

Research on the Status Quo and Countermeasures of China's Cross-Border e-Commerce Development

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Abstract: With the rapid development of Internet technology and domestic e-commerce, cross-border e-commerce as a new type of trade is advancing rapidly at an unprecedented speed, and its incomparable advantages such as flexibility and low cost have brought traditional trade Many challenges but also bring new opportunities to the entire foreign trade market. Therefore, research and discussion on cross-border e-commerce has gradually become a hot topic in the field of trade and academic research at home and abroad.

1. Introduction

Productivity promotes the development of trade, and the development of trade also promotes the progress of productivity. With the development of e-commerce and the process of economic globalization, international trade has developed rapidly in the past few years, but some of the shortcomings of traditional trade gradually Exposure, high logistics costs, increased risk of foreign exchange collection, imperfect laws, and the lagging development of my country's informatization and comprehensive capabilities, coupled with the advancement of Internet technology in the early 1990s, gave birth to a new form of international trade... E-commerce. It has inherited the functions of traditional foreign trade, and has advantages unmatched by traditional international trade. Moreover, because there are no barriers of regional countries, international trade has become more and more free of national boundaries. Today's world is diversified and the overall information is complex. With various variables and risks, as far as the current position of cross-border e-commerce in the entire capital market is concerned, China has undoubtedly become the country with the strongest online purchasing power in the world. According to Nielsen data, China's The total sales of e-commerce has reached 13 trillion, of which the total transaction volume of cross-border e-commerce has exceeded 5.5 trillion. In the next few years, from a trend point of view, China's e-commerce will continue to maintain rapid growth. The diversification of cross-border online shopping and the increasingly mature purchasing behavior, the increase in the proportion of people participating in overseas shopping, the diversification of product types, procurement and sales channels, and the diversification of shopping modes make cross-border e-commerce development opportunities. At the same time, there are many challenges. How to effectively supervise, reduce logistics costs, improve various tax systems, and improve related legal systems is an urgent and arduous task that needs to be faced in the development of cross-border e-commerce.

2. The Definition of Cross-Border e-Commerce

Cross-border e-commerce refers to an international business activity in which transactions are conducted through various types of e-commerce public platforms under different customs, payment and settlement are carried out, and the goods are finally delivered by the cross-border logistics service provider to complete the transaction. Compared with customs clearance for postal items and general trade import and export customs clearance, cross-border e-commerce customs clearance is a special business model that uses the Internet to conduct transactions and cross-border logistics to complete the entire transaction. The current understanding and cognition of cross-border e-commerce basically revolves around policies, third-party international institutions, consulting

platforms and academic research. In terms of policy, the EU has given some titles to relevant content based on its years of statistics during its long-term e-commerce process, but has not given an exact definition. At the level of international institutions, countries have paid attention to the inevitable connection between international trade and e-commerce as early as the beginning of the 21st century. In the expressions of some famous consulting companies and scholars, similar concepts are also expressed in different terms.

3. Development Status and Characteristics of Cross-Border e-Commerce in My Country

The development process of cross-border e-commerce has to be traced back to the development of e-commerce, and the development of e-commerce has gone through the EFT phase of electronic fund transfers on private networks that began in the 1970s to the standard electronic newspapers in the 1980s and 1990s. The stage of text transaction and electronic information transaction, and then with the development of Internet technology, the development of various online chat and transaction platforms and software makes online communication possible, and the rapid increase and expansion of the amount of information brings people new communication Experience and information acquisition experience, the acquisition cost of consulting has been greatly reduced, and the convenience of acquisition has been unprecedentedly improved. On this basis, the third stage, the online service stage, has begun. Through social software and trading platforms, people communicate with each other across regions. In the 1990s, with the further development of the Internet, we ushered in the fourth stage, the application of the World Wide Web, often referred to as Web. At the beginning of the last century, the biggest goal of mankind was to establish a global shared resource information center, where people in any part of the world can freely obtain the information they need or provide the information they can provide. Based on this demand, The Internet, which is the World Wide Web of WWW that we see today, was born. It is composed of many hypertext links. This technological breakthrough is the realization of the establishment of the brand effect of the company, and the promotion of the company through the company website greatly reduces the promotion. The cost is much higher than the traditional promotion model in terms of scale and effect. This technology allows many small and medium-sized enterprises to obtain the same benefits as many large companies whose human resources are superior in terms of financial advantages or technological platforms. Relatively fair competition opportunities have brought opportunities for many SMEs. After these four stages of development, cross-border e-commerce has become an inevitable trend. With the integration of IT technology and Internet technology, geographical time is no longer a restriction on transactions, and the development of technology has become increasingly important for trade development. Driving force.

From Alibaba, made in China to Taobao and JD.com, the volume of e-commerce transactions in China is equivalent to 35% of GDP. Looking back at its development process, it has gone through the following stages. Before 2011, “cross-border “E-commerce” rarely appears in major media networks, but after experiencing the online display of cross-border e-commerce 1.0, the foreign trade information service model of offline transactions, third-party platforms provide online display platforms for corporate information and products. It does not involve any transaction link on the network. By the 2.0 stage, offline transactions, payment, logistics, etc. will be electronically realized, and an online transaction platform will be gradually realized. Then to the 3.0 stage, the symbolic year of this stage began in 2013. The entire cross-border e-commerce industry chain has undergone huge business model changes, and the “big era” will soon arrive, with large factories going online and Type B buyers becoming large-scale, The increase in the proportion of large and medium-sized orders, the entry of large service providers and the explosion of mobile users, the comprehensive upgrade of cross-border e-commerce services, the strengthening of platform carrying capacity, and the online trend of the entire industry chain service become more apparent. With the rise of e-commerce in China in recent years, more and more powerful companies such as Alibaba, JD.com, and Tencent have begun to accelerate their mergers in overseas markets. Alibaba spent a huge sum of US\$1 billion to buy a famous shopping platform occupying the Southeast Asian market. Lazada, JD.com’s merger of Yihaodian under Walmart Holdings, and the 2016 tax

change to cross-border e-commerce provide and create a better environment and development space, all of which have opened up new opportunities for the development of cross-border e-commerce. Market.

4. Countermeasures for the Development of Cross-Border e-Commerce in My Country

Improve IT security and Internet technology to reduce the risk of payment fraud. The completion of cross-border transactions is based on IT and Internet technology, so the network security of cross-border e-commerce is need to consider computer network security and business transaction security. aspect. Computer network security includes equipment security, system security, database security, etc. Its characteristic is to address possible security problems in the computer itself. Transaction security is a variety of security issues that arise during Internet applications. Among many links, electronic transactions and electronic payments are the core e-commerce issues. Therefore, the confidentiality, integrity, and integrity of e-commerce can be achieved by improving related IT security technologies. Identification, non-forgery, and non-repudiation are necessary to better develop cross-border e-commerce. The purpose of improving related IT security technology is to ensure the security of cross-border transactions. In recent years, the rapid development of network technology and e-commerce has enabled people to conduct transactions on the Internet from daily necessities, books, to computers, real estate transactions, stock speculation, and funds. Operations, travel reservations, etc., network security issues based on IT technology have become a topic of great concern.

Improving cross-border payment supervision and foreign exchange management system to improve my country's cross-border electronic payment supervision and foreign exchange management system, we can learn from developed countries in Europe and the United States regarding the management of the rights and obligations of the parties involved in cross-border electronic payments and the sharing of responsibilities. In light of the actual problems of payment in my country, relevant laws and regulations shall be formulated to clarify the rights and obligations of all parties involved in the payment, as well as relevant sanctions. Efforts should be made to cooperate with countries to establish third-party supervision and evaluation institutions to reduce payment problems caused by differences in national policies, cultures, customs, and languages.

Promoting the construction of cross-border e-commerce industrial parks. The paperlessness and anonymity of cross-border transaction information have made it difficult for regulatory authorities to obtain information. This has caused many small and medium-sized cross-border e-commerce sellers to be unable to apply for tax refunds, and also caused national problems. In order to effectively supervise cross-border small-value orders, the author believes that we can learn from the current practice in Hangzhou and establish an industrial park specifically for cross-border e-commerce. Customs, external management, and inspection Quarantine, taxation and other departments have been introduced into the park and settled at the same time with many traders to build a one-stop service platform, standardize cross-border e-commerce management, and improve efficiency. These measures are used to simplify trade processes and improve trade supervision.

Improve and establish efficient and professional ODR and ADR platforms to resolve disputes. Looking at the current situation of international e-commerce development, many countries in Europe and the United States have established very professional and efficient ODR or ADR platforms, but my country's e-commerce the development was originally later than Western countries. As a late-stage show in my country, cross-border e-commerce has developed rapidly in recent years, but many supporting facilities and links have yet to be improved. For example, the development of my country's ODR and ADR mechanisms is in its infancy. As e-commerce companies devote more energy to the development of shopping website platforms or products, most of them are not very interested and motivated to promote independent ODR platforms. On the other hand, many e-commerce platforms have more attached ODRs. The platform is used to control the scope of the dispute when handling disputes. Therefore, many domestic ODRs currently lack neutrality, fairness, and transparency. Therefore, it is very necessary to jointly create an

independent professional ODR.

Establish a cross-border e-commerce service platform to improve the efficiency of customs clearance, and the customs should strengthen the supervision and inspection of actual goods. On the basis of the current paperless customs clearance, we should rely on electronic ports and use information technology as a means to solve the problems of limited customs clearance speed, foreign exchange settlement obstacles and tax rebate bottlenecks in the development of small export orders B2B, B2C, and C2C to improve customs clearance efficiency. Reduce customs clearance costs. In this regard, some pilot cities, such as Hangzhou, have adopted some measures to establish an e-commerce service platform for cross-border trade in Hangzhou. For some small cross-border orders, export will be handled and managed in accordance with general trade. Individual goods enter the country through centralized declaration through the platform. This kind of centralized declaration and clearance has greatly improved the efficiency of customs clearance.

Repositioning a new training model. In recent years, the shortcomings of recent graduates are lack of solid professional knowledge, narrow knowledge, outdated knowledge, generally low professionalism, adaptability and poor ability to solve practical problems, and these rely on ordinary classrooms. The training system is impossible to achieve, so in the strategy of training talents, more attention should be paid to training at the practical application level. On the other hand, my country's current e-commerce companies themselves are also vigorously cultivating basic grassroots talents, while some large multinational e-commerce platform companies such as Amazon, Alibaba, and eBay pay more attention to cultivating multi-level, mid-to-high-end operational talents. The large enterprises in the entire cross-border e-commerce field have a great demand for mid-to-high-end talents, but domestic education cannot be provided. Therefore, in the future, it is necessary to adjust the training model, further weaken theory and strengthen practice, and cultivate a group of people with an international perspective.

5. Conclusion

Under the trend of increasing globalization of economic development, information technology, financial industry, and cross-border e-commerce are mutually integrated. China plans to establish more cross-border e-commerce pioneer demonstration areas to promote China's global competitiveness. In order to ensure the healthy development of cross-border e-commerce in China, we need to make active and rapid adjustments in taxation, law, logistics, finance, Internet information technology, talents, supervision and other aspects to create a cutting-edge cross-border business environment, actively build local brands, increase product profit margins, and realize the transformation and upgrading of China's economy in the true sense.

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