

Analysis on the Impact of Internet Technology on International Trade

Yang Lei

Xi'an Siyuan University, Xi'an, 710038, China

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Abstract: With the continuous development of Internet technology, the application of Internet technology in international trade has become more and more extensive, and it has also had a great impact on China's international trade. Combining Internet technology with international trade work will give greater development space for international trade in the current era of rapid development of e-commerce. This paper briefly introduces the causes of network international trade, and analyzes the specific impact of Internet technology on international trade. It is hoped that it can better promote the development of China's Internet international trade and further promote the diversification, networking and standardization of China's economic development.

1. Introduction

In recent years, Internet technology has been promoted in more and more industry sectors, playing a vital role in China's social economic development. The networking of China's international trade industry can bring a lot of convenience and efficiency to people's lives. Internet technology has played an important role in the development of international trade^[1].

2. Reasons for network international trade

The traditional international trade transactions are based on the fact that the two companies have a certain reputation. They cooperate through relevant departments of the company, and sign contracts after mutual inspection and negotiation. This environment is very unfavorable for small and medium-sized enterprises and enterprises with relatively low visibility. This traditional trading model has a blind spot for information acquisition of international trade, which causes the information source to be largely limited. The development of the 21st century can be said to be the development of information technology, and the most extensive manifestation and application form of information technology development is the development and application of Internet technology. At present, the use of laptops, tablets, smart phones and other mobile terminals as the medium, the Internet almost penetrated into every moment of daily life. At the same time, the network business model based on mobile terminals has also been greatly developed. Figure 1 shows the development of e-commerce. It can be seen from the table that any enterprise that wants to gain a foothold in today's society and seek survival and development must learn to adapt and use the Internet as an emerging market model. Therefore, the application of Internet technology to international trade is

also a major trend in the future development of international trade^[2].

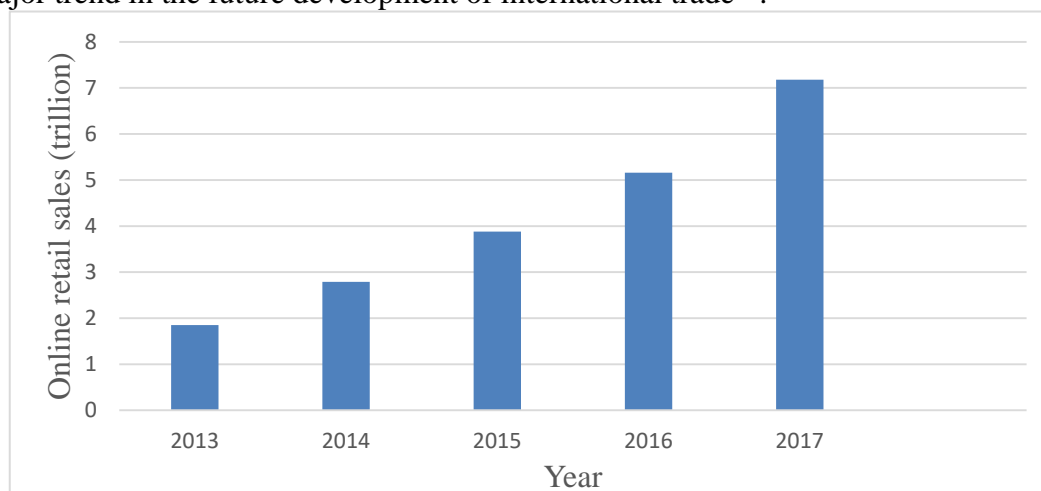


Figure 1 Size of online retail sales in China in 2013-2017

3. The impact of the Internet on international trade

The development of the Internet has affected the operation and management of all walks of life. As a very important part of the development of Chinese enterprises, international trade is also an urgent development. Table 1 shows the impact of the network on international trade.

Table 1 The impact of the network on international trade

The impact of the network on international trade
● Accelerate the development of international trade
● Promote the transformation of international trade patterns
● Expand business trading opportunities

3.1 Accelerate the development of international trade

The network environment has accelerated the development of international trade and increased the speed of international trade. In the traditional environment, if international trade wants to trade successfully, it requires the two parties to conduct long-term inspections at the other business premises, even if the trade is successful, they need to pay higher transaction costs. In the network environment, enterprises can communicate and communicate through the network in the process of trade, and conduct in-depth understanding of the situation of both parties through the network, saving the investigation cost of the enterprise. Enterprises can also find transport companies with relatively low cost through the Internet, effectively reduce the operating costs of enterprises, and accelerate the development of international trade. In addition, the networked environment can also strengthen exchanges and cooperation between various enterprises, and enhance the company's own comprehensive strength and market competitiveness. The sharing of the network enables enterprises to pass on their own product information to more users, so that enterprise information can be understood and used by more followers. Therefore, the network environment has strengthened the exchanges and cooperation between international companies, making international companies increasingly interdependent and effectively promoting the integration process of the global economy^[3].

3.2 Promote the transformation of international trade patterns

With the advent of the era of networking and information, the development of international trade has also been affected to some extent. The improvement of transaction efficiency has caused the acceleration of the transaction process, and the trading methods and trading channels have undergone tremendous changes. To a certain extent, network informatization has made the participants in the trade more and more diversified. In short, it means that the average consumer and customer can participate in international trade through the Internet platform, which also directly solves the serious gap between the previous trading methods. First of all, the transparency of the network allows both parties to participate in the transaction, as well as a clearer and more transparent understanding of the entire process of the transaction, which is of great significance for the fairness of the double-reverse transaction. Secondly, it is the effective communication between the two parties through the Internet and the efficient transfer of information. At the same time, the information of both parties to the transaction can be received in a timely manner, so that the transaction has higher timeliness. Internet trade has also changed the way of one-way information transmission in traditional trade, paying more attention to the two-way transmission of information and the interaction between the two sides. The transparency, fairness, two-way nature and the efficiency of information transmission in this kind of international trade have brought about a huge change in the mode of international trade in the network^[4].

3.3 Expand business trading opportunities

The use of Internet technology in international trade also helps to expand trading opportunities. The expansion of the network's opportunities for international trade transactions is mainly reflected in the access to information. In the traditional form of international trade, the information of both parties to the transaction is mainly obtained through intermediaries. The information provided by the middlemen is inevitably accompanied by the tendency of the middlemen themselves. In the e-commerce relying on the Internet, the middleman is omitted, and the transaction subject can freely obtain the required information on the relevant website. At the same time, under the support of Internet technology, the relevant information of international trade entities tends to be complete and comprehensive. Under such technology, transaction entities can use the network to obtain more transaction information and obtain information of different transaction entities. And to make their own comparisons, and choose the trading object that suits them, which creates more trading opportunities for international trade entities and also helps optimize the allocation of resources in the international market^[5].

4. Conclusions

In a modern society with highly developed Internet technology, the use of Internet technology in international trade is the general trend. The use of networks in international trade can accelerate the development of international trade, promote the transformation of international trade patterns, and expand trading opportunities, which greatly enhances the competitiveness of international trade enterprises. However, in the current national trade, the use of the network still has certain drawbacks, so it is necessary to continuously improve the networked international trade. Only by creating a more harmonious and healthy network environment for international trade can we promote the development of international trade.

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