

The Research on the Development Problems and Countermeasures of Cross-Border E-Commerce in Liaoning Province

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Abstract—The promulgation and implementation of the opinions of the CPC Central Committee and the State Council on the comprehensive revitalization of northeastern China and old industrial bases provided historic opportunities for the development of Liaoning province; the core of development is to realize the transformation and upgrading of economic structure and industrial structure. Then foreign trade, as the main driving force of economic development, will play an indispensable role in the transformation and upgrading, the development of cross-border e-commerce will realize the transformation and upgrading of foreign trade development, and will inject new impetus into foreign trade and even the whole economic development. The main body of cross-border e-commerce in Liaoning province is the small and medium-sized enterprises whose fate is closed related to the research of cross-border e-commerce. The research also exerts an influence on the upgrading of industrial structure. This paper mainly discusses some problems in the development of cross-border e-commerce in Liaoning province, such as weak brand awareness of enterprises, insufficient application of e-commerce information technology, large gap in talent demand, logistics mode, etc. Through the creation of enterprise advantage brand, establishing a leading multi-polar cross-border e-commerce industry chain, strengthening the application of information technology in cross-border e-commerce, uniting universities, enterprises and the government to participate in the training of mixed talents, improving the efficiency of logistics and others, it is possible to build a comprehensive service platform suitable for the development of cross-border e-commerce in Liaoning province to improve the comprehensive level of cross-border e-commerce. The platform can become the important fulcrum that revitalizes the northeast, offers help for economic development of Liaoning province.

Keywords—cross-border e-commerce; economic development; information technology

I. INTRODUCTION

Liaoning province is the leader of the old industrial bases in the northeast of China, and the heavy industry products have strongly promoted the development of traditional foreign trade, which is also an important basis for cross-border e-commerce which is the new form of foreign trade. The government of Liaoning province has recognized the importance of cross-border e-commerce in promoting the development of foreign trade. Cross-border e-commerce has

been developed in Huludao, Dalian, Jinzhou and other regions. In November 2014, The swimwear cross-border e-commerce pilot was carried out in Huludao. The connectivity was achieved with the unified cross-border trade, retail and export platform of the General Administration of Customs. While vigorously developing cross-border e-commerce, Liaoning province also pays attention to the development of featured cross-border e-commerce platforms. By letting the fast-growing enterprises develop the e-commerce platform themselves, the group advantages and industrial chain interconnection advantages of the enterprises will drive the development of the whole industry.

At the same time, Liaoning province has encountered some problems while vigorously developing cross-border e-commerce, for example, enterprise brand awareness is weak, e-commerce information technology application is insufficient, talent demand gap is large etc. Enterprises should actively participate in the cross-border e-commerce international market competition, and the government should provide financial support for the development of cross-border e-commerce. Moreover, the perfect trade talent training system should be used to provide talents for the development of cross-border e-commerce business, improve logistics efficiency, establish a credit system of cross-border e-commerce, increase government support, build a comprehensive service platform suitable for the development of cross-border e-commerce in Liaoning province to improve the comprehensive level of cross-border e-commerce.

II. THE PROBLEMS EXISTING IN THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE IN LIAONING PROVINCE

A. The enterprise brand awareness is weak

The brand awareness of cross-border e-commerce enterprises in Liaoning province is not strong. On the basis of the development of cross-border e-commerce business, the products operated cannot form a unique competitive advantage, and the enterprise's brand awareness is poor. We can only attract the customers by the low price in the market competition.

B. The application of information technology in cross-border e-commerce is insufficient

The level of information technology has a significant impact on the development of cross-border e-commerce. The unimpeded network and public information platform can enable e-commerce enterprises to fully understand the international market dynamics, so as to effectively adjust their product structure and improve market competitiveness. But recently the economics of Liaoning grew slowly. Amid the transformation of the old industrial base, most of the government resources are applied to the transformation of heavy industry and the large manufacturing enterprises. The construction of information technology infrastructure is insufficient. Compared with the information technology and other resources in southeast coastal cities, the operating costs of e-commerce enterprises are still high.

C. The demand gap of cross-border e-commerce talents is large

With the rapid development of major cross-border e-commerce platforms in China and the transformation and upgrading of the small and medium-sized foreign trade enterprises, there is a relative shortage of cross-border e-commerce talents in foreign trade enterprises in Liaoning province, and the brain drain is obvious in Beijing, Shanghai and Guangzhou. The local cross-border e-commerce companies in Liaoning are lamenting that it takes half a year to train an e-commerce talent, and it is sometimes difficult to find one. However, they can hire a hand operation that creates benefits directly for enterprises. Even if the company has managed to train a successful one, these skilled talents always move to the south China in the end[1]. The lack of talents inhibits the development of enterprises, and it is difficult to form a virtuous circle between enterprises and talents, so it is difficult to form production.

D. The logistics model limits the scope of cross-border e-commerce

The characteristics of "small but multiple batch" of cross-border e-commerce orders challenge the traditional foreign trade "container" type of large transactions, but also put forward the higher requirements on cross-border logistics. At present, the major problems in cross-border e-commerce logistics in our province include high transportation costs, long logistics turnaround time, insufficient security of goods, high rate of return and exchange.

III. THE COUNTERMEASURES AND SUGGESTIONS FOR THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE IN LIAONING PROVINCE

A. Building enterprise advantage brand, establish a lead to affect the multi-polar cross-border e-commerce industry chain

In order to improve the competitiveness in the international market and take the lead in market competition, cross-border e-commerce enterprises in Liaoning province should devote themselves to building their superior brands and

forming unique advantages of Liaoning province brands on the e-commerce platform. Liaoning province should establish its own superiority project in order to build the superiority brand of enterprises. Besides the government, trading enterprises in Liaoning should also realize that cross-border e-commerce has gradually become an important form of international trade. The enterprises which develop electronic commerce should change the idea, break the fetter of the traditional price war. While developing an e-commerce business, the enterprise's exclusive brand should be created. The professional pre-sales consulting and good after-sales service system can also attract consumers and form a brand competitive advantage. The enterprises should also pay attention to protecting intellectual property to avoid being copied by competitors. Their core technologies, product features and service methods should be reflected with the brand of the enterprises.

B. Strengthening the application of information technology in cross-border e-commerce

Cross-border e-commerce is a typical example of "inclusive trade" and "digital trade" developed by relying on the Internet and electronic data application. The application of electronic data is the foundation of this new industry, and it will certainly become the most important foundation of the government industry supervision, service and support. Local governments that wish to develop cross-border e-commerce must invest more in information service platforms for cross-border e-commerce. Just like the large e-commerce platform enterprises, governments can learn to use the platform to collect and process data, and realize the effective support and supervision of cross-border e-commerce industry in the whole region by controlling and mining the application value of data resources [4]. The government of Liaoning should build an open cross-border e-commerce information platform to enable enterprises to follow the dynamics of the international market. At the same time, the advantage products of Liaoning should be introduced in the information platform to provide help for the development of cross-border e-commerce. Finally, the improvement of the application of cross-border e-commerce information technology also needs to strengthen the technology innovation. Combining with the development trend of cross-border e-commerce trade, the higher colleges should optimize the existing e-commerce platform page, improve the access speed, narrow the gap with the cross-border e-commerce platform in developed countries, optimize the customer experience, to make the cross-border e-commerce development of Liaoning province effectively dock with the international advanced level.

C. Uniting the higher colleges, enterprises and the governments in training the mixed talents

Compared with the international trade and e-commerce, cross-border e-commerce talents need to face customers from all over the world, which requires them to master different languages, history, culture and customs of different countries. At the same time, they should also master the knowledge of computer networks, online payment, logistics and distribution related to e-commerce. The cross-border e-commerce merchants should be high compound talents. Therefore,

through the connection between universities and enterprises, the cultivation of talents can be extended from book knowledge to enterprise practice to form an industry-university-research cooperation mechanism[3]. At the same time, effective policies can be introduced to attract high-end cross-border e-commerce talents and encourage the local cross-border e-commerce talents to improve their comprehensive quality through academic exchanges, resource integration, and others. The humanistic culture is also a way to retain talents. In the concept, people centricity should become the enterprise principle; the importance of talent should be added into the enterprise's rules and regulations. Enterprise can create a harmonious working environment, develop a fair and reasonable reward and punishment mechanism, encourage fair competition, advocate the spirit of cooperation, encourage employees to learn new knowledge and skills, advocate endless learning. In terms of talent introduction and cultivation, enterprises can propose the requirements of training cross-border e-commerce talents through the order-oriented talent cultivation in universities. The school adjusts the course content according to the needs of enterprises, students can also be arranged to have internships in cross-border e-commerce enterprises to learn to combine theory with practice. Under the continuous improvement of the enterprises, enterprises themselves should actively cooperate with the school and the government to cultivate talents. Schools are the places where talents learn theoretical knowledge, while enterprises are the places where talents apply theoretical knowledge and learn practical knowledge. While building bridges between schools and enterprises, the government should also provide policy support and guidance.

D. Breaking through the bottleneck of low logistics efficiency and build an after-sales service system

1) Integrate the cross-border logistics resources

Strengthening the ability of resource integration is the direction of cross-border logistics in the future. Strategic alliances should be formed, and warehouses can be built overseas to reduce the costs. Then the overseas storage capacity can be improved to reduce the inventory costs, improve the order efficiency, optimize the efficiency of logistics distribution, improve the overall quality of service, reduce costs, achieve a win-win situation for cross-border e-commerce supporting logistics services[2].

2) Perfect the cross-border logistics system

To improve the cross-border logistics system, the first step is to make overall planning for the construction of large-scale logistics infrastructure in central cities, transportation hubs, material distribution centers, ports and port areas. Taking advantage of the industrial clusters, the distribution channels of materials should be fully considered, and the linking ability of transportation mode should be matched with logistics facilities. The supervisor characteristics can connect with the peripheral environment. It is also necessary to pay attention to the combination of hardware and software.

3) Strengthening the construction of logistics information

In January 2013, the Ministry of Industry and Information Technology of the People's Republic of China issued The Guidance on Promoting Logistics Informatization, pointing out that the construction of logistics informatization should be accelerated, which is good for the continuous improvement of China's infrastructure and the further development of cross-border e-commerce. For example, relying on the public information service platform of e-commerce in Binhai high-tech zone, Tianjin has built a one-stop service center for cross-border e-commerce, which provides services such as agent operation, marketing, customer service, logistics warehousing and technical support for cross-border e-commerce enterprises.

IV. CONCLUSION

Liaoning province is the gateway of northeast China and has inherent advantages in developing cross-border e-commerce; the transitional environment of the new policy on cross-border e-commerce has provided Liaoning province with the acquired supports for developing the cross-border e-commerce. Enterprises should actively participate in the cross-border e-commerce international market competition; the governments should provide financial support for the development of cross-border e-commerce business. At the same time, the perfect trade talent training system is used to provide talent support for the development of cross-border e-commerce business, improve logistics efficiency, establish a credit system for cross-border e-commerce, increase the government support to build a comprehensive service platform suitable for the development of cross-border e-commerce in Liaoning province, so as to improve the comprehensive level of cross-border e-commerce.

Although there are still many difficulties in developing cross-border e-commerce, opportunities always outweigh challenges. As long as the development direction is right and the strategy is appropriate, the cross-border e-commerce will surely become an important fulcrum to revive the economy of the whole province, or even the revitalization of the northeast of China.

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