

Research on Cross-Border e-Commerce Operation Model Innovation Based on “Internet +”

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Abstract: With the continuous development of the Internet, its role in the process of economic globalization is increasing, which has profoundly affected the transformation of trade patterns and trade structures. The cross-border e-commerce industry based on Internet technology can integrate the elements of social scattered resources through the Internet system, and reduce the production cost and daily operating cost of the enterprise by means of data transmission, and solve the traditional trade pain points. In addition, cross-border e-commerce can accelerate industry and product innovation through the sharing of data resources between them, promoting global trade liberalization and making international trade less costly. Therefore, under the background of the country's active implementation of industrial Internet, exploring the new operating model strategy of “Internet + cross-border e-commerce” will play a decisive role in the transformation of global economic development in the future.

1. Introduction

With the changes in people's consumption structure and patterns, the traditional trade model can not satisfy the needs of consumers. Some middle and small-sized enterprises around the world are looking for new sales channels and trading methods, and the continuous advancement of Internet technology has led to the e-commerce model. Appeared, this also changed the traditional offline development model of the enterprise. For the past few years, with the continuous advancement of global trade integration and the continuous implementation of the “Internet +” strategy [1], new industries with the “traditional industry + Internet” model have continued to grow and develop, such as “international trade + Internet” cross-border e-commerce. The rapid rise of the industry [2], whether it is the number of cross-border e-commerce business entities, or the market scale of cross-border e-commerce industry has been unprecedentedly developed.

Although cross-border e-commerce has many policy support in China, its business model is still immature due to its short development time, and cross-border e-commerce fraud has occurred from time to time. Owing to different cross-border e-commerce operations in different countries, there is still controversy over the definition of rights protection and responsibility for e-commerce platforms, buyers and sellers. The dispute over cross-border e-commerce can not be resolved in time, affecting its operational efficiency and development prospect. Therefore, in the context of the global “Internet +” development strategy, a new cross-border e-commerce operation model and strategy can be proposed, which can effectively solve the current bottleneck of cross-border e-commerce development. Under the overall downturn of the global economy, explore new economic growth points and promote cross-border e-commerce to become the driving force for future economic development of countries [3].

2. Analysis of the status quo of cross-border E-commerce development under the background of “Internet +”

Driven by the development of Internet technology, cross-border e-commerce applications have emerged. In a difficult market economy environment, cross-border e-commerce has played an important supporting role in the economic development of the entire society [4]. However, in the process of development, emerging things will always encounter some inevitable problems, which

have a certain negative impact on the stable development of cross-border e-commerce.

2.1 Lack of improvement in the overall credit environment

Now the target market for cross-border e-commerce is expanding from developed countries in Europe and America to more developing countries. Due to the late start of the economy in developing countries, there are still some gaps compared with Western countries, which leads to a lack of improvement in the overall credit environment and the failure to form a sound market economy system. Whether in the development of the real economy or the application of the virtual economy, it is necessary to use good business reputation to protect. In recent years, cyber fraud and telecom fraud incidents have emerged in an endless stream, which has caused the majority of Internet users to worry about the commercial credit environment of online consumption. In the context of "Internet +", the development of cross-border e-commerce requires good commercial credit to guarantee it. Otherwise, it is hard to achieve a substantial breakthrough in its development.

2.2 Cross-border logistics cost is high

Cross-border e-commerce faces high-cost, inefficient logistics and transportation issues: First, The core link of cross-border e-commerce transactions, that is, the quality of service for cross-border logistics transportation can not be guaranteed. Since cross-border logistics needs to go through two or more countries, there are few cross-border logistics enterprises that monitor real-time cross-border cargo transportation. Therefore, the quality of cross-border logistics services can not be guaranteed, and the status of goods in the process is not known. Second, Cross-border e-commerce logistics involves tariffs and related security issues between countries. Whenever goods pass through a country, it is necessary to go through customs clearance and customs duties, which will increase the cost of cross-border logistics.

2.3 Cross-border payment system needs to be completed, internet information security needs to be resolved

At present, China's cross-border e-commerce payment methods are mainly divided into two types of Internet payment, including electronic account payment, credit card, etc; and offline remittance model. However, at this stage, the payment methods of cross-border e-commerce mainly include fraud risk, transaction risk and capital risk, among which transaction risk is the most common risk. In addition, when cross-border e-commerce encounters a dispute, it is easy to produce an issue where the applicable law is not clear. Since cross-border e-commerce involves two or more countries, and the laws between different countries are different, it is extremely unfavorable for the settlement of disputes. Once a customer in China encounters a dispute in cross-border e-commerce, the dispute can only be resolved by hiring a foreign lawyer. However, this method takes a long time and adversely affects the customer's energy. On the other hand, it also costs customers money and increases customer costs. Therefore, from the perspective of time, energy and cost, many consumers will abandon the investigation, resulting in the loss of funds.

3. "Internet + cross-border E-commerce" operation research

Under the guidance of the policy, traditional e-commerce companies have launched cross-border e-commerce services, and a large number of cross-border e-commerce platforms have been established to further expand the scale of cross-border e-commerce in various countries [5]. Under the background of slow growth of foreign trade transactions in various countries, cross-border e-commerce transactions have experienced explosive growth. Although the cross-border e-commerce development momentum is strong, but due to the short-term progress of the cross-border e-commerce industry, the business model is still not perfect, many cross-border e-commerce platforms still have not found profit points, and there are lots of cross-border e-commerce platforms, intense industry competition. Therefore, combining the "Internet +" strategy to explore the new "Internet + cross-border e-commerce" model of operation will have far-reaching implications for the future development of cross-border e-commerce industry.

3.1 Imported cross-border E-commerce operation model and characteristics

There are various models of import cross-border e-commerce operations, which are divided into “bonded import + overseas direct mail” model, “self-operated + investment promotion” model, “self-operated non-pure platform” model, direct + bonded zone” model, “Overseas merchandise flash + direct purchase bonded” model, “self-operated cross-border B2C platform” model, “three straight” model, “vertical self-operated B2C” model, “purchase rebate” model, and “cross-border C2C” model, a total of ten mainstream cross The e-commerce business model. The operation process of importing cross-border e-commerce is that consumers place orders in the e-commerce platform, and the e-commerce platform purchases goods from foreign dealers or individual sellers, and finally sends the goods to the consumers. Imported goods are sent from the platform to consumers through two methods, one is direct mail and the other is bonded import. In the case of imported direct mail, the e-commerce platform will send overseas products to the central warehouse, after customs clearance The logistics company expresses the goods to the consumers; in the case of bonded imports, the cross-border e-commerce will transport the overseas products to the bonded warehouse of the free trade zone, and after the completion of the entry declaration and customs clearance, the logistics company will deliver the goods to the consumers.

3.2 Export cross-border e-commerce operation model and characteristics

The business model for exporting cross-border e-commerce mainly includes B2B and B2C models, while the platform in B2B model includes information service platform and transaction service platform; the platform in B2C model includes open platform and self-operated platform. The operation flow chart is shown in Figure 1. As can be seen from Figure 1, export cross-border e-commerce mainly consists of consumers, e-commerce platforms, and commodity producers, forming a complete industrial chain through capital flow, information flow and logistics. First, foreign consumers purchase products through the e-commerce platform website and pay for the funds; secondly, the e-commerce sends the information to the commodity producers and pays the funds; finally, the producers send the products to the e-commerce platform, and the e-commerce sends the goods to the e-commerce consumer. The information transfer, capital transfer and logistics of the whole process are completed with the assistance of the export e-commerce platform.

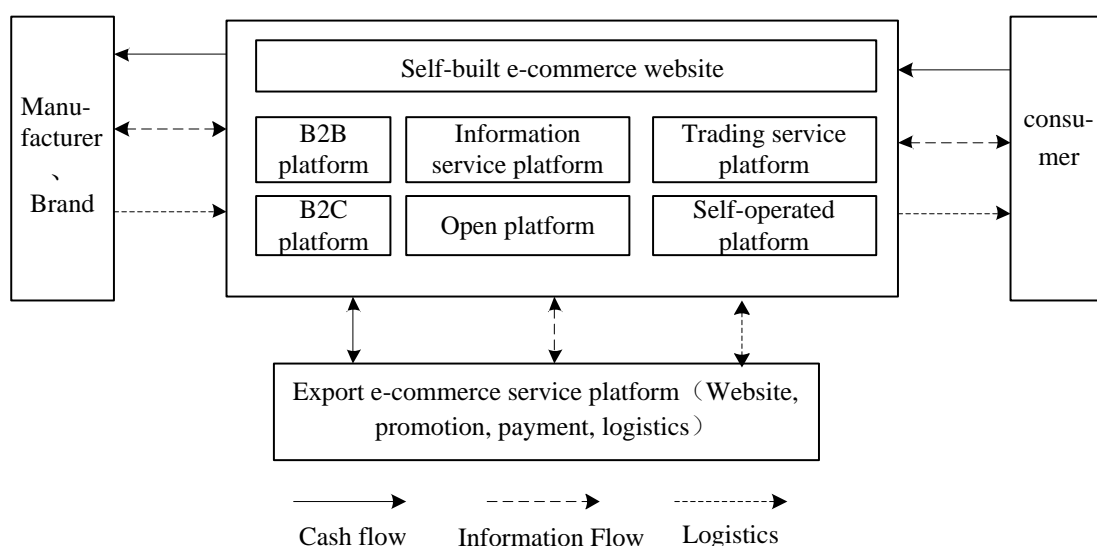


Figure 1 Export cross-border E-commerce operation model

4. Policy recommendations to promote “Internet +” cross-border E-commerce development

4.1 Strengthen the construction of supporting services, establish a good credit environment

A good credit environment is the basis for the development of a market economy. To establish a good credit environment, we can start with the following points: First, the construction of

cross-border e-commerce credit platform, which will be managed by the government and cross-border e-commerce. Industry associations take the lead in setting up a public credit service platform to publish information on the subject of cross-border e-commerce transactions. Second, it is necessary to use disclosure information. According to the credit status, the corresponding credit rating is divided and the information content of the transaction subject is announced. At the same time, the blacklist system should be set up to include those merchants and enterprises with poor credit ratings. In the list, measures such as prohibiting transactions and penalizing fines are required. Finally, it is necessary to improve the relevant laws and regulations. Relevant government departments need to lay a solid foundation for the long-term development of cross-border e-commerce. Legal protection.

4.2 Improve the cross-border payment system

To improve the cross-border payment system, we should first standardize the access mechanism of the payment market, establish a third-party payment institution to conduct business standards for cross-border payment, conduct a comprehensive review of the business qualifications, identification and credit status of these institutions, prevent those non-compliant payment institutions from conducting cross-border payment services, reduce the risk of payment transactions, and guarantee the legitimate rights and interests of the transaction entities^[6]; Secondly, it is necessary to supervise the cross-border payment field, and relevant departments should make progress on their actual situation, especially The foreign exchange management department should comprehensively build the content of the cross-border payment system. Finally, in response to the security of funds, the state's financial regulatory authorities should introduce relevant regulations to prevent the misappropriation of customer reserve funds. Regulators can allow third-party payments for cross-border payments to have multiple fund accounts, improve the efficiency of fund management, and ensure the security of customer allowances.

4.3 Build an integrated information sharing platform to improve cross-border E-commerce customer satisfaction

At this stage, the local large-scale logistics group's express service has a low level of network and integration in the world. Some companies have a patchwork integration of service functions within or between enterprises, and have not adapted to the information service network of cross-border export e-commerce. The long cycle of goods and the poor visibility of in-transit information are important factors affecting the satisfaction of cross-border e-commerce customers. The function of the integrated information sharing platform is to enable customers to track and query the goods operation status of different logistics service providers under different time periods and different transportation sections, so that customers can check the goods in transit information in time.

4.4 Build an overseas warehouse resource sharing platform to improve cross-border exports

The transportation, distribution and warehousing operations experienced by the cross-border export of the network need to be supported by the overseas logistics system. The current cross-border export e-commerce logistics promotes the overseas warehouse model [7], because the overseas warehouse model solves the problems in traditional cross-border export logistics, such as expanding the transportation category, reducing logistics costs, and significantly increasing the sales of goods. However, there are also high storage costs, which are only suitable for standardization and best-selling products. Therefore, the function of the overseas warehouse resource sharing platform is mainly to provide an intermediary guarantee service that allows free overseas warehouse resources owned by different enterprises to be leased and transferred on the platform. In order to allow cross-border export e-commerce companies to use overseas warehouse resources at low cost or to extend overseas warehouse coverage at low cost.

4.5 Cultivate compound professional and technical personnel

It is imperative to cultivate cross-border e-commerce composite professional technical talents,

but this kind of talent cultivation can be realized only by one party's strength. It requires the support of government, universities, and multi-party platforms to achieve. For example, colleges and universities can cooperate with enterprises through in-depth cooperation between schools and enterprises, seamlessly link the needs of enterprises to the teaching process, and establish a "theory + practice" teaching system; The government can provide professional teachers with cross-border e-commerce training and learning through multi-party platforms at home and abroad, and provide teachers with quality teaching resources. In short, the cultivation of cross-border e-commerce compound talents requires a lot of efforts [8].

5. Conclusion

In recent years, with the accelerating process of global trade integration and the implementation of the "Internet +" strategy, opportunities and challenges for cross-border e-commerce development have coexisted. Although cross-border e-commerce is booming, the cross-border e-commerce industry has a short development time and the business model is still not perfect. Therefore, it is necessary to combine the "Internet +" strategy to explore the new "Internet + cross-border e-commerce" operation model, improve the cross-border e-commerce market supervision system, implement full-process supervision, optimize the cross-border e-commerce service support system, and realize cross-border e-commerce Integrated operation; select a group of institutions of higher learning to set up modern cross-border e-commerce courses, strengthen cross-border electricity merchants training, and provide backup force for cross-border e-commerce development.

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