but also has great significance for the long-term development of foreign trade enterprise brands. The convenient and fast shopping experience has enabled AliExpress to increase its buyer coverage year after year.

b. Reduce the cost of acquiring industry information for sellers.

Using the technical advantages of the AliExpress platform, the transaction rate of the platform has been improved. At the same time, the industry agglomeration benefits

of the AliExpress platform have produced huge knowledge spillovers. SME merchants on AliExpress can use the platform to obtain the latest industry information and keep abreast of the latest developments in the industry at home and abroad. You can also use big data analysis to understand the situation of competitors, the consumption habits of domestic and foreign buyers, regional distribution and other information; through product search keywords, product click-through rate, etc. to adjust the operation strategy of store products. You can also learn from successful people through the forum area of the platform, and exchange experience and lessons in operating the store. These spillovers of knowledge and information brought about by information gathering have reduced the cost of foreign trade transactions for small and medium-sized enterprises and at the same time provided them with a better platform for learning and communication.

On the other hand, for small and medium-sized foreign trade companies in China, choosing to cooperate with AliExpress B2C cross-border e-commerce platform can attract more foreign consumers to pay attention to their products and services. Merchants can use computers, mobile phones and other tools 24 Hourly accept orders from all over the world, win more business opportunities, and also provide more small and medium-sized enterprises participating in foreign trade with opportunities to enter the global market. With the help of the influence of the platform, more small and medium-sized enterprises can participate in international trade and show their products and services to potential customers all over the world in a low-cost manner. Overseas buyers and domestic small and medium-sized foreign trade companies can conclude transactions without leaving their homes, which truly achieves the goal of maximizing profits.

3.2.2 Impact on China's foreign trade logistics

In view of the domestic small export trade logistics environment, the B2C cross-border e-commerce platform has been committed to providing better integrated logistics services for buyers and sellers. On the AliExpress platform, sellers can choose three

delivery methods: independent delivery, forwarding delivery, and online delivery. Self-delivery is the company contacting the third-party logistics company to deliver the goods; the forwarder will provide a relatively low discount when the shipment volume is large; the online delivery is created by AliExpress for foreign trade merchants in China A series of logistics solutions. As a leader in the industry, we are constantly exploring new logistics solutions to reduce logistics costs, improve logistics timeliness, and improve buyer shopping experience, and strive to create a global logistics transportation system to solve logistics problems in foreign trade.[38]

A. Improve logistics timeliness through "dedicated logistics"

Although international express delivery such as DHL and UPS can guarantee timeliness, the higher logistics costs have caused a huge logistics cost burden on foreign trade merchants. In order to minimize logistics costs, many merchants engaged in cross-border e-commerce transactions will choose China Post Small parcels are used as cross-border logistics transportation methods.

Dedicated logistics is a way for AliExpress merchants to mail products. Different from traditional logistics channels, for some large buyer countries, AliExpress, in cooperation with overseas postal services and local commercial express delivery, has established a dedicated line of logistics for different countries. Through the AliExpress special line logistics distribution channel, the seller does not need to contact the courier company to deliver the goods by themselves, but only needs to send the goods to AliExpress's warehouses across the country through domestic express. According to the actual situation of the package, AliExpress will uniformly deploy the goods after inspection by the warehouse center, and integrate and send them to the destination country, so as to give full play to the advantages of industrial agglomeration.

The Special Line-YW for South America and Russia, that is, the aviation Yanwen special line, is currently the more commonly used special line logistics for merchants on the AliExpress platform. At present, Yanwen special line has two types: Yanwen South American special line small packet and Yanwen Russian special line small packet. The parcels of the Yanwen South American special line will fly to Europe first, and the

European to South American flights usually have relatively small cargo volume, and there are few backlogs and warehouse explosions. It can realize fast transit and make international logistics transportation time. Greatly shortened. AliExpress and logistics companies in Russia have worked together to create the Yanwen Russian special line small package. In addition to fast customs clearance and fast sorting, it also solves the problem of tracking the entire logistics information throughout Russia. Even Russia, with its vast land, can reach any region in the country within 25 days. In contrast, the postal parcel is only guaranteed to arrive within 60 days. In addition, the "Middle East Dedicated Line" logistics Aramex cooperated by AliExpress and logistics company Aramex has the characteristics of global transportation network coverage and economical benefits. Especially in the Middle East, customs clearance is fast and time-efficient. It can realize the package to the world within 3-5 days. Everywhere, at the same time as DHL, the freight is only about 60% of DHL's. In addition, Ruston, Suyoubao-Finland Post, and Sino-Russian Express-SPSR are also dedicated logistics lines jointly constructed by AliExpress and local logistics companies.

At present, AliExpress logistics partner Cainiao Logistics has deployed warehousing centers in 15 cities across the country, and sellers from all over the country can deliver goods to the unified warehouse in a shorter time. Compared with the instability of self-delivery, dedicated line logistics can realize the full tracking of parcels, with shorter timeliness, and faster and more accurate delivery to overseas buyers. From the cost point of view, international logistics costs will be settled by warehousing and buyers. According to AliExpress data, they are generally 15% lower than the market price, which greatly reduces the logistics cost of foreign trade transactions. At the same time, due to the unified management of the warehousing centralized model, sellers can handle the return and exchange business more effectively and improve customer satisfaction with shopping. The launch of "dedicated logistics" has greatly improved the logistics and transportation efficiency of major buyer countries. Even non-main dedicated countries have improved the timeliness of transportation through the rapid transshipment of dedicated logistics.

3.2.3 Impact on China's foreign trade payment methods

A. Enrich payment methods for foreign trade companies

Compared with traditional international trade payment methods such as remittance, collection, and letter of credit, the order payment of cross-border e-commerce is carried out on the network platform throughout, because the two parties to the transaction have different payment habits in different countries. Both parties tend to favor their own transaction methods, which adds complexity to cross-border transactions. AliExpress covers as many as 220 countries and regions. Although the products are generally the same, considering the different payment methods used by consumers in different countries, in order to provide a more comprehensive payment method and create a smoother payment experience for consumers, The AliExpress platform has designed different payment methods according to the habits and distribution areas of the global buyer market. As an emerging country with high demand in Latin America, Brazil, AliExpress has not only established a dedicated small-language website, but also opened payment methods for Brazilian buyers: Boleto and Debito Online. If the buyer chooses the Boleto payment method when placing an order, they need to go to the bank counter to make the payment to complete the entire payment process. A few days later, Chinese sellers can check whether the funds have arrived in the account, and then they can enter the delivery process after confirming that the funds are in the account. Because some Brazilian buyers, after choosing the Boleto payment method, if they do not go to the bank counter to handle the actual payment, the seller cannot deliver the goods. Only after going to the bank counter to complete the payment, the entire payment process is completed, and the seller will ship the goods. In addition to the original payment methods, these consumers have new payment options that are more in line with their payment habits.

AliExpress payment methods for major regions of the world	
Area	Payment method
Global	Visa, MasterCard, Western Union, Maestro
Europe	QIWI WALLEST, WebMoney, Giropay sofort
Brazil	Boleto, Debito Online
Mexico	Mercadopago

Picture3.3-AliExpress payment methods for major regions of the world

Payment is an important link that affects the future development of B2C cross-border e-commerce. Payment habits are closely related to the money in the hands of consumers, connecting everyone's most commonly used credit cards, debit cards, etc., and closely related to each consumer's own interests. Localized payment methods give online shoppers a greater sense of trust, and familiar operation methods have greatly increased the order turnover rate. As a B2C cross-border e-commerce platform, AliExpress realizes the importance of localization of payment methods and has been exploring payment methods that are more in line with local habits to make the order process smoother. [39]

3.2.4 Impact on the main body of China's foreign trade

A. Create more trade opportunities

a. Establish a small language website platform. B2C cross-border e-commerce platform, as a world market, gathers many suppliers and overseas buyers. With the further development of cross-border e-commerce, the potential of the small-language market has been greatly discovered. Market demand in Russia, Brazil, Indonesia and other markets has gathered and increased. In 2015, the total volume of e-commerce transactions across Russia was 760 billion rubles, of which cross-border e-commerce

The total commercial market accounts for about one-third, reaching 220 billion rubles. In order to help China's small and medium-sized foreign trade merchants to open up a larger market, AliExpress has launched a "national station" for specific language countries. According to the distribution of AliExpress buyers, the first to go online are the two major markets of Russia and Brazil. At the same time, a multilingual translation service is launched to provide product information, product description, communication and translation functions for small-language website suppliers. Although there is still a gap with manual translation, it basically meets the transaction needs of merchants on the AliExpress platform. According to the analysis of the Russian E-Commerce Enterprise Association, AliExpress has become Russia's most popular e-commerce website with 23.8 million unique visitors per month, even surpassing the Russian local e-commerce company Ozon.ru with 9.2 million monthly visits. The cross-border e-commerce giant eBay ranked third with only 7.4 million visits.

AliExpress uses its own brand and technology advantages to quickly occupy the market in small-language areas where e-commerce is underdeveloped. It helps foreign trade companies who do not understand small-language to provide technical guarantees to enter emerging markets, and provides many domestic foreign trade businesses with greater access. Market opportunities have attracted more and more SMEs to conduct foreign trade activities through B2C cross-border e-commerce platforms.

b. Use promotion to increase the brand awareness of SME products.

AliExpress, as a platform for cross-border e-commerce transactions, in addition to providing sellers with a variety of marketing tools such as through trains and limited discounts, it also moves domestic discount promotions and other activities abroad, using novel and interesting promotional methods to attract more customers. More foreign buyers create more transactions. Unlike Western e-commerce sites such as Amazon and eBay, AliExpress has created a game promotion similar to "Tmall Double 11". For example, during the World Cup period, which is a global fan carnival, AliExpress designed a series of World Cup-themed events for consumers in participating countries. Before the World Cup, AliExpress collected World Cup-themed T-shirt designs on a

series of social networking sites, such as Facebook, Twitter, and VK, and received responses from many fans around the world. AliExpress puts the highly praised design on the official website of AliExpress and accepts votes from consumers around the world. At the same time, AliExpress cooperates with domestic clothing manufacturers to not only be responsible for the production and sales of award-winning T-shirts, but also provide designers with a reward of up to \$3,000.

The various marketing and promotion methods of AliExpress have been widely spread across the world through the Internet, which not only increases new customers but also promotes the activity of old customers. It also helps many sellers on the platform to increase sales and popularity, which is also invisible. China has created the value of word-of-mouth communication, which is conducive to the long-term development of China's foreign trade enterprises.

c. Introduce credit loans to help sellers solve funding difficulties.

For small and medium sellers engaged in cross-border e-commerce, the long payment cycle is a common problem. In order to speed up the seller's capital turnover and create more trade opportunities, AliExpress launched a credit loan function with an interest rate of five ten thousandths in 2015. The seller only needs to submit the loan application online and sign the contract online, and the funds will be credited to the account immediately. After the loan expires, the system will automatically repay the loan, and the seller can also take the form of installment repayment. For sellers, more funds and energy can be used for store operations and services to create a better shopping experience for foreign buyers.

3.2.5 The problem

Although cross-border e-commerce platforms similar to AliExpress have developed well, because cross-border e-commerce is a new thing, there are still areas with imperfect development. For example, AliExpress has made a lot of active efforts in logistics and transportation, but due to the imperfect domestic logistics and

transportation facilities and the imperfect global supporting system, there is still a long way to go. In addition, the intellectual property rights in e-commerce supervision and the credit security of buyers and sellers are also threatening the development of cross-border e-commerce platforms.

A. Logistics and overseas warehouse construction issues. At present, the fast-growing B2C cross-border e-commerce platform is already exploring logistics service solutions with lower cost and higher timeliness. After taking measures such as dedicated line logistics and overseas warehouse construction for some major buyers, the cross-border transportation program has achieved certain results. While reducing logistics costs, it has improved the timeliness of transportation and reduced the rate of order disputes. However, due to the short development time and the imperfect logistics infrastructure in China, it is still unable to solve a series of problems caused by the lagging logistics of cross-border e-commerce. Many countries still have customs clearance obstacles, low logistics timeliness, high costs, and inability to export. Issues such as tax rebates. Even the construction of overseas warehouses, which is equivalent to localized delivery, is faced with the problems of high cost and difficulty in construction.[40]

B. Intellectual property issues.

As a trading platform, the B2C cross-border e-commerce platform has weak control over SMEs on the platform. Therefore, a large number of infringing and stolen pictures, high imitation goods and even fake goods may appear on the platform. A series of products and complaints infringing on intellectual property rights have affected the global reputation of the B2C cross-border e-commerce platform and restricted its further development. As early as 2008, the famous French fashion brand Louis Vuitton (LV) sued eBay in France for auctioning imitations with the Louis Vuitton trademark, infringing the brand's intellectual property rights. The merchants on the AliExpress platform have formulated a series of regulations specifically for the supervision and

punishment of intellectual property rights to deal with the infringement of sellers on the website. Similar to AliExpress and eBay, intellectual property rights also plague many third-party trading platforms. The author has talked with a number of domestic cross-border e-commerce practitioners and found that infringers mostly believe that the property rights of these brands and trademarks are far abroad, and the supervision and control are insufficient. At the same time, as production costs have risen, many businesses have exploited the gaps in intellectual property rights in order to compete for the market to manufacture various counterfeit products. These businesses fraudulently use brand authorizations, use brand logos, images, original content, etc.; or cleverly imitate their brand logos and openly sell prices, which can easily cause misunderstandings by consumers, not only infringing on the rights of intellectual property rights, but also to the platform businesses operating legally on the Internet bring losses.[41]

C. Credit security issues.

In the past, AliExpress experienced the "mysterious egg" incident, which was a matter of domestic sellers registering virtual buyer accounts through VPNs to defraud platform merchants. While earning illegitimate benefits, they also achieved the purpose of combating opponents. At present, according to AliExpress' credit evaluation system, buyers can evaluate the goods they receive, and the quality of the evaluation directly determines the credit score of the merchant. The credit score can determine whether a business can participate in the daily marketing activities organized by the platform, and whether it has the right to be recommended among similar competing products, so it is particularly important for each business. In addition, in cross-border logistics and transportation, there may be various situations such as buyers failing to clear customs and parcels are lost. Even if the problem is not caused by the seller's error, it may also bring a bad review or directly enter the dispute stage. Getting a bad review will not only affect the merchant's score level, but other consumers may reduce or cancel their willingness to buy when they see the bad review.

D. There are hidden dangers in payment security

In the process of cross-border e-commerce transactions, payment security is the most concerned issue for buyers and sellers in cross-border transactions, and third-party payment platforms are mainly used in cross-border transactions to realize the transfer of funds. At present, Alibaba's cross-border e-commerce platform mainly uses credit cards or some local third-party payment platforms for payment operations. However, in the process of fund transfer, third-party payment platforms may cause payment due to network viruses or Trojan horses, system leaks, etc. The risk of information leakage and account funds theft. In addition, with the rise of mobile payment models, hidden risks of payment security have become more prominent in a mobile payment environment with more open scenarios and simpler operations. The monitoring of cross-border third-party payment platforms and related policies in China need to be improved and perfected. Consumers' payment security in cross-border transactions cannot be guaranteed.

E. After-sales service is difficult to guarantee

At present, due to the limitations of the geographical environment, product suppliers and product consumers are often not in the same country. Therefore, once a product has quality problems, consumers, customer service, and product producers are likely to be unable to obtain timely communication and contact due to asymmetric information. The after-sales service cannot be guaranteed. At the same time, a series of cumbersome and complicated processes such as cross-border logistics, customs declaration, and taxation that must be experienced in the after-sales process such as return and exchange or cross-border repair of goods are also enough to discourage most consumers. These problems make it difficult for consumers to protect their rights, and they cannot get the after-sales protection they deserve in cross-border transactions.

3.3 Suggestions on the development of cross-border e-commerce

3.3.1 Strategies adopted by cross-border e-commerce platforms

A. Optimize the electronic payment service system to ensure payment security

In order to ensure the rights and interests of buyers and sellers of cross-border e-commerce, cross-border e-commerce platforms must further optimize the electronic payment service system to reduce the unnecessary impact of payment links on cross-border e-commerce transactions and reduce payment risks. Payment risks will cause problems in cross-border payments. Cross-border e-commerce platforms should provide guarantees for online payment services and maintain the security of third-party payment and bank payment systems. At the same time, it is possible to appropriately increase the number of professionals engaged in electronic payment on the platform, deal with hidden dangers in the payment system, and regularly conduct security inspections on the electronic transaction system of the cross-border e-commerce platform to ensure the safety of users' funds transactions.

When a user registers on a third-party payment platform, the real-name system must be implemented to verify the authenticity of the user's personal information, check the user's valid ID while retaining the photocopies, and must take other methods to verify the authenticity of the payer and the payee again. Information, for example, a third-party payment platform can associate the system with the identity verification system of the Public Security Bureau, thereby realizing real-name verification of the user's virtual account information. The real-name registration of platform users should rely on authentic proof materials and carefully verify the user's business qualifications.

For funds exchanges on the Internet, it must be strictly checked whether they actually exist. For each order on the cross-border e-commerce platform, the seller should issue formal invoices, including delivery orders, logistics documents, invoices, etc., and at the same time, the products and materials can be combined. The Internet is connected, and the flow of goods, logistics progress and transportation routes are tracked through the Internet of Things to ensure the authenticity of transactions. The

latest development of "blockchain" technology can also be used to facilitate cross-border business, that is, the use of cryptography knowledge to associate data blocks, each module records all the data of the previous electronic transactions, and can verify account information Authenticity and generate new blocks. It can guarantee security, quickly keep accounts, save costs, and verify information. This method does not require the use of third-party financial institutions, eliminates complex intermediate links, can realize payment anytime, anywhere, fast receipt, convenient withdrawal, and no hidden costs. It is also conducive to reducing the risk of fund precipitation on cross-border e-commerce platforms. The requirements of cross-border e-commerce export companies for the convenience of payment and settlement.

B. Integrate logistics resources and improve the level of logistics informatization

At present, China's cross-border e-commerce exports are facing greater logistics risks, and the establishment of overseas warehouses can reduce the number of transportation and customs clearance, and save the cost in the transportation process. Cross-border e-commerce platforms in China should strengthen cooperation with cross-border logistics companies, integrate logistics resources, and improve logistics processes. Scientifically use advanced technology to digitize, electronically, track and sort goods throughout the entire logistics process, reduce labor and logistics costs, improve logistics efficiency, and improve the level of logistics informatization. For some smaller cross-border export e-commerce companies, due to their weak economic strength, they cannot afford the construction and operating costs of overseas warehouses. Therefore, cross-border e-commerce platforms can encourage them to carry out logistics cooperation. When the export market is consistent, Let two companies selling different products jointly invest in the establishment of a shared overseas warehouse, which can reduce costs and improve logistics efficiency.

In recent years, labor costs have continued to increase, and logistics information and intelligence have become the primary requirements for the development of cross-border e-commerce enterprises. In the future, China's cross-border e-commerce platform should scientifically use advanced technical means to digitize, electronic, real-

time track, sort goods, and use machines for humans to quickly process a large amount of logistics data and perform user information management to reduce manpower. And logistics costs, improve logistics efficiency, improve the entire logistics process to improve the level of logistics informatization.

3.3.2 Coping strategies adopted by cross-border e-commerce companies

A. Integrity management, optimizing product quality

When China's cross-border e-commerce companies carry out export business, they must first ensure that their products pass the customs, that is, on the basis of meeting the relevant domestic quality standards, they must also comply with the regulations of the target market country. Directly or cooperatively operated cross-border e-commerce enterprises should pay attention to the control of their own quality, and ensure the authenticity when publishing sales information on cross-border e-commerce platforms. Export product icons, specifications, and warranty terms should be accurate, To avoid "the wrong version of the product", and operate honestly.

When large quantities of cross-border export commodities are exported, due to the large quantity, China's cross-border e-commerce companies cannot inspect them one by one. In this case, the proportion of random inspections should be increased, and quality inspections should be carried out from the source before the goods are shipped. Once the product is reported by consumers after the product is sold, the company must take the initiative to take the responsibility and contact the manufacturer to solve the problem. At the same time, it can conduct user feedback and evaluation research, establish a complete information feedback system, and facilitate the improvement of its own service level.

B. Use policy advantages to select target markets

To further achieve sustainable development of cross-border e-commerce, it can follow the process of the "Belt and Road" construction and promote the market development of cross-border e-commerce based on the interconnection of transportation facilities. The development of cross-border e-commerce is inseparable from the Internet.

It is a product of the combination of the Internet and foreign trade. It enables foreign trade countries to exert their comparative advantages in a wider range, gain trade gains, and promote the process of global economic integration. The “Belt and Road” area is the economic belt with the widest geographical span and the greatest market economy potential in the world today. Most of the relevant economies are developing countries, with high economic growth rates, and trade cooperation with China’s cross-border export companies. The space for sharing development results is huge.

Chinese enterprises can take advantage of the “One Belt One Road” policy to accelerate cross-border e-commerce activities in Central Asia and West Asia, increase investment, coordinate the interests of various countries, and improve talent education, logistics systems, electronic payment services, foreign exchange, etc. The system in the field has promoted the market growth and sustainable development of China’s cross-border e-commerce in the “Belt and Road” countries.

C. Build a high-quality industrial chain and enhance core competitiveness

Since the products supplied by cross-border e-commerce companies have the characteristics of homogeneity, the competition focus of cross-border e-commerce companies should be on building a high-quality supply chain. A high-quality supply chain can bring companies lower logistics costs and more quality-guaranteed goods, thereby improving user experience, thereby enhancing the market competitiveness of cross-border e-commerce companies.

Nowadays, with the improvement of people's living standards, consumers are increasingly demanding products with a wider range, better quality, and lower prices. Cross-border e-commerce companies should conduct in-depth market research, adapt to changes in consumer demand, and understand user needs. Market research for different regions and countries should be as comprehensive and accurate as possible, to understand consumer psychology and needs, and to avoid impact on trade due to insufficient market prediction. At the same time, we set up a user feedback mechanism, attach importance to user consumption experience, strive to improve customer satisfaction, and solve problems for customers in a timely manner. In order to maintain

a steady stream of development momentum for enterprises, enterprises should also insist on innovation, improve independent research and development capabilities, create core products with core advantages, improve more personalized products for consumers, increase product added value, and establish their own brands.

3.3.3 The government's response strategy

A. Raise the barriers to entry for the cross-border e-commerce industry and strengthen market supervision

According to the previous analysis of the development of cross-border e-commerce, it can be seen that the number of cross-border e-commerce companies in China has increased sharply, but the quality of products is uneven, the market order is chaotic, and credit risks such as fraud have been generated, which are not conducive to the development of the industry. To solve these problems, the government can start from the following three aspects.

First, raise the barriers to entry for the cross-border e-commerce industry. When cross-border e-commerce just started, the government set a relatively low entry barrier to support this industry. However, in order to ensure the quality of goods and services of cross-border e-commerce companies and reduce export risks, the government should regulate industry standards and strengthen For the management and supervision of the industry, formulate detailed rules and regulations, including the business scope of the enterprise, the amount of registered capital, and the punishment mechanism. Strictly investigate cross-border e-commerce companies, and strictly restrict cross-border e-commerce companies that do not meet the requirements from entering the field of cross-border e-commerce.

Second, in the development process of some enterprises, product quality problems, or breaches of contract in transaction settlement, etc., are strictly punished for the lack of trust and dishonesty of these enterprises. This is conducive to safeguarding the legitimate rights and interests of domestic consumers and maintaining the order of the domestic cross-border e-commerce industry. At the same time, it can also protect the

rights and interests of foreign consumers, enhance China's international image, and promote the development of the international market.

Third, strengthening market supervision on the market can promote healthy competition among enterprises. The government should strengthen the supervision of intellectual property rights. Since cross-border e-commerce transactions are all done online, consumers can only learn about products based on product photos and descriptions provided by merchants, which can easily lead to information asymmetry between consumers and merchants. Many unscrupulous merchants also took the opportunity to produce and sell fake goods. The government's strengthening of market supervision can effectively curb the prevalence of counterfeit goods.

B. Improve customs, taxation, and quarantine mechanisms, and improve customs clearance services

Cross-border e-commerce goods, especially cross-border retail e-commerce goods, undergo customs inspection, tax collection, and goods quarantine during customs clearance. Therefore, the government should establish a higher level of customs supervision mode, simplify the customs clearance process, and be reasonable Plan the window, implement the new cross-border e-commerce taxation policy, establish a complete e-commerce export inspection model, strictly follow the safety standards and national laws and regulations to require product quality inspection and safety inspection, and centrally go through the corresponding procedures. From the perspective of infrastructure construction, the government should speed up the improvement of air, land, and maritime facilities construction projects, establish efficient and fast transfer channels, relieve logistics pressure, improve transportation efficiency, and enable different modes of transportation to achieve high efficiency. Convergence.

At the same time, the Chinese government should also promote further cooperation with other governments, strengthen communication and contact with relevant departments of other governments, so that the cross-border e-commerce logistics system

can operate smoothly and further reduce the resistance to customs clearance. Through the above methods, the efficiency of customs clearance can be greatly improved, the quality of customs clearance of goods can be improved, customs clearance services can be improved, and the timeliness of transportation can be effectively improved. The government, as a layout player, should optimize the logistics system and design a new supply chain system to organize the logistics activities of cross-border e-commerce. Participants of this system will cover domestic cross-border e-commerce platforms, financial insurance, customs management, Animal and plant commodity inspection and quarantine and many other functional departments have used the government to establish a sound alliance governance system, striving to achieve the goal of coordination and win-win, continuous innovation, and more benefits for all departments.

C. Promote talent training strategy and improve the quality of employees

In order to reduce the risks of cross-border e-commerce enterprises in China, the government should focus on implementing cross-border e-commerce talent training strategies, and encourage domestic universities to keep up with the pace of the times and cultivate comprehensive talents that adapt to economic development. The government should have a clear direction and positioning for the cultivation of cross-border e-commerce talents, understand the law of industry development, and cultivate industry-leading talents. When implementing policies, colleges and universities can offer open courses for cross-border e-commerce talent training models, textbooks, business practice teaching, etc., to cultivate high-end cross-border e-commerce talents who integrate e-commerce knowledge, international economics and trade, and foreign language skills. Efforts should also be made to provide them with employment opportunities and development space.

In addition to strengthening the training of schools, the government can also encourage some training institutions in the society to carry out special training on cross-border e-commerce talents. The government and education departments can provide corresponding subsidies for the actual needs of cross-border e-commerce development,

and formulate clear training strategies to provide firm guarantees for talent training. At the same time, the government can provide special funds to support cross-border e-commerce companies to set up special talent training centers, hire teachers from relevant institutions to train their employees on cross-border e-commerce knowledge, and regularly hire experts to communicate with the company to grasp the dynamics of the cross-border e-commerce industry information. It is also possible to set up special courses in cooperation with universities and increase training efforts, thereby further improving the professional quality and service level of cross-border e-commerce practitioners.

Summary

The third chapter analyzes the promotion of AliExpress, which is China's largest cross-border e-commerce platform, to the development of China's international trade and the existing problems; the promotion mainly includes: reducing the cost of foreign trade; affecting foreign trade The logistics method provides logistics convenience for small and medium foreign trade companies, reduces costs, and provides protection; enriches payment methods and localization of payment brings business opportunities to Chinese foreign trade companies. At the same time, there are also some problems: logistics and overseas warehouse construction; intellectual property rights; credit security issues; payment security risks and after-sales service issues. These existing problems are stumbling blocks on the road of China's international trade development and need to be resolved urgently.

CONCLUSION

In recent years, Internet and e-commerce technologies have become more mature and gradually integrated into traditional international trade, and cross-border e-commerce has emerged in response. At present, B2B still occupies an important position in China's foreign trade, but the development of mobile Internet and smart phones has provided more convenience for individual consumers to shop online. B2C cross-border e-commerce has developed rapidly, and the proportion of transaction volume has increased year by year. It has gradually become the first choice for the transformation and upgrading of China's small and medium foreign trade enterprises. It is expected that in the future B2C cross-border e-commerce will have greater development potential and become a new growth point for China's foreign trade.

Starting from the theory of transaction cost and the theory of agglomeration effect, this article analyzes the impact of B2C cross-border e-commerce platforms on China's foreign trade by reducing information acquisition costs, agreement costs, marketing costs and other transaction costs, as well as changing foreign trade logistics methods and payment methods. Have a certain impact. Compared with traditional trade, the B2C cross-border e-commerce platform integrates the advantages and disadvantages of e-commerce. The agglomeration effect of the platform brings a large number of buyers and suppliers to form a large online market. Compared with non-platform cross-border trade, the B2C cross-border e-commerce platform has its unique advantages affecting the development of international trade. Then, taking Alibaba AliExpress as an example, it conducted an in-depth analysis of the operation mode and operation mode of AliExpress, and concluded the impact of B2C cross-border e-commerce platforms such as AliExpress on China's foreign trade.

AliExpress reduces transaction costs for buyers and sellers through convenient communication, intelligent information recommendation and acquisition; through train and alliance marketing reduce the marketing costs of foreign trade companies, while increasing store exposure and order volume; dedicated logistics and overseas warehouse construction , And the introduction of logistics solutions such as "Worry-Free Logistics"

have improved the problems of low timeliness of logistics and information asymmetry in many areas. It can be seen that the B2C cross-border e-commerce platform is committed to creating a more complete cross-border logistics solution, and the future development direction is also a logistics alliance covering more countries around the world; in terms of payment methods, localized payment methods have increased purchases. Home trust, thereby increasing the order transaction rate. Third-party payment will become the payment tool of choice for more cross-border e-commerce companies in the future due to its security and convenience in foreign exchange settlement.

However, due to the late start of the development of cross-border e-commerce in China, coupled with the current weak domestic e-commerce supporting infrastructure and imperfect laws and regulations, the development of cross-border e-commerce has been hindered to a certain extent. For B2C cross-border e-commerce platforms, they still face a series of problems such as logistics lag, disputes, and intellectual property infringement. Therefore, B2C cross-border e-commerce platform operators should take advantage of the development wave of cross-border e-commerce, actively cooperate with the government, third-party logistics and enterprises to continuously improve and optimize the service system, while creating a perfect shopping experience for global consumers. Increase the transaction volume of China's foreign trade; for many small and medium-sized enterprises engaged in foreign trade business in China, the development of cross-border e-commerce should also be used to realize the transformation of enterprises with low cost, high profit and good service facing global consumers, and help "Made in China, Cargo Global". In the future, the development trend of cross-border e-commerce will also be small and prosperous. In this process, China's traditional foreign trade enterprises will also realize reform and transformation, and cross-border e-commerce will become a new growth point of China's foreign trade.

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