

Design and Implement of Credit Assessment Service Platform for International Trade

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Abstract. International trade is a high-risk industry, in every aspect of business, there are risks. Credit risk has been highlighted, foreign trade enterprises to bring a lot of interference and confusion, and its further rapid development had hampered. Credit risk is the modern economies, including the main risks faced by financial institutions and companies, which directly affect all aspects of modern social and economic life, but also affect the macroeconomic policy-making and economic development of a country, and even affect global economic stability and coordination development of. Foreign trade enterprises in the international commodity trading process with mutual trust, commercial credit through credit, prepaid and other means formed a serious dishonesty question of how foreign trade enterprise credit management, prevention and avoiding credit risk has become particularly important.

Introduction

In today's world economic integration trend, businesses are faced with a changing environment and other factors of uncertainty, foreign trade enterprises as contact with the outside environment more closely links, there are many variables in practical work, we should be concerned about credit risk the concept of management [1]. With the rapid development of information and communication, whether it is love or hate, companies will inevitably have to face this problem, especially in the rapid development of foreign trade enterprises, many foreign trade enterprises grew out of the planned economy, and some private foreign trade enterprises starting soon, the strength is not strong, especially in management capacity lags behind in the wave of economic globalization in the whole development with foreign companies for many years to compete face to face, in their own legal and did not fully grasp the understanding of the economic and political environment of competition itself it contains a lot of uncertainty [2-3].

Enterprise credit management issues are theoretical research in new areas of our economy, our country is a major problem encountered in the real economy. While foreign trade enterprise engaged in economic activity in the course of its complexity, determine the risks they face are diverse. Since the national credit system, especially foreign business credit management system construction lag, foreign trade enterprises did not pay full attention to credit risk management, foreign trade credit risk awareness is very indifferent, very low level of credit risk management, how to profit and avoid loss, to keep my career Foreign Trade The sustained, rapid and healthy development, is directly related to the pace of development of the national economy and social stability [4]. Credit risk is the modern economies, including the main risks faced by financial institutions and companies, which directly affect all aspects of modern social and economic life, but also affect the macroeconomic policy-making and economic development of a country, and even affect global economic stability and coordination development of. Foreign trade enterprises in the international commodity trading process by virtue of trust between the two sides, through credit, prepaid and other means formed business credit has a serious problem of dishonesty, and the survival and development of the entire foreign trade constitutes a great threat. Therefore, how to conduct foreign trade enterprise credit management, prevention and avoiding credit risk has become particularly important.

Determine credit risk evaluation indexes

Credit risk assessment carried out, there must be a reasonable set of customer credit risk evaluation index. The structural analysis of the previous section, customer credit risk elements, as we fully and correctly select the index provides an important basis. In this section, the paper will first determine the basic principles of evaluation index selection, and then based on these principles and elements of credit risk on joint analysis, combined with the relevant standards by commercial banks and credit rating agencies, also separately from the state, industry and enterprise of three levels gradually established customer credit risk evaluation, thereby forming a complete index system [5]. Customer credit risk assessment system should be determined on the departure, it is necessary to consider the assessment of the elements of hierarchy, but also to consider the elements of a comprehensive assessment. Evaluation should fully reflect all the factors that influence trade customer credit status, not only to assess past performance, but also to predict future trends not only to consider the case of the client enterprise itself, but also to study the surrounding environment and its type of impact indicators should be both qualitative analysis indicators, there are quantitative indicators [6-7]. After the reference to the relevant standards of commercial banks and credit rating agencies, we propose the following foreign trade enterprise credit risk evaluation shown in Figure 1.

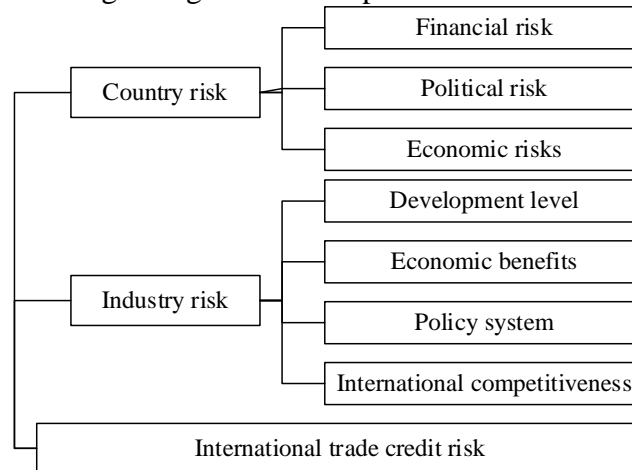


Figure 1. Credit risk evaluation indexes of international trade

International trade credit risk segmented control

When the traditional enterprise credit management in Western countries are increasingly unable to meet the needs of the international e-commerce operation, when most of us are companies still lack a basic credit management platform, and even some business credit management department unheard. Therefore, the current credit environment and management level of China, it can be considered by a joint enterprise with the credit agency to build an international e-commerce customer credit management operating platform, the whole process of forming a mutual-credit management, should be more realistic solution. Full credit management model is based on customer profiles by the Western countries, management, customer credit, accounts receivable management and debt collection credit management narrowly four basic functions evolved. The establishment of enterprise credit management is full to fundamentally solve the merchandising and credit management, decision-making serious tailspin, within the enterprise to form a scientific control mechanism. The establishment of a full-time organization of credit risk management. China's enterprises face a common feature of international e-commerce customer credit risk was trading involving large amounts, management personnel unclear. So risk management should address these weaknesses, active intervention services, effective risk prevention. Establish credit risk accountability. Credit risk is a clear responsibility to prevent credit prerequisite, if the risk is unclear responsibilities, reward and punishment is unknown, no one would consciously risk prevention. Therefore, enterprises should clear risk subject, scope and risks of liability risk liability, penalties and rewards, to establish accountability. Customer credit management process from the point of

view, we must do a good job in every aspect of risk prevention, the international e-commerce customers to minimize credit risk and losses, specifically as follows Figure 2.

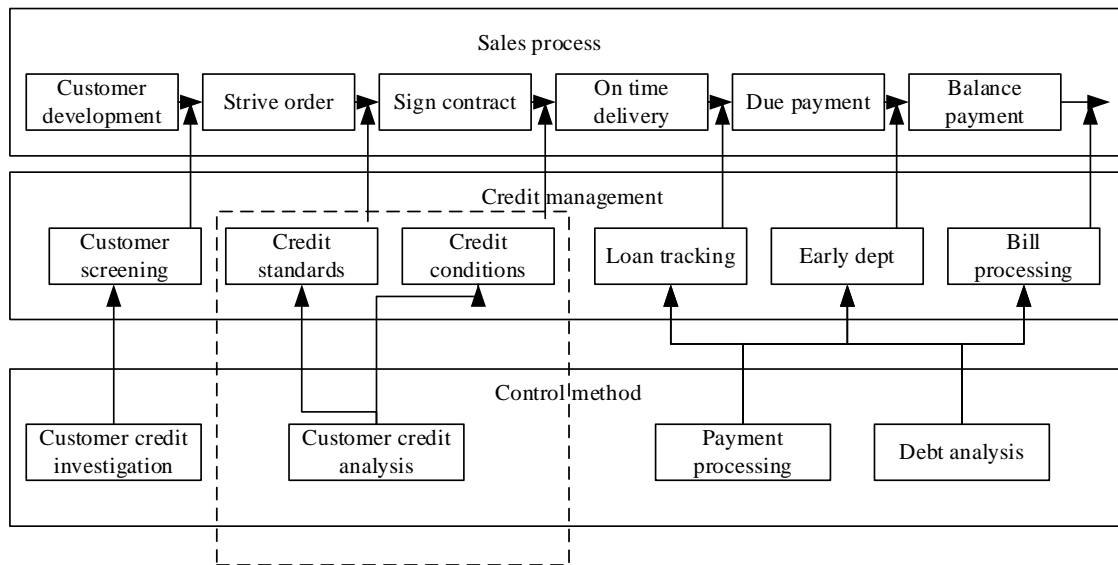


Figure 2. The whole process of credit evaluation control

International trade credit assessment service platform analysis

Credit risk management functions centralized, process-oriented credit risk management system is a complex process, it has always been throughout the business. Large foreign companies are generally set up a specialized agency, to conduct a comprehensive credit risk, the whole management. The use of customer credit management process management tools, implement before, during and after the control method. Ex ante control to customer credit investigation and assessment of the core. Implementation of customer information collection system, customer credit file management system, customer credit information management system, customer credit rating system, measures customer base monitoring and verification regime. Control things in control as the core trading decisions. The implementation of the contract and the settlement process in credit risk prevention system, credit operations budget management and reporting system, credit policy, credit the customer selection criteria, the company credit organization, customer credit application system, business credit preliminary examination system, business approval system, credits System control measures. Afterwards controls to debt management as the core. Implement the following measures of system accounts receivable management system, the total control system, daily management system, aging management system, tracking management system, accounts receivable policy.

Credit management department through the media (such as business sector orders, contracts and buyer's credit application, etc.) and a variety of ways (such as counseling to entrust agencies, credit investigation report writing, etc.), the buyer's credit status of a comprehensive study, to make credit decision making. Credit management department of management information file, supervise business dynamics and trading results, and continuously modify the customer's credit history. Reference system architecture can credit e-commerce, and according to the specific needs of international trade, proposed architecture for the international trade of the original model of credit evaluation. The original model by the credit data processing module, credit evaluation module, credit databases and credit model library of four parts. Credit assessment for the international trade of the original model provides the interface with external business information databases connected online customer inquiries and collect relevant information; the same credit assessment for the international trade of the original model can also be accumulated from the enterprise electronic international trade Business transactions to extract the appropriate information. The information consists of credit data processing module to summarize, aggregate and fundamental analysis, converted into the required credit assessment model data stored in the credit database. Credit model

library is mainly composed by the credit model, can be increased and modified as required. Credit evaluation module is the use of credit scoring model library in credit evaluation model for credit assessment based on customer credit data processed. Credit assessment for the international trade service platform shown in Figure 3.

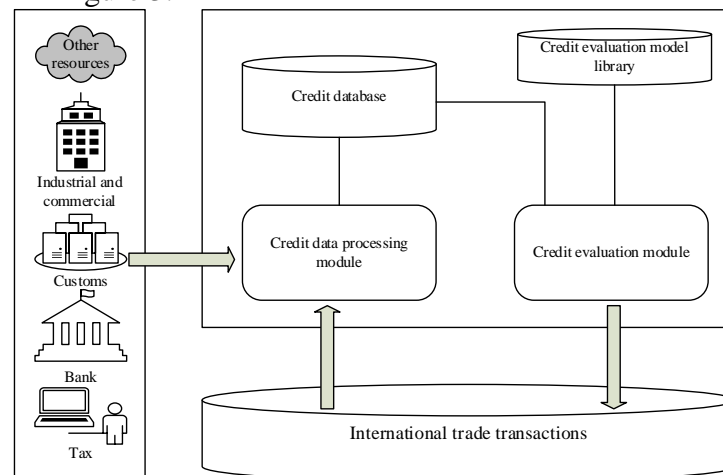


Figure 3. The structure of international trade credit assessment service platform

Conclusion

With the wide application of computer technology and the popularity of the Internet and mature, international trade is widely adopted e-commerce model; on the other hand credit credit gradually as the main marketing tool and a means of competition. Use meter - computer technology to avoid credit risk exists, so that e-commerce in international trade has been widely used is that we are looking for. Firstly, through the issue of credit risk in international trade e-commerce model presented in the study, put forward for the international trade of credit assessment systems solutions. Credit risk assessment is lagging behind the corporate credit risk management is ineffective, one important reason for the credit risk of accumulating. Enterprise credit risk management has become a new economic theory in the field, more and more people pay attention. As an important part of credit risk management, credit risk assessment and reasonable credit for businesses, customer credit risk control has a very important role, worthy of our in-depth study.

However, due to historical reasons, practice and research in the field of foreign trade credit risk management is much later than the Western countries, in general, is still in its infancy. In this paper, corporate credit risk management theory and practice at home and abroad on the basis of in-depth analysis of existing research deficiencies in credit risk assessment, and the use of logical analysis and empirical analysis methods, analysts pointed out that the credit risk of foreign trade enterprises has not be ignored, as well as credit risk assessment is lagging behind the corporate credit risk management is ineffective, one important reason for the credit risk continue to accumulate and try to build foreign trade enterprise customer credit risk evaluation system.

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