

Research on China's Innovation Path of Cross-Border E-commerce Business Mode

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Abstract: Nowadays, in the fast development of social economy, Internet technology is changing greatly, and mobile terminals bring people more convenient and fast experience, making the traditional users' experience activities subverted. Enterprises focus more on the innovation and reform of business mode. Based on the specific condition of China's cross-border E-commerce business mode, this paper points out the significance of cross-border E-commerce business mode innovation, analyzes the traditional business mode of China's cross-border E-commerce and its shortcomings, formulates the innovation measures of China's cross-border E-commerce business mode.

1. Introduction

With the acceleration of the process of global integration, Internet technology has been greatly applied in people's production and life, and has played a vital role. Cross-border E-commerce emerges as the times require, which integrates traditional E-commerce and Internet into a whole. In the fast progress of cross-border e-commerce industry, the number of business entities is growing. However, the progress mode of cross-border E-commerce industry is becoming more similar. Being faced with this environment, to achieve the profit growth of cross-border E-commerce enterprises and enhance industrial competitiveness, it is necessary to focus on the innovation of cross-border E-commerce business mode.

2. Significance of Cross-Border E-commerce Business Mode Innovation

In the new era, the new economic development background puts forward stricter requirements to cross-border E-commerce, and the cross-border E-commerce mode needs to vigorously carry out relevant innovative activities. The development of cross-border E-commerce business mode innovation can improve the creativity of enterprises, help enterprises to obtain more economic profits, and help enterprises to stand firm in the fierce social competition. Cross border E-commerce customers spread all over the world, mainly rely on the Internet to carry out shopping activities, break the traditional business boundary, so the requirements of business activities will be higher and higher. If only rely on their own, it is difficult for enterprises to achieve development in the competition. The development of cross-border E-commerce business mode innovation is able to extend the boundary of enterprises, strengthen the important role of network, and provide more partners and resources for the development of enterprises.

3. China's Traditional Business Mode of Cross-Border E-commerce and Its Shortcomings

3.1 China's Traditional Business Mode of Cross-Border E-commerce

Based on the related business forms, China's traditional business mode of cross-border E-commerce can be divided into the next categories.

3.1.1 Overseas Purchasing Mode

Overseas purchasing mode is mainly divided into purchasing platform and circle of friends. In the overseas purchasing platform, there are many kinds of products and relatively many users. However, consumers are usually suspicious of the real qualifications of the tenants. In the circle of friends purchasing, social plays an important role, with a relatively high customer stickiness. However, with the optimization of customs policy, the difficulty coefficient of this mode is relatively high to achieve sustainable development.

3.1.2 Self-Operated B2C Mode

The self-operated B2C mode can also be divided into two types: comprehensive type and vertical type. The comprehensive self-operated B2C mode has outstanding cross-border supply chain management ability and reserve funds, and the cross-border logistics solutions are relatively systematic. However, once the industry policy changes, it is very easy to affect the development of related business. In the vertical self-operated B2C mode, the dependence on supplier management is relatively low, but in the early construction work, it needs to spend relatively high capital cost.

3.1.3 Direct Delivery and Direct Transportation Platform Mode

In this mode, enterprises can directly negotiate with overseas suppliers and sign relevant supply agreements, and have a good development prospect. However, the initial stage of the mode needs to invest more capital costs, which is easy to lead to low flow problems.

3.1.4 Shopping Guide and Rebate Platform Mode

Compared with other modes, its business activities are relatively smooth, can well grasp the needs of consumers, promote the needs of consumers to be well met, and realize the rapid growth of customers' consumption quickly. However, this mode is easily influenced by many uncertain factors.

3.2 Shortcomings of China's Traditional Business Mode of Cross-Border E-commerce

China's traditional business mode of cross-border E-commerce faces many problems. As for the profit mode, the registration fee is the main form of traditional cross-border e-commerce. Generally, the businesses performance will not be directly affected by the fees, resulting in low profits of most businesses. There are many difficulties to achieve development. For most B2C self-operated cross-border E-commerce, commodity procurement, customer transaction, capital payment, and commodity delivery occupy the core position. The important profit mode is the price difference between purchase and sale, which mainly reflects the relevant value through price or service advantages. However, with the increase of the number of competitive enterprises, their profit activities have lost stability. In some B2B cross-border E-commerce platforms, the important business operation links can be realized by the transaction between manufacturers. They can also use the third-party B2B cross-border E-commerce platform to offer all services through manufacturers, which will charge relevant service fees. The form usually increases the cost of manufacturers. Facing the Internet plus national development strategy environment, the traditional business mode of cross-border e-commerce has difficulty meeting the needs of platform businesses, so it is urgent to vigorously carry out innovative activities.

4. Innovative Measures of China's Cross-Border E-commerce Business Mode

4.1 Innovate Big Data Platform

In the background of big data, the progress of many industries needs to rely on relevant data information, which is no exception for cross-border E-commerce industry. To accelerate the innovation of China's cross-border E-commerce business mode, the first task of cross-border E-commerce operators is to make great innovation for big data platform. Cross-border E-commerce operators need to use diversified technologies, continuously increase the financial, human and material support for big data, and fully use big data while developing, so as to improve

the ability of data analysis and processing, effectively reduce the cost, make the data and information acquisition channels of enterprises more diversified and create more opportunities for the progress of enterprises.

4.2 Strengthen Relevant Supervision and Management

Because of the progress of Internet and big data, cross-border E-commerce industry has made remarkable achievements. People's material living standards are improving, so consumers' needs become more diversified, and their requirements for cross-border E-commerce are higher and higher. At present, in China's development of cross-border E-commerce, customers not only focus on the price of products, but also focus more on the quality and service of products. To effectively protect consumers' legitimate rights and interests, all E-commerce platforms should further strengthen the relevant supervision and management, comprehensively formulate the quality supervision mode, and continuously carry out improvement and innovation activities on the mode according to the specific situation, ensure the scientificity, rationality and effectiveness of the mode, and play a good role of improving the sustainable and harmonious development of cross-border E-commerce industry. In the field of service industry, cross-border E-commerce is included and is important. The most basic requirement of service industry is to ensure the service quality, requiring cross-border E-commerce to develop systematic communication activities with customers, fully grasp the needs of customers, and improve their own service quality.

4.3 Continuously Improve Cross-Border E-commerce Service System

The progress of China's cross-border E-commerce business mode innovation is closely related to the relevant service system. Therefore, it is necessary to focus on the improvement of cross-border E-commerce service system. This requires that the relevant departments should vigorously develop the construction of cross-border E-commerce infrastructure services, especially the warehousing and logistics distribution. As for major foreign cross-border E-commerce business partners, we can build relevant cross-border payment cooperation plans and invite third-party payment regulators to participate, so as to effectively control the generation of financial risks in overseas payment. As the cross-border E-commerce industry is rising, the state and relevant departments should pay attention to expanding its industrial scale on the premise of maintaining the current technology and cost investment, so as to promote the innovation of cross-border E-commerce business mode and the progress of cross-border E-commerce industry. In order to accelerate the development of cross-border E-commerce business mode innovation in China, we should give more attention and support to cross-border logistics enterprises, and the government can provide relevant financial subsidies.

4.4 Innovate the Practical Teaching and Quality Control System in Colleges and Universities

The progress of China's cross-border E-commerce business mode innovation is inseparable from excellent professionals. In the innovation of cross-border e-commerce business mode, the cross-border E-commerce professionals need not only solid theoretical knowledge, but also rich practical skills. The teaching of relevant professional courses should constantly improve and optimize the curriculum system according to the specific needs of social progress, increase the class hours of practical teaching, formulate and constantly improve the quality-monitoring system. To promote students' E-commerce skills, colleges and universities can also carry out exchanges and cooperation with transnational corporations, help more students enter the e-commerce platform to carry out internship activities, provide more and more internship opportunities for students, and promote students' cross-border E-commerce professional skills.

5. Conclusion

Recently, due to the quick progress of Internet and big data technology, China's business operation mode is developing in the direction of diversification, and the cross-border E-commerce

business mode has emerged. In China's trade development activities, cross-border E-commerce business mode has made great achievements and has become one of the important directions. The development of cross-border E-commerce business mode innovation in China can provide more quality services for consumers, promote the economic and social benefits of E-commerce enterprises, and accelerate the sustainable, stable and harmonious progress of China's foreign trade.

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