

Coordinated Development of China's Cross-border E-commerce and Manufacturing Cluster Against the Background of "Internet Plus" and "the Belt and Road"

Xinyu Zhang

Shaanxi Technical College of Finance & Economics
Xianyang, China 712000

Abstract—Basic conditions for trade between various countries have already been provided thanks to "the Belt and Road". It is needed to pay attention to the common development of manufacturing industry and cross-border e-commerce to promote China's economic development. The common development of cross-border e-commerce and manufacturing cluster under the background of "Internet plus" and "the Belt and Road" is analyzed in this paper with emphasis and corresponding measures for coordinated development are proposed based on the actual situation of China's current cross-border and manufacturing development.

Keywords—*Internet plus; the Belt and Road; cross-border e-commerce; manufacturing cluster*

I. NECESSITY FOR COORDINATED DEVELOPMENT OF CHINA'S CROSS-BORDER E-COMMERCE AND MANUFACTURING CLUSTER UNDER THE NEW SITUATION

A. Reducing Production and Transaction Cost of Manufacturing Industry by Cross-border E-commerce

E-commerce develops very well in the Internet era and it has been widely used in various fields of the society, because the transaction and interaction on e-commerce platform can reduce various costs. As for manufacturing enterprises, production cost and transaction cost will be generated in actual operation, and enterprises' control over the above two kinds of costs will be increased with the wide application of cross-border e-commerce in manufacturing industry [1]. For instance, the labor force is reduced and the input in information technology and electronic equipment is increased when we carry out business activities by virtue of business platform of e-commerce. It can be seen that enterprises' operating cost can be reduced under the effect of cross-border e-commerce by comparing the two kinds of costs. In addition, the cost for information, supervision and negotiation will also be generated in actual transaction process for the enterprises. However, these costs can be reduced generally with cross-border e-commerce, which is conducive to the improvement of enterprises' economic benefits. Especially the middle and small-sized enterprises, the reduction in production and transaction costs creates basic conditions for them to enter

into the international markets. As a result, we consider it necessary to carry out integrative development of cross-border e-commerce and manufacturing industry, and it is the ultimate result of conforming to the development trend of "Internet+" and "The Belt and Road", so that the role of manufacturing industry can be given into play in overall development of China's economy.

B. Promoting Service Level of Manufacturing Industry by Cross-border E-commerce

The necessity of coordinated development of cross-border e-commerce and manufacturing cluster also reflects in cross-border e-commerce's being able to increase enterprise service quality. To implement the transaction mode of e-commerce can promote the enterprises to collect information about market and consumer demand under the environment of e-commerce environment. This makes the enterprise service be targeted and be able to meet consumers' individualized demand, so that we can provide professional and comprehensive products and services on the basis of consumer demand. Moreover, we can discover obvious improvement in enterprise service level by combining cross-border e-commerce and manufacturing industry. With the communication media of network, enterprises can complete market survey and customer feedback at a low cost, so as to provide effect basis for enterprises to make decisions about production and insure that enterprises' production planning can meet the operation demand of economic market. Furthermore, it simplifies the methods for obtaining customer product information and transaction information and brings about excellent purchasing experience from the perspective of customer in the new information communication environment. Specifically, cross-border e-commerce increases the total customer service amount and it can insure that the enterprises are able to maintain high level of service state when facing large amount of consumers, which is conducive to the good development of manufacturing industry.

C. Creating New Production and Management Mode

Completing transaction activities by cross-border e-commerce can also have the effect of making innovating in

the production and management mode, promoting enterprises to adapt to the law of change of economic market and improving market competitiveness of enterprises. Cross-border e-commerce can optimize the production factors of manufacturing cluster, and integrate the industrial resources in an all-around way. We can find that enterprises' control over costs is increased and customer's information about consuming behavior can be obtained at operating terminal with this new marketing pattern when analyzing the functional mechanism of cross-border e-commerce, which provides relevant information and resources to enterprises in manufacturing industries and realizes differentiation of product production, so as to achieve scientific allocation of enterprise resources. In addition, the combination of cross-border e-commerce and manufacturing industry urges the previous mass production model to turn into small batches gradually. This makes that flexible production of enterprises is realized and operation risks of manufacturing enterprises are reduced. It can be known from the above that cross-border e-commerce will promote corresponding change in production mode and management mode of manufacturing cluster, which is of great significance to the improvement of enterprises' overall development efficiency.

II. COUNTERMEASURES FOR COORDINATED DEVELOPMENT OF CHINA'S CROSS-BORDER E-COMMERCE AND MANUFACTURING CLUSTER UNDER THE NEW SITUATION

A. *Manufacturing Enterprises to Make Effective Utilization of Cross-border E-commerce Resources*

The key to realize organic integration of cross-border e-commerce and manufacturing industry lies in full utilization of cross-border e-commerce resources by manufacturing enterprises, and taking cross-border e-commerce as an important marketing mode. Cross-border e-commerce resources mainly include internal resources and external resources of the enterprise. Internal resources refer to the organizational conditions for enterprises to put the marketing mode of cross-border e-commerce into place, namely the enterprise management model and setting of organizational structure should satisfy the operation characteristics of cross-border e-commerce. External resources include government policies, industrial characteristics and trading platform. It is necessary for manufacturing enterprises to obtain and improve the above resources for the improvement of manufacturing enterprises' ability to carry out cross-border e-commerce, so as to obtain the management benefits. For instance, enterprises can acquire cross-border e-commerce resources through appropriate methods. They should select reasonable ways for resource acquisition starting from their executive capacity, and set up a complete resource system gradually. If the enterprise is strong in their own business capacity, the resource acquisition methods developed internally can be selected with preference, and improve its operating capacity through staff training and technology R&D activities. If an enterprise is weak in its own capacity, then external cooperation can be selected, which is an important way to insure constant enriching of cross-border e-commerce resources of the enterprise.

B. *Improving the Information Level of Manufacturing Enterprises*

A large amount of transaction activities are completed in the Internet environment under the background of "Internet+", and this requires improvement of enterprises' information level, so as to ensure certain executive capacity of e-commerce activities of the enterprises. It is suggested that manufacturing enterprises should increase their capital investment in information construction, promote the application e-commerce in enterprise marketing, take information construction as one of the routing management, improve employees' awareness of information operation gradually and enhance the enterprises' e-commerce trading capacity in practice [2]. The improvement of manufacturing enterprises' information level will urge enterprises to carry out in-depth reform of production mode, and require enterprises to complete order confirmation, payment and settlement, logistics delivery and customer tracking and feedback on the information platform, so that the application value of marketing means of cross-border e-commerce can be given into play in true sense. To guarantee extensive application of cross-border e-commerce in manufacturing enterprises' operation, enterprises are also required to develop and utilize intelligent routing, wireless communication, human-computer interaction and other technologies, to continuously improve enterprises' intelligence level, create the product marketing system with Internet technology as support, and lay foundation for the development of enterprises' marketing mode of cross-border e-commerce.

C. *Building Management Service System and Security System*

The coordinated development of cross-border e-commerce and manufacturing cluster under the new situation is inseparable from the support of government policies. Enterprises need to set up their own management service system and security system in the environment of policy. Optimized allocation of resources in manufacturing industry can be guaranteed with the effect of new security system, so as to enhance the development potential of the whole industry. The problems such as slow tax refund and difficult settlement of exchange are easily to appear due to inadequate regulation in the process of carrying out cross-border e-commerce of manufacturing cluster, which is the main problem faced by cross-border e-commerce development. Under such circumstances, the government sectors of various regions should devote themselves to the building of management and security systems with strong feasibility. With such kind of system, full implementation of the supervision of cross-border e-commerce can be realized, so as to create the harmonious, healthy operating environment for cross-border e-commerce, and insure normal tax refund and convenient settlement of exchange. In addition, the protection of enterprise intellectual property should be intensified, and manufacturing enterprises should be assisted in learning about foreign laws and regulations, so that enterprises of the cluster can protect their own rights and interests by virtue of legal means.

D. Innovating the Ways in Sharing Production and Transaction Information

The innovation in the ways of sharing enterprises' production and transaction information is also an important precondition for promoting common development of manufacturing cluster and cross-border e-commerce. The implementation of cross-border e-commerce is conducive to promoting data sharing of manufacturing cluster and cross-border e-commerce. As a result, manufacturing enterprises are required to establish new information sharing system from this perspective, so as to collect information about customer demand and product marketing in an all-round way [3]. Information exchange is an important way for technology sharing and resource integration in the industry, and the effective measures for the enterprises to allocate resources. Currently, the information sharing system of manufacturing cluster in China is lagged behind relatively, and cannot meet the requirement for coordinated development of manufacturing cluster and cross-border e-commerce under the background of "Internet+" and "the Belt and Road". Therefore, transformation of system should be performed as soon as possible. And on this basis, information exchange among enterprises in the industry can be intensified to achieve scientific allocation of labor force and capital resources.

E. Strengthening the Innovative Ability of Cross-border E-commerce and Enterprises

It is also a key for promoting organic integration of the two in the new era to strengthen the innovative ability of cross-border e-commerce and manufacturing enterprises. First of all, the innovative development of production and operation mode should be realized. It is a consensus among domestic and foreign scholars that innovation is the basic condition for sustainable development of cluster, and only on the basis of innovation can the goal of development be achieved. With respect to manufacturing industry, it cannot imitate the foreign products simply, but what's more important is product innovative design to highlight its own advantage of market competitiveness in the process of common development with cross-border e-commerce. Manufacturing cluster can take advantage of cross-border e-commerce to collect information about consumer demand, adhere to the principle of giving preference to customer demand, and ensure a large market share of its products in the international market, so as to guarantee that enterprise meets the development requirement of manufacturing enterprises if its production and marketing are in good circulating state. As a result, enterprises should take advantage of cross-border e-commerce while using the marketing mode of it, to accelerate innovation in product production system, and ensure effective implementation of cross-border e-commerce in manufacturing operation.

III. CONCLUSION

To sum up, the coordinated development of manufacturing cluster and cross-border e-commerce is an irresistible trend under the background of new era, which not only can inject energy for the development of traditional manufacturing enterprises, but also can expand the coverage scope of cross-

border e-commerce. In this paper, the measures for improving manufacturing enterprises' information level, building management service system and security system and innovating the methods for sharing production and transaction information are proposed based on the target of coordinative development of cross-border e-commerce and manufacturing industry, so as to improve the service quality of manufacturing enterprises, promote the innovation and development of enterprises' transaction methods, and realize the organic integration of cross-border e-commerce and manufacturing industry.

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