

Research on the Development of Cross-Border E-commerce in the Context of Digital Trade

Xuemei Qu^{1,*}

¹Department of Industrial Economics, Harbin University of Commerce, Harbin, Heilongjiang, China

*1354730228@qq.com

ABSTRACT

With the innovative development of digital information technology and the acceleration of data transmission speed, the digital economy represented by cross-border e-commerce in China now begins to show unprecedented development prospects. In recent years, the rapid replacement of Internet technologies has changed the way of trade, and the new concept of "digital trade" has emerged as The Times require. Digital trade is the digital trend of cross-border e-commerce development. This paper expounds the development status of digital trade and cross-border e-commerce, studies the impact of digital trade on China's cross-border e-commerce, and puts forward Suggestions and countermeasures to promote the transformation and upgrading of cross-border e-commerce.

Keywords: *Digital trade, Cross-border e-commerce, Transformation and upgrading*

1. INTRODUCTION

Digital trade as the fresh blood into in today's world economic development in the international trade, there is no doubt that the rapid development of digital trade often is seen as a measure of national economic development strength important benchmark, and the current cross-border electricity as one of the main performance of the digital trade, to a great extent, promote the rapid development of economy in our country. Human society is entering a new stage marked by digital productivity [1]. Thanks to modern technologies such as the Internet of Things, big data, cloud computing, mobile Internet and artificial intelligence, cross-border e-commerce and digital trade have emerged and developed rapidly. According to the data of The General Administration of Customs of China, in 2019, the total volume of China's foreign trade was 30.51 trillion yuan, and the total volume of cross-border e-commerce accounted for about 9 trillion yuan, accounting for almost one third of the total volume of foreign trade. It is enough to show the strong scale and development of China's cross-border e-commerce. However, the rapid development of digital trade will inevitably bring unprecedented opportunities and challenges to the further innovative development of cross-border e-commerce.

2. THE DEVELOPMENT STATUS OF DIGITAL TRADE AND CROSS-BORDER E-COMMERCE

2.1. The Development Status of Digital Trade

The globalization of economic development and the network of information technology give birth to digital trade. Now it has gradually evolved into a huge driving force to promote the vigorous development of national economy. Due to the continuous application and development of current digital technology, it has brought increasing innovation in various aspects of digital technology. With the rapid growth of demand for digital services and the development of trade among various countries, digital trade, a net-based industry, has made a breakthrough. Relevant data show that the total economic benefit of China's digital publishing industry in 2018 was 833.078 billion yuan, a year-on-year growth of 17.8 percent over 2017. Compared with the United States, Europe, Japan and other countries, China's digital trade started late, but the rapid development of digital economy in recent years has provided strong economic and technological support for the development of digital trade. Digital trade has generated \$466 billion in economic benefits for China, according to the report "Digital Revolution: How China Attracts Digital Trade Opportunities at home and abroad." At present, the continuous innovation of 5G network, 3D printing, big data and other technologies has provided strong impetus

to digital trade and accelerated the development of digital trade in China.

2.2. The Development Status of Cross-border E-commerce

In recent years, along with the development and popularization of mobile Internet, with the information technology and the development of big data, make the development of China's cross-border e-commerce is growing by leaps and bounds, can see clearly from the figure 1 since 2010, the overall condition of the development of Chinese cross-border electricity, cross-border electricity every year, exports and the overall size of the rapidly rising trend, but imports increased more gently. In 2010, the total volume of import and export was 1.2 trillion yuan, while in 2018, the total volume reached 9 trillion yuan. In just eight years, the development scale of cross-border e-commerce in China has increased by nearly eight times. Such amazing development speed naturally makes China become the leading cross-border e-commerce country in the international market. However, with the advent of the digital era, cross-border e-commerce has brought both unprecedented development opportunities and a series of problems to be solved.



Figure 1 Cross-border e-commerce transactions in China

3. THE IMPACT OF THE DEVELOPMENT OF DIGITAL TRADE ON CROSS-BORDER E-COMMERCE

3.1. Trade forms and objects are presented digitally

Because of digital trade based on information network as the carrier, therefore the development of trade will depend on network popularization, the current our country to carry out the way of digital trade mainly refers to the digital cross-border e-commerce, online payment, digital regulation

and also contains the wisdom logistics trade way, such as these are all through the realization of digital, intelligent logistics, is the use of intelligent technology, the traditional artificial logistics facilities as much as possible through intelligent technology to imitate the wisdom of the people, make its have thinking, judgment, ability to identify a series of human beings, such as, So as to independently solve the logistics process of some basic and even scientific and technological content of the problem; Of course, not only the mode of trade is digitalized, but also the objects of trade are digitalized. Generally speaking, the objects of trade are mainly the provision of digital services, which usually refers to data [2]. Data itself is the carrier of digitization. These trade data allows people to receive the same in different countries is worth of trust data services, such as netease koala is international trading platform, we only need a mobile phone can buy goods from different countries, these digital products and digital payment also speed up the development of cross-border e-commerce.

3.2. Promote the Establishment of Digital Platforms

At present, we have begun to enter the era of digital trade. The rapid development of digital trade accelerates the establishment of digital platforms in various countries. In 2019, China started to build an "international hub port of digital trade" in Shanghai, whose main purpose is to promote the development of China's digital trade in line with international digital trade. At the same time, the European Union, South Korea and other countries have also accelerated the pace of digital trade to intelligent development. Seven of Europe's largest Banks collaborated in 2017 to develop a "digital Trading Chain" platform, which aims to increase trade opportunities for small and medium-sized enterprises. The further development of digital trade will inevitably lead to the establishment of more and more digital platforms [3]. The establishment of digital platforms will enable the cross-border e-commerce enterprises, which used to focus on physical goods transaction, to develop into digital transactions, and the development of digital platforms will create a new round of development space for cross-border e-commerce enterprises.

4. COUNTERMEASURES FOR THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE UNDER THE BACKGROUND OF DIGITAL TRADE

4.1. Improve China's Cross-border E-commerce Supply Chain

With the continuous development of digital trade, online consumption has become an irresistible trend. As a major manufacturing country in the world, More and more Chinese manufactured goods are going abroad with the help of cross-border e-commerce. The development of cross-border e-commerce is the primary path for Chinese goods to go global. But the customs clearance time, cost, logistics and the establishment of platform there is still a big problem, therefore, should be reasonable use of the development of digital trade in our country, the development of the digital platform for the supply chain, so that the consumers can be equally indifferently in the digital platform based on their own consumer preferences to choose their own like products, and then their respective digitally online transactions, followed by circulation, there exist certain differences between the digital because the current trade barriers, therefore, should strengthen the establishment of supply chain platform enables online and offline with homogeneous undifferentiated products [4], This not only increases the number of options available, but also greatly reduces logistics costs and saves customs clearance time. With the rapid development of digital trade, the innovation of digital products will make it possible for the supply chain model in the domestic market to develop into the global supply chain model [5].

4.2. Formulate China's Exclusive Trade Rules and Create a Good E-commerce Environment

In today's world, the digital trade rules, disagreement is not only the developed countries and developing countries, developed countries between opinion and to, at present, our country has not yet formed a complete digital trade rules, shall, in the digital reference developed countries trade rules [6], on the basis of exploring a country to maximize economic benefits, also can trade rules as much as possible and other countries, trade can promote each other, rather than hinder trade intersection. The digital trade sector in our country, the cross-border e-commerce development quickly make must be based on cross-border e-commerce in China, guided by the development direction of our country and the basic national conditions, to explore and develop "Chinese template" of digital trade in our country, efforts to develop bilateral and multilateral relations, as far as possible on the

premise of coordinating national digital trade rules, to cross-border e-commerce provide a relaxed market environment [7].

4.3. Standardize China's Cross-border E-commerce Industry to Reduce the Possibility of Tax Evasion

Create a fair and honest atmosphere for the development of cross-border e-commerce, further improve the working efficiency of China's cross-border transactions, and reduce the uncertainty and cost of cross-border e-commerce settlement [8]. We should draw lessons from the successful experience of the United States and Europe in all aspects of credit supervision, combined with the actual domestic situation, to give severe punishment to tax evaders. We will improve relevant rules and regulations in the field of cross-border e-commerce, punish those who violate information security protection regulations, evade taxes and harm consumers' rights, implement joint supervision by various departments and industries, standardize China's cross-border e-commerce industry, determine the direction of trade, and reduce the possibility of tax evasion [9].

5. CONCLUSION

Digital trade has become a new term after digital economy. With the deepening of international exploration, its function is becoming increasingly prominent. In order to accelerate the economic leading position of various countries in the international arena, China is not willing to lag behind, and has increased the investment in personnel training and equipment in the field of digital trade, in order to accelerate the development of digital trade. Of course, the development of digital trade has pushed China's cross-border e-commerce to a higher level. In the era of digital trade, digitization and globalization have become synonymous with economic development. Digitalization of the forms and objects of cross-border trade has made it possible for Chinese products to reach the world in a convenient way and for global products to reach China.

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