

# **The influence of e-commerce on international economy and trade under the background of "internet plus"**

**Defeng Dai**

Lanzhou Institute of Technology, Lanzhou, Gansu, 730050, China

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**Abstract:** With the support of big data and mobile internet technology, the e-commerce industry is booming, and both the industrial level and the industrial scale have been greatly improved. E-commerce has developed into one of the most important trade modes in China, which has a great impact on the economy and is one of the pillar industries in China. E-commerce is a kind of economic operation mode developed on the basis of the Internet, and it has various forms, mainly B2B, B2C and C2C. In the increasingly fierce international competition, if we want to make our country invincible, we must strengthen our core competitiveness, and the amount of information resources and the level of information technology are the most intuitive expression of core competitiveness. This paper makes an in-depth exploration and analysis of the impact of "internet plus" e-commerce on international economy and trade and its countermeasures.

## **1. Introduction**

With the development of e-commerce, economy and trade have entered a brand-new era, and the traditional way of economy and trade has gradually withdrawn from the historical stage. E-commerce is gradually expanding in a unique way, and it constantly impacts the global economy and trade, and promotes the development of the whole economic market [1]. E-commerce under the background of "internet plus" has also been given the opportunity to develop by leaps and bounds, enabling trade-related parties to complete immediate negotiation and negotiation on the e-commerce platform, which is helpful to shorten transaction time and simplify transaction procedures [2].

E-commerce under the background of "internet plus" is based on high-tech and digital technology, which realizes the integration of various economic resources, makes great progress in the paperless direction of international economic and trade management, and also makes the international economic and trade operation mode expand in time and effectively [3].

## **2. Relevant concepts of "internet plus" e-commerce economy**

The essence of e-commerce in internet plus is actually a new mode of economic operation. This new mode mainly relies on digital related technologies and high-tech to carry out information integration and information processing related work for existing information resources. At the same time, it is necessary to use the Internet to organically integrate the virtual world of the network with real economic transactions and related technology and business exchanges. At present, "internet plus" e-commerce is the symbol of network economy, so at present, "internet plus" e-commerce in China is developing very fast.

## **3. The influence of e-commerce on international economy and trade under the background of "internet plus"**

### **3.1. Positive impact**

#### **3.1.1. Reduce transaction costs**

With the accelerating process of globalization, people's trade objects are gradually developing

from home to abroad, and international trade is becoming more and more frequent, and the trade funds are becoming larger and larger [4]. In international trade, there are many restrictions because of its cross-border transactions, which will greatly increase the cost of trade and reduce the efficiency of trade.

Using e-commerce to trade, because it has a relatively unified information network, when trading, it can not only greatly shorten the time needed for trade, but also reduce the practice of presentation of documents and settlement of foreign exchange, and greatly improve the running speed of funds. E-commerce makes trade simpler, breaks through a large number of constraints in international trade, and makes use of the network to conduct transactions, which can obviously reduce the cost in international trade.

### 3.1.2. Broaden market share and open up the global market

The biggest advantage of e-commerce is that it breaks through the limitation of time and space and can expand the external market infinitely [5]. Compared with the traditional international trade model, the problem of difficult channels has been effectively solved. Through channel expansion and optimization, it is beneficial for enterprises to occupy a larger market share. Customers can find the goods or services they need through the network, thus reducing the transaction costs of customers.

Carrying out international trade through e-commerce mode is also conducive to enhancing the international popularity of enterprises and occupying more advantages in international competition, so as to promote enterprises to gain greater development momentum.

According to the monitoring data (Figure 1), the total import and export value of cross-border e-commerce retail in China reached RMB 186.21 billion in 2019, up 38.3% year-on-year. In the first half of 2020, China's import and export through the customs cross-border e-commerce management platform increased by 26.2%. Cross-border e-commerce import and export maintained rapid growth in the first half of 2020, mainly because cross-border e-commerce enterprises played a "non-contact" advantage during the epidemic, thus increasing the development of major markets such as Europe and the United States; At the same time, a series of policies conducive to the development of cross-border e-commerce have been implemented.

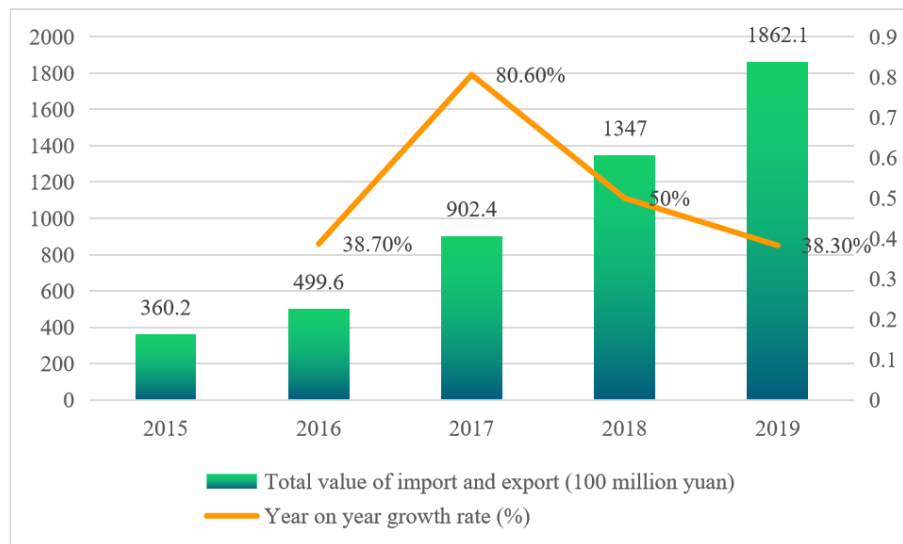


Figure 1 Total value and year-on-year growth rate of China's cross-border e-commerce retail import and export in 2015-2019 (Data coming and going: General Administration of Customs, iiMedia Data Center)

Traditional international economic and trade activities are seriously limited by time and space. Because of the long distance between countries, information asymmetry is easy to occur, which seriously affects the efficiency of international commercial transactions. With the emergence of e-commerce, M2C, C2B and other marketing models have been gradually applied in international

trade activities. Enterprises can understand consumers' needs at any time and realize real-time dialogue with consumers, thus providing consumers with targeted products that can show their individuality, thus continuously improving transaction quality and customer satisfaction, and thus constructing stable long-term trade cooperation.

### 3.1.3. Realize the diversification of international trade subjects

According to iiMedia Research data, in the first half of 2020, cross-border consumers of young people mainly spend through integrated e-commerce platform and cross-border e-commerce platform [6]. iiMedia Consulting analysts believe that the mature layout of domestic e-commerce platform provides users with convenient cross-border consumption channels. At the same time, affected by the global epidemic, offline tourism business was blocked, and the advantages of e-commerce platform's consumption channels became more prominent (Figure 2).

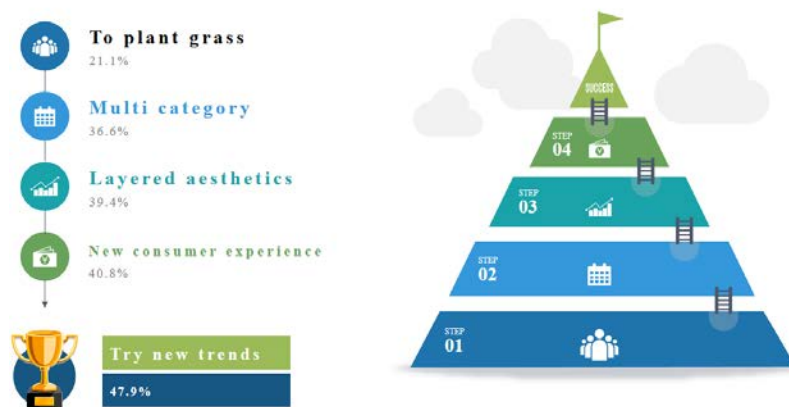


Figure 2 Investigation on the trend of cross-border consumption of young people in China in the first half of 2020

The development of e-commerce economy is based on the Internet and computer platform, which is to set up several virtual enterprise groups in the network environment, so as to give full play to the tasks and businesses that individual foreign trade enterprises cannot complete. There are more and more participants in the e-commerce environment, and the foreign trade level of some small and medium-sized enterprises is gradually improving. International trade is carried out in the form of e-commerce, which can realize the effective operation of trade without being affected by the size of enterprises.

## 3.2. Negative influence

### 3.2.1. Causing tax loss

E-commerce makes international trade "virtual", which has no restrictions on the practice and space of transactions, and has no strict definition of both sides of transactions, which makes many lawless elements exploit loopholes. In the transaction, it is difficult to judge the actual situation of both parties through the network. For example, e-commerce makes the import and export tariffs "paperless", but the specific situation such as the output of trade products can not be judged through the network, and it is difficult to define the tariffs concretely. Many businesses take advantage of this to evade taxes, which has caused many losses to the country. If the import and export tax can not be improved in e-commerce, it will cause more losses to the country.

### 3.2.2. Increase trade risks

In international trade, risks always exist, but the nature of e-commerce increases the risks of international trade. In the form of e-commerce, because of its certain virtuality, there will be credit risk in international trade, which will also have a great impact on international trade. E-commerce takes the network as the carrier, but the network itself has great risks. If there is no necessary defense measures in the network, it will easily cause some trade problems, and the leakage of trade

information will have a negative impact on international trade.

"Internet plus E-commerce" needs the support and close cooperation of purchasing, logistics, electronic payment and other parties to expand the development space of international economic and trade e-commerce [7]. However, at present, only a few large-scale e-commerce companies can negotiate directly with overseas, and other e-commerce companies still fail to achieve seamless connection with overseas and cannot obtain brand authorization in time.

### **3.2.3. Credit problem**

Practically speaking, consumers' concerns about the e-commerce credit of "internet plus" are mainly reflected in the inability to effectively identify the quality of the purchased goods. In reality, consumers can only see the appearance of the goods and some comments that are difficult to distinguish between true and false on the e-commerce platform, but can't get in touch with the goods themselves. As a result, the overall awareness of the goods will be low, so the acceptance of the goods will be correspondingly reduced.

### **3.2.4. Lack of international e-commerce talents**

With the vigorous development of e-commerce, the number of employees is increasing. However, because this business model is a new product, many employees have switched from other fields, and there is a relative shortage of professional e-commerce talents, especially in network maintenance, transaction security and e-commerce legal services. It can be seen that the training of e-commerce professionals has become a top priority. If the talent allocation is not in place, it will easily lead to insufficient development momentum of international trade e-commerce industry.

## **4. Countermeasures for the development of e-commerce in international economy and trade under the background of "internet plus"**

### **4.1. Strengthen the construction of information system**

E-commerce has become one of the main ways for people to conduct international trade. In order to minimize the risks in e-commerce, it is necessary to continuously strengthen the construction of information systems. In e-commerce, there are higher requirements for the security of information systems.

E-commerce needs to involve payment in the process of transaction. If the payment system is not safe enough, it is easy to have security problems during payment, resulting in the loss of funds. In addition, if the information system is not safe enough when trading, there may be some trade information leakage or trade data leakage problems. The key to solving these problems is to constantly strengthen the construction of information system, make the system more stable and safe, and regularly maintain and upgrade the system to ensure the security of trading, so that international trade can be conducted in a better environment and enhance the security of international trade.

### **4.2. Clarify the objectives of modern economic management**

With the continuous development of e-commerce, which is widely used in the field of international trade, the traditional forms of international trade obviously cannot meet the business needs of modern international trade enterprises.

Based on this, under the premise of market segmentation and business areas, international trade enterprises are required to define their own economic management objectives and have an accurate position in the international industrial chain. By opening up the upstream and downstream supply chains, they can expand their industrial scale and enhance their comprehensive competitiveness. The traditional extensive trade mode will also be gradually eliminated by the modern e-commerce market. In the process of positioning international trade, Chinese enterprises should give full play to and highlight their own advantages, identify market weaknesses, make precise breakthroughs, seize opportunities for upgrading and development, and promote the continuous upgrading of enterprise levels.

### **4.3. Accelerate the adaptation of e-commerce policies**

E-commerce plays an obvious supporting role in the development of international economy and trade. In view of the specific development needs of e-commerce and international economy and trade, the government and enterprises should formulate differentiated policies and measures [8].

On the one hand, we should strictly control the export quality and promote the promotion of local economic and trade image. It is necessary to form a relatively perfect customized service for export e-commerce, so as to increase the added value of export trade. If e-commerce enterprises have certain strength, they should be encouraged to actively go out and build overseas storage facilities to save international economic and trade costs and reduce logistics and distribution time. On the other hand, enterprises should be encouraged to cooperate with foreign brands to reach strategic cooperation intention, or e-commerce enterprises should be encouraged to form O2O trading mode, so that users can have more possibilities of consumption experience.

### **4.4. Attach importance to the cultivation of professional talents**

In China's universities, we must further improve the training mode of e-commerce talents, integrate the network technology with the actual commercial operation, and pay attention to the market demand for talents, so as to cultivate compound talents in a targeted manner.

For enterprises, enterprises must pay attention to the training of e-commerce professionals, effectively increase the management of human resources, further improve the internal management system, increase the intensity of professional talent introduction, and provide convenient conditions for high-quality professionals. At the same time, they should train these high-quality professionals within enterprises, thus providing a solid professional human resources foundation for the vigorous development of network economy.

### **4.5. Strengthen international cooperation and exchanges**

In order to develop e-commerce professionals in an all-round way, it is necessary to train the comprehensive quality of network managers and provide them with some opportunities to learn e-commerce, so that network managers can have a further understanding of e-commerce. In addition, in the process of training managers, some excellent talents in the field of e-commerce can be invited to give professional guidance, so that they can further master the practical technology of e-commerce. In addition, enterprises should also build a sound assessment system and reward and punishment measures, so that managers can learn e-commerce knowledge more actively.

## **5. Conclusions**

Up to now, China has entered the era of "internet plus E-commerce" in an all-round way. In this era, the amount of information resources and the level of information technology can best express a country's economic strength and even its international core competitiveness. The development of e-commerce has broken the traditional international trade, promoted a certain transformation of international economic trade, and formed a diversified subject, which is conducive to the formation of a global integrated international economic and trade market. Enterprises should take the cognition of e-commerce under the background of "internet plus" as the premise, and meet the requirements of the times and make greater achievements by adjusting development strategy, optimizing policy construction and perfecting supply chain.

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