

Analysis of International Competitiveness against the Background of International E-Commerce Trade

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Keywords: International Trade; E-Commerce; International Competitiveness

Abstract: The emergence of e-commerce has greatly changed the form of traditional commodity trade, and the follow-up of modern logistics has greatly promoted the development of cross-border electronic trade. The promotion of e-commerce in international trade has made international trade competition increasingly fierce. The promotion of cross-border e-commerce has simplified the process of international trade, facilitated cross-border online shopping, and can get away from the constraints in time and space. International e-commerce platform realizes commodity transactions. The development of e-commerce in international trade has made the country's foreign trade competition more intense. In this context, the impact of e-commerce development in international trade on China's international trade competitiveness is analyzed, and specific aspects are proposed from the aspects of payment system, legal system construction, and logistics system construction. The proposal is significant for the development of China's international e-commerce trade.

Global E-commerce retail sales in 2018 were US \$ 284.2 billion, the number of online shoppers was 1.79 billion, and the value of cross-border e-commerce transactions exceeded US \$ 650 billion. The scale of China's cross-border e-commerce transactions was 9.1 trillion yuan. The number of users exceeds 100 million people. From the current state of cross-border e-commerce development of China, China's cross-border e-commerce development faces great opportunities, but also faces great challenges. How to continuously develop cross-border electronics in the context of international e-commerce, improving the shopping experience of users at home and abroad, and ensuring the safety of their property have become the key to the competitiveness of international trade.

1. New Trends in International Trade under the Background of International E-Commerce Trade

1.1. Merchandise Trade Market is Becoming Virtual

Traditional international trade activities are required to rely on a physical market, and in the import and export trade often require face-to-face transactions or paper contract guarantees, which have time and space constraints. The development of e-commerce promotes the transformation of international trade rules. With the help of the Internet virtual technology, the electronic virtual market allows buyers to browse the information of commodities in a virtual market, a cross-border e-commerce platform. Restriction, the international trade market against the background that e-commerce can become a network virtual market, and transaction activities can be realized with the help of cross-border e-commerce platforms. For example, the emergence of Amazon, AliExpress, eBay, shopee, Otto, etc., can quickly achieve online transaction activities.

1.2. Convenient Trade Process for Commodities

In the e-commerce transaction mode, although the commodity trade is conducted in a virtual e-commerce market, this transaction method is more transparent, real-time communication and exchange of information is realized through the Internet, and the telephone in the era of traditional paper commodity trade is reduced. Time cost of communication methods such as communication, email, fax, etc., the entire international trade can be accomplished through the Internet. Especially

in the trade of some special products, it is more convenient and transparent, such as computer software, digital music products, electronic games, etc. All use electronic data and information storage, and use e-commerce to complete transactions, which can improve transaction efficiency and promote international Development of trade.

1.3. Diversification of Trade Entities

In conventional international trade, small -and- medium-sized enterprises participate in international transactions for trade at a high cost and face many bottlenecks, making it difficult to develop international markets. However, the advent of e-commerce in international trade has enabled SMEs to participate in international trade. Each subject has participated in a relatively open and equal competitive environment, minimizing transaction costs and allowing more subjects to participate. The biggest change in the universally used e-commerce model in international trade is to enlarge the market for international trade. Within a short period of time, tens of thousands of small- and- medium-sized enterprises and even individuals have been a part of the international trade to promote the diversification of international trade subjects.

2. Challenges Facing China's International Competitiveness under the Background of International Trade and E-commerce

The application of the e-commerce model in international trade has significantly enhanced the development of global trade, and also deepened the economic and trade exchanges between regions. At the same time, China is facing both opportunities and increasing challenges for the improvement of China's international competitiveness .

2.1. Imperfect Cross-Border Logistics System and It is Difficult to Adapt to the Development of International E-Commerce

The timeliness of logistics and the quality of logistics services are important aspects affecting the consumer experience. The disparity between cross-border e-commerce and domestic e-commerce trade is that the logistics involved in cross-border e-commerce is more complicated, not only customs clearance, but also coordination between different countries. Relations between different logistics companies. At present, there are deficiencies in China's cross-border logistics construction, especially the time restriction for customs clearance is relatively slow, which affects the time limit for domestic commodity transactions. From the view of the development of e-commerce in international trade, each country has adopted an overseas warehousing model. China's export cross-border e-commerce logistics still adopts the mode of parcel post, and the connection of domestic and foreign logistics information appears opaque in the construction of logistics information This phenomenon has resulted in low consumer satisfaction and loyalty for domestic brands.

2.2. Lagging of the Legal System for E-Commerce in International Trade

As the reform and opening up, China's international trade has developed rapidly. Meanwhile, the legal system on cross-border trade has been continuously improved. Since China joined the WTO, China has actively studied the rules on cross-border trade, but e-commerce has been used in international trade. It belongs to an emerging research field, and it faces more complicated institutional issues. The domestic legal system must be adjusted under international trade rules. At the same time, the domestic legal system needs to be adjusted under the change of cross-border trade in e-commerce. change.At present, there is a certain backwardness in the legal system construction of domestic e-commerce. For example, there are certain gaps in China's legislation regarding electronic signatures and intellectual property protection in the process of e-commerce transactions. The introduction of legal systems such as "" regulates international e-commerce trade to a certain extent, but there are still many problems. For example, in the area of intellectual property protection, there are a large number of intellectual property rights infringement issues using e-commerce platforms. There is a certain difference between the "deletion" rule and the

internationally safe haven principle, which leads to an increase in intellectual property disputes and damages the competitiveness of China's international e-commerce trade.

2.3. Inadequate Supervision and Credit System

Against the background of the development of e-commerce, the core of the promotion of international competitiveness lies in brand building and market development. International e-commerce trade has become the current trend and trend of international trade development, but there is a phenomenon of lax supervision in China's international trade e-commerce development. From the perspective of the development of cross-border e-commerce platforms, the supervision is insufficient and difficult to supervise, while the registration and review on the cross-border e-commerce platform is not strict, which leads to cross-border trade with substandard and counterfeit products. , Seriously affecting China's international competitiveness in foreign trade.

Simultaneously, there are deficiencies in the construction of the credit system. Cross-border e-commerce trade is a cross-border transaction. The two parties conduct trading on the cross-border e-commerce platform or through other e-commerce channels. The lack of credit will cause China's corporate image to The international community is damaged and may even lose market share in the region. At present, the domestic credit system construction of enterprises is mainly concentrated in the field of debt disputes, while other credit evaluation systems such as brand, corporate image, and corporate after-sales service are inadequate, and lack of strict punishment measures has led to some enterprises in cross-border electronics. Paying no attention to construction of credit in business and trade activities is not conducive to improving the competitiveness of international trade.

3. The Countermeasures to Enhance China's International Competitiveness under the Background of International Trade and E-Commerce

The development of e-commerce in international trade subverts the traditional cross-border trade model. The use of e-commerce in international trade is more and more common. Compared with domestic e-commerce in China, foreign e-commerce has developed rapidly in recent years, but there are also many. Therefore, it is necessary to propose a specific path to promote China's international competitiveness in the context of international trade and e-commerce.

3.1. Focus on the Construction of Cross-Border Logistics System and Improve the Efficiency of Cross-Border Trade

Logistics affects the timeliness of cross-border e-commerce trade, and also affects the shopping experience of consumers. A comprehensive set of cross-border e-commerce logistics from the order acceptance, packaging, customs clearance, loading and unloading, storage, transportation, distribution, after-sales and other series of processes, in To enhance international competitiveness under the background of the development of international trade e-commerce, we need to improve the construction of the existing logistics network system. From the perspective of cross-border logistics construction, China often can only guarantee the timeliness and information tracking of domestic logistics. In cross-border logistics, the phenomenon of prolonged update of information and incomplete services is prone to affect the development of domestic cross-border e-commerce trade. At present, while increasing the construction of a domestic logistics network system in China, we must actively develop cross-border logistics companies. We can use cross-border logistics cooperation to accelerate the timeliness of cross-border e-commerce trade. At the same time, domestic cross-border e-commerce trading companies can adopt overseas warehouse construction or lease methods, which can save logistics time and reduce logistics costs.

3.2. Strengthen the Legal System Construction of International Trade E-Commerce

The orderly development of international trade requires the restriction of legal systems and rules. The emergence of cross-border e-commerce has changed the traditional form of cross-border trade. Diversified subjects and networked transaction processes have impacted the traditional international trade model. There are certain problems in trade, such as intellectual property disputes, and how to

effectively improve the competitiveness of domestic enterprises in international trade requires a strong backing of the legal system. With the advancement of the “Belt and Road” development strategy, e-commerce is playing an increasingly significant role in the development of foreign trade in countries along the route, and domestic companies are expanding their market space with cross-border e-commerce, and opportunities for participating in international competitiveness are also increasing. More, but issues such as international intellectual property disputes and international e-commerce trade disputes will also lead to a decline in international competitiveness. Therefore, the legal system for the development of cross-border e-commerce needs to be provided, and a comprehensive set of cross-border needs to be constructed. E-commerce international dispute settlement mechanism, and domestic foreign-related legal systems need to be in line with international trade rules, and to promote foreign trade companies' intellectual property rules for cross-border transactions, to provide policy support.

3.3. Strengthen the Supervision of International Trade E-Commerce Activities and the Credit Construction of Participating Entities

The inadequate supervision of cross-border e-commerce transactions has generated the inflow of products such as sub-charges into the international market, which affects the image of cross-border e-commerce in China. Therefore, it is necessary to strengthen the supervision of international trade e-commerce activities. The joint establishment of corporate credit systems, such as the promotion of the construction of the supervision system of cross-border e-commerce platforms, establishes credit files for the enterprises or individuals who settle in through the main body to facilitate customer inquiry and evidence collection, and advance the healthy development of international e-commerce.

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