

On the innovation of international trade under the background of “Internet +”

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Abstract: The advent of the information age has essentially changed our life, work and etc.. It has also promoted the rapid development of enterprises and changed the business forms of different industries, for example, the more common online shopping, ordering and so on. The birth of “Internet +” has brought new opportunities for the development of China's international trade. This paper discusses the innovation of international trade under the background of “Internet +”, which is hoped to have some reference value.

1. Introduction

The development of social economy has promoted the progress of science. The emergence and innovation of information technology has brought a wide range of Internet upsurge. Internet technology has been widely used in different fields and industries, thus promoting enterprises to keep up with the pace of the times and seek greater development. Consumers' consumption patterns have undergone tremendous changes, covering a wide range of online shopping so that consumers can experience the fun of shopping at home, distribution to home is very convenient; occasional shopping does not need to carry cash, the use of online payment can easily achieve transactions, shopping is no longer carrying a large amount of cash. The emergence of “Internet +” not only facilitates people's life, but also promotes the discovery of international trade in China. In such an environment, the working ability of international trade talents needs to be further improved. In order to make international trade develop better, it is necessary to optimize and innovate international trade so as to adapt to the development of society. From an economic point of view, China is still a developing country. Considering the national conditions and the international environment, it is very important to make efficient use of Internet technology to improve the level of international trade. This is also an important part of my international trade innovation and has a landmark significance.

2. Overview of “Internet +” and international trade

(1) In everyday life, people generally know about the Internet, but the concept of “Internet +” is very little. The so-called “Internet +” is based on the Internet, making innovations and enriching its contents. Times are developing, society is progressing, science and technology are constantly changing. These changes and factors broaden the space for the development of all walks of life, and also update and provide network platform. This reflects the new situation emerging under the development of Internet technology, which is of great significance to the survival and development of enterprises. Cloud computing, Internet of things and big data are the basis of “Internet +”, which play a positive role in promoting the development of modern information technology and information manufacturing industry. On the one hand, it promotes the development and growth of new industries, and on the other hand, promotes the emergence of new industries, laying a solid foundation for public entrepreneurship. A batch of Internet innovation platforms have emerged, such as Taobao, Jingdong and so on. These platforms play an obvious role in promoting the industrial economy, and even promote the development of national economy from multiple levels and perspectives. The birth of “Internet +” has also promoted the development of Internet Finance and e-commerce. International trade has entered a new era. On the one hand, it has brought great impact to traditional production mode, and on the other hand, it has also promoted transaction cost

reduction, laying a solid foundation for the healthy growth of China's international trade. Basics.

(2) What we usually call international trade is that under normal circumstances, buyers and Sellers undertake corresponding obligations and responsibilities to transfer commodities internationally and trade imports and exports. In this process, the price of commodities also has a direct impact. For example, if we buy a well-known Apple phone in a duty-free shop, it will be cheaper; for example, if we buy a BMW car directly in Germany, it will be cheaper than in China.

3. Problems facing international trade under the background of “Internet +”

The emergence of “Internet +” Internet has brought great influence to international trade. It is not only a commercial change, but also a new attempt. However, the biggest difference between network and entity is the virtual nature of the network. Therefore, in the development process of “Internet +” business model, it has both advantages and disadvantages, and there are also some problems. The development of “Internet +” has brought about changes in new technologies, but there are still some problems in security risks. First, the way of Internet plus transactions is through e-commerce platform. In such a process, it is unavoidable that illegal elements take the virtual nature of the network as a breakthrough point to carry out various fraudulent acts on the network. Consumers buy products on the platform, but they are late to receive physical objects. Some illegal elements even give consumers a link. When consumers open the link, even money appears. Wealth is flying away. All kinds of phenomena show that in the process of “Internet +” promotion, security risks must be solved, and more standardized laws and regulations need to be regulated, and the vital interests of consumers must be constantly improved.

“Internet +” has brought great promotion to all trades and professions, and has further promoted the development of Internet information technology. Under such circumstances, more and more enterprises need advanced talents in various aspects of the Internet. However, the Internet talents in China are very scarce. In addition, in the process of Internet application in international trade, we also need to pay attention to the issue of governance. Some developed countries have some restrictions on developing countries and backward countries, and even some developed countries unilaterally pursue their own interests, so they attack backward countries in international trade. Therefore, after the birth of network information technology, it brings new opportunities to many enterprises, but also gives them great challenges. On the one hand, it promotes the development of economic globalization, on the other hand, it brings great troubles to micro-enterprises. The advantages of micro-enterprises in international trade are insufficient, and the funds are relatively insufficient. Therefore, these enterprises are facing great challenges. Network information technology is also relatively backward, with limited competitiveness. Combining the above two points, it is not difficult for us to find the level of international trade in our country. In order to promote the sustainable development of international trade, we must pay attention to the cultivation of network technology talents.

4. Innovative ways of international trade under the background of “Internet +”

It can be said that the innovation of “Internet +” in international trade is of great significance. With the widespread application of network technology, it has had a tremendous impact on the production of international trade and promoted the rapid development of many enterprises. In the early years when the financial crisis broke out, the economy of many countries had a tremendous impact on social development. Under the influence of economic globalization, in order to develop national economy, some unnecessary trade protectionism came into being. Barriers were set up in international trade and higher proposals were constantly put forward. Requirement. But with the advent of “Internet +”, international trade has also produced a series of new changes. This is a rare turning point. Internet technology is applied in international trade, and the influence of the domestic industry has undergone a deep change. Therefore, as an enterprise, it should keep pace with the times, and should conform to the trend of the times. The development of electronic trade is boosted by waves. For example, cosmetics in some countries are better in quality and effect than in China.

When we use Internet technology, consumers can stay at home and buy products they want directly on the Internet. In the operation of transnational trade, the main problem of commodity purchase lies in transportation. Transportation and transportation network need to be improved continuously. Only in this way can it be more conducive to the development of international trade. Therefore, cross-border e-commerce platform is required to continuously expand and upgrade. This is also a new requirement put forward under the background of the Internet and the development of international trade. New direction.

In terms of personnel training, there are also some innovations. At present, the mode of personnel training in Colleges and universities has tended to be perfect, but the training of innovative talents is still difficult to meet the requirements. How to innovate the personnel training program is worth discussing in all colleges and universities. In addition, innovation is also needed in marketing methods. Under the premise of economic globalization, enterprises can also develop their undertakings, so that people's original traditional industrial ideas are no longer traditional. As an enterprise, according to its own situation, confirming the international trade situation is of great help to the overall enterprise planning and marketing. Only in this way can we more adapt to the contemporary market economy.

5. Conclusion

In the era of “Internet plus”, people's lifestyle has been changed, and the development of Internet plus has played a very strong role in promoting international trade, and it has also provided a more novel business mode. In the development process of “Internet +” application and international trade, we must constantly reform and innovate the international trade situation, so that we can take the initiative in fierce market competition. Only by deeply recognizing the importance of “Internet +” can we better apply the “Internet +” technology to promote the healthy development of enterprises.

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