

Research on the Impact of Internet Economy on International Economics and Trade

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Abstract: In the new era, as the Internet develops, the international economics and trade situation has undergone great changes. Especially the introduction of the Internet Economy makes the international trade situation more complex and the form more diverse. In order to better study the impact of Internet Economy on international economics and trade, this paper mainly analyzes its positive and negative impact, and proposes relevant countermeasures for developing Internet Economy in international economics and trade.

1. Introduction

The rapid rise of China's Internet Economy has changed the economic situation of China and even the world, and provided a new model for international economics and trade. Internet Economy makes international economics and trade develop in a positive direction, but it also brings a certain negative impact on international economics and trade. Therefore, it is necessary to carry out a comprehensive and effective analysis on the advantages and disadvantages of Internet Economy on the development of international economics and trade, so as to better promote the development of China's international economics and trade^[1].

2. The impact of Internet Economy on international economics and trade

The development of Internet Economy has brought a positive impact on the international economics and trade, but it also inevitably has a certain negative impact.

(1) It saves trade costs.

Under the traditional economics and trade system, due to the influence of regional economic policies, time, space and transportation, the cost of developing international economics and trade increases, which is not conducive to international exchanges. Through the development of Internet Economy, we can save trade costs as much as possible, reduce time costs and labor costs, so that international trade is no longer affected by time and space. Through the e-commerce platform, international trade exchanges can be easily completed, and the work such as negotiation and cooperation, remittance and transfer can be promoted, which effectively optimizes the traditional trade links, and promotes international trade exchanges.

(2) It makes economics and trade forms more diverse.

In the traditional international economics and trade model, there are many restrictions, especially the form of economics and trade is relatively single. By introducing Internet Economy into

international economics and trade, the forms of economics and trade can be more diverse. The use of Internet technology can improve the negotiation ability between countries, make consumers better choose the international market, and carry out effective economic exchanges and cooperation, which provides more ideas and development directions for the forms of economics and trade ^[2].

(3) It promotes economic development at home and abroad.

China is at a critical stage of development. From the perspective of the current international economic situation, China is facing the transformation. The introduction of Internet Economy into international economics and trade can effectively promote economic development at home and abroad, so that China's e-commerce, currency transactions and various Internet economies can be better developed, and then domestic tourism market and commercial development can be promoted, China's electronic transaction capabilities can be optimized. As a result, trade efficiency can be enhanced and international trade exchanges can be strengthened.

(4) It increases the risk of international trade.

However, in international economics and trade, the development of Internet Economy also has certain unfavorable factors. First, it increases the risk of international trade. Internet Economy is mainly based on the Internet, so there will be certain network loopholes in transactions, which will give some criminals an opportunity to use loopholes of network payment to carry out some illegal transactions and result in the leakage of important trade information. It is not conducive to the development of Internet Economy in international economics and trade.

(5) The slow development of logistics restricts the development of Internet Economy.

With the development of Internet Economy, the requirements for the logistics industry are also higher. However, because the development of the logistics industry cannot keep up with the development of e-commerce, the international logistics transportation is subject to certain restrictions, which is not conducive to the development of international trade. Especially in China, due to the lack of logistics-related professionals, the logistics industry started late, and various logistics systems and Internet Economy have not yet formed a form, thus limiting the development of Internet Economy.

(6) It lacks relevant Internet financial talents.

In the development of international economics and trade, at the beginning, there was a large demand for Internet-related talents, especially when conducting electronic transactions online, there was a high demand for talents in various related majors. Due to the lack of relevant Internet financial talents, China is limited in the development of Internet Economy. And the lack of e-commerce talents has led to China's lack of core competitiveness in international economics and trade ^[3].

3. Countermeasures for development of Internet Economy in international economics and trade

When developing Internet Economy in international economics and trade, we should take some countermeasures to deal with the negative impact of Internet Economy on international economics and trade. First of all, it is necessary to create a secure environment for Internet Economy and trade. In order to avoid Internet security incidents in international economics and trade, we must first improve the security of Internet Economy and do a good job in the security of related businesses by creating an effective and safe trading platform, upgrading various network hardware and software, and doing a good job in preventing the intrusion of criminals. In addition, it is necessary to constantly optimize and upgrade the network industrial structure. As China is still in the stage of development, there are still some deficiencies in the development of international economics and trade. Especially in terms of foreign exports, China lacks certain high-tech, which leads to the lack

of effective competitiveness in international market competition. In order to improve international trade and economic capacity, when developing the Internet Economy, China must constantly optimize and upgrade the network industrial structure and strengthen the research and development of high-tech products, and create Chinese brand, so as to constantly optimize product quality and value and enhance international competitiveness. Furthermore, it is necessary to strengthen the training of compound talents. In order to make China's international economics and trade better connect with the Internet Economy, we should pay attention to the training of compound talents and Internet talents by optimizing the lack of talents in all walks of life, strengthening cooperation with colleges and universities, so as to promote the development of China's international economics and trade. And it is also necessary to improve the publicity of network finance. By strengthening the publicity of the advantages of the Internet economics and trade, and improving the publicity of online finance, people can improve their understanding of Internet Economy, and then consumers' interest in online trade can be stimulated. Consequently, China's international economics and trade influence can be enhanced ^[4].

In order to further enhance the positive impact of the network economy on international economy and trade, it is necessary to do a good job in the process of daily development to publicize network knowledge and network economy, so as to make more enterprises realize the importance of e-commerce in the process of development, as well as the significance in promoting their own development. And e-commerce is an emerging industry. In the process of daily development, most enterprises have not fully realized its importance. Therefore, in the process of daily development, it is more necessary to do a good job in the publicity of network knowledge to promote enterprises to pay more attention to the network economy. In the process of daily development, it is possible to explore new development opportunities from e-commerce to develop e-commerce. And relevant management departments should create a good network economic environment. In the process of daily development, whether international economy and trade can be in the best development position is closely related to the establishment of network information infrastructure. So relevant management departments need to create a good network economic environment, timely find and solve potential problems in the process of network development, such as security risks. At the same time, it is more necessary to do a good job in the joint work of various main networks to enhance the position of China's networks in the international market, improve network coverage, and promote the better development of China's Internet Economy ^[5].

According to the actual situation, it can be found that some enterprises still follow the way of monopoly in the process of their development, which directly affects the development of economy. In order to further highlight the role of the network economy in promoting the world economy, it is more necessary to effectively improve the market monopoly situation in the process of subsequent development, so as to further improve the network's operation ability and service quality, indirectly promote the speed of market economy development, improve the market development model, and ensure the stability of economic development ^[6]. With the sustainable development of social economy, China's comprehensive national strength and international status have been significantly enhanced. In the process of economic trade, in order to promote the better and more stable development of China's economy and trade, we need to adhere to the development concept of "Going Global" for a long time, actively participate in international business dialogue in the process of economic development, and promote the better development of China's economy ^[7]. In this way, China's economic development can be further accelerated, and the positive impact of Internet Economy on China's economy and trade can be further highlighted.

4. Conclusion

Internet Economy has brought both positive and negative impacts on international economics and trade. The development of Internet Economy in international economics and trade can effectively save trade costs, make economics and trade forms more diverse, and promote the economic development at home and abroad, as well as increasing the risk of international trade. In addition, the slow development of logistics restricts the development of Internet Economy, and the lack of relevant Internet financial talents is also affecting the development of Internet Economy. When developing Internet Economy in international economics and trade, it is necessary to effectively create a safe network economy and trade environment, continuously optimize and upgrade the network industry structure, strengthen the cultivation of compound talents, and improve the publicity of network finance, so as to effectively improve the development of Internet Economy, promote the formation of the Internet international trade system, and transform the negative factors into a positive direction.

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