

Cross-Border E-Commerce Service Supply Chain Risk and Optimization Analysis

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Abstract: Under the background of the present times, cross-border e-commerce has emerged, among which cross-border e-commerce is a new trade model, which plays an important role in the process of China's import and export trade, and at the same time plays an important role that cannot be ignored. This paper is mainly about the research of cross-border e-commerce for reference and reference of relevant professionals.

1. Introduction

Compared with the traditional mode of trade, cross-border e-commerce has a significant advantage in the form of transactions, on the one hand, cross-border e-commerce compared with the traditional mode of trade transaction costs significantly reduced. In the process of actual transaction, it is mainly through the use of third-party business platform to implement the transaction activities, in the middle of the circulation link is not touched on the basis of the turnover costs and product circulation costs greatly reduced. Secondly, it improves the efficiency of trading, through the use of online trading platform, buyers and sellers can achieve smooth and effective communication, but also can ensure the transparency of information between the two sides, conducive to the buyer and seller to choose the object of choice, promote more smooth and convenient trading activities, conducive to improve the level and efficiency of trading.

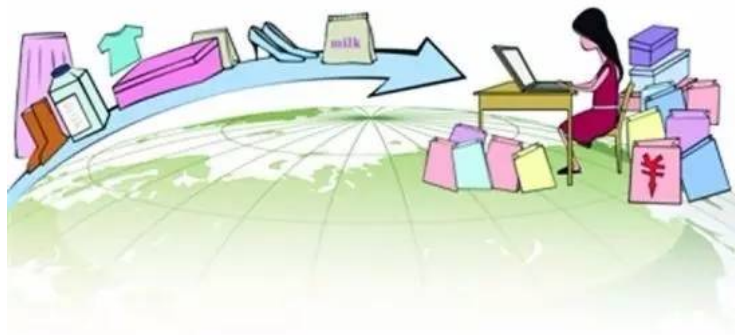


Figure 1 Network trading platform

2. Cross-Border E-Commerce Services Supply Chain Risk

2.1. Credit Risk

In view of the current e-commerce analysis and research, there are still credit risks in the process of actual development, e-commerce itself has the characteristics of openness and virtuality, subject participation in the transaction information is easy to be smoothly circulated, but the credit situation of the main participants is mixed, the major economic entities in the cross-border e-commerce service supply chain are mainly in their own interests, so it is easier to generate credit risk. For cross-border e-commerce economic entities, the fundamental purpose of participating in business activities is to achieve profitability, so it is necessary to ensure that both parties have the security and reliability in the transaction, which is the key to ensure the development of cross-border e-

commerce. In the process of actual development of cross-border e-commerce, it is necessary to pay attention to the risk of electronic payment, which is mainly reflected in the risk of payment platform[1]. On the one hand, through the use of cross-border electronic payments involving domestic and foreign two economic entity fund accounts, while there are regional differences in the economic subject, it will directly affect the regulatory norms, and will cause high risk of capital risks. On the other hand, for the current electronic payment platform, there are relatively large limitations, especially in the network there are a large number of criminals and hackers, these criminals and hackers may be used by enterprises, as a means of enterprise cash and money laundering, not only pose a major threat to the security of financial accounts, but also lead to a substantial reduction in national tax revenue. [2]. In addition, in the current reality of cross-border e-commerce Development In the process, there are significant risks in commodities, consumer interests, product quality and product pursuit, especially in the process of developing cross-border e-commerce It's easy to produce quality non-conforming products Sales, resulting in a more adverse impact[3].

2.2. Cross-Border Logistics Risks

In the process of actual operation and development of cross-border e-commerce, logistics distribution is an important part that cannot be ignored. In the actual transaction of cross-border e-commerce, commodity service providers usually combine their own business and product characteristics to make a reasonable choice of domestic logistics service providers, among which, the main goods out of the country Through other countries logistics service providers let goods can be distributed to consumers, the actual operation of cross-border e-commerce process is relatively complex, and involve a large number of subjects, and there is a risk superposition between the various subjects, so that the supply chain service risk increases exponentially. In addition, in the delivery of goods, due to the multi-agent link to transport goods, especially easy to lead to high costs. Overseas consumers need to pay attention to the quality of goods through the use of cross-border e-commerce, as well as the safety, reliability and timeliness of logistics distribution. If the results are not satisfactory in the procurement process, it will have a significant impact on the seller's future operation and seller's credit, and will have a negative impact on the overall operation of the e-commerce supply chain, resulting in the supply chain. Efficiency Relatively low[4].

2.3. Information Risks

In view of this, the information risk of cross-border e-commerce service supply chain is mainly manifested in the information uncertainty of each main body in the supply chain, which plays an important role in the cross-border e-commerce service supply chain. For enterprises, the fundamental purpose of carrying out e-commerce activities is to obtain higher profits and improve the economic benefits of enterprises. Because of the economic benefits, there may be some enterprises publishing false information to mislead consumers, or copying and embezzling information between enterprises, which will not only have a significant impact on the reputation of enterprises, but also seriously harm the interests of consumers. In addition, in the supply chain, the major economic entities because of their uneven level of technology, and there are large differences in the use of information, the degree and standards of information disclosure of the major economic entities are not the same, such a situation will lead to a significant reduction in credit on the sharing platform, which needs to be highly valued by relevant people.

2.4. Legal Risks

There are some legal risks in the development of cross-border e-commerce. Cross-border e-commerce involves various regions and major countries, but there are significant differences in institutions among different regions and countries, so there are also large differences in laws and regulations, in this case, cross-border e-commerce cannot be fully guaranteed by the national and regional laws and regulations involved, so there is a problem of legal risk in the supply chain. need to be highly valued by relevant people.

2.5. Political Risks

Because different countries have different regulatory mechanisms, there will be obvious differences in conflict dispute resolution. But yes, it does not mean that some countries can build trade barriers in their own interests, which will have an impact on the fairness and fairness of cross-border e-commerce. In addition, major political events in some countries could have a major impact on cross-border e-commerce.

2.6. Natural Environmental Risks

Natural environment risk is also a major risk that cannot be ignored in cross-border e-commerce supply chain. Natural risk will have a serious impact on the effective operation of the supply chain, such as the frequent occurrence of natural disasters, global climate problems and so on need to be highly valued, to take reasonable measures to effectively avoid.



Figure 2 E-commerce

3. Suggestions for Improving the Supply Chain of Cross-border E-commerce Services

3.1. Strengthening Third-Party Information Platforms

Currently required for third-party information platforms to The establishment and perfection require the relevant enterprises to further strengthen the credit evaluation and qualification examination of the main body of cross-border e-commerce participation, effectively ensure the quality and quality of products and good faith management, and win a broad market through good reputation. For the current cross-border e-commerce platform, it is also necessary to further strengthen the service and commodity supervision work to ensure the reasonable rights and interests of both parties to the transaction. In addition, governments should also participate in international trade communication and consultation with a positive and reasonable attitude, properly and scientifically deal with trade disputes and trade frictions, and abandon the differences in political system to achieve the healthy and stable cross-border e-commerce and Sustained development.

3.2. Promoting Cross-Border E-Commerce Logistics Development

In the process of the development of cross-border e-commerce, it is necessary to attach great importance to logistics, which needs to be strongly supported by the national government policy. It is necessary to rely on information technology in logistics to form a logistics enterprise with efficient management and scale as soon as possible, so as to realize the healthy and stable development of cross-border e-commerce and lay a good foundation for the development of cross-border e-commerce. It is also necessary to further strengthen the international cooperation and communication work, and make a rational and scientific coordination of other countries' resources, among which we need to establish a storage base at present, optimize the logistics and distribution links, and reduce the cost of cross-border commodity transportation[5].

3.3. Improve Service Supply Chain Management

At present, it is necessary to further improve and perfect the service management mode of cross-

border e-commerce supply chain, to draw on the development experience of western developed countries, to further expand the logistics supply chain, and to explore the management mode of cross-border e-commerce supply chain in accordance with the actual situation of our country. Secondly, it is necessary to provide high-quality and priced goods to the current cross-border e-commerce, open up the international market, and further strengthen the exchange and cooperation among major countries and regions to build a good competitive atmosphere in the process of cross-border e-commerce services, so as to promote cross-border e-commerce to a higher level[6].



Figure 3 E-commerce

4. Conclusion

To sum up, in order to better implement and carry out cross-border e-commerce activities, it is necessary to further strengthen the research work in other countries' markets. In addition, with the increasing scope and complexity of the current cross-border e-commerce contacts, it is necessary for the current enterprises to implement personalized customization of services and goods, to increase the extensive use of powerful data information and to dig into the individual needs of customers, so as to promote the cross-border e-commerce to achieve health and stability and sustainability Development.

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