

Exploring the Path of Transformation and Upgrading Of International Economy and Trade from the Perspective of E-Commerce

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Abstract: With the rapid development of my country's economy, the current international e-commerce trade system has also been effectively promoted. At the same time, in the future development of international economic and trade, countries will inevitably strengthen economic and trade cooperation through e-commerce. Based on this, this paper studies the path of international economic and trade transformation and upgrading from the perspective of e-commerce development, and combines the actual situation to analyze the prospects of the path of international economic and trade transformation and the countermeasures under the perspective of e-commerce development.

Introduction

The Cross-border e-commerce is developed based on the background of the network environment, and the way of conducting transactions on the e-commerce platform completely subverts the traditional transaction model. E-commerce is mainly a combination of web addresses and passwords in cyberspace. Although it is a virtualized trading platform, it exists objectively. At present, under the background of rapid development of e-commerce, its unique value standards and behavior patterns are gradually changing the development situation of international economy and trade.

1. Development Status and Basic Overview of My Country's E-Commerce in International Trade

(1) Development Status of My Country's Cross-Border E-Commerce in International Trade

The China's cross-border e-commerce has a series of characteristics such as globalization, anonymity, immediacy, and paperlessness in the process of international trade transactions. Through the operation of cross-border e-commerce, it can successfully break the defects of traditional geographical separation, which is effective Shorten the information flow time generated in trade transactions, so that consumers' production and consumption concepts are more in line with the current fast-paced work and life. At the same time, the use of cross-border e-commerce can also reduce the processing costs of logistics, capital and information flow in trade transactions. The use of e-commerce in international trade is a brand-new trading method [1].

According to relevant surveys and studies, among the 40 million small and medium-sized enterprises in my country, nearly 6 million are focused on foreign trade exports, and the exports created by these 6 million small and medium-sized enterprises account for 59.4% of China's foreign trade exports. From 2018 to 2019, the total global transaction volume was 1.456 trillion US dollars, of which 27% of the transaction volume came from cross-border transactions; the transaction scale of the Chinese e-commerce market in 2019 reached 1.074 million, a year-on-year increase of 29.7%. Through the use of electronic commerce in international economic and trade, not only can we break the national barriers in the process of international trade, so that international trade develops from national borders to borderless borders, but also further lead the current tremendous changes in

world economic and trade [2].

(2) Basic Overview of E-Commerce in the Transformation of International Economy and Trade

In the process of international economic and trade transformation, e-commerce mainly builds an open, multi-dimensional and three-dimensional multilateral trade and economic cooperation model. Through this cooperation model, it is possible to further develop the path to enter the international market, thereby greatly promoting China. The optimized allocation of multilateral trade resources will achieve mutual benefit and win-win results for enterprises in international trade. For current market consumers in my country, the application of e-commerce in the international economy and trade can more easily obtain the commodity information of other countries, and then buy products of good quality and low price. In the international economy and trade, e-commerce is showing a tremendous growth as an emerging trade method. Through the development of e-commerce, it can further promote the process of economic integration and global trade. Under this background, the economic transformation of international trade. The research on e-commerce in China has important practical significance.

2. Analysis of the Transition Path of International Economic and Trade Development under the Development of E-Commerce Market

With the emergence of e-commerce in my country's economic market, it has brought certain changes to my country's traditional international trade market. Its most obvious manifestation is that it has produced a significant change in the way of international trade transactions. With the birth of the "virtualization" market, you can use e-commerce to publish corresponding virtual information on the network. Information users can realize the mutual communication of commodity information on the network by collecting and exchanging information. In the field of international trade, by establishing an open, multi-dimensional, and three-dimensional e-commerce market, it is possible to break the premise of traditional markets that exist in a fixed area, and then break through the traditional geographical restrictions, thereby forming economic and trade integration. In the economic and trade exchanges of e-commerce, the world's commercial capital, product technology, commodities and other corresponding production factors can be flowed around the world, and the world economy is gradually changing to a network economy [3]. Under the general environment of network economy and trade, it can further promote the mutual strengthening of economic and trade cooperation between countries and common development.

In the early days, China's traditional foreign trade e-commerce model was mainly represented by companies such as Guangzhou Global Market and Alibaba. This foreign trade e-commerce model was built on the basis of the B2B platform, and domestic enterprises published product information and corresponding Service information, foreign buyers can browse the information published by domestic enterprises on the platform. Both conveniences can use the online platform to conduct online business negotiations and price agreements. After the two parties have reached a transaction intention, they can transfer to offline according to the traditional Way to conduct trade in commodities [4]. This international trade method is also the main operation mode for most small and medium-sized enterprises in China to carry out international trade marketing. However, in the application process, there are all kinds of low conversion efficiency, limited online service functions, and poor customer loyalty. Problems, which cannot meet the needs of the current rapid development of the foreign trade market. In addition, with the continuous deepening of my country's social specialization, the traditional B2B e-commerce trade method has been unable to adapt to the development of the foreign trade situation. Therefore, it is inevitable to change and innovate the e-commerce trade method at present.

3. The B2C Trade Model of International Economy and Trade from the Perspective of E-Commerce

From the perspective of the rapid development of e-commerce, third-party integrated platforms led by Amazon and Alibaba have gradually established independent integrated trading platforms. In the comprehensive trading platform, by using the current domestic supply chain technology and network marketing technology, enterprises can launch small retail wholesale foreign trade services in international trade. According to the relevant data survey, it is found that as of December 2018, the amount of cross-border small-value trade in China on the Paypal platform has exceeded 150 billion US dollars. The survey also found that the main concentration of small-value trade transactions is at Eastern coastal city. These cities can create highly cost-effective products in the international economy and trade through the implementation of high-efficiency and low-cost e-commerce marketing methods in international trade, and at the same time further promote the development of cross-border small-value trade models [5]. International trade transactions through this model require less time, and the transaction time is usually maintained at 2 to 3 days, which can bring customers a high-quality experience, and also increase customer loyalty and return rate. In addition, in order to improve their own operational efficiency, companies usually build logistics warehouses overseas, and then carry out international operations. In this way, they can use the marketing advantages of "Made in China" products in cross-border e-commerce trade transactions. It can further promote the transition from "Made in China" to "Created in China".

4. The International Economic and Trade Integrated Service Trade Model from the Perspective of E-Commerce

From the perspective of e-commerce, the integrated service trade model of international economy and trade is a new emerging transaction mode. The integrated service trade model mainly refers to supply chain management enterprises providing convenient trade services for small and medium-sized enterprises in the domestic market [6]. For example, Yidatong in Shenzhen, China provides customs clearance for small and medium-sized enterprises and individuals through the Internet one-stop service, Logistics, tax rebates, financing, foreign exchange and other trade transaction services. In addition, through this innovative foreign trade business model, it can further integrate the import and export capabilities of small and medium-sized enterprises in the economic market, which can effectively reduce small and medium-sized enterprises. Financing costs, logistics costs and customs clearance costs incurred during the import and export process, thereby enhancing the competitiveness of enterprises in the economic market. According to relevant surveys and research, as of December 2018, the total export value of Shenzhen Yidatong platform reached 104.2 billion US dollars, ranking 9th in the national general trade export list. Through this mode of operation, the company can achieve direct sales of products overseas in trade transactions, transform traditional passive trade into active trade, and then realize the precise marketing of foreign trade, avoid risks arising from overseas trade, and enhance the core market competition of the company. Force [7].

5. Prospects and Countermeasures of the Transformation Path of International Economy and Trade from the Perspective of E-Commerce Development

(1) Prospects for the Transformation Path of International Economic and Trade from the Perspective of E-Commerce Development

With the rapid development of Internet technology in our society at present, any country in the world can no longer occupy the mainstream position in trade as a part of trade transactions [8]. In addition, the huge market profit and market space brought by the development of cross-border e-commerce can further promote the better development of B2B, B2C and other trade models. According to the prediction of relevant experts, in the next few years, the development of foreign trade online shopping will enter a golden development period, and this period is also the innovation

period of China's foreign trade business, so the current Chinese government and private enterprises need to solve the problem Policy obstacles and bottlenecks [9].

(2) Response Measures and Suggestions during the Transformation and Upgrading Of International Economic and Trade

In the process of international economic and trade transformation and upgrading, in order to ensure the better implementation of the transformation and upgrading route, the following three points need to be achieved: First, the current policies on the development of foreign trade and e-commerce need to be refined to create a market Fairly develop the atmosphere of competition and promote the development of benign competition for foreign trade enterprises [10]; second, we must pay great attention to the construction of enterprise informatization, and allow enterprises to actively participate in the construction of informatization in order to better promote the development of e-commerce; Third, it is necessary to study the current cross-border trade e-commerce model, make detailed judgments on the risks and forms arising from the future cross-border trade e-commerce model application, and also propose targeted countermeasures to reduce e-commerce and Conflicts between current international trade rules [11].

Conclusion:

With the rapid development of current network computer technology, my country's e-commerce technology has made rapid progress. E-commerce has been transformed from traditional electronic data exchange technology into the current online transaction model familiar to the public. In the process of e-commerce transactions, people can directly negotiate the price of commodities through the online platform. In the online platform, they can solve various situations that may occur in the process of commodity trading. Effectively control transaction costs during the process, so as to enhance the core competitiveness of enterprises in the international trade and economic market.

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