

# Application and Research of Business English in Modern Cross-Border E-Commerce

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**Keywords:** Modern Cross-Border E-Commerce, Business English, Applied Research.

**Abstract:** With the further development of world globalization and economic integration, e-commerce has a more important role in international business trade. In international trade cooperation, whether electronic commerce can achieve normal and effective communication plays a key role. Therefore, proficient in business English, can ensure smooth international communication. The following will be based on cross-border e-commerce industry analysis to explore the application of business English.

## 1. Cross-Border E-Commerce

In recent years, popularizing the Internet has led to the development of emerging markets to a certain extent, and mobile technology has laid a solid foundation for the cross-border e-commerce industry in China. Cross-border e-commerce refers to the two sides of different environments through the Internet communication platform to achieve trading transactions, rely on electronic networks to carry out payment transactions, in cross-border freight forwarding to achieve the transport of goods, complete the transaction of the business line. As one of the common languages in the world, English plays an important role in the operation of cross-border e-commerce. Under the background of economic globalization and the policy of "Belt and Road ", cross-border e-commerce gradually occupies the main position in our industry.

### 1.1. Concept of the Cross-Border E-Commerce Industry

The cross-border e-commerce industry mainly involves two fields, namely: international trade field and e-commerce collar. Under the background of Internet popularization, China's e-commerce platform has a good development space and conditions, and has gradually been widely promoted and responded. Cross-border e-commerce is mainly in the trading main through the e-commerce platform to carry out transactions, including payment, settlement and other content, and the use of cross-border physics to achieve the transport of goods, and then achieve the purpose of trading. In the process of cross-border e-commerce, both sellers and buyers have realized the freedom of time and space, taking the online transaction as the main way to ensure the smooth advance of the transaction through online communication, payment and so on. To a certain extent, the cross-border e-commerce industry will pull in the distance between consumers and producers, so that consumers can freely buy domestic and foreign goods in the business platform, truly realize international exchanges and promote economic development.

### 1.2. Characteristics of Cross-Border E-Commerce

Cross-border electronic commerce plays an important role in promoting the development of many kinds of information industries in our country in the process of actual development. The cross-border e-commerce industry can make rational use of the advantages of network information technology in the process of trading, and realize the breakthrough of the restriction between countries, which has a positive effect on the development of economic globalization.

### 1.3. Development of the Cross-Border E-Commerce Industry

In recent years, in order to promote the development of cross-border e-commerce, China has

successively put forward measures and policies to promote its development, which provide a better basic condition for the development of cross-border e-commerce by vigorously constructing cross-border e-commerce industry, perfecting its related system, and solving the situation of cross-border e-commerce industry in transportation, supervision, quality inspection and liquidation.



Figure 1 E-commerce globalization

## **2. Business English Derived From the Context of Cross-Border E-Commerce**

With the rapid development of economic globalization in our country, language has become the key in international trade communication, and in the global language, English is one of the most widely used languages, and plays an important role in cross-border e-commerce trade. For developed countries and developing countries, in the process of international trade transactions, it is often communicated and negotiated in English.

According to the investigation and research, in modern cross-border e-commerce trade, business English has been widely promoted, in the process of trade, whether written letters or oral communication, can better reflect the important work of business English in it. Not only that, in order to promote our country's cross-border e-commerce to obtain better development prospects and strengthen our country's international competitiveness, every university in our country gradually opens business English courses to transfer more quantity and higher quality talents to the field of cross-border e-commerce.

## **3. Characteristics of Business English in Cross-Border E-Commerce**

### **3.1. Universality**

Business English is one of the components of popular English, which is mainly applied and traded, and has a relatively distinct business feature in practical activities. In cross-border e-commerce, the use of business English for communication process, it is inevitable to use common English vocabulary, but these common English vocabulary will be due to the application of different contexts, its actual meaning is also different, therefore, in order to better achieve communication in cross-border e-commerce, negotiations, to be more comprehensive, familiar with the application of these common vocabulary in business English, to lay a solid foundation for the realization of cross-border e-commerce.

Promotion, Not only that, the common vocabulary and business vocabulary are still quite different, even if the same English vocabulary, in common usage and business and trade usage of the meaning is also quite different, such as the common life of the word "kitty ", common usage is the meaning of the kitten, in the use of business English, it means" all bets "and" co-financing ".



Figure 2 E-commerce globalization

### 3.2. Professional

In international trade exchanges, different countries and regions have certain cultural differences. Therefore, in the process of cross-border e-commerce trade, even the words of the same concept are likely to have large differences in semantic solutions. In order to reduce the negative impact on business English due to the different cultures and customs, in order to meet the needs of cross-border e-commerce in trade exchanges, the introduction of business English is an inevitable development trend, and it is also necessary to provide the professionalism of business English vocabulary.

For example, the word "bank draft" means bank draft, "date draft" means regular draft, and "bad check" means short draft. Business English in the practical application and cross-border e-commerce process, on the basis of retaining the seriousness of ordinary English, but also strengthen the vocabulary in the application of trade professional. The use of foreign words in the application of business English should also ensure its professional and authoritative use, for example, "talequale", which indicates the status quo and the sale of samples on the basis of samples, "force majeure" means force majeure, and "asper" means "asperver". Improving the professionalism and authority of foreign vocabulary can ensure the rigor of business English, avoid unnecessary loss in the process of communication and trade as far as possible, and prepare for the smooth progress of cross-border e-commerce trade.

## 4. The Important Role of Business English in Cross-border E-commerce Trade

### 4.1. Role in the Management of Cross-Border E-Commerce Companies

In cross-border e-commerce enterprises, in order to ensure the smooth progress of the work, enterprises have a certain degree of English literacy and English proficiency for each employee. In the daily work process, communication in English, to a certain extent can help employees to have a better understanding of the development of cross-border e-commerce, after a long period of daily communication exercise, enterprise employees can even face small cross-border e-commerce trade alone. Not only that, cross-border e-commerce enterprises in the management process, should pay attention to through business English, improve the efficiency of enterprise employees. With the continuous expansion of the scale of cross-border e-commerce enterprises, the number of foreign employees in each enterprise is gradually increasing, the composition of employees in the enterprise is more complex, communication in English in the enterprise can well avoid the phenomenon of difficult communication between employees of different nationalities, and prepare for the sustainable development of the enterprise.



Figure 3 E-commerce globalization

#### 4.2. To Strengthen Exchanges Between Enterprises and the Outside World

Cross-border e-commerce enterprises participate in trade activities are basically the market in the international field. With the continuous development of cross-border e-commerce enterprises, the trade exchanges between our country and other countries are gradually increasing, and the use of business English to communicate can effectively strengthen the exchange between enterprises and the outside world. Business English can not only provide a guarantee for cross-border trade, but also promote cross-border e-commerce negotiators to achieve better negotiations, so that employees of cross-border e-commerce enterprises can make greater progress in the market of competitive incentives.

For example, in the process of conducting cross-border negotiations, business negotiators have a high level of business English. Not only that, cross-border e-commerce trade also has certain complexity, in each country's law, communication and religious beliefs are very poor. Regulating business English in cross-border trade can greatly reduce the obstacles that people have in communication, truly realize respect for other countries, and realize the meaning of business English more efficiently.

In the cross-border e-commerce trade will inevitably appear a lot of data confidence, in order to effectively make e-commerce personnel have a deeper understanding of products, we must grasp the cross-border e-commerce transactions. In order to make cross-border e-commerce enterprises achieve better management development, enterprises should keep up with the development of the times, actively understand the international forms, and understand the cultural characteristics of other countries. Better knowledge of business English can deepen the understanding of foreign culture and improve the success of enterprise employees in negotiating with other countries. In the process of using business English to negotiate, we should ensure the accuracy of words and make clear the purpose of negotiation. Employees should have the concept of lifelong learning, constantly improve their business English, lay the foundation for the development of enterprises, and prepare for personal development.

#### 5. Conclusion

As can be seen from the above, in the context of economic globalization, cross-border trade is easily hindered by communication in the process of development. The use of business English in cross-border e-commerce trade can promote more efficient communication among employees, strengthen the communication between enterprises and the outside world, increase the safety factor of cross-border trade, lay a solid foundation for the better development of cross-border e-commerce enterprises and promote the better development of cross-border e-commerce.

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