

## **Research on Operation Risks and Control of Cross-Border e-Commerce Enterprises from the Perspective of Big Data**

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**Abstract:** With the development of network globalization, e-commerce develops rapidly in China, and more enterprises expand into cross-border e-commerce. Based on the rapid development of big data has affected the development of cross-border e-commerce, this paper gives the measures to control the relevant enterprises in the operation process.

### **1. Introduction**

After the 19th National Congress of the Communist Party of China, cross-border e-commerce has entered a stage of rapid development, and many cross-border e-commerce companies have achieved certain results in the international market. Although some cross-border e-commerce companies have made considerable profits, some cross-border e-commerce companies have suffered serious losses. Therefore, in order to maximize the benefits of enterprises, cross-border e-commerce companies need to take many measures to enhance their competitiveness.

### **2. Analysis of Problems in Current Cross-Border e-Commerce**

#### **2.1 Problems in the Operation of Cross-Border e-Commerce**

Nowadays, cross-border e-commerce is not only the exchange of money and goods, but also closely related to some services of products. And it is not only a simple purchase, but also has a great relationship with the purchase experience. Businesses require high-quality products and select goods according to the speed of delivery, customer service, and the situation of logistics services. Therefore, many businesses are faced with the situation of insufficient overseas marketing planning, outdated operation mode and insufficient sales force. So, cross-border e-commerce must strictly control the quality and provide corresponding services in the sales process, so that overseas customers can not only enjoy high-quality products, but also enjoy high-quality pre-sales, while-sales and post-sales services, as well as payment and logistics services, so as to make cross-border e-commerce bigger and stronger.

#### **2.2 Urgent Need to Innovate Cross-Border Logistics**

The traditional logistics is that the seller delivers goods through a certain express company, and the express company sends the goods to the consumers. The cross-border logistics is also based on the traditional logistics mode, but the domestic logistics companies are transformed into international mail parcels and international express delivery. Nowadays, due to the rapid development of e-commerce, the traditional logistics has shown its disadvantages: slow delivery, long mailing time, old way of mailing. To develop cross-border e-commerce efficiently, we must abandon the previous logistics mode and use the modern new logistics, that is, after customers place orders successfully, merchants export orders to middlemen or local e-commerce shops, and then goods are distributed by the nearest or local logistics. This will greatly save the distribution cost, shorten the delivery time, and make customers receive goods as soon as possible, so that customers can experience a good shopping experience, and then promote the desire to buy again, which more

effectively promotes the rapid development of cross-border e-commerce and increases the business level of cross-border e-commerce.

### **3. Impact of Big Data on the Development of e-Commerce Enterprises**

#### **3.1 External Sales**

Big data has been providing information response and feedback for all kinds of enterprises and companies, helping them to have a more comprehensive understanding of their own operation, and realizing the transparency of company sales. Therefore, the interested customers are selected to communicate actively, so as to promote the purchase and increase the purchase rate. Cross-border e-commerce should keep up with the pace of the trend, innovate business model, combine with the analysis technology of big data to rectify enterprises, and put customer service first.

#### **3.2 Application of Big Data in e-Commerce**

Big data plays an important role in e-commerce. It can count some errors in e-commerce. For example, the statistics and source transparency of some bad comments in e-commerce can make e-commerce businesses give countermeasures timely and make enterprises clearer about the wrong information, so as to give corresponding strategies in time, so that e-commerce can correct mistakes in time and develop in the right direction.

#### **3.3 Big Data Reform on e-Commerce in Many Aspects**

The emergence of big data makes the information of each stage of e-commerce transparent. It classifies the problems in e-commerce and avoids being unknown problems due to unclear collection of information in the past e-commerce. The emergence of big data has made outstanding contributions to the reform of e-commerce, promoting the comprehensive progress of modern social production and fundamental changes in various fields. The emergence of *Network Security Law* has become an effective guarantee for the healthy development of e-commerce in China, which not only restricts big data, makes it safer and more effective by strengthening e-commerce operation and management, leaves a certain space for the future development of e-commerce and cross-border e-commerce, determines the future development goals of cross-border e-commerce, but also ensures the anonymity of enterprises, strengthens e-payment, authentication and information content services, so that e-commerce, especially cross-border e-commerce, is more active and effective in service, and logistics distribution is faster and more efficient.

### **4. Measures to Promote the Development of e-Commerce Enterprises under Big Data**

#### **4.1 Optimize the Data Platform**

Entering the era of big data has promoted all kinds of changes in concepts. In reality, only by having a deeper and deeper understanding and mastery of big data can we have a better understanding and effective analysis of the data content, grasp the impact of big data on enterprises, quickly obtain various information flows brought by big data, expand channels rapidly, and make progress in finding business partners. Therefore, it is necessary to optimize and improve big data.

#### **4.2 Strengthen the Supervision of Data and Establish a Service System to Improve the Service Quality**

Nowadays, no matter what industry, big data can mine its feasibility. Therefore, the establishment and innovation of each industry's own quality supervision can effectively improve the service quality of consumers and protect their rights and interests, which can not only promote the development of the whole e-commerce in the service field, but also make the e-commerce industry develop more healthily. Service is an essential part of e-commerce and various enterprises. How to obtain consumers' needs and thoughts through big data has become an essential condition for the development of big data. Consumers are no longer asking for the enterprise products and the

attitude of enterprise customer service personnel, and big data now analyzes and classifies the cognition, understanding and interaction of consumers on products. Therefore, the quality of products and services is very important in big data mining.

### **4.3 Integrate the Internet and Cross-Border e-Commerce**

Nowadays, the global economy is developing fast, especially the Internet even occupies the main consumer market. With the development of e-commerce, Internet technology is more and more developed, which is no longer just satisfied with the domestic market, so the integration of the Internet and cross-border e-commerce makes China's economy develop rapidly. Modern e-commerce relies on big data to receive feedback on various needs of enterprises, product quality, service and post-sales problems, so as to make data more transparent. Big data plays an important role in e-commerce, which not only saves the cost, makes the communication between enterprises and consumers more fluent and faster, but also knows the specific position of consumers to get feedback and solve problems on the situation of goods. The integration of the Internet and cross-border e-commerce is a new sector in the development of e-commerce, which leads to the development of domestic economy, changes the situation of "carry out one's idea irrespective of external circumstances" in the Internet, and plays an important role in promoting China's economic globalization.

### **4.4 Cultivate Talents in e-Commerce Enterprises**

With the integration of global economic development, the communication between enterprises and consumers is no longer offline, but now more online, which not only makes communication more convenient and faster, but also saves the output cost of transportation in reality. More and more people need to solve their consumption needs online. Therefore, e-commerce needs more personnel to invest in the construction of Internet economy, and the state should strengthen the cultivation of e-commerce talents, in particular, the cultivation of cross-border e-commerce talents, who not only need to master the Internet knowledge, but also need to learn languages of consumers in other countries. Therefore, we should not only enhance the understanding of foreign consumers' needs, but also learn the language of foreign consumers in cross-border e-commerce. In the economic development, there is a serious shortage of talents in this field, which requires the state to encourage college students to actively start their own businesses, especially to give certain encouragement and economic support in cross-border e-commerce, so that Internet talents can actively invest in e-commerce enterprises. In addition, it is necessary to strengthen the training of new cross-border e-commerce talents, so that more and more e-commerce talents can join in the development of cross-border e-commerce with the active support of the society.

### **4.5 Apply Shared Data in Sharing Economy**

Shared data plays an important role in the sharing economy. One of the important strategies of cross-border e-commerce in economic development is the exchange of big data, which depends on the development of sharing economy. Due to the transparency of economic big data, the national economy should promote the collection, development and research of big data. The government, enterprises and multi-party joint mechanism should be strongly united to jointly establish a high-quality big data exchange and communication mechanism, govern, communicate and exchange big data, and give full play to the maximum value of big data in economic and other fields. Now, in cross-border commerce, enterprises should abandon the old operation mode, actively learn new knowledge, improve the awareness of big data, learn to use big data, so as to maximize the role of big data on cross-border commerce.

## **5. Conclusion**

With the globalization of China's economy, the application of big data has played an important role in economic development. The state should establish a good data exchange mechanism with enterprises to improve the language level, sales skills and quality level of cross-border e-commerce,

so that big data can be better and more quickly applied to various mechanisms of China's economy. It is also necessary to promote the development of national economy, increase the construction of talents in the Internet, and actively cultivate talents in cross-border e-commerce, so that big data can be more effectively, quickly and accurately applied to the Internet, and make big data a social resource shared by the whole country and even the whole society.

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