

## **Research on the Development Model and Strategy Suggestions of Chinese Cross - border E - commerce**

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**Abstract.** In recent years, Chinese e-commerce with the continuous development of cross-border e-commerce and the overall size of the transaction model has been greatly improved. This paper starts from the analysis of the contents of cross - border e - commerce, analyzes the main function of cross - border e - commerce in China after analyzing the development mode of cross - border e - commerce in China, and puts forward some suggestions on the development strategy of cross - border e - commerce in China.

### **Introduction**

Cross-border e-commerce in recent years, the interest and e-commerce system itself has a great relationship between the superiority. Therefore, through a comprehensive analysis of Chinese cross-border e-commerce development model, and its function to determine, we can put forward a more scientific development strategy recommendation to help Chinese cross-border e-commerce development is of great help.

### **Brief Analysis of Cross-border E-commerce**

Cross-border e-commerce is a systematic content, the following from the basic content, system structure, practitioners and other aspects of the cross-border e-commerce for the analysis.

**Basic Content.** The connotation and the motivations of cross-border e-commerce have a corresponding basis. As we all know, Chinese cross-border e-commerce development originated in the network economy has been the follow-up cloud platform logistics model, in the process of advanced network technology and mobile terminals has become Chinese cross-border e-commerce development of the key lifeline. Second, the network and information brought about by the integration of industry has begun to become Chinese cross-border e-commerce development is the fundamental, and for Chinese goods and services to a broader sense of going out has a positive impact, and ultimately can be significant benefits The Further Development and Rise of China 's Cross - border E - commerce.

**System Structure.** In general, the current cross-border e-commerce is mainly through the e-commerce platform for transactions and payment settlement, which means that in the process of enterprises through cross-border logistics and distribution of goods to the final smooth completion of the transaction. Second, the broad range of e-commerce is usually considered a focus on electronic data exchange and online trading business model. Therefore, in this process, according to the system theory can be concluded: both cross-border e-commerce itself is a system and the system is by the information flow and capital flow and logistics and many other factors. And these elements through a certain form of structure, become an organic whole of online transactions. Therefore, it will be more open, more self-organized, more complex. In addition, Chinese current cross-border e-commerce is also a holistic, relevance, hierarchical structure, dynamic balance, timing and other aspects of the basic characteristics, so its future development direction do not have a strong single trend.

**Practitioners.** Cross-border e-commerce has a specific practitioner. In general, people who are mainly engaged in cross-border e-commerce in cross-border e-commerce activities include natural

and legal persons as well as organizations and national institutions. In this process, consumers and producers in various countries, as well as manufacturers and suppliers, all have different influential market players who, together with the organization, decide whether or not to restrict the development of cross-border e-commerce activities. In addition, taking into account the multinational e-commerce practitioners, the Internet cloud computing technology under the conditions of the organization and talent to join is one of the core elements of cross-border e-commerce, and also affect the development of cross-border e-commerce key factors one.

### **Analysis of the Development Model of Cross - border E - commerce in China**

Chinese cross-border e-commerce development model has its own unique and the following from the capital logistics model, commodity flow direction, subsystem development and other aspects of Chinese cross-border e-commerce development model were analyzed.

**Capital Logistics Model.** Chinese cross-border e-commerce development has a corresponding capital logistics model. Transnational e-commerce capital flow mainly refers to the realization of the ownership of goods, including the use of commercial trade mutual funds and the process is the flow of funds from the supplier to the demand side to form a dynamic transfer process. Second, as a key factor in cross-border e-commerce transactions, capital logistics model for the development of cross-border e-commerce in fact play a key role. It should be noted that in this process, because the logistics is to meet the logistics needs as the goal, the main goal is to establish from the supplier's needs and property rights to form a dynamic migration of cross-border goods, which can ensure that the transport process, including commodity transactions Warehousing, packaging, distribution, including basic information content to achieve network and real-time. Finally, the global optimization of capital and commodity circulation factors and the realization of production can effectively promote the further development of the international trade model.

**Commodity Flow Direction.** Chinese cross-border e-commerce development requires a specific flow of goods and sales channels. If the direction of the exchange of goods from the direction of the decision to be found, cross-border e-commerce logistics model and the general movement of goods in most cases consistent, and its own will provide the direction of demand flow. Second, if the flow of funds is taken into account in the opposite direction of the movement of the commodity, it is necessary to flow from the demand-side provider, where the information flow itself is a two-way movement. In addition, cross-border e-commerce between the main commodity flow, capital flow and logistics itself are closely linked with each other. These links actually constitute a cross-border e-commerce system.

**Subsystem Development.** Chinese cross-border e-commerce development needs to focus on the development of subsystems. The sub-system of cross-border e-commerce belongs to the important channel of information such as transaction information, capital exchange information and logistics demand supply information between countries. And these subsystems itself is the key to the country's network transaction supervision and its own as a cross-border e-commerce system entry point has a strong compatibility and divergence. Secondly, the development of sub-system of cross-border e-commerce also has a very distinctive diversification characteristic, this feature in the course of its transaction information chain and the performance of the chain is particularly evident. For example, in the cross-border e-commerce entity subsystem in the main core of the logistics service supply chain, which itself is also between the country's logistics channel, which makes this subsystem compared to domestic e-commerce has more joints, these nodes together form the network supervision departments of China for cross-border electronic trading goods quality, property rights, legal and other regulatory work, making these funds, goods, information supply chain more stable and safe.

### **The Main Functions of Chinese Cross-Border E-Commerce**

Chinese cross-border e-commerce has a lot of main functions, the following from the financial logistics functions and promotes economic globalization, affecting commodity prices and quality

aspects of Chinese cross-border e-commerce for the analysis of the main functions.

**Financial Logistics Function.** Chinese cross-border e-commerce has a comprehensive financial and logistics functions. Cross-border e-commerce in the realization of financial material circulation function through its own virtual sub-system has strong information storage and processing capabilities to achieve the desired financial security innovation and financial tool innovation. Second, cross-border e-commerce in the realization of financial material circulation function can also produce synergies to make cross-border e-commerce with traditional international trade does not have the advantages of cross-border holographic transactions, which for more efficient access to materials circulation has a great help. At the same time, cross-border e-commerce in the realization of financial material circulation function can further play its own as a new business model with open, cooperative, efficient, low-cost superiority, which further reduce the transaction costs of the product, marketing investment, management costs, regulatory difficulties have an unusual significance.

**Promote Economic Globalization.** Chinese cross-border e-commerce can help to further promote the economic globalization. Traditional e-commerce is relatively small, for domestic transactions, both sides of the transaction in the same country, and more international and international settlement business. In contrast, cross-border e-commerce in the process of promoting economic globalization can further change the effect of the international trade pattern, and in the process of further break the barriers between international trade, and promote our country and Transformation and upgrading of international social industry. Second, the development of cross-border e-commerce in the context of the rapid development of e-commerce can also build a supply chain for our government and enterprises to include products, business, information and services that can contain information exchange and systematic logistics and distribution.

**Affect Commodity Prices and Quality.** Chinese cross-border e-commerce for the impact of commodity prices and quality has a great help. Cross-border e-commerce for the impact of commodity prices and quality and more reflected in different countries and regions, consumers through their own choice in cross-border e-commerce platform to get more favorable, more secure, higher quality goods and services, cost-effective choice and preferences must require the major businesses continue to improve the quality of their products and services. Second, with the rapid rise of cross-border e-commerce in developing countries, the contribution of global cross-border e-commerce transactions is growing. In this process, the prices of goods for developing countries will become more reasonable, more inexpensive products and services will appear, this book can also further tap the cross-border e-commerce market book huge potential.

### **Chinese Cross-Border E-Commerce Development Strategy Recommendations**

Chinese cross-border e-commerce development strategy recommendations should be systematic, the following reasonable to avoid blind production, the introduction of comprehensive support policies, make full use of advanced technology and other aspects of Chinese cross-border e-commerce development strategy recommendations were analyzed.

**Reasonable Avoid Blind Production.** Chinese first step in the development of cross-border e-commerce is reasonable to avoid blind production. China in the process of reasonable to avoid blind production should first be done to cross-border e-commerce to consumer demand-oriented information, and then on this basis can be truly effective compression of traditional foreign trade in the middle part of the final reasonable to avoid production The blindness of the excess capacity. Second, China should be more reasonable in the process of avoiding blind production should also be more efforts to reshape Chinese import and export trade industry chain, and then as a basis to change the development and growth of foreign trade, which can play to enhance Chinese international status and competitiveness Effect. At the same time, China in the process of reasonable to avoid blind production should be through personalized advertising push and word of mouth to achieve the rational use of large databases, in order to achieve cross-border electricity business logistics and information gathering. In the process of enterprises can simultaneously take a different model of network trade development, which in fact for small micro enterprises to provide the

opportunity to directly face the international market and platform, as a good e-commerce base and the value of the platform is worthy of recognition of.

**The Introduction of Comprehensive Support Policies.** Chinese cross-border e-commerce development is the key to the introduction of comprehensive support policies. China in the introduction of a comprehensive policy of support in the process of the first, including customs, inspection and quarantine, tax and other policies to provide the necessary supporting policies and measures, which can be based on the realization of the relevant government agencies and cross-border e-commerce enterprises, logistics enterprises Information standardization. Second, China in the introduction of a comprehensive policy to support the process should be through regular, pilot and other ways to properly establish with the appropriate customs supervision and import and export inspection and quarantine and cross-border payment and other policies and operating systems, and ultimately to allow our cross Environment can really enter the e-commerce to a comprehensive promotion of the new stage.

**Make Full Use of Advanced Technology.** Chinese cross-border e-commerce development needs to make full use of advanced technology. Chinese full use of advanced technology in the process of the first from the operational level and make full use of cloud computing, Internet of things and large data and other Internet technologies, which can be based on this on the basis of cross-border e-commerce information security level of effective promotion. Secondly, China should make full use of advanced technology in the process should also adhere to the information flow, capital flow, logistics and other information "cloud" as the basis, so as to be able to build a more comprehensive on this basis, the cloud platform. at the same time. China should also establish comprehensive cloud service platform and cross-border supervision. And in this process more full use of advanced technology for cross-border e-commerce as a cross-border goods and services into the cloud service management system theme. In addition, the establishment of credit rating system based on large data processing technology, but also through the implementation of information security sharing mechanism for cross-border e-commerce entities to provide better information services.

## Conclusion

Chinese cross-border e-commerce development needs to be flexible, which refers to the flexible application of advanced network technology under the premise of flexible face of the surging international business market, which can be based on this to cultivate more excellent cross-border e-commerce enterprises, for the domestic and foreign market economy to further docking laid good foundation.

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