

Analysis of Business English Translation Obstacles and Countermeasures in the Context of Cross-border E-commerce

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Abstract: With the swift advancement of globalization and internet technologies, cross-border e-commerce has been rapidly rising across the globe, becoming a significant facet of international trade. In this scenario, the precise translation of Business English is pivotal for effective communication, seamless collaboration, and successful business expansion. However, the process is fraught with numerous challenges due to the specialized nature of Business English, its intricate grammatical structures, and cultural discrepancies across regions. Key obstacles include difficulties in understanding specialized vocabulary, divergences in grammar, cultural misinterpretations, and the constraints of translation platforms. This paper seeks to systematically dissect these hurdles and propose tailored strategies, such as enhancing translators' expertise, leveraging advanced translation technologies, streamlining translation workflows, and reinforcing cross-cultural training. By analyzing and verifying real-world cases, it consolidates actionable approaches to elevate the quality of Business English translations in the cross-border e-commerce context, offering practical guidance for translators and e-commerce enterprises alike.

1. Introduction

In the era of deepening globalization, cross-border e-commerce has emerged as a vital bridge linking global markets, thereby facilitating the growth of international trade [1]. As the cross-border e-commerce sector rapidly expands, there is an escalating demand for effective cross-linguistic and cross-cultural communication among consumers, businesses, and supply chains. In this context, Business English has become the primary medium for achieving such communication [2]. The precise translation of Business English is not merely a matter of conveying commodity information accurately but also directly influences customer experience, brand perception, and the success rate of cross-border transactions [3]. Hence, studying the challenges of Business English translation in the context of cross-border e-commerce holds substantial practical significance [4].

The aim of this paper is to systematically examine the barriers encountered in Business English translation within cross-border e-commerce and propose actionable solutions. By analyzing various types of translation challenges—such as vocabulary issues, grammatical complexities, cultural discrepancies, and technological limitations—this paper aims to assist translators in better understanding and addressing these difficulties, thereby improving the quality and efficiency of translation [5]. Additionally, this study offers theoretical insights into the linguistic communication strategies that cross-border e-commerce enterprises can adopt in the global marketplace, contributing to the seamless progression of international business activities [6].

Through a comprehensive review of the research literature on cross-border e-commerce and Business English translation, both domestically and internationally, we identify the major findings in this field and highlight their limitations. This paper also examines real-world translation obstacles through specific case studies to validate the proposed countermeasures. This research approach not only sheds light on the distinct characteristics and challenges of Business English translation in the cross-border e-commerce context but also provides valuable theoretical and practical guidance for future research endeavors.

2. Literature review

In recent years, the rapid growth of cross-border e-commerce has spurred a gradual increase in research in related fields [7]. As a novel model of international trade, cross-border e-commerce breaks down geographical and linguistic barriers that traditionally hindered business, injecting new dynamism into global markets [8]. As a result, an increasing number of scholars have undertaken in-depth studies on the development, current state, and future trends of cross-border e-commerce [9]. Research indicates that cross-border e-commerce facilitates more efficient transaction channels for both enterprises and consumers by promoting global market supply and demand balance and optimal resource allocation [10]. However, as competition in the cross-border e-commerce market intensifies, the accuracy of language translation has become a crucial factor in determining the success of transactions. Business English, as the primary communication medium in cross-border e-commerce, presents a significant challenge in ensuring its translation maintains professionalism and cultural adaptability, a concern shared by both academia and industry.

Studies on Business English translation, both domestically and internationally, have become increasingly abundant, with a focus on aspects such as vocabulary and grammar treatment, the application of translation technology, and cultural considerations. Domestic research primarily addresses the complexity of Business English vocabulary and syntax, the accuracy of specialized terminology, and the adaptability of cross-cultural communication, highlighting the pivotal role of Business English translation in cross-border e-commerce. However, much of this research remains confined to a linguistic level and lacks empirical case studies in the context of cross-border e-commerce. In contrast, international studies often emphasize the use of technological tools in translation and the role of multilingual support in fostering international market expansion. With the rise of machine translation and artificial intelligence technologies, some scholars argue that modern translation tools can enhance translation efficiency, though challenges remain in ensuring accuracy and fine-grained processing in business scenarios. Consequently, further exploration of the pragmatics and cultural adaptability of Business English translation in cross-cultural communication is needed.

The theoretical foundations of Business English translation research are rooted in translatology and cross-cultural communication theories, providing substantial theoretical support for translation practices in cross-border e-commerce environments. Translation theories, such as functionalist translation theory, advocate for a focus on the cultural context and practical application needs of the target language to facilitate effective cross-cultural communication. The theory of cross-cultural communication underscores that cultural differences have a profound impact on business translation in international contexts, and translators must possess acute cultural awareness and flexibility in adjusting linguistic expressions to avoid misunderstandings or conflicts stemming from cultural disparities. However, much of the existing literature is theoretical and lacks empirical analysis tied to the practicalities of cross-border e-commerce. Building on current research, validating the practical application of cross-cultural communication theory through specific translation cases will deepen the understanding of Business English translation in this context.

While existing research has provided valuable theoretical insights and technical guidance regarding the barriers in cross-border e-commerce and Business English translation, a systematic analysis of the impact of different linguistic and cultural backgrounds on Business English translation in specific application scenarios of cross-border e-commerce platforms remains underexplored. Therefore, this paper will analyze translation obstacles within the actual context of cross-border e-commerce, using specific case studies, and propose corresponding countermeasures to address these issues. The aim is to provide practical guidance and theoretical references for future research on this topic.

3. Analysis of Business English Translation Obstacles and Countermeasures in the Context of Cross-border E-commerce

In the context of cross-border e-commerce, the challenges encountered in Business English

translation are both intricate and multifaceted. These range from technical difficulties related to vocabulary and grammar to cultural adaptation issues in cross-cultural communication. Furthermore, the rapid evolution of translation technologies and the diverse demands of e-commerce platforms have introduced both new opportunities and new challenges to the translation process. To effectively address these issues, this paper will explore three key areas: strategies for improving translation quality, the application of technological support, and the enhancement of cross-cultural communication skills. By examining these aspects in detail, the paper aims to provide a comprehensive solution to the challenges of Business English translation in the realm of cross-border e-commerce.

3.1. Strategies for improving translation quality

In the cross-border e-commerce environment, enhancing the quality of Business English translation is essential for ensuring the accurate transmission of information and fostering effective communication. Translators must strengthen their professional knowledge base and gain a deep understanding of the cross-border e-commerce industry, including relevant regulations, market trends, and cultural nuances, to guarantee the accuracy and relevance of the translated content. Additionally, mastering industry-specific terminology and developing a terminology database is crucial for maintaining consistency and standardization in translation. This not only enhances translation quality but also minimizes potential misunderstandings and ambiguities. Optimizing the translation process is another key factor. A well-structured process—encompassing initial translation, proofreading, and final review—ensures clear division of responsibilities, thus improving both efficiency and quality. Moreover, the use of computer-assisted translation (CAT) tools, the establishment of translation memories, and the reuse of high-quality translated materials can further enhance consistency and speed in the translation process. Translation Quality Score (TQS):

$$TQS = \frac{(C+A+R)}{3} \quad (1)$$

Enhancing teamwork and communication is vital for improving translation quality. In translation projects, forming a multidisciplinary team comprising translators, industry experts, and cultural consultants can significantly contribute to addressing challenges encountered during the translation process. Such collaboration enables the team to pool knowledge and insights, thereby enhancing the professionalism and accuracy of the translation. Additionally, establishing an effective feedback mechanism is essential for ongoing improvement. This mechanism should allow for the timely collection and processing of feedback from users or clients regarding the translated content. By integrating this feedback, the translation process can be continuously refined, ensuring that the quality of the translation meets evolving needs and standards, showed in Figure 1.

Continuous training and learning are essential to maintaining the competitiveness of the translation team. Organizing regular training sessions on translation skills and industry knowledge sharing can significantly enhance translators' professional competence and cultural sensitivity. Additionally, encouraging translators to participate in industry seminars, forums, and other relevant activities allows them to stay updated on the latest developments in both cross-border e-commerce and translation technologies. This proactive approach ensures that translators are equipped to tackle new challenges and integrate emerging trends into their work. By implementing these strategies, the quality of Business English translation in the cross-border e-commerce field can be effectively enhanced, facilitating smoother cross-cultural communication and laying a solid foundation for enterprises seeking to expand in the international market.



Figure 1 Translation Quality Score by Factors

3.2. Technical Support Applications

In the cross-border e-commerce environment, the effective use of technical support plays a crucial role in enhancing the quality of Business English translation. The application of computer-assisted translation (CAT) tools significantly improves both translation efficiency and accuracy. These tools help maintain consistency and reduce repetitive work by building translation memories and terminology databases, ensuring that previously translated content is reused where applicable. Additionally, CAT tools offer real-time terminology suggestions, allowing translators to quickly access relevant terms during the translation process, thus ensuring the translation is both precise and professional. The rapid advancement of artificial intelligence (AI) and machine translation technologies has created new opportunities for streamlining the translation process. Machine translation, when used for initial drafts, enables the quick processing of large volumes of text, especially for non-critical content, which can significantly enhance efficiency. However, while machine translation offers speed, it requires careful post-editing. Translators must thoroughly review and refine the machine-generated output to ensure that the final translation is linguistically sound and culturally appropriate, avoiding potential misunderstandings or errors that could arise from automated translations. By leveraging both AI-powered tools and human expertise, cross-border e-commerce enterprises can ensure high-quality, accurate translations that meet both business and cultural standards. Cross-Cultural Communication Effectiveness (CCCE):

$$CCCE = \frac{(E+A+F)}{3} \quad (2)$$

The role of data analytics in improving translation quality is becoming increasingly important. By analyzing user feedback and translation results, translation teams can pinpoint recurring errors and weaknesses, allowing for targeted improvements. Data analytics can also provide valuable insights into market trends and consumer preferences, enabling translators to adjust the translated content to better align with the needs and expectations of the target audience. This data-driven approach ensures that translations are not only linguistically accurate but also culturally relevant and tailored to the specific context of cross-border e-commerce, the widespread adoption of online collaboration platforms and tools has enhanced the efficiency of translation teams. These platforms offer real-time collaboration features, allowing team members to share translation files, discuss

challenges, and provide immediate feedback. This collaborative environment not only improves translation efficiency but also fosters knowledge sharing and skill development among team members. By facilitating seamless communication and teamwork, these platforms help translation teams better address the challenges of cross-cultural communication, ensuring that translations meet both linguistic and cultural standards in the fast-paced world of cross-border e-commerce, showed in Figure 2 :

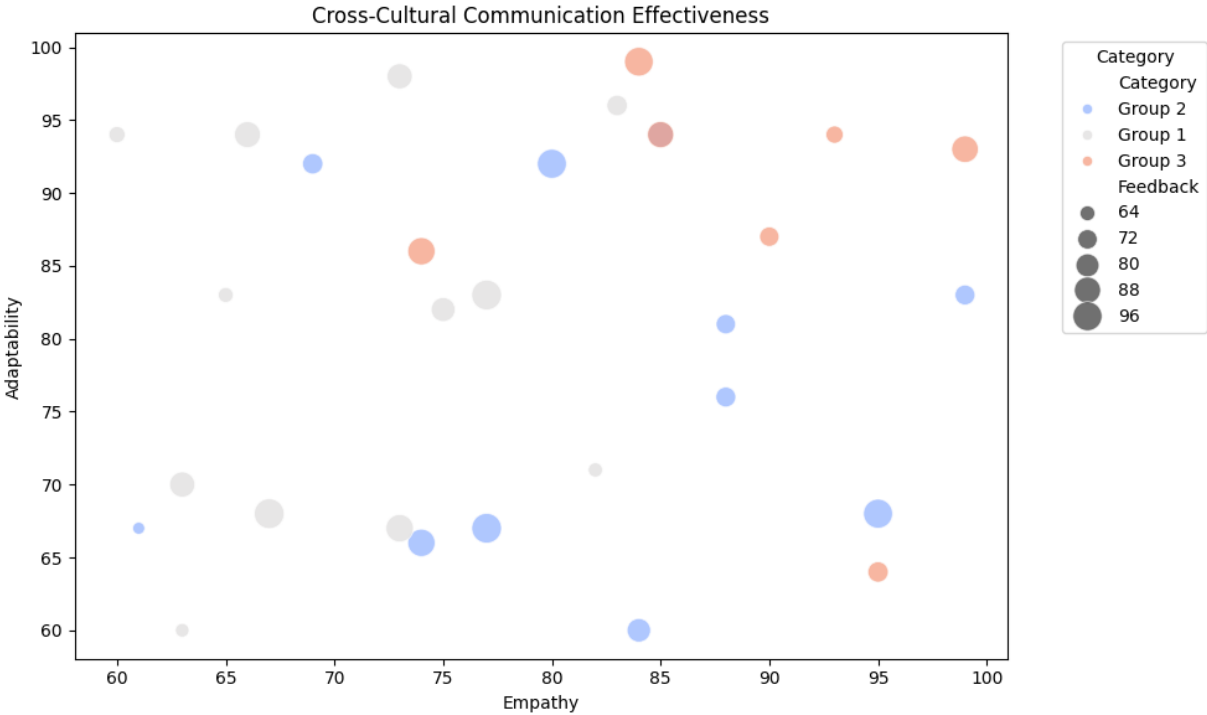


Figure 2 Cross-Cultural Communication Effectiveness

3.3. Strengthening of intercultural communication skills

In the context of cross-border e-commerce, strengthening cross-cultural communication skills is crucial for enhancing the quality of Business English translation. Understanding the cultural background and consumer behavior of the target market plays a key role in effective cross-cultural communication. Translators must deeply study the differences between cultures, including language habits, values, social norms, and consumption behaviors. This cultural awareness not only guides translators in making more contextually appropriate language choices but also helps them better understand the target audience, enabling them to convey messages more effectively.

Translators should also prioritize developing cultural adaptability. This goes beyond merely understanding the source and target languages; it requires the flexibility to adjust to cultural nuances. When translating, translators can modify expressions based on the cultural characteristics of the target market—for example, using locally relevant terminology or examples—to enhance the message's acceptability and resonance. Moreover, cultural sensitivity is key to cross-cultural communication, and translators must be able to adjust their communication style to avoid misunderstandings or conflicts, depending on the cultural context.

Cross-cultural communication training is an effective method to boost a team's overall communication skills. Companies can organize regular training sessions to help translators develop a foundational understanding of different cultures and communication practices. These training programs might include aspects like cross-cultural etiquette, negotiation strategies, and techniques for resolving cultural conflicts. Such training not only enhances the cultural literacy of translators but also builds the confidence and effectiveness of the team in international settings.

Practical experience plays a vital role in honing intercultural communication skills. Translators can gain valuable hands-on experience by participating in international conferences, transnational projects, and multicultural communication activities. Real-world exposure to complex cultural

differences and communication barriers allows translators to refine their abilities in managing these challenges. The accumulation of such experience enhances their ability to communicate across cultures effectively, leading to improved translation quality in the realm of cross-border e-commerce.

4. Conclusions and recommendations

With the rapid growth of cross-border e-commerce, the role of business English in facilitating international market communication has become increasingly significant. However, the translation process still faces numerous challenges, such as vocabulary complexities, grammatical differences, cultural disparities, and limitations of technical platforms. This paper provides an in-depth analysis of these obstacles and proposes targeted countermeasures, including improving the professional competence of translators, leveraging modern translation technologies, optimizing the translation process, and strengthening cross-cultural training. These strategies will not only help translators better handle complex business English translation tasks but also enhance the accuracy and adaptability of cross-cultural communication, thereby supporting the communication efficiency and brand image of cross-border e-commerce enterprises in the global market.

The need for a deeper analysis of the differences in cross-border e-commerce translation needs across various cultural backgrounds remains an area for further research. As artificial intelligence (AI) and big data technologies continue to evolve, the translation landscape and platform environment will also advance. Future research can explore the specific translation requirements of different cultural markets for business English, combining the latest translation technologies and linguistic data processing techniques to better meet the needs of cross-border e-commerce enterprises.

For both cross-border e-commerce enterprises and translators, this paper suggests focusing on cultivating high-quality, culturally sensitive translators and actively integrating modern translation technologies, such as AI, to improve the quality and efficiency of business English translation. Moreover, enterprises should recognize the cultural differences in their target markets, design adaptable translation processes, and enhance their international competitiveness to capitalize on business opportunities in the globalized market.

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