



Research on the Development Level of Cross-Border E-commerce Under the Background of Chengdu-Chongqing Economic Circle

Kejia Zhu(✉) and Shengyu He

Chengdu University of Information Technology, Chengdu, China
496384507@qq.com

Abstract. With the globalization of e-commerce, cross-border e-commerce is increasingly becoming an important trend in China's foreign trade development, changing the traditional world trade pattern. At present, the Chengdu-Chongqing economic circle is facing the challenges of optimizing the financial space layout and strengthening the cross-regional cooperation of the industry in the integrated development of the foreign trade industry, which affects the cross-regional flow and allocation efficiency of resources. Based on the analysis of the status quo of the e-commerce development level in the Chengdu-Chongqing economic circle, this paper finds out the difficulties faced by the Chengdu-Chongqing region, and proposes solutions to provide a basis for the healthy development of cross-border e-commerce in the Chengdu-Chongqing region, thereby promoting China's trade develop.

Keywords: e-commerce · cross-border e-commerce · Chengdu-Chongqing area

1 Introduction

With the advent of the "Internet" era, cross-border e-commerce has stood at the forefront of the capital market. In recent years, with the deterioration of traditional foreign trade conditions and the continued weak demand in Europe and Japan, the growth rate of China's export trade has slowed down [1]. The development of the new type of trade represented by cross-border e-commerce is gradually accelerating in recent years, and is expected to become a new growth engine for China's trade and even the entire economy.

Sichuan Province and Chongqing City, as one of the representative provinces and cities in western economic development, are also following the wave of the times, actively developing cross-border e-commerce, exploring the development model of cross-border e-commerce, and constantly practicing. In November 2020, the "Outline of the Construction Plan for the Chengdu-Chongqing Economic Circle" was issued, which officially determined that the Chengdu-Chongqing economic circle will become the economic growth pole of my country's Guangdong-Hong Kong-Macao Greater Bay Area

in the south, the economic growth pole of the Yangtze River Delta urban agglomeration in the eastern region, It is the fourth largest economic growth pole after the economic growth pole of the Beijing-Tianjin-Hebei urban agglomeration in the north. The Chengdu-Chongqing urban agglomeration is based on the two national central cities of Chengdu, the capital of Sichuan Province and Chongqing, a municipality directly under the Central Government. The leading cities are powerful and have a high strategic position. The role of “dual-core leadership” and “regional linkage” is strong, and the development potential is huge. Chengdu and Chongqing have been an economic community since ancient times, sharing resources in the same geographical area, economy and culture. The construction of the Chengdu-Chongqing twin-city economic circle will further promote the coordinated development of the regional economy of the two places [2, 3].

2 Analysis on the Current Situation of Cross-Border E-commerce Development in Chengdu-Chongqing Region

2.1 Scale Analysis of Cross-Border E-commerce Development in Chengdu-Chongqing Region

For a long time, the Chengdu-Chongqing economic circle has been an important international trade center in western my country. The development of Chongqing Free Trade Pilot Zone and Sichuan Free Trade Pilot Zone has created a good cross-border e-commerce and international business environment for Southwest my country. The development of cross-border e-commerce not only creates more foreign exchange income for the region, but also introduces foreign advanced product R&D technology and management experience, effectively promoting the technological R&D innovation and industrial economic development in the Chengdu-Chongqing region, and has become a key component in promoting Chengdu-Chongqing. An important driving force for the economic development of the regional twin-city economic circle. Since the western region has focused on developing an open economy, the total GDP of the Chengdu-Chongqing economic circle has achieved rapid growth. Combined with the current planning outline for the construction of the Chengdu-Chongqing economic circle and the relevant policies for actively integrating into the Chengdu-Chongqing economic circle, this The research subject of the paper selects 19 prefecture-level cities in the Chengdu-Chongqing Economic Circle (due to data availability, excluding the three autonomous prefectures in Sichuan Province, Ganzi, Aba, and Liangshan), and the total economic and trade volume of the Chengdu-Chongqing Economic Circle It is obtained by adding up the data of 19 prefecture-level cities [4]. The survey data shows that in terms of the types of import and export commodities in the Chengdu-Chongqing region, in 2020, most of the imported commodities in Chongqing are mineral products, and most of the exported commodities are textiles; Most of the export commodities are base metals and their products.

In addition, the overall foreign trade volume of the Chengdu-Chongqing Economic Circle has shown a fluctuating and rapid growth trend. From 2004 to 2018, the scale of foreign trade import and export has further expanded, and the total foreign trade has been in a stable and positive growth state until 2014, and the growth rate is relatively

fast. It happened under the background of adjusting the structure and transforming the economic growth rate, and since 2016, the total foreign trade volume began to gradually pick up and maintain steady growth. Therefore, in general, from the perspective of trade scale, the foreign trade of the Chengdu-Chongqing Economic Circle has achieved great success. Greater development. Specifically, in 2018, the total import and export volume of the Chengdu-Chongqing Economic Circle reached 1,117.903 billion yuan, accounting for 17.33 070 percent of GDP. From 97.893 billion yuan in 2004 to 1,117.903 billion yuan in 2018, the average annual growth rate is about 20.6070, significantly faster than the GDP growth rate. The total export trade increased from 50.292 billion yuan to 673.105 billion yuan in 2018, an increase of about 12.3 times; the total import trade increased from 47.601 billion yuan to 444.798 billion yuan in 2018, an increase of about 8.3 times; foreign trade dependence also increased. The overall situation shows a fluctuating growth trend. In 2018, the foreign trade dependence has increased from 10.45% in 2004 to 17.33%, which shows that the role of foreign trade in the overall economic development of the Chengdu-Chongqing economic circle is becoming more and more prominent [5, 6].

2.2 Analysis of the Speed of Cross-Border E-commerce Development in Chengdu-Chongqing Region

According to the survey data, the import growth rate in Chengdu-Chongqing region from 2014 to 2019 showed a downward trend; the export growth rate in Chongqing has changed from a downward trend to an upward trend since 2018, while that in Sichuan has turned from an upward trend to a downward trend since 2017. The overall trend of cross-border trade in the Sichuan-Chongqing region is also rising in Chongqing and declining in Sichuan, and my country's cross-border trade is on the rise [7].

2.3 Analysis of Cross-Border E-commerce Logistics System and Development Model in Chengdu-Chongqing Region

The logistics giants are interested in the development potential of Chengdu-Chongqing logistics, and have deployed the Chengdu-Chongqing market one after another. Well-known domestic and foreign logistics companies and e-commerce platforms such as SF Express, Cainiao Logistics, JD.com's first-level e-commerce operation center, and Singapore Mapletree Logistics Park have settled in Chengdu and Chongqing [8]. DHL Global Freight regards the Chengdu-Chongqing region as an important logistics area for its development in China. One of the bases, UPS, FedEx, TNT and other international logistics giants also gathered in Chengdu. The arrival of domestic and foreign logistics giants has injected fresh blood into the logistics industry of Chengdu and Chongqing, and promoted Chengdu to become an international logistics highland [9].

3 Problems Existing in the Development of Cross-Border E-commerce in the Chengdu-Chongqing Region

3.1 The Legal System of Cross-Border E-commerce is not Perfect

In recent years, with the continuous development of cross-border e-commerce, the accompanying legal problems have become increasingly prominent. My country's original international trade legal system has gradually been unable to meet the needs of international e-commerce development. The speed is far behind the development of cross-border e-commerce industry [10]. Therefore, an urgent problem that needs to be solved at present is to formulate a series of corresponding laws on cross-border e-commerce to solve various institutional problems and legal disputes that may occur in cross-border e-commerce activities.

3.2 Industrial Foundation Problems Inhibit the Development of Cross-Border E-commerce

For cross-border exports, brands are playing an increasingly important role. Brand premiums are used to enhance the value of the company's products and overall. In the future, industry integration and reshuffle will be accelerated. The commodities exported by enterprises in the Chengdu-Chongqing area are mainly daily consumer goods such as clothing, food, small household appliances, digital products, etc. Most of them are low-priced commodities. In this way, the items that occupy the market depend on low prices, not on brand image and quality. It will lead to the reduction of cross-border e-commerce profits and inhibit the development of cross-border e-commerce [11]. The development of cross-border e-commerce enterprises' own brands is also in the stage of integration. Logistics is an important shortcoming restricting the development of foreign trade.

3.3 The Lack of Credit Guarantee System Hinders the Further Development of Cross-Border E-commerce

Building a credit system is the key to ensuring the safe development of cross-border e-commerce. The credit uncertainty of transaction participants will bring risks and challenges to cross-border e-commerce business in terms of intellectual property rights, product quality, and transaction security. Judging from the development history of China's cross-border e-commerce, the credit system and secured transactions are crucial to the development of B2B e-commerce platforms such as Ali, Jumao, Dalong.com, and Made-in-China.com [12]. Although the cross-border e-commerce B2B platform in the Chengdu-Chongqing region has policy support, it has developed slowly in the past due to the lack of a credit guarantee system.

4 Conclusions

4.1 Implement the Cross-Border E-commerce Localization Strategy and Expand the Development Space of Localized Enterprises

At present, several well-known domestic platforms occupy most of the market share, and the development of localized enterprises is not optimistic. In the future, the development

goal of the cross-border e-commerce industry in the Chengdu-Chongqing region is that Nanchong, Mianyang and other cities go hand in hand, and coordinate development to increase the employment rate, promote the all-round development of the economy, culture, public services and other fields. Cultivate and support localized cross-border e-commerce platform companies to do their homework and work hard. At the government level, actively introduce high-quality international talents to solve their difficulties in domestic housing, settlement, medical care and children's education. A more relaxed talent introduction policy and simplified procedures have been introduced to make it easier for migrant workers to enter and exit China. At the enterprise level, a scientific and reasonable salary performance system should be designed, the gap between salary levels should not be too small, and the salary should reflect factors such as position, work attitude, work ability and performance, so as to better play a motivating role. Pay attention to each employee's career plan and train employees at different stages, provide reasonable promotion channels, and formulate practical development strategies, so that employees are willing to make progress together with the company [13]. In terms of schools, colleges and universities should change their teaching ideas, accelerate the reform of educational mechanisms, pay more attention to the combination of theory and practice, increase practical training, and implement a number of training institutions and practice bases as soon as possible [14]. At the same time, enterprises should also become an indispensable part of education. Enterprise professionals come to the school to give lectures, open courses, hold case analysis competitions, and conduct practical simulation exercises, so that students can learn knowledge beyond textbooks. At the same time, enterprises can provide internship opportunities, which not only exercise students' business ability, but also effectively solve the problem of "difficulty in recruiting" for enterprises. Schools and enterprises work together to deliver fresh blood to the society.

4.2 Actively Cultivate E-commerce Compound Talents

Talent is the most active factor in promoting industrial development, and achieving the transformation and upgrading of small and medium-sized enterprises into comprehensive cross-border e-commerce enterprises is inseparable from a high-quality talent team. However, at present, small and medium-sized enterprises are in a dilemma in recruiting talents. The reasons are: first, with the increasing popularity of online live streaming, the transaction volume of platforms such as Yangquan and Tmall International has reached a new high. The preferential policies of enterprises have made more and more people discover the unlimited business opportunities contained in the e-commerce industry, resulting in the mushrooming of cross-border e-commerce entities, and the shortage of talents in the market. In addition, the cross-border e-commerce industry has high requirements on the comprehensive quality of talents, and they must have comprehensive skills such as relevant knowledge about international trade and cross-border trade and foreign language ability. This makes cross-border e-commerce talent gaps more difficult to fill. Second, despite having relevant professional knowledge, it takes a certain amount of training time to apply the theory to practice. The lack of practical experience of students who have just graduated and the transformation of high-end talents who can operate independently is too long and the efficiency is too low, which seriously hinders the growth of small and medium-sized enterprises. Third, competition among cross-border

e-commerce entities is fierce. Small and medium-sized enterprises lag behind cities such as Guangdong and Hangzhou in terms of salary and development prospects due to restrictive factors such as the immature operation and management model of small-scale enterprises and insufficient profit margins. Therefore, the Chengdu-Chongqing area is not attractive to talents. In order to solve this situation, we can adopt the strategy of cultivating e-commerce talents in collaboration with government, schools and enterprises [15]. At the government level, actively introduce high-quality international talents to solve their difficulties in housing, settlement, medical care and children's education in China. A more relaxed talent introduction policy and simplified procedures have been introduced to make it easier for migrant workers to enter and exit China. At the enterprise level, a scientific and reasonable salary performance system should be designed, the gap between salary levels should not be too small, and the salary should reflect factors such as position, work attitude, work ability and performance, so as to better play a motivating role. Pay attention to each employee's career plan and train employees at different stages, provide reasonable promotion channels, and formulate practical development strategies, so that employees are willing to make progress together with the company. In terms of schools, colleges and universities should change their teaching ideas, accelerate the reform of educational mechanisms, pay more attention to the combination of theory and practice, increase practical training, and implement a number of training institutions and practice bases as soon as possible. At the same time, enterprises should also become an indispensable part of education. Enterprise professionals come to the school to give lectures, open courses, hold case analysis competitions, and conduct practical simulation exercises, so that students can learn knowledge beyond textbooks. At the same time, enterprises can provide internship opportunities, which not only exercise students' business ability, but also effectively solve the problem of "difficulty in recruiting" for enterprises. Schools and enterprises work together to deliver fresh blood to the society.

4.3 Further Improve the Laws and Regulations and Industry Standard System for the Development of E-commerce

E-commerce needs perfect laws and a complete legal system to protect the legitimate rights and interests of various subjects, and needs laws to restrict and regulate various transaction activities [16]. However, the current development of e-commerce is much faster than the legislation of e-commerce in the Chengdu-Chongqing area. Therefore, in the subsequent development planning, national legislation should be referred to, so that the e-commerce law can play a better role in guiding, regulating and supplementing, and not only attaching importance to legislation. All power agencies should also put the formulation of laws and regulations in an important position, and similarly, law enforcement, judicial and other links cannot be ignored. To establish a sound e-commerce legal system, we must: First, continue to implement the E-commerce Law of the People's Republic of China, deeply study and understand the basic situation, legislative background and guiding ideology of the E-commerce Law, and better Understand the spirit of legislation, provisions of laws and the application of laws. Hurry up to make up for loopholes in electronic transaction credit management, protection of transaction subject privacy, online payment security authentication, taxation and market access systems;

secondly, to achieve the healthy and sustainable development of the e-commerce industry, and e-commerce transactions can be carried out safely and efficiently [17]. Revise relevant laws and regulations in a timely manner; finally, based on the current lack of standardization of online business handling, it is necessary to increase the management of online business handling and the crackdown on illegal business activities in the field of e-commerce. Strengthen legal popularization, keep pace with the times, and promote new methods of online arbitration and online notarization, so that legal services can better meet the needs of the people for e-commerce activities.

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