

The Promoting Role of Business Environment Optimization on the Development of Cross-border E-commerce

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Abstract: This research paper examines the impact of optimizing the business environment on the challenges and issues faced in the development of cross-border e-commerce, as well as the corresponding strategies to overcome them. It explores the concept, development process, and characteristics of cross-border e-commerce, and its relationship with international trade. The paper analyzes the definition, evaluation index system, and existing problems of the business environment, unraveling the underlying mechanisms by which optimizing the business environment influences the development of cross-border e-commerce. Various optimization measures are discussed, including policy support, streamlining of administrative procedures, financial assistance, logistics enhancements, customs supervision and standardization, the establishment of credit systems, and strengthening of cooperation and exchanges. In addition, the paper identifies the challenges and issues faced in this field, proposing improvement measures and coping strategies. Overall, this research contributes to the advancement of a sound and sustainable development of cross-border e-commerce.

1. Introduction

The Significance of Business Environment Optimization in Promoting the Development of Cross-border E-commerce

In recent years, cross-border e-commerce has emerged as a new and innovative business model that has rapidly gained popularity worldwide. The success of cross-border e-commerce is highly dependent on the conducive business environment provided by countries and regions. Therefore, it is crucial to examine the role of business environment optimization in promoting the development of cross-border e-commerce. This research can be approached from the perspectives of the government, enterprises, and consumers^[1].

By comparing various business environment indicators, the development of cross-border e-commerce, and the relevant policies and measures implemented in different countries and regions, we can ascertain the extent and manner in which different business environments impact the development of cross-border e-commerce. Additionally, the collection of valuable feedback and

opinions from enterprises and consumers through questionnaires, interviews, and other research methods can provide valuable insights for the government in formulating more targeted and effective policies.

The results of this research will serve as a scientific basis for government decision-making, corporate strategy formulation, and consumer choices. Furthermore, it will contribute to the promotion of a healthy and sustainable development of the cross-border e-commerce industry.

2. Foreword

2.1 Research background

With the advancement of globalization and the rapid growth of the digital economy, cross-border e-commerce has emerged as a significant component of international trade. However, the development of cross-border e-commerce is confronted with numerous challenges, one of which is the disparity in the business environment across different countries and regions. The optimization of the business environment plays a pivotal role in facilitating the progress of cross-border e-commerce. Consequently, conducting a comprehensive study on the impact of business environment optimization on the development of cross-border e-commerce will facilitate a better understanding of the subject and enable the formulation of appropriate policy recommendations. This, in turn, will promote the healthy advancement of cross-border e-commerce, as well as foster the prosperity and collaboration of international trade^[2-3].

2.2 Research meaning

Conducting research on business environment optimization holds immense importance in driving the growth of cross-border e-commerce. Firstly, cross-border e-commerce has a significant potential to facilitate trade liberalization, spur economic growth, and generate employment opportunities. Secondly, enhancing the business environment can reduce market entry barriers, foster innovation, and encourage overall development. Furthermore, optimizing the business environment can enhance the efficiency of government services and regulations, while also improving the predictability and security of transactions. Lastly, studying business environment optimization can address the challenges faced by cross-border e-commerce, provide targeted policy recommendations for governments and businesses, and promote sustainable development^[4].

3. The concept and characteristics of cross-border e-commerce

3.1 The definition of cross-border e-commerce

Cross-border e-commerce, that is, international trade activities through the Internet platform. It covers the whole process from commodity e-commerce transactions, logistics and transportation, payment and settlement, to related market promotion and after-sales service. The core of cross-border e-commerce is to realize cross-border sales and transactions between different countries or regions. Through e-commerce, consumers can easily buy goods from all over the world, and at the same time provides a new way for enterprises to expand the international market. The rapid development and popularization of cross-border e-commerce has greatly promoted the facilitation of global trade and economic globalization^[5].

3.2 The development process of cross-border e-commerce

Early stage: In the 1990s, with the emergence of the Internet, some early cross-border e-commerce platforms began to emerge, such as eBay and Amazon. These platforms provide opportunities for international trade in the form of online markets, but are limited to current technological and logistics conditions, with fewer cross-border transactions.

Development stage: In the early 21st century, with the further development of internet technology and the improvement of logistics chains, cross-border e-commerce began to develop rapidly. Many emerging cross-border trade platforms have emerged, such as Alibaba and JD.com, which have attracted a large number of international buyers and sellers by improving payment and logistics systems and providing more high-quality goods and services^[6].

Prosperity: With the popularization of mobile internet and social media, cross-border e-commerce flourished in 2010. The emergence of mobile payments has made international transactions more relevant, and advertisements on social media platforms have also brought more exposure and cross-border sales opportunities to power companies. At the same time, some countries and regions actively promote the development of cross-border e-commerce by supporting trade facilitation policies and measures to attract foreign buyers and investments.

Transition and Phase Upgrade: Currently, transition and phase upgrade cross commercial electrical boundaries. With the changing global trade situation and the diversification of consumer goods demand, e-commerce platforms are not only a simple commodity trading platform, but also provide more value-added services, such as offshore storage, Logistics, collaboration, and tax consulting to meet the diverse needs of consumers and businesses^[7].

3.3 The relationship between cross-border e-commerce and international trade

Cross-border e-commerce is closely related to international trade. Through the application of the Internet and digital technology, cross-border e-commerce has broken the geographical restrictions of traditional trade and realized the global transaction of goods and services. It provides new channels and ways for international trade, and promotes trade facilitation and digital transformation. Cross-border e-commerce enables consumers to directly purchase goods from other countries or regions through online platforms and markets, expanding the scale and scope of international trade. At the same time, cross-border e-commerce also provides more opportunities for small and micro businesses and individual businesses to participate in international trade, lowers the trade threshold, and promotes the diversified and inclusive development of trade. In addition, cross-border e-commerce also promotes the facilitation and efficiency of international trade. Through digital services such as online payment, logistics distribution and customs clearance, cross-border e-commerce simplifies trade processes, shortens transaction cycles and reduces trade costs. This makes trade between countries more efficient, convenient and traceable, accelerating the development of global trade^[8].

4. The concept of and evaluation index system of business environment

4.1 Definition and elements of the business environment

4.1.1 Definition

The term “business environment” refers to the conditions and frameworks that facilitate corporate operations. This concept encompasses laws and regulations, government assistance, market competition, administrative efficiency, infrastructure, and talent development. These elements collaboratively create a favorable business environment, which invariably attracts investments while

promoting innovation and competitiveness. Additionally, an optimal business milieu stimulates economic growth, enhancing a country's or region's overall competitiveness and image. This improvement in perception and functionality not only draws more investments but also fosters further development, thereby creating a virtuous cycle of improvement for the business environment and propelling economic prosperity.

4.1.2 Elements

Laws and regulations: A sound, transparent and reliable legal and regulatory system is the basis for a good business environment. These include aspects such as trade registration, formulation and enforcement of contract law and the protection of intellectual property^[9].

Political support: State political support is an important driver of business growth. Governments of different countries should formulate and implement policies that promote innovation, entrepreneurship and investment, such as tax cuts, loan support and business start-ups.

Market competition: Fair and open conditions of competition are crucial for the development of various companies. Governments of different countries should strengthen market regulation, prevent monopolies and unfair competition, and improve market transparency and fairness.

Administrative efficiency: Efficient and convenient administrative services are important factors for improving the business environment. The government should take measures such as simplifying regulatory approval, optimising administrative procedures and providing effective public services to improve administrative efficiency and effectiveness..

4.2 Selection and construction of evaluation indicators for the business environment

4.2.1 Laws and institutions

The Legal Transparency Index can indicate whether the law is clear and easy to understand and whether the company is easy to comply with; The Legal Stability Index can measure whether laws change frequently and whether laws can remain stable for a long time; Law enforcement indicators help to assess the effectiveness and intensity of law enforcement; The IPR index may reflect the degree of legal protection of intellectual property in a region or country^[10].

4.2.2 Policy support

Indicators on tax support may reflect government policy on tax incentives; Preferential indicators for innovation and entrepreneurship policy can measure whether the government provides policy support for innovation and entrepreneurship; Indicators supporting foreign investment policy may reflect the political inclination of the government and the level of support for foreign investment.

4.2.3 Market openness

The market access threshold index can measure the degree of market access for different enterprises; The market competition index can reflect the degree of competition and fairness of a company in the market; The Foreign Investment Restriction Index can measure the level of foreign investment in a region or country.

4.2.4 Administrative efficiency

The registration process time index measures the time required for government agencies; Efficiency index helps to evaluate efficiency and simplify processes; The government service quality index can reflect the interaction and service quality between departments and enterprises.

4.3 Analyzing the Business Environment Issues in the Development of Cross border E-commerce

Firstly, facilitating the import and export process is an important issue in the development of cross-border e-commerce. Cross border e-commerce requires international trade, but the complex, lengthy, and expensive import and export procedures have become bottlenecks hindering the development of cross-border e-commerce. Governments and relevant institutions of various countries should strengthen cooperation, simplify customs procedures, improve customs clearance efficiency, eliminate trade barriers, and establish more effective cross-border trade mechanisms.

Secondly, customs and logistics efficiency are also key issues for the development of cross-border e-commerce. The efficiency and service quality of customs and logistics departments directly affect the operational efficiency and user experience of cross-border e-commerce. The government should increase customs and logistics reform efforts, improve work efficiency, strengthen service quality control, promote the digitization and automation of logistics business, optimize logistics distribution networks, and reduce logistics costs.

In addition, trade barriers pose challenges to the development of cross-border e-commerce. The standards and regulatory requirements for cross-border e-commerce vary by country and region, resulting in trade barriers. Governments of various countries should actively promote the coordination and integration of international trade rules, strengthen cooperation with other countries and regions, promote the standardization and standardization of cross-border e-commerce, eliminate trade barriers, and promote the healthy development of cross-border e-commerce.

Finally, intellectual property protection is also an important issue in the development of cross-border e-commerce. Cross border e-commerce involves the protection and infringement of intellectual property rights, but the level of intellectual property protection varies by country and region, bringing uncertainty and risks to cross-border e-commerce. Governments of various countries should strengthen the legal protection and enforcement of intellectual property rights, establish strong intellectual property protection systems, strengthen international cooperation, and jointly solve the problem of intellectual property infringement in the field of cross-border e-commerce, creating a stable and reliable environment for cross-border e-commerce.

5. The impact mechanism of business environment optimization on the development of cross-border e-commerce

5.1 The impact of government policies and legal environment on cross-border e-commerce

The impact of government policies and the legal environment on cross-border e-commerce is huge. The government's policy support, tax incentives and subsidy policies, as well as the protection and norms of the legal environment, directly affect the operation and development of cross-border e-commerce enterprises. The support of government policies can provide more development opportunities and resources, reduce the operating costs and increase the competitiveness of enterprises. The protection and regulation of the legal environment can effectively protect the intellectual property rights and trade secrets of cross-border e-commerce enterprises, and maintain the fairness and integrity of market competition^[1]. Therefore, the active optimization of government policies and legal environment plays an important role in promoting the development of cross-border e-commerce.

5.2 The impact of business environment and market access on cross-border e-commerce

Business environment and market access play a key role in the development of cross-border e-commerce. An open, transparent and fair business environment can attract more investment and enter the cross-border e-commerce enterprises, promote the active market competition, and improve the innovation ability and competitiveness of enterprises. At the same time, the convenience of market access also directly affects the development of cross-border e-commerce enterprises. For measures such as reducing administrative approval, simplifying registration procedures and providing preferential policies, the entry threshold of enterprises can be lowered to promote the development and innovation of cross-border e-commerce.

5.3 Impact of financial services and payment systems on cross-border e-commerce

Financial services and payment systems play an important role in supporting the development of cross-border e-commerce. A sound financial service system can provide diversified financial products and services, and provide financial support, risk management and financing channels for cross-border e-commerce. At the same time, the convenience and security of the payment system can also directly affect the transaction efficiency and user experience of cross-border e-commerce. Therefore, optimizing financial services and payment systems can provide more convenient and reliable financial support for cross-border e-commerce and promote the development of cross-border e-commerce.

6. Measures to optimize the business environment for the development of cross-border e-commerce

6.1 Policy support

The government can introduce a series of policies to support the development of cross-border e-commerce to promote the prosperity and innovation of the industry. First, the government can provide tax incentives, subsidies and incentives to help companies reduce their operating costs and encourage their investment and innovation^[2]. For example, the government can reduce import tariffs on enterprises, reduce import costs for enterprises, and promote their international trade activities. In addition, the government can also provide direct financial subsidies and incentives to cross-border e-commerce enterprises to encourage them to expand production scale, increase employment opportunities and improve service quality.

6.2 Simplify the examination and approval procedures

The government can simplify the registration, submission, and approval procedures for cross-border e-commerce enterprises, reduce administrative approval procedures, lower entry barriers for enterprises, and accelerate the pace of enterprise development. The government can establish an online platform to simplify the registration and submission process, making it easier for businesses to follow relevant procedures. In addition, the government can strengthen supervision over cross-border e-commerce enterprises, improve approval efficiency, shorten approval time, and further promote enterprise development.

6.3 Provide financial support

The government can provide cross-border e-commerce companies through financial institutions such as financing, risk management, financial support, etc. financial support to promote the growth and growth of businesses. Governments of different countries may set up a dedicated fund for the development of cross-border e-commerce by providing eligible companies with low-interest loans and venture capital to address financing deficits and providing financial advice and training services; to improve their financial skills and risk management.

7. Conclusion

In the field of cross-border e-commerce, optimizing the business environment is the key to sustainable development. However, with the continuous development of the industry, it also faces various problems and challenges. To meet these challenges, we need to continuously improve measures and develop effective strategies to address them. Only by actively promoting the optimization of the business environment, solving problems and addressing challenges can we strongly support the healthy development of the cross-border e-commerce industry and promote economic prosperity. Let's work together to create a more open, comfortable and stable cross-border e-commerce environment for global consumers and businesses.

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