

Empirical Analysis on the Impact of Cross Border e-Commerce on Import and Export Trade Based on “One Belt and One Road” Background

Xiaobo Liu

School of International Communication and Exchange, Shanghai University of Political Science and Law, Shanghai, China

Keywords: “One Belt and One Road”, Cross-Border e-Business, Import and Export Trade

Abstract: based on the “one belt and one way” background, china's cross-border e-commerce has further promoted the import and export trade's vigorous development, and cross-border e-commerce has become the biggest focus. After entering the 21st century, china's domestic market has been basically saturated, so we must vigorously promote the development of foreign trade. Under this background, cross-border e-commerce is a burgeoning business. With the rapid development of the contemporary economic system, economic exchanges between countries are becoming more and more frequent, and various new ways of communication are emerging in an endless stream. China is also making progress at the speed of a lightning fast posture. The e-commerce development model is also constantly flowing. The import and export trade of cross-border e-commerce development has played a decisive role. With the introduction of the “belt and road” strategic model, it has brought new opportunities for trade exchanges between countries. Aiming at the problems of delayed development of cross-border logistics, difficult to guarantee transaction security, and intensified credit risk, we will combine the strategic deployment of the “belt and road” and relevant industry policy support to explore the issues that need to be resolved and the bottlenecks to be broken through in the development of cross-border e-commerce in china .

1. Introduction

With the continuous deepening of the “belt and road” strategy, the introduction of cross-border e-commerce has become a necessary skill for china's e-commerce companies to achieve transnational marketing [1]. All aspects of cross-border trade are experiencing digitalization and digitization, from the original telephone, fax, and edi to the current web-based sites and mobile internet. Under the background of the era of the global economic system being incomplete, the “belt and road” strategy emerged at the historic moment. The proposal of this strategy has made trade exchanges between countries more frequent and convenient. Therefore, the “belt and road” initiative has been well received by various countries after being proposed, and the participation of various countries is also very high [2]. In the context of the “belt and road” strategy and the “new normal” of China’s economy, China’s existing bilateral and multilateral mechanisms with related countries and regions along the route. With an effective regional cooperation platform, the economic and trade prospects and promotion space of cross-border e-commerce in the province will be huge. In the context of the “one belt and one way” strategy, enterprises need to constantly seek innovation, and the countries along the border will maximize their resources according to their own actual conditions [3]. Commercial enterprises or traditional manufacturing industries use cross-border e-commerce platform to release their own product information, tap appropriate business opportunities and carry out cross-border or cross regional product wholesale business. As a new type of business operation mode, e-commerce has brought human beings into the era of “informatization” and “globalization”, providing a favorable platform for people to communicate with each other, and people across the country have realized cross city, cross region and cross-border trade exchanges. There is no doubt that “cross the road” cross-border e-commerce has a positive exploratory significance [4].

The implementation of the “one belt and one way” strategy has brought diversified opportunities to china's cross-border electricity suppliers. At the same time, more and more platforms, companies

and enterprises began to focus on this industry with unlimited potential, and began to layout and increase investment. Under the background of “one belt and one road”, cross-border electricity supplier trade faces the huge market outside china and china in the countries along the line, and consumer demand will be more diversified, multi-level and personalized [5]. In the future, cross-border e-commerce will be a new engine for china's economic development and prosperity, and a new driving force for china's industrial upgrading and structural transformation. From the perspective of domestic export environment, at this stage, china's labor cost and raw material price are increasing year by year, and enterprises gradually lose price competitiveness in foreign marketing [6]. Enterprises set up their own stores on large e-commerce platforms, and based on this, they sell their products to consumers around the world through the retail business model. Under the influence and effects of multiple factors, the growth rate of china's traditional import and export trade has declined. In stark contrast to this, the total bilateral trade between china and the countries and regions along the “belt and road” has been constantly growing. Among them, the cross-border e-commerce transaction volume and the growth rate of scale have been increasing year by year.

2. The Connection between the “Belt and Road” and Cross-Border e-Commerce

The “belt and road” is a “bond” that connects all countries, and it promotes the common development among countries and strengthens all-round exchanges between countries. The world economic recovery is sluggish, and the economic development of most countries has begun to fall into trouble. Cross-border e-commerce is not only conducive to promoting the transformation of foreign trade modes, reshaping the international industrial chain, and enhancing international competitiveness, but also has important strategic significance for promoting economic integration and trade globalization [7]. The “belt and road” is an abbreviation of “silk road economic belt” and “21st century maritime silk road”. The area along the route involves 72 countries and regions, and it is the world's largest and most potential economic cooperation zone, which directly connects the two major economic circles of europe and asia pacific [8]. China's e-commerce has made vigorous development, but in terms of cross-border e-commerce, it is affected by various factors at home and abroad. There are some deficiencies in the export of cross-border e-commerce in china, especially in the proportion of export direction, types of e-commerce and export objectives [9]. In the initial stage of the development of cross-border e-commerce in china, b2b business plays an absolutely dominant role. This kind of transaction is characterized by stable cooperation between the two sides and large amount of transaction. “one belt and one road” is oriented by openness. It hopes to strengthen the interoperability of infrastructure such as transportation, energy and network to promote orderly and free flow of economic elements, efficient allocation of resources and deep market integration. We will carry out a wider range, higher level and deeper regional cooperation and create an open, inclusive and mutually beneficial cooperation framework.

Cross border e-commerce has created a multi-dimensional and three-dimensional multilateral economic and trade cooperation mode, which makes international trade “non international” trade. The development of cross-border e-commerce is based on the network, which is a virtual space. Its unique machine value standards and behavior patterns have a profound impact on cross-border e-commerce. With regard to the development of cross-border e-commerce in China, “one belt and one road” can gradually eliminate trade barriers between the countries along the belt and the road, and gradually establish a free trade negotiation mechanism with the countries along the belt and road. The strategic concept of “one belt and one road” covers the cooperation and exchanges between China and the countries and regions along the belt and road in various industries and different fields [10]. The “Belt and Road” also includes in-depth integration and benefit sharing between the two parties and multiple parties in infrastructure, resources and energy, investment and trade, and the implementation of the strategy will be gradually advanced in three stages. China's economy is at an important stage of structural reform. In this environment, China's cross-border e-commerce will inevitably become an important pillar to improve the quality of our economy. It provides a huge impetus for the transformation of China's foreign trade and promotes the growth of China's export trade, thereby making Chinese-made products take root in overseas markets. After the “Belt and

Road” strategy was proposed, China’s cross-border e-commerce product structure has been continuously optimized. Although exports in these years are still mainly labor-intensive products. However, the export volume of high-tech mechanical and electrical products has also achieved rapid growth. Exports of major electronic products such as data processing equipment and components, mobile phones, integrated circuits, etc. have grown rapidly.

3. Strategies to Promote the Development of Cross-Border e-Commerce in the “Belt and Road” Economic Zone

3.1 Comprehensive Protection for Electronic Payment Security

Cross-border e-commerce has been developed based on the network, and there are many security risks in online transactions. To promote the development of e-commerce, the security issue is the first. The “Belt and Road” strategy can not only establish a set of effective cross-border operating rules for cross-border e-commerce enterprises, but also provide a reference and policy guarantee for China's traditional foreign trade enterprises to create cross-border business operations. The industrial cooperation among the countries and regions along the “Belt and Road” needs to be strengthened. Because the developing countries have a relatively low level of marketization, the government's overall development and guidance planning is particularly important. Under the “one belt and one way” strategy, the development of cross-border electricity providers will largely promote China's economic development and share resources with the countries along the route. Cross border e-commerce belongs to the economic transaction network between different countries. Once there is a transaction accident, the consequences will be very serious. Now, fingerprint unlocking and face recognition are gradually entering the public life, and the income security system is also constantly updated. But people should also have a basic sense of security, not to put personal information (ID card number, telephone number, bank card number, etc.) into unfamiliar apps, not easily divulge personal information in network communication, etc.

Through the investigation, it is found that in recent years, China's cross-border e-commerce exports are restricted by the market environment. Although the export volume shows an increasing trend, the proportion of exports has decreased year by year. As shown in Figure 1, the line chart of cross-border e-commerce transaction volume in 2015-2019 is shown.

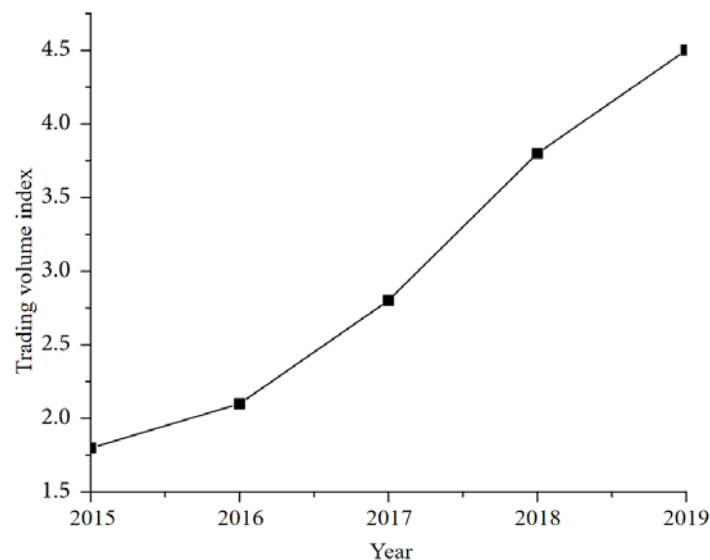


Fig.1 China's Cross-Border e-Commerce Transactions in 2015-2019

3.2 The “One Belt and One Way” Strategy is Conducive to the Development of Cross Border Logistics Industry.

E-commerce of cross-border trade has changed the traditional trade mode and brought new growth points for the development of Global trade. The role of cross-border e-commerce in the transformation of foreign trade is increasingly prominent. The implementation of the national “one

belt and one way” strategy will boost the smooth development of cross-border trade, and the smooth realization of cross-border e-commerce is inseparable from modern logistics. The “one belt and one way” strategy has a positive role in promoting the development of cross border logistics industry based on cross-border electricity suppliers. The continuous development of Internet technology is one of the conditions for the continuous improvement of cross-border e-commerce. A good e-commerce trading platform can provide the most convenient export quotation for overseas consumers. B2C business is developing rapidly. Although it still cannot shake the leading position of B2B business in a short time, it has occupied an increasingly important position in the current cross-border e-commerce transactions. The law is a favorable criterion for protecting human rights. Cross-border e-commerce involves multi-party trade, so relevant policies can play a role in protecting human rights. Only when there is a law to rely on, people will not easily fall into panic. The government should formulate relevant policies and strongly urge the implementation. Enterprises should comply with laws and regulations, pay taxes on time, and individuals should establish a sense of law. When one's rights and interests are harmed, the law is used to protect his rights in a timely manner, and at the same time, he is able to abide by the law and discipline. At the same time, it actively explores a new model of diversified cooperative distribution with large international express delivery companies, which is more conducive to creating an efficient and fast “Belt and Road” logistics system.

4. Conclusion

In summary, the implementation of the “Belt and Road” strategy has brought opportunities for the take-off of China’s economy. Under this background, vigorously optimizing cross-border e-commerce marketing strategies will inevitably benefit China’s cross-border e-commerce development. The development of cross-border e-commerce has important and far-reaching significance for transforming the development mode of foreign trade, expanding global trade market share, and reshaping international trade rules. The establishment of an international system of cross-border e-commerce can break the old international and international business structure, increase the share of our products in the international market, enable international trade to further break trade protection barriers, and realize true borderless trade. From the connotation of the development strategy of “one belt and one road” and the actual situation of the relevant countries at this stage, it is undoubtedly the best platform to realize the close ties between countries and cross-border e-commerce in the tide of global economic integration. Although the export-oriented policy causes the problem of trade imbalance, from another point of view, it also makes our country's high-quality and low-cost goods continuously accepted by foreign consumers. The development of cross-border e-commerce will affect the network trade rules in the Internet era, and help China establish the trade dominance under the new rule system.

References

- [1] Li Xuejun, Qi Daopeng, LiXuejun, et al., “one belt and one way” strategy, cross border e-commerce status and development research [J]. logistics technology, 2015 (10): 38-41.
- [2] Liang Hai Yue. Thinking of cross border electricity providers between Guangxi and ASEAN countries under the background of “one belt and one road” strategy, [J]. technology information, 2016, 14 (15): 73-73.
- [3] Su Fengjie. The training strategy of cross border E-commerce English talents in Guangxi under the background of “one belt and one road” [J]. Guangxi education, 2017 (31): 115-116.
- [4] Hu Siyin, Lin Bao Chun. Research on the transformation path of Shaoxing tea enterprises' cross border electricity export business under the background of “one belt and one road” [J]. e-commerce, 2019 (6): 35-36.
- [5] Yu Jun Yang, Xu Jin, Hou Hanli, et al. “one belt, one way” cross-border e-commerce product

dual factor risk value model [J]. Journal of Hangzhou Normal University (NATURAL SCIENCE EDITION), 2019, 18 (04): 445-448.

[6] Shi Xi. The status and development of cross border e-commerce under the “belt and road” strategy [J]. decision and information journal, 2016 (3): 25-26.

[7] Zhao Pu. “One belt and one road” thinking about the development of cross border e-commerce in China [J]. shopping malls modernization, 2017 (17): 48-49.

[8] Li Shi. Analysis of the development mode of cross-border e-commerce in the economic area along the way. [J]. Zhi Fu era, 2019 (1): 34-34.

[9] Zhang Jian. The development of cross border e-commerce logistics under the background of “one belt and one road initiative”: [J]. today's wealth: intellectual property rights in China, 2018 (9): 23-24.

[10] Guo Hua, Qi Yu Liang. Analysis of China's cross border electricity supplier competitiveness under the background of “one belt and one road” initiative [J]. today's fortune, 2018 (21): 19-20.