

The influence of network information interaction on international economy and trade under the background of internet plus

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Abstract: Under the background of globalization, culture and economy are considered as the two most influential forces in the world system today. With the development of the times, the information network technology has gradually matured, which has prompted obvious changes in the current economic form, and the network economy has become the main economic mode at this stage. Compared with the traditional economy, the network economy has more advantages, but the factors such as trading place and trading time have less influence on it, which has a positive significance for the d under the background of globalization. In this era, the competition among countries in the world is developing towards a trend of diversification. At present, the competition among countries in the world is not only the competition of military equipment, economic competition, and technological competition in the traditional era, but also the competition of the amount of information resources and the level of information technology. If you want to keep international economic and trade invincible, you must pay attention to the impact of electronic commerce on it in the context of "Internet Plus". This article analyzes the impact of "Internet+Electronic commerce" on international economic and trade from both positive and negative perspectives, and analyzes the development strategies of "Internet+Electronic commerce" in international economic and trade.

1. Introduction

Under the current background, the prosperity and development of network information technology has prompted obvious changes in the economic form at this stage, and the network economy has gradually matured and become an important economic form in China. In the process of development, the relationship between network economy and international economy and trade is getting closer and closer, and it plays an increasingly important role, which has a direct impact on the d and drives China's economic prosperity and development [1]. The influence of electronic commerce on the transformation of traditional trade methods, especially on the efficiency of international trade, has always been a topic that economists talk about [2]. On the other hand, jurists are also keen to give many suggestions for electronic commerce legislation-most of them focus on the basic legislation of electronic commerce technology itself, such as the legal effect of electronic contracts, electronic signatures, electronic authentication, electronic records, the provisions of domestic government supervision, online arbitration mechanism, etc. At the level of private international law and international economic law, there are also monographs discussing such special topics as jurisdiction of private international law and telecommunication liberalization under the framework of WTO [3].

As an active application of information technology in the field of trade, electronic commerce, through a series of means such as Internet-based information dissemination, online negotiation, contract signing, electronic transactions, and computing, has broken through time and space constraints in the transmission and processing of information, greatly improving the orderliness of logistics operations, thereby significantly reducing transaction costs, and profoundly changing traditional production and management methods. It is also having a far-reaching impact on existing services and consumption patterns [4]. In essence, the "Internet plus" electronic commerce economy is actually a new model of economic operation, which mainly relies on the integration and processing of mathematically related technologies and high-tech information for economic

resources. Although "Internet plus" electronic commerce has played a more positive role in the sound d at this stage, high market risks will follow [5].

With the coordination of trade policies among countries, the information cost caused by cultural factors such as ignorance of foreign cultural values [6]. customs and religious beliefs has become increasingly prominent, making the focus of global trade promotion activities increasingly shift from trade liberalization focusing on trade policies to trade facilitation focusing on reducing hidden costs such as information costs [7]. In addition, under the condition of modern production technology, the production skills and product structure of countries are getting closer and closer, which promotes the importance of goods and services reflecting cultural connotations and characteristics, thus making trade between countries with better cultural adaptability more competitive and stable [8].

By comparing the integrity and validity of current major international bilateral network data, it is proved that the dataset is more complete and effective, and then based on this dataset, the international trade network in is described and analyzed. In addition, this article further expands the complete network of international trade into a network of international trade proportions and preference networks, and classifies them in three ways: numerical value, proportion, and ranking, thereby proposing a new framework for a more complete analysis of international trade networks.

2. Research on the Impact of Network Information Interaction on International Economic and Trade

2.1. Overview of Network Information Interaction and International Economic and Trade

The network economy is a new type of economic form produced in the new era. With the network as the development carrier, the existing resources of enterprises are integrated by using Internet information technology, and the existing resources are integrated into reality and virtual technology, tradition and modern concepts to promote economic development. Such as logistics, information flow, capital flow, etc., on this basis, we should integrate modern science and technology, accelerate the reform of traditional industries, and promote the gradual development of industries in a scientific, modern, service-oriented and industrialized direction to adapt to the new era [9]. First of all, the lack of trade supervision mechanism is a prominent problem. Under the background of "internet plus", electronic commerce can enter the market smoothly, but there are also problems such as imitation of famous brands and shoddy products. In addition, there are still some technical problems in international economic and trade, such as cross-border transaction risk and merchant identity authentication, which adversely affect the stable and healthy development of international economic and trade. An important reason for these problems lies in the lack of supervision by laws and regulations. Secondly, the unified international economic and trade supply chain failed to reach the ideal state [10].

Thirdly, supply chain breakage is prone to occur. Problems such as small coverage and incomplete warehousing facilities exist in national logistics, posing a potential risk of supply chain disruption. Finally, the risks of electronic payment technology still exist. There are differences in transaction rules and processes between international and domestic economic and trade, which to some extent increases the probability of electronic payment risks. In addition to traditional protectionist rhetoric, free trade is also being challenged by new groups such as environmentalists and human rights advocates. The focus of the new attack is no longer whether free trade can maximize social benefits, but criticizes that free trade only protects the special interests of enterprises and other capitalist forces, but damages fairness, destroys the environment and even leads to poverty. In traditional international trade, all procedures, including contract signing, negotiation, customs declaration, chartering and booking, insurance, payment and settlement, etc., must be manually involved, which has low transaction efficiency, high error rate and great time limitation. Dealing with related business online can minimize manual participation and is not limited by time, which improves the flexibility of business processing and brings more convenience to customers.

2.2. The Basic Functions of Electronic Commerce in International Trade

Electronic commerce is the general trend of international trade and the inevitable development of international trade. It is indispensable to become a big trading country and a powerful country in the 21st century. International trade spans different countries and different time zones, so the international trade system especially needs a system that can work quickly and continuously without time and space constraints. In traditional international trade activities, the subjects involved in each transaction generally include buyers, sellers, banks, transportation, taxation, customs, commodity inspection and other departments, with many links, complicated business operation process, low efficiency and long cycle, which is increasingly unable to meet the needs of the rapid development of international trade today. Online ordering usually provides a very friendly interactive ordering format box in the product introduction. After the customer completes the purchase order, the system will use the transaction confirmation information sheet to ensure the receipt of the ordering information. The ordering information can also be encrypted to prevent the disclosure of the customer and merchant's business information. In the traditional operation process, enterprises must deal with various relevant units independently, which inevitably requires a lot of human and material resources, and takes up a lot of time.

Under the open economic environment, the rapid development of "internet plus electronic commerce" will enable coastal areas to regain their regional advantages and play a role in promoting the rapid development of local international economy and trade. Therefore, we should attach importance to the commercial layout of electronic commerce, learn from the development experience of successful electronic commerce enterprises, and form a sense of promoting the development of global trade, so as to determine the development direction of foreign economic and trade. As far as the present stage is concerned, China has entered the era of network economy in an all-round way. In this era, the information circulation has become more convenient and faster, the transaction mode has also tended to be diversified, and transnational and even transcontinental trade is very random. Therefore, under this background, a global market system has been established. In this system, cooperation and trade exchanges between countries in the world are becoming more and more frequent. Electronic currency and networked marketing model have gradually replaced the traditional paper currency and print media, so international trade is more convenient.

3. The influence of network information interaction on international economy and trade under the background of internet plus

3.1. "Internet plus" Electronic commerce Economy's Influence on International Trade: Countermeasures

Nowadays, the rational application of "Internet plus" electronic commerce has been recognized by more and more enterprises as the importance of network credit and product credit. Therefore, in this regard, enterprises should actively promote their good image, effectively improving the public acceptance of their products in the complex market environment, so that they can use brand effects to establish a social credit system. First of all, it is necessary to strengthen the security of electronic commerce platforms as a whole and minimize the risks caused by deliberate attacks by hackers in e-book business applications. Secondly, it is necessary to establish and improve a scientific defense system, in which self defense against hackers and computer viruses is carried out, so as to ensure the network security of electronic commerce more efficiently. Among them, network size reflects the development and growth process of the network, network connectivity reflects the development height that relational connections can achieve in the network, network connectivity reflects the changes in discrete communities during the development process of the network, and network heterogeneity reflects the number and strength of connections among nodes in the network, all the side weights in the network, and the distribution and changes in the size of discrete communities.

In the international trade network, if the maximum output of the network is increasing, it shows that some countries in the network are actively building new export trade relations with the outside world, and the international market for their exports is expanding; If the maximum penetration of

the network is not increasing, it means that the scope of import relations of some countries in the network is increasing and the number of import trading partners is increasing. The familiar concept of physical space-time disappears in the network: the transmission speed of network information is no longer related to the distance between time and space; The time it takes for information to reach remote areas is no different from the time it takes to reach busy cities. Moreover, the speed of information transmission is so fast that sending and receiving are almost synchronous, and network users who have never met can interact instantly on the network. As a result, the speed and quantity of transactions have soared, making monitoring and management more and more difficult. As shown in Figure 1.

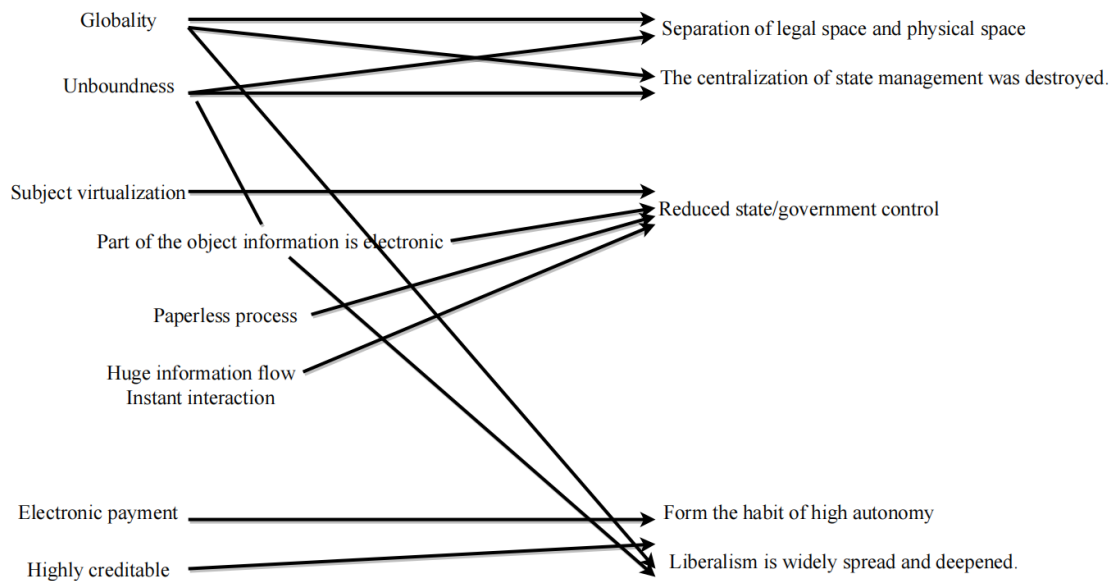


Figure 1 Impact of electronic commerce characteristics on traditional legal system

From the previous analysis, it can be seen that the biggest challenge of the network to traditional law comes from the sharp opposition between the borderless nature of the network and the regional nature of traditional law. Traditional law originates from traditional physical space. However, there is an inherent contradiction between the borderless nature of cyberspace and the national boundaries of physical space, which has caused a huge conflict between the legal jurisdiction and application of laws in various countries in the physical world.

3.2. The Development Strategy of Network Information Interaction on International Economy and Trade

The development of international trade through electronic commerce involves foreign trade and economic cooperation, banking, taxation, customs, foreign exchange, insurance and many other departments and industries. The implementation of electronic commerce in China also depends on the coordination and joint efforts of the above industries, departments and units.

Currently, focusing on the research of key technologies such as confidentiality technology, security management, CA authentication, and electronic payment, all parties should strengthen contacts, cooperate closely, and jointly develop to achieve the interconnection of domestic networks as soon as possible, establish a national dedicated foreign trade information network, and then achieve the interconnection with the United Nations Trade Information Network and other international business information networks in a planned and organized manner, And strive to significantly improve China's technological research capabilities in a relatively short period of time. The current international trade law is based on the traditional paper-based trade method, and many provisions are not applicable to electronic commerce, which will bring many insurmountable obstacles to the development of electronic commerce. In order to ensure the development of

electronic commerce, it is necessary to accelerate the pace of amendments to existing laws and timely formulate and introduce new trade regulations around the development of electronic commerce and related issues such as network management, information security, financial settlement, and intellectual property protection. At the current stage, such convergence development is manifested in more exchanges and cooperation among countries in institutional innovation, as well as reaching new consensus in the field of international law, supplementing the content of new international conventions, and even forming international conventions in new fields, such as those specifically addressing electronic commerce issues. In today's world, global economic integration, free trade and information interconnection have become irresistible, which have laid a solid foundation for the unification of international commercial law economically and technically. The unification of international commercial law is likely to start with the unification of electronic commerce law. For example, we can increase the development of the industry, increase capital investment, build a high-quality internet trade platform, flexibly apply the current network security defense technology and firewall, reduce network risks, and to some extent, promote the defense of current hacker attacks, ensure the security of online transaction information, lay a good foundation for the development of electronic money and promote economic development.

Actively popularize network knowledge at the current stage, enhance people's security awareness, formulate a sound development plan during the development process, promote network popularity, reduce interference caused by external factors, ensure overall practical improvement, and promote the comprehensive development of international trade and economy. Strengthen the importance of online publicity, enhance the public's trust and recognition of online transactions, promote the trend of prosperity and development of the economy, fundamentally meet the development needs of the era, accelerate the pace of international trade development, and adapt to the development of the new era.

4. Conclusions

Under the background of "internet plus", the influence of electronic commerce on international economy and trade is extremely remarkable. It has obvious influence on deepening international division of labor, expanding international trade and changing international market structure, which makes all kinds of enterprises at all levels in China face brand-new challenges and opportunities. In the theoretical research and practical operation of international economy and trade, enterprises should take the cognition of electronic commerce under the background of "internet plus" as the premise. In summary, in the current era, the rapid development of the network economy has led to significant changes in people's lifestyles and consumption patterns, promoting economic development, accelerating the upgrading and transformation of traditional trade models, and breaking through the limitations of traditional ideas. Therefore, it is necessary to strengthen attention, clarify the impact of the network economy on the international trade economy, explore new development models, and drive stable economic growth.

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