

Development and Opportunities of Cross-border E-commerce from the Perspective of "The Belt and Road"

Xiaobo Wu^{1,a}, Yuliana Vladimirovna Solovieva^{1,b,*}

¹RUDN University, Ulitsa Miklukho-Maklaya, 6, Moscow, 117198, Russia

^a1032228164@rudn.ru, ^bsolovyeva-yuv@rudn.ru

*Corresponding author

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Abstract: With the continuous development of information technology, e-commerce has achieved a good development trend, especially the "One Belt and One Road" initiative, which has elevated e-commerce to a new development status ^[1]. "The "One Belt, One Road" initiative has opened up a new path for economic and trade development, which is conducive to strengthening the existing bilateral and multilateral mechanisms between China and the countries concerned and establishing a proven regional cooperation platform. The "One Belt One Road" initiative brings great convenience to China's economic and trade development, better promotes China's economic and trade development, and also changes the economic and trade structure ^[2]. But opportunities and challenges coexist, the "Belt and Road" initiative also promotes the inflow of foreign goods, which has an impact on China's domestic economic and trade development.

1. "The significance of cross-border e-commerce development in the context of "One Belt and One Road"

The "One Belt, One Road" initiative is the top-level development concept of China, and the implementation of this concept has largely driven economic development, as well as the economic development of countries along the route. The significance of cross-border e-commerce development in the context of "One Belt, One Road" is mainly discussed from the following two levels.

1.1. The implementation of "One Belt, One Road" has promoted the construction of logistics facilities in countries along the route

The implementation of the "One Belt, One Road" initiative has brought the countries along the route closer and closer together, and also driven the development of the logistics industry. Since the implementation of the "Belt and Road" initiative, countries along the route have established long-term cooperation and jointly built railroads, airports and highways, further optimizing the logistics system and accelerating the pace of economic development. For example, the China-Kazakhstan (Lianyungang) Logistics Cooperation Base, jointly established by China and Kazakhstan, is an

important part of the "Belt and Road" initiative, laying the foundation for the establishment of long-term cooperation between China and Kazakhstan and opening up a new trade road. As time goes by, more and more countries along the "Belt and Road" initiative, trade exchanges between countries are getting closer and closer, which is important for the development of China's logistics and economic industries. ", through five Central Asian countries, and finally travel to Europe. The emergence of the new railroad has created favorable conditions for China's commodities to be sold abroad, which will continuously transport China's Yiwu small commodities outside the country, with the logistics trajectory of Yiwu-Xinjiang-Europe, which is a road to wealth and can also be regarded as the "New Silk Road". .

1.2. The implementation of "One Belt and One Road" promotes the continuous reform and innovation of China's customs clearance system

In recent years, with the continuous promotion of the "Belt and Road" initiative, China's customs clearance system is also gradually updated, under the guidance of the new concept, some new service models have come one after another, which also brings a lot of convenience for the development of logistics, accordingly, customs clearance procedures are becoming more and more concise, and customs clearance time has been significantly reduced. As early as 2014, the State Council issued the "implementation of the three mutual" to promote the reform of the construction of customs clearance program, this program focuses on the three mutual, that is, the port supervision departments to exchange information between the information to ensure the authenticity of information, but also to achieve mutual recognition of supervision and mutual assistance in law enforcement. With the passage of time, Guangzhou Customs created a new customs clearance business with the help of Internet in 2017, which is called "Easy Customs Clearance", and this business has changed the previous business processing mode, and the relevant personnel can handle the relevant business online, thus significantly improving the efficiency of customs clearance.

Current status of the "One Belt, One Road" initiative

The current development of international economic and trade shows the rise of new forces and the solid development of old ones. The development of international economy and trade has reached an unprecedented prosperity, and the "Belt and Road" initiative has played a key role in the overall economic development of the countries along the route.

1.3. New economic forces are emerging

In the past, the world economic and trade environment was dominated by developed countries, but the completion of the "Belt and Road" initiative has led to certain changes in the overall economic framework and structure. Compared with developing countries in general, developed countries have obvious advantages in terms of economic strength and international influence, and their core competitiveness is difficult to shake. In the past, developed countries often trade with developing countries through their own economic advantages, so as to maximize the benefits at a very small cost ^[3]. Trade between developed countries and their neighbors is risky, and for less developed countries, the large amount of labor costs exported leads to the difficulty of adjusting and progressing the overall structure of the national economy. Therefore, some developing and less developed countries, through the "Belt and Road" initiative, have adjusted their domestic economic structure, started to innovate and reform their economic policies, combined with their own resources and labor advantages, and taken the initiative to fight for the right to speak for the country's economic development. Through the "Belt and Road" initiative, some less developed countries can take the initiative to participate in international economic and trade activities, so as to improve their status in the international community.

1.4. The rise of trade protectionism

In recent years, trade protectionism has been constantly mentioned in international economic and trade activities. After the establishment of the World Trade Organization, many developed countries joined it, and their economies and trade levels have been steadily and substantially improved and developed, and they take trade liberalism and trade protectionism as their guiding philosophies. Through trade protectionism, the economic development of developed countries influences the world economic and trade environment, and has a profound impact on the economic and trade development of other countries ^[4]. Since the economic and trade environment of developed countries is persistent and long-lasting, such as the lack of energy, professional talents, aging and a series of problems gradually emerged, so the developed countries are subsequently inclined to trade protectionism, hoping to maintain their own economic status and interests to a certain extent, and through trade protectionism to limit the development of foreign economic forces in their own countries.

2. "The development strategy of cross-border e-commerce in the context of "One Belt and One Road"

2.1. Building a cross-border e-commerce ecosystem

In the background of the new era, in order to promote the sustainable development of foreign trade economy, relevant departments can build a cross-border e-commerce ecological system, through which the establishment of this system can speed up customs clearance, and also link customs clearance, logistics and tax refunds in various aspects, and create an ecological consumption environment for consumers. In the actual development process, in order to improve the development speed of cross-border e-commerce, relevant departments can also build an industrial chain and add several items on this basis, such as customs inspection, tax management, exchange rate conversion, etc. At the same time, the local government should also pay more attention to the construction of cross-border e-commerce ecosystem, actively promote the relevant policies of cross-border e-commerce development, and at the same time, it can also give economic guidance. On this basis, the government can also take the lead and encourage various enterprises to join the process of building the cross-border e-commerce ecosystem to form a complete operation system. In addition, the process of building the cross-border e-commerce ecosystem can also give full play to the advantages of online platforms, such as the integration of data with the help of big data technology to open the channel of information blockage in the development of traditional electronic commerce, through which the business platform of e-commerce can also be further expanded to greatly enhance its operational efficiency and thus create an efficient ecosystem ^[5].

2.2. Promote the development of cross-border e-commerce logistics

In the context of today's society, in order to enhance the efficiency of cross-border logistics, we need to focus on the construction and improvement of the supply chain management system, comprehensively interpret the new requirements and new regulations of the "Belt and Road" initiative, establish the "Belt and Road" cross-border e-commerce logistics cooperation alliance, and enhance cooperation and exchange with enterprises and city groups to accelerate the construction of a three-dimensional, multi-dimensional and efficient collaboration service platform. Enhance the cooperation and exchange with enterprises and city groups, so as to accelerate the construction of a three-dimensional, multi-dimensional and efficient collaboration service platform. Secondly, enterprises and governments should analyze the basic requirements of the "Belt and Road" initiative,

integrate and allocate the existing logistics resources, and promote the mutual connection between various markets with the support of cross-border logistics development, so as to enhance the overall economic benefits. Again, we should further develop new technologies and equipment for "One Belt, One Road", strengthen the management effectiveness of each market, and promote the mutual development of logistics technology in cities along the route. Finally, we should link up with overseas enterprises, establish overseas storage warehouses, and adopt the market mode of "direct mail collection" to precisely match the needs of merchants and customers, so as to reduce logistics and transportation costs and improve logistics efficiency at the same time. In this process, it is necessary for the government and enterprises to jointly manage, on the one hand, the regular summary of the platform feedback transaction information, and timely solve the basic problems such as commodity returns, replacements and exchanges; on the other hand, the regular feedback on the "direct mail collection" mode, adjust the management mechanism of each link to achieve the scale and efficiency of the collection of goods running volume. On the other hand, we provide regular feedback to the "direct mail" model, adjust the management mechanism of each link, and realize the scale and efficiency of the collection operation.

2.3. Transformation from Made in China to Created in China

Under the background of "One Belt, One Road", in order to further transform the mode of economic development and promote the realization of the "Chinese Dream", traditional enterprises should follow the theme of the development of the times, change the previous business structure, take cross-border e-commerce as the focus of enterprise development, optimize and improve it from the content, form and other levels, and create a new situation of synergistic development of domestic and foreign markets. They should optimize and improve the content and form of cross-border e-commerce, and create a new situation of synergistic development in both domestic and foreign markets. To achieve this goal, traditional enterprises should actively innovate, accelerate the establishment of brand awareness, and broaden learning and communication channels, strengthen their own theoretical foundation, and eliminate the shortcomings of imitation and homogenization among commodities. In addition, to grasp the advantages of Internet technology, accelerate the implementation of brand strategy, specifically, enterprises can analyze customer demand, market needs, etc., to tap high-quality demand orders, precise product innovation, and product customization according to the context, different uses, to attract high-quality sources of customers at the same time, to improve the overall competitiveness of their own market.

3. Conclusions

The "Belt and Road" initiative, which spans Eurasia and Africa, has been under construction and continuous development for more than seven years, promoting the improvement of the overall economic level of the countries along the route and receiving attention from the domestic environment and the international community. Relying on the existing multilateral economic mechanisms, China is taking advantage of its own economic strengths to build a community of human destiny and actively establish economic cooperation with its neighboring countries to achieve win-win cooperation and mutual benefits on an equal footing. The Chinese government will work together with all countries along the "Belt and Road" to promote the steady development of the international community's economy and trade ^[6].

To sum up, cross-border e-commerce has to a certain extent expanded China's economic development model and has a strong role in promoting China's economic development. In recent years, with the implementation of the "One Belt, One Road" initiative, China's cross-border e-commerce has developed by leaps and bounds. Facing the new development situation, how to

stabilize the basic plate and build the corresponding industrial chain has become a key consideration for us. Under the new environment, cross-border e-commerce should meet the new development trend and strive to provide quality services for overseas customers. In addition, the development of cross-border e-commerce trade has enabled the countries along the "Belt and Road" to establish long-term cooperation, thus effectively promoting the development of regional economy. Under the background of the new era, we should base on the "Belt and Road" initiative, broaden the development channels of national commodity economy, introduce more development technologies, and promote the common development of multinational economy from multiple perspectives, such as the construction of ecological system, optimization of international field work, construction of credit system, and updating of logistics mode.

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