

Research on the Business Model Innovation Path of e-Commerce Enterprises under the Background of Digital Economy

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Abstract: under the background of digital economy development of the electronic commerce enterprise business model should actively combine the new content of the digital economy, constantly explore the public demand, conform to the actual situation of digital economy development business model and scheme, in the process of implementation to promote the in-depth development of e-commerce, rationalize the business process and improve the quality of e-commerce development.

1. Introduction

The implementation of China's "Internet +" national big data strategy has promoted the healthy and rapid development of the digital economy, but with risks and uncertainties, enterprises urgently need to establish a new organizational structure that can adapt to the environment faster and better to meet the challenges. Digital economy is the main economic form after agricultural economy and industrial economy. It is a new economic form with data resources as the key element, modern information network as the main carrier, and the integrated application of information and communication technology and total factor digital transformation as the important driving force to promote the more unity of fairness and efficiency. The digital economy, with its rapid development, wide radiation range and profound influence, is driving profound changes in the way of production, life and governance^[1]. Under the background of digital economy, the business model of e-commerce enterprises has been well developed. In the specific implementation process, the obvious application mechanism of e-commerce enterprises is the development, which requires enterprises to further innovate the development of business model in combination with the actual development of digital economy.

2. Direct Selling Business Model Based on Reducing Links

Under the background of the development of electronic commerce enterprises in the process of commodity circulation number, links, dealers in the process of commodity circulation quantity and scale is controlled, so some enterprises from the conventional B2B mode began to explore link less direct mode, actively build the B2C mode and obtained the positive effect.

Since the development of digital economy, the business model of live broadcasting represented

by live broadcasting with goods has gradually become a model and marketing channel, which has brought a practical impact on the development of enterprises. Direct selling model requires enterprises to directly connect with consumers, This docking is not done through dealers, but through the establishment of their own business departments, If live with goods, Various brands such as wine have opened channels for live broadcast with goods and carried out the construction of live broadcast business model, In the live broadcast, the merchants will directly show their goods, Foreign traded by the anchor, There is no middleman link in the whole transaction process and the transaction cost is significantly reduced, In addition, in the maintenance of customers, after-sales service and other aspects need to actively build a new business model, Using the way of the partner of mechanical energy reasonable after-sales, For example, some electrical appliances and e-commerce departments will bring goods through the live broadcast, Its after-sales service can be entrusted to the local after-sales partners to complete^[2]. Anyway reduce link direct selling business model is an important train of thought of electronic commerce development in recent years, in the process of development to get rid of the development of the traditional platform and middlemen, using direct selling to realize the B2C model construction, let enterprise products can directly docking with consumers, reduce the commodity middlemen link and the price, in the concrete practice process has obtained the positive effect.

3. Management Business Model Based on Management Improvement

Entrepreneur is the main body of creating enterprise excess wealth is an important content of the principle of traditional economics, based on the positioning of entrepreneurs and the actual situation of the development of digital economy, e-commerce enterprises in the process of development should gradually create a business model based on management, its mainly embodied as should strengthen professional manager training or hire professional managers to complete.

Under the background of digital economy, e-commerce development appeared new content, new changes, e-commerce platform besides taobao, jingdong appeared spell platform and live with goods platform, these new platform or model need e-commerce platform timely adjust their development ideas, actively do enterprise development layout and optimize the existing business model, but the conventional management ideas have not fully adapt to the existing digital model, so through the establishment of management business model improve management quality is very necessary. The innovation of management mode requires managers to constantly do a good job in adjusting enterprise management, Try out more development models, For example, Pinduoduo bargaining group model is a new model, accustomed to taobao jingdong model of merchants can not adapt well, Therefore, from the perspective of managers, we can combine the pinduoduo model to form a new sales team, Mainly to adapt to Pinduoduo's business management model, Similarly, in the process of management, businesses other than live streaming, from the initial cooperation with anchors to gradually anchor team and establish the corresponding management mode, which all reflect the business development based on management improvement, At its core, by organizing new teams and building new management initiatives, To straighten out the labor-management relations to solve them, Thus realizing the development of e-commerce platform number^[3]. In short, under the background of digital economy development, e-commerce enterprises are faced with many market changes. When new business forms emerge in an endless stream, managers need to realize the importance of management improvement, actively establish a new management team, and attract more excellent talents to constantly adapt to the business model.

4. Virtual Business Model Based on Consumer Demand

Under the background of the development of digital economy, consumer demand is diversified.

In addition to product transformation and upgrading, consumers also need to actively build a virtual business model to meet the diversified needs of consumers. Virtual business model is mainly to build a network-based virtualization operation, using the network to realize their demand for a certain commodity without leaving home, overcome the traditional limitations of time and space, and reflect the development model of e-commerce enterprises dominated by consumers.

Virtualization of consumer demand is a trend in the development of digital economy in recent years. It mainly aims to use technical means to simulate consumer demand so as to help consumers get the content they want and reflect the value of digital economy. For example, some enterprises have developed a virtual APP, Consumers just need to “show off” to complete a variety of head shape design and then find their own head shape, Then you can go to the barber shop to finish the haircut, This operation seems simple but requires the support of big data and is also a part of the virtual technology, In addition, some clothing enterprises use virtual technology, Consumers only need to input their own information into the software to complete the relevant simulation operations and then match the size of clothes, shoes, Some design units can use AR technology to complete the housing and other decoration work, All these reflect the characteristics of virtual business to meet the consumer needs of consumers. In recent years, virtual business model has been well applied in the development of e-commerce enterprises. Shoes, hats and clothing enterprises are also actively developing similar software, and other e-commerce enterprises are also following up, which to a large extent and improves consumers' consumption willingness and satisfaction^[4]. Anyway under the background of digital economy how to meet consumer demand, how to combine consumer demand to guide technology development and innovation and application is an important concept of e-commerce enterprise development, virtual business model is becoming the highlight of some e-commerce enterprise development, to improve the quality of enterprise development and improve consumer market popularity has played a positive role.

5. Cycle Business Model Based on Product Upgrading

Traditional concept of e-commerce enterprises from production enterprises and then through e-commerce channels to consumers, this model is also the most common method but on the basis of production practice based on the development of product upgrading of e-commerce enterprises should actively do periodic business model design, combined with the actual needs of consumers and the characteristics of the digital economy product update cycle setting, so as to realize the innovation of business model.

Cycle business model based on product upgrading is an innovative economic development strategy implemented by e-commerce enterprises in order to adapt to the development of digital economy, Take clothing products, for example, E-commerce enterprises generally place orders from relevant manufacturers a quarter in advance, If in summer, orders will start in spring or even earlier, Ordering style, template are actually already fixed, However, when officially selling the use of big data according to the characteristics of the digital economy, we can find that consumers' demand for products is diversified and there is some consumption bias, E-commerce enterprises need to complete the product loan repayment or new product research and development in the shortest possible time, To use their own advantages to quickly establish contact with manufacturers and combined with big data and other means to evaluate the consumer consumption scale, product cycle and so on, Realize the construction of business cycle business model through evaluation, Improve the market adaptability of e-commerce in the digital economy era, Enhance the competitiveness of enterprises. In all under the background of digital economy development mode appeared new content, from the product production, product circulation, product sales are new content and digital economy consumer demand more diversified, but its core is the consumer demand changes, need

e-commerce enterprises combined with the digital economy development actual reasonable guidance, build up the product upgrade cycle business model, improve market competitiveness.

Summary

under the background of digital economy e-commerce enterprise business model innovation path to carefully analyze the background of e-commerce enterprises facing market changes, consumer changes and management changes, etc., under the background of e-commerce development actively business model innovation, actively from link, management, consumer demand, product upgrading aspects to build, realize the exploration and practice of different business model.

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