

# **Research on the Development Trend of International Economic and Trade Based on Cross-border E-commerce and the Strategic Choice of China's Foreign Trade**

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**Keywords:** Cross-border E-commerce; International Economic and Trade; Strategic Choice

**Abstract:** Developing foreign trade is the basic form of a country's participation in economic globalization. Under the new situation of unbalanced world economic development, vigorous development of regional economic integration and accelerated development of service trade, China should conform to the trend of world economic and trade development and formulate a scientific foreign trade strategy. This paper tries to analyze the trend characteristics of international economy from three aspects: the trend of economic growth, the change of economic structure and the characteristics of trade development. On the basis of the current situation of China's foreign trade development, this paper explores the strategic choice of China's foreign trade in the coming years. From a macro perspective, it predicts the development trend of cross-border e-commerce in terms of growth rate, the proportion of cross-border e-commerce and import and export, and government policies. On this basis, it is necessary to develop cross-border China from the perspective of government and cross-border e-commerce enterprises. The future development of e-commerce proposes reasonable and feasible recommendations, thereby promoting the transformation and upgrading of enterprises and foreign trade, promoting the development of open economy and creating new economic growth points.

## **1. Introduction**

Foreign trade is an important part of the national economy. With the deepening of economic restructuring and the development of export-oriented economy, foreign trade is required to break through in theory and innovate in its development model, so as to make it consistent with the development target model of market-oriented and internationalized economy in China [1]. Cross-border e-commerce refers to an international business activity that belongs to different trading entities in different environments, through which transactions are concluded, payments and settlements are made, and goods are delivered and transactions are completed through cross-border logistics. As the prosperity and development of cross-border e-commerce has promoted the innovation of foreign trade mode, it has become a new engine for the growth of China's foreign trade [2]. China is a developing country with a transitional economy. In participating in the process of global trade liberalization, China must fully understand the meaning and cost of trade liberalization. Try to participate in the interests of trade liberalization, avoid the risks of trade liberalization, improve trade competitiveness, and ensure trade security [3]. China is a developing country with a transitional economy. In participating in the process of global trade liberalization, China must fully understand the meaning and cost of trade liberalization, try its best to participate in the interests of trade liberalization, avoid the risks of trade liberalization, and improve trade competitiveness. To ensure trade security.

Cross-border e-commerce is a large-scale development of foreign trade with the rise of network information technology. Cross-border e-commerce started late in China. From this point of view, China's traditional foreign trade industry, especially the retail industry, should also leverage the cross-border e-commerce platform to learn from China's e-commerce enterprises to meet domestic demand, expand enterprise market share, and enhance the degree of internationalization of enterprises. Foreign direct investment experience [4]. Therefore, research on China's foreign trade

structure innovation based on the perspective of cross-border e-commerce will help optimize the cross-border e-commerce trade structure and promote the innovation and development of China's foreign trade structure. With the vigorous support of relevant national policies, the continuous expansion of cross-border e-commerce transactions has brought great opportunities for the development of traditional Chinese foreign trade enterprises, and at the same time, there is bound to be a huge demand for cross-border e-commerce talents [5]. At present, the balance of world economic forces has changed and the progress of multilateral trade liberalization has been slow. China should conform to the trend of world economic and trade development, seize the growth point of trade interests, adjust its foreign trade strategy and improve our national trade competitiveness.

## **2. The Impact of Cross-border E-commerce on China's Foreign Trade Structure**

It will help promote the diversification of China's foreign trade operations. For small and medium-sized enterprises, there is no possibility of entering the international market under the guidance of the high-tech entry, which has caused the simplification of China's foreign trade. Due to the global layout of multinational corporations, the implementation of large-scale parallel division of labor and internal trade has greatly increased and expanded international trade [6]. Economic hollowness, financialization, population aging, insufficient domestic demand, high welfare, etc, have led to slow economic development, and its economic development needs external factors to promote and promote. Therefore, although the United States is still the leader of the world economic development, its growth will be weakened, and even recession and adjustment will occur. Its ability to absorb the world's commodities will be limited accordingly. From the perspective of transaction subject, the main transaction subject of cross-border e-commerce comes from traditional e-commerce. Buyers of cross-border e-commerce often start with users of traditional e-commerce. These people have mastered the skills of online shopping, have rich experience of online shopping, and are more receptive and operational to cross-border e-commerce. Give full play to the role of enterprises' foreign investment in promoting foreign trade, learn from the experience of foreign export enterprises in grasping the opportunities of rapid development of e-commerce in China and opening up the international market, so as to promote the development of China's foreign trade.

It is helpful to promote the diversification of China's foreign trade. As one of the e-commerce platforms, the development of cross-border e-commerce also follows the development path of e-commerce. Therefore, the functions and advantages of cross-border e-commerce directly determine its differences from traditional foreign trade. Economic globalization has become an obvious trend of human economic life. The revolution of science and technology and the operation of market economy have greatly improved social productivity and accelerated the flow of funds worldwide [7]. With the economic transition of countries in transition, regional economic cooperation has shown unprecedented development trend. As a result, external uncertainties such as rising foreign debt interest rates, rising interest rates in the United States, and rising oil prices may constitute instability in economic development in Asia. The development of cross-border e-commerce in China has been relatively mature, and the current development of e-commerce in the international market has also become popular. Therefore, the cross-border e-commerce platform uses its comprehensive and open advantages to attract and gather domestic and foreign manufacturers, retail and wholesale. Merchants and other businesses settled in. The rapid development of cross-border e-commerce is also a huge engine for the development of foreign trade, and it can provide a dynamic new impetus for foreign trade. The two are mutually reinforcing and developing together.

Motivated by the development of new markets, the enterprises that make direct foreign investment are mainly those enterprises that are rich in innovation and stand at the forefront of technology and industry, and are often the sunrise industry in the period of rising life cycle. From the current analysis of China's national conditions, the transparency between production enterprises and the international market is relatively low. Most SMEs, including a large number of state-owned large-scale sacred industries, have not yet found the best position in the international market. The

comprehensive advantages of cross-border e-commerce platforms enable foreign trade to become a one-stop trade, reducing the difficulty of foreign trade. Knowledge-intensive trade in services will develop rapidly. Knowledge-intensive trade in services includes: information products and services, provision of knowledge and knowledge products, financial services, investment services, etc. In the recovery growth of Asian economy, Japan's recovery is supported by the real economy. Its manufacturing industry has strong international competitiveness, and the development of high-tech industry is also in the forefront of the world. Cross-border e-commerce can directly communicate with buyers and sellers on the same platform by means of social tools. At the same time, it reduces the link of import and export, shortens the transaction time and logistics time, and makes the transaction more concise. It has advanced information technology, mature platform operation and enterprise management capabilities accumulated in the domestic market for many years, as well as a higher sticky consumer group. At this time, foreign direct investment and opening up foreign markets can alleviate the blow to enterprises when the domestic market is saturated.

### **3. China's Trade Structure Innovation and Optimization Strategy**

Due to the limitations of cross-border e-commerce in trade specialization, the product structure of our foreign trade is single and the market competitiveness is weak. Therefore, we should make full use of cross-border e-commerce to optimize the product structure of our foreign trade. Enterprises should grasp the new management theory and set up modern management concept and enterprise life concept. It shows that it changes from material-based management to human-based management, then to intellectual-based management, and from rigid competition to flexible competition. The state should adjust its export strategy, speed up the technological transformation of important export sectors, change the growth mode of foreign trade, and promote the transformation of foreign trade from quantity-oriented to quality-oriented. The upgrading and upgrading of industrial structure is manifested in the expansion of tertiary industry and the informatization of economy in developed countries, while in most developing countries it is mainly manifested in industrialization and high-tech industry itself. Increase the foresight of laws and regulations and solve the problem of lag in law. The government should actively communicate and discuss with cross-border e-commerce companies, relevant economic experts and relevant legal experts. In order to truly obtain the benefits of foreign direct investment for enterprise development, enterprises must do a good job in investigating and understanding the political, economic and cultural aspects of the host country in the early stage, and do a good job in the analysis of foreign direct investment. The correct and reasonable layout is directly external. Invest in activities to complete the original intention. It is necessary to give full play to the promotion function of advertisements, expand the publicity to create international famous brands and establish corporate image, and enhance users' understanding of products. Based on the influence of arc propaganda on consumer psychology, the advertising industry has gradually become one of the leading industries of China's foreign trade.

Since most cross-border e-commerce platforms are comprehensive third-party information services and commodity trading platforms, China's cross-border e-commerce lacks professionalism and hinders the development of foreign trade. Therefore, the establishment of a specialized cross-border e-commerce platform is to promote trade structure optimization. Important move. It is necessary to nurture and establish the R&D mechanism and innovation mechanism within the enterprise, to ensure the technological innovation capability of the enterprise from the system, and to introduce and absorb the world's advanced science and technology. For a long time, an important feature of China's industrial policy is that there are too many industries and sectors supported by industrial policies, and the coverage is too wide, leading to the loss of focus of industrial policies. The grouping development of regional economic organizations can promote the free flow of factors of production in a wider scope, accelerate the mutual penetration of capital, promote the integration process of regional production, and promote the liberalization and internationalization of trade, investment and finance worldwide. Continuously improve the relevant laws and regulations, formulate laws and regulations specifically applicable to cross-border e-commerce, so that there are laws to follow, there must be laws to follow, strengthen law enforcement, standardize the order of

the industry. Because enterprises' outward direct investment involves two or more countries, it is not enough to obtain comprehensive and effective information only by their own strength, but also by the help of the government. All regions should formulate and plan medium and long-term base development strategy and overall layout. In the course of base construction, attention should be paid to the coincidence of investment field with the orientation of national industrial policy, in order to seek support and encouragement from the state and credit, tax and preferential policies.

Under the background of cross-border e-commerce, the speed of product renewal will inevitably accelerate. Therefore, China's foreign trade e-commerce should take the lead in the continuous innovation. E-commerce enterprises should enhance their awareness of product innovation and constantly enhance their competitiveness and influence in the international market. The disadvantage of Chinese enterprises in international competition is the disadvantage of enterprise scale. Only when the enterprise reaches a certain scale can it exert its agglomeration effect, reduce the operation cost and make the enterprise get more profits. The government should provide a good macro environment for the development of trade in services. Strengthen the construction of service infrastructure and investment in human capital and science and technology, so as to create a good macro environment for enhancing the competitiveness of domestic service industry and introducing foreign capital into service industry. China's current trade structure model is mainly based on the export of traditional labor-intensive general processed products and technology-intensive manufactured goods of imported capital, and there is a trend that processing trade is stronger than general trade. Build and improve the cross-border e-commerce operation system. As a micro-subject, it is difficult for cross-border e-commerce companies to build their own operating systems through their own funds in the early stages of development. The vast majority of cross-border e-commerce companies are part of the entire cross-border e-commerce operations. Strengthening the promotion of cross-border e-commerce to trade, we can start from the choice of trade industry and explore the potential of cross-border e-commerce platform for bulk commodities and industrial products trade. Thereby constructing a major trade channel across East Asia and West Asia, laying a solid economic foundation for the development of China's open economy and providing a broader space for development.

#### **4. Conclusions**

In summary, under the background of cross-border e-commerce, the traditional foreign trade structure will inevitably be affected, and China's foreign trade faces both opportunities and challenges. Global economic integration is the trend of this era. Information technology is the theme of this era. No matter which industry is in the enterprise, if you want to seek transformation and upgrade, if you want to seek long-term development, you cannot bypass "internationalization" and "Internet." + " in both directions. Regional cooperation should also focus on the world and choose regional economic cooperation with countries that have strategic interests or complementary advantages and friendly relations. Establish an international marketing system, improve the level of production internationalization of domestic enterprises, form their own transnational corporations, and promote the rapid development of China's foreign trade through the expansion capacity of transnational corporations. In the face of foreign anti-dumping accusations, we should make full use of the international trade rules on anti-dumping to protect ourselves, so as to win the initiative when there is a lawsuit. In addition, China should also pay attention to economic cooperation with developed countries. While developing economic and trade relations with developed countries, China can develop regional economic cooperation with countries with regional cooperation with developed countries. Accelerate the optimization and adjustment of trade structure, seize opportunities and meet challenges, and ultimately remain invincible in trade competition.

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