

Research on Cooperative Development of Cross-border E-commerce and Industrial Cluster

Weiwei Fang

Yiwu Industrial and Commercial College, Yiwu, Zhejiang, 322000, China

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Abstract: Taking cross-border e-commerce as an opportunity to realize the transformation and upgrading of traditional mature industrial clusters is a major strategic innovation. Therefore, the author studies and analyses the difficulties in the coordinated development of cross-border e-commerce and industrial clusters. Studies have shown that in recent years, with the intensive introduction of a series of industrial cluster transformation and cross-border e-commerce development and favorable policies, cross-border e-commerce of industrial clusters across China faces both good development opportunities and severe challenges. The rapid development of cross-border e-commerce has constituted a certain scale of business transactions and industrial clusters.

1. Introduction

With the innovation of modern technology and business models, e-commerce has had a tremendous impact on our production and life, and has profoundly changed the economic and social development [1]. E-commerce has become a new hotspot of modern life consumption, a new direction of business development, and a new driving force for economic growth [2]. For example, the domestic Jingdong Mall has opened foreign websites, and foreign American e-commerce websites such as Amazon and EBay are deployed in China. In the next few years, the cross-border import and export e-commerce market will continue to grow steadily [3]. President Xi Jinping clearly expressed his support for China's Internet entrepreneurship and innovation and cross-border e-commerce development at the Second World Internet Congress. In recent years, the State Council has also launched a series of favorable policies to stimulate the transformation of industrial clusters and cross-border e-commerce development [4]. With the rapid development of cross-border e-commerce, the new model of cross-border e-commerce industry cluster emerges with the trend. The dominant industries in some countries usually adopt the way of industrial cluster to strengthen the construction of cross-border e-commerce industry cluster, which has become an important development strategy and trend of large cities in various countries [5].

2. The Concept of Cross-Border E-commerce

Under the background of business globalization, cross-border e-commerce has attracted more and more domestic and foreign e-commerce to enter cross-border e-commerce, because of its large-span and multi-market characteristics [6][7][8]. In recent years, in order to seize the development opportunities of e-commerce, fully relay on e-commerce to guide enterprises to reduce costs, break through the circulation channels, promote industrial transformation and upgrading, and improve the quality of economic operation, a number of policies have been issued to promote the development of e-commerce [9]. At the same time, the State Council and the General Administration of Customs have recently published intensive articles encouraging cross-border e-commerce to become a hot spot in the industry [10]. In the process of cross-border e-commerce trade, logistics plays an important role and is the core chain of cross-border e-commerce development. Under the new normal, cross-border e-commerce in industrial clusters in China Province faces good development opportunities and faces unprecedented challenges. However, the government can actively act on industrial clusters and enhance the competitiveness of the cluster.

How to develop advantageous industries, especially the cross-border e-commerce industry cluster of the shoe industry, plays a huge role in promoting the development of cross-border e-commerce in China. In promoting the development of cross-border e-commerce in industrial clusters, the government's task is to identify suitable cross-border electricity. Business clusters, and establish and improve policies to support cross-border e-commerce development.

Cross-border e-commerce is the cross-border electronic payment, which is related to the security of transaction funds, involving enterprises, banks, individuals, third-party payment platforms and other entities. For example, China's cross-border e-commerce sold to the top ten categories in Russia, and the top ten categories of demand for Russian buyers are large and large. However, although the export business accounts for a large proportion, it cannot negate the development of the import business. With the gradual completion of the well-off society, people's living standards are constantly improving, and the demand for foreign products is increasing, especially in recent years, milk powder, electrical appliances, cosmetics. Etc. Therefore, the share of imported e-commerce is bound to increase. Accelerating the effective docking between cross-border e-commerce and industrial clusters can not only promote cross-border e-commerce to give full play to the unique advantages of China's provinces and cities. It can also provide an innovative way of thinking for industrial clusters. Developing cross-border e-commerce in industrial clusters is an urgent need for China to achieve leapfrog economic development. Because cluster is the inherent law of industrial development, the government can not intervene administratively. To properly guide the development of industrial clusters, the government can only take effective measures to influence the four elements of industrial clusters.

3. Development Trend of Cross-border E-Commerce and Industrial Cluster

With the rapid development of Internet information technology, cross-border e-commerce has also risen rapidly. Traditional import and export trade is facing the need to transform to conform to the trend of the times. It is the trend to transform from traditional trade mode to cross-border e-commerce trade. Domestic logistics companies are still at a low level in terms of global coverage, logistics and warehousing facilities, logistics and distribution efficiency, logistics information processing, and logistics service systems, and cross-border logistics completed by transit companies are likely to cause supply chain breaks, resulting in logistics costs. Relatively high, the speed of transportation and transshipment is longer to reduce the speed of commodity circulation. The reason is that cross-border logistics can not transport the demanded goods to the hands of consumers. It can be seen that the timeliness and services of cross-border logistics will affect the experience and influence the final performance of cross-border e-commerce abroad, thus becoming the bottleneck of cross-border e-commerce.

At present, there are more than ten models of cross-border logistics in China, but mainly include postal parcels, international express delivery, bonded areas, free trade zones, overseas warehouses, etc., which have their own advantages and disadvantages. Cross-border e-commerce services are complex. When there is a consumer dispute, due to the existence of customs supervision in cross-border logistics, different national policies, consumption habits and preferences, and tax policies lead to long-term cross-border logistics distribution. With the development of Internet + and the globalization of trade, the volume of cross-border e-commerce business relying on it has been increasing year by year. Therefore, in order to promote the sustainable development of industrial clusters, we must strengthen the introduction of new and high-tech elements, and then improve and upgrade the level of traditional enterprises in industrial clusters.

4. Conclusions

With the rapid development of cross-border e-commerce, the serious shortage of comprehensive cross-border e-commerce talents is gradually exposed. In formulating policies, the government should consider how to realize the transformation and upgrading of clusters through cross-border e-commerce, that is, to combine the policy of cross-border e-commerce with the transformation and

upgrading of industrial clusters. We will energetically encourage cross-border e-commerce entrepreneurship and further strengthen guidance and support on the basis of the support policies for mass entrepreneurship at the municipal and district levels. In addition, colleges and universities should actively offer cross-border e-commerce-related training courses, provide high-quality enterprise internship opportunities, organize high-level professional competitions and so on, so as to transport professional and comprehensive cross-border e-commerce talents for the society. Since the market plays a vital role in resource allocation, industrial integration can only be effective if it is recognized by the market position. An effective method should be to establish a business negotiation plan under the supervision of the government authority, understand each other, and finally develop a benefit distribution plan that both parties can be satisfied. At the same time, we will use the upgraded network economy big data research base settled in our district to strengthen the attention to the development of cross-border e-commerce and the collection of industry data, and provide accurate data support for policy science formulation.

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