

Exploring the Development Model of Cross-Border E-Commerce in the Belt and Road Economic Zone

Yibo Wang^{1, a, *}

¹Zhengzhou University, Zhengzhou, 450000, China

^a164659487@qq.com

*Corresponding author: 164659487@qq.com

Keywords: One Belt One Road; E-commerce; Economy; Internet

Abstract: The Belt and Road Initiative is a policy proposed by our General Secretary Xi Jinping six years ago. It has had a huge international impact on my country's business and politics. The Belt and Road Initiative, as a cross-border economic and trade policy, is completely different from previous domestic economic policies. In recent years, with the continuous updating and development of Internet technology, e-commerce under the Internet model has developed rapidly. This new model breaks the tradition and is completely independent of the influence and restrictions of time and region. This has made China's economic model Great changes, Internet e-commerce has also indirectly promoted the development of China's trade. It is of practical significance to study the development of cross-border e-commerce models in the new era, which is also in line with the trend of the times. This article explores new models of e-commerce development through research, combined with the current economic situation, puts forward some possible solutions, has a positive impact on the future development of e-commerce.

1. Introduction

With the rapid development of China's Internet e-commerce, the traditional real economy has received a great impact, especially during the new coronavirus this year, many physical shops are facing the risk of closure, e-commerce through Internet virtual economic services as the carrier The model began to develop rapidly, and e-commerce is stepping up the development of China's regional economy. At the same time, under the role of the globalized economy, the economic level gap between my country and Western powers is gradually narrowing, and the contribution of e-commerce is very high. Under the initiative of Xi Jinping's Belt and Road Initiative, my country's e-commerce began to move towards the world and became a new model of global cross-border e-commerce.

2.The basic development model of e-commerce in the Belt and Road Initiative

Since General Secretary Xi Jinping proposed the Belt and Road Initiative, a total of more than 60 countries have participated. This is also in line with my country's current development pattern of the times, and the world has compared the Belt and Road to the Silk Road in the new century. These more than 60 countries have vigorously developed cross-border e-commerce for trade transactions through the Belt and Road. Due to the characteristics of the Internet, they will not be limited by time and region, so they have developed rapidly in recent years. Obviously, the current e-commerce model has greatly optimized the traditional industrial structure, and the trade exchanges between countries will be closer. Cross-border e-commerce is a cross-border business activity conducted on the e-commerce platform. At this stage, China's relatively well-known e-commerce platforms are: Taobao, JD.com, Suning, etc., all of these e-commerce brands have set up overseas consumer zones and established Global purchase. We can directly purchase foreign products through the special area opened by the platform in China, and some domestic merchants who cooperate with the platform can also sell their own products to foreign customers through the platform, thus achieving

cross-border between the products transaction. In recent years, China has also issued some policies to promote the development of cross-border e-commerce. For example, the Ministry of Commerce of China has introduced some support policies for cross-border e-commerce, and implemented a tax-free policy for many e-commerce export companies. Gives great convenience to cross-border e-commerce companies. There are several transaction modes in e-commerce. The transaction mode between enterprises and enterprises is called B2B, and the transaction mode between enterprises and consumers is called B2C. In the B2B mode, the e-commerce platform publishes product information, deals transactions online and the circulation of commodities. In the B2C mode, the business is completed online, and commodities are delivered via logistics^[1].

3.Strategic Analysis of the Development of the Belt and Road E-commerce

3.1 Construction of logistics system

If cross-border e-commerce needs rapid development and growth, it is inseparable from logistics. Strengthening the construction of logistics system can better help the development of e-commerce. Logistics efficiency directly affects the turnover efficiency of cross-border e-commerce inventory and can be recovered more quickly funds. Strengthening the construction of cross-border logistics is to provide a guarantee for the development of cross-border e-commerce. Countries that trade along the Belt and Road have geographical continuity. Therefore, a systematic logistics model can be constructed for this geographical feature. In this logistics system,cross-border e-commerce can maximize cargo turnover. Domestic logistics companies need to expand overseas projects. Only in this way can they understand overseas logistics in terms of laws and policies, and help domestic e-commerce achieve cross-border development faster^[2]. At the same time, we need to continue to strengthen the construction of overseas logistics warehousing, so as to ensure the comprehensive efficiency of cross-border e-commerce.

3.2 Optimization of policy support

Internet e-commerce is not only aimed at individuals and businesses, but also to the country. Therefore, the country needs to introduce some supporting policies based on the actual development needs of cross-border e-commerce. Many countries are involved in the Belt and Road Initiative, and each country has different national conditions and policies. It is inevitable that there will be some conflicts in actual trade. At this time, our country needs to provide some policy support based on the culture and laws and regulations of other countries to ensure the smooth development of the One Belt One Road e-commerce. The state needs to encourage companies to go abroad to face the world and provide preferential policy support. At present, there is an uneven situation in the development of cross-border e-commerce in the east and west. Policy optimization can be carried out to increase support for enterprises in the central and western regions to ensure balanced development. At the same time, our financial support for e-commerce companies is also essential. Financial support is the basis for effectively guaranteeing the development of the Belt and Road.

3.3 Utilize Internet financial model and payment system

As early as 1987, Comrade Deng Xiaoping planned to establish economic special administrative regions in coastal cities, and developed some cities near the South China Sea since the reform and opening up. Now, the “Belt and Road” initiative promoted by General Secretary Xi Jinping is not the same. Is the plan of Comrade Deng Xiaoping the same? If China wants to become a world power, the first thing is to develop the economy. The foundation of the economy determines the superstructure. Only when the country is wealthy can the people follow the prosperity and become strong and not be bullied by other countries. . Now that China’s Internet is fully popularized, the “Belt and Road” initiative can be developed with the support of financial services, especially for the new industrial model of cross-border e-commerce, which ensures sustained and stable development of finance. Good development space. The foundation of cross-border e-commerce is gradually developed and popularized through the Internet. We conduct transactions through the network,

which involves a security issue. Therefore, to ensure that e-commerce can continue to develop better, the security of the network bears the brunt. We must deepen and improve the network security system. Cross-border e-commerce is an economic trading platform network carried out between countries. Once problems occur in transactions, the consequences will be very serious. Our current mainstream unlocking has fingerprints and Face recognition technology and the security of the revenue system are also continuously optimized and improved. Now the general public is basically aware of network security, and everyone can generally ensure that personal information is not leaked. Under the link of e-commerce transactions, payment will be completed through the Internet financial platform, which has a close connection with customer accounts. Therefore, in the construction of the payment system, we need to grasp the following aspects: First, we must first ensure that customers Account is in a safe state, we can set up a professional background maintenance team, timely maintenance and upgrade procedures and software, to ensure that the platform is safe and reliable. Second, under the e-commerce platform model, the goods will not be received immediately after payment. There is a time lag between these two links, so in order to effectively protect the personal rights of consumers, we intervene in transactions through third-party payment platforms. The buyer can first pay the goods to this platform for custody. After receiving the goods, the platform can charge the money to the other party's account. After exceeding the prescribed time limit, the money will be automatically credited to the seller's account. This effectively protects the fair interests of both parties.

4. Conclusion

Under the One Belt and One Road policy, it has brought many new development opportunities. The development of Internet cross-border e-commerce has become better and better, and it will remain the mainstream of developing cross-border trade in the next five years. At the same time, many opportunities and huge challenges will also be ushered in the development of cross-border e-commerce in the economic zone of the Belt and Road Initiative. System, the national government continues to increase policy support to promote the rapid development of cross-border e-commerce in the economic regions of the Belt and Road.

References

- [1] Li Yue. Analysis and research on the development model of cross-border e-commerce in the "Belt and Road" economic zone [J]. National Circulation Economy, 2020(09): 9-10.
- [2] Yang Luming, Wang Dongyi. A Study on the Strategy of Improving the E-Commerce Collaborative Innovation Capability of Countries along the "One Belt and One Road"[J]. Resource Development and Market, 2019, (04): 533~542.