

Research on operational strategy and risk management of cross-border e-commerce platform

Hong Su

Linyi Vocational College, Linyi, Shandong, China

Keywords: Cross-border e-commerce; platform operation; risk management; optimization strategy

Abstract: This paper discusses the characteristics, existing problems and optimization countermeasures of cross-border e-commerce platform operation and risk management, firstly, it analyzes the operation characteristics of global market coverage, efficient and convenient transaction mode, diversified goods and services and flexible marketing strategy. Then it reveals the legal and regulatory constraints, logistics and supply chain management problems, payment and currency exchange issues, information security and privacy protection and other operational challenges. At last, a series of optimization countermeasures are put forward, it includes strengthening compliance and risk management, improving logistics and supply chain management efficiency, improving payment and currency exchange systems, and strengthening information security and privacy protection mechanisms, it aims to provide guidance for the robust operation of cross-border e-commerce platforms.

1. Introduction

With the advancement of globalization and the rapid development of Internet technology, cross-border e-commerce has become an important component of global trade. The cross-border e-commerce platform is characterized by its global market coverage, efficient and convenient transaction methods, diversified goods and services, and flexible marketing strategies, providing unprecedented convenience and opportunities for consumers and businesses. However, there are a number of operational and risk management issues, such as legal and regulatory constraints, logistics and supply chain challenges, payment and currency issues, and information security and privacy challenges. The purpose of this paper is to discuss these problems in depth and propose corresponding optimization countermeasures, in order to provide a reference for the robust operation of cross-border e-commerce platform.

2. Cross-border e-commerce platform operations and risk management features

2.1. Global market coverage

One of the salient features of cross-border e-commerce platforms is their strong global market coverage. Through advanced network technology, the platform has broken geographical boundaries, allowing consumers and businesses around the world to seamlessly connect. To connect global

markets, these platforms often provide multilingual support and localization services to meet the needs of consumers in different countries and regions. In the global market, consumer characteristics and behavior show diversity. Cross-border e-commerce platforms offer insights into the different shopping habits and needs of consumers from different cultures through data analysis and artificial intelligence, provide personalized shopping experience for consumers. The global market coverage not only brings a broader market space for enterprises, but also promotes the rapid development of enterprises. Through cross-border e-commerce platforms, companies can quickly expand their business scope, increase sales and enhance brand influence. The platform provides market analysis tools and marketing strategies to help enterprises better understand the market dynamics, optimize product mix and improve market competitiveness.

2.2. Efficient and convenient way to trade

Cross-border e-commerce platforms provide consumers and merchants with efficient and convenient ways to make transactions. These platforms often support multiple payment methods and simplify shopping and payment processes, making transactions easier and faster. Consumers can easily browse, order and pay, and merchants can efficiently manage orders and shipments. In order to optimize transaction efficiency, new technology and innovative functions are constantly introduced into the platform. For example, intelligent recommendation systems help consumers find what they need quickly, offer one-click buying and quick payment options, and optimize logistics and distribution networks to reduce shipping time and costs. Consumers increasingly expect and demand efficient and convenient transactions, they want to save time and energy in the process of shopping, enjoy a seamless shopping experience.^[1]Therefore, cross-border e-commerce platforms need to keep an eye on consumer needs and constantly innovate and improve to meet market expectations for efficient and convenient transactions.

2.3. Diversified Goods and services

Cross-border e-commerce platforms are widely praised for the diversity of goods and services they offer, from necessities to high-end luxury goods on this global shopping platform, from the unique local products to the world-renowned international brands, everything, the true realization of the “One-stop” shopping concept. This diversified commodity structure not only meets the rich needs of consumers for material life, but also gives them great satisfaction and choice on the spiritual level. A wide range of choices has created an unprecedented shopping experience for consumers, who can easily compare brands, models, prices and other information on the platform according to their preferences, needs and budgets, to find the best products for their own. This freedom of choice, no doubt greatly enhance the consumer's shopping satisfaction. In order to maintain this diversified commodity environment and make it sustainable and healthy development, cross-border e-commerce platform has also made great efforts. They set up a strict commodity audit system, from the source to ensure the quality of each commodity and authenticity. Through the use of advanced data analysis technology, the platform can accurately grasp the consumer's shopping habits and preferences, and then flexibly adjust the commodity structure and optimize inventory management, make the whole operation process more efficient and smooth. The implementation of these measures, not only to provide consumers with more rich shopping choices, but also further protect their shopping rights.

2.4. Flexible marketing strategy

Cross-border e-commerce platforms are highly flexible and innovative in marketing and can quickly adapt their marketing strategies to different market environments and consumer needs. These platforms not only use traditional marketing tools such as discounts and discounts, but also

incorporate advanced technologies such as big data and artificial intelligence to provide consumers with personalized shopping recommendations and event promotions. The flexibility of marketing strategy is reflected in the careful division of different markets and consumer groups. In the European and n markets, platforms tend to pay more attention to the creation of brand image and the improvement of user experience. In the Asian market, as consumers are more price-sensitive, so prices and promotional activities become the key to attract consumers. Through in-depth knowledge of local cultures and consumer habits, the platform is able to develop marketing strategies that are more attuned to the local market. This flexible marketing strategy has a significant effect on improving the sales performance of enterprises, it can not only improve brand awareness and the stickiness of consumers, but also effectively promote sales transformation, to help enterprises in the fierce market competition to occupy a favorable position.^[2]Through continuous strategic adjustment and optimization, cross-border e-commerce platform can achieve sustained and stable business growth.

3. Cross-border e-commerce platform operations and risk management problems

3.1. The restriction and challenge of laws and regulations

Cross-border e-commerce is faced with a complicated and changeable legal and regulatory environment. There are differences in the legal systems, tax policies, intellectual property rights protection and so on in different countries and regions, this poses challenges for the compliance operation of cross-border e-commerce platforms. For example, some regions impose high tariffs on imported goods or have strict import restrictions on certain types of goods. The specific impact of laws and regulations on the operation of cross-border e-commerce platforms is manifested in the need for the platforms to ensure that the products they sell comply with local laws and regulations, or face legal disputes and fines. Tax policy differences affect the platform's pricing strategy and profit space. The difference of intellectual property protection law also leads to the risk of the platform in the purchase and sale of commodities. Therefore, cross-border e-commerce platforms need to keep a close eye on local laws and regulations to ensure compliance.

3.2. Logistics and supply chain management problems

The logistics and supply chain management of cross-border e-commerce platforms is highly complex because it involves cross-border transport, customs clearance, warehousing and distribution, as well as the logistics systems and regulations of different countries and regions, this makes logistics and supply chain management particularly complex. The efficiency and smoothness of logistics and supply chain management directly affect the shopping experience of consumers. If the logistics delivery is not timely or the goods are damaged or lost, the shopping satisfaction of consumers will be greatly reduced. The complex customs clearance process also leads to the extension of goods delivery time, further affecting consumer experience. Therefore, cross-border e-commerce platforms need to continuously optimize their logistics and supply chain management systems to improve delivery efficiency and service quality, thus improving consumer satisfaction and loyalty.

3.3. Payment and currency exchange

In cross-border e-commerce, the issue of payment and currency exchange is particularly important and complex. Cross-border payments and currency exchange are faced with many challenges due to differences in monetary systems, payment practices and exchange control policies in different countries and regions. For example, currency exchange rate fluctuations increase transaction costs, while differences and limitations in payment systems result in payment failures or

delays. These issues have a direct impact on consumers and businesses, for consumers, they need to bear additional exchange costs and transaction costs, while facing the security and ease of payment challenges. For merchants, payment and currency exchange problems lead to payment delay, poor capital flow, and even affect the cash flow management of enterprises. Addressing cross-border payments and currency exchange issues is therefore a key part of improving the operational efficiency and consumer experience of cross-border e-commerce platforms.

3.4. Information Security and privacy protection

Cross-border e-commerce platforms face serious challenges in information security, as they involve a large amount of user data, transaction information and payment details, making them targets for hackers and outlaws. Information security risks include, but are not limited to, data leakage, malicious attacks and system paralysis, which have a serious impact on the stable operation of the platform and user trust. Privacy protection is crucial to the operation of cross-border e-commerce platforms. Protecting users' privacy is not only a legal requirement, but also a cornerstone of maintaining users' trust and brand reputation.^[3] The trust of users to the platform is closely related to the security of their personal information. Once the privacy is leaked, the users will be lost and the brand image will be damaged. Therefore, cross-border e-commerce platform must attach great importance to information security and privacy protection.

4. Cross-border e-commerce platform operation and risk management optimization countermeasures

4.1. Strengthen Compliance and risk management

In order to optimize the operation and risk management of cross-border e-commerce platform, the first task is to strengthen compliance construction and risk management. This requires the platform to establish a sound compliance system to ensure that all operations are in line with relevant national and regional laws and regulations. Potential compliance issues can be identified and resolved in a timely manner through the establishment of a dedicated compliance team that conducts regular compliance reviews and risk assessments. Strengthening risk identification and prevention mechanisms is also key, and the platform should use advanced technological tools, such as big data analysis and artificial intelligence, to monitor and identify risks in real time, including but not limited to market risk, credit risk, operational risk, etc. . Through the establishment of a sound risk early warning and emergency response mechanism, we can quickly respond to the risk of events, to minimize the risk of loss. It is also important to enhance the ability to respond to changes in laws and regulations. Cross-border e-commerce platforms need to keep a close eye on the dynamic changes in relevant laws and regulations, and adjust their business strategies and management models in a timely manner, to ensure the platform's compliance operation and continuous development.^[4]By strengthening the communication and cooperation with the government, industry associations and other external institutions, the platform can better understand the trend of laws and regulations for future business development.

4.2. Improve logistics and supply chain management efficiency

In cross-border e-commerce, logistics and supply chain management are key to ensuring the efficient operation of platforms and customer satisfaction, and there are several core aspects that can be addressed to enhance this efficiency. The first task is to optimize the logistics network, according to the flow direction of goods, historical sales data and market dynamics, should carefully plan the logistics center, storage facilities and distribution routes. This will not only shorten the distance and time from the origin to the destination, but also ensure a faster response to consumer

demand. A well-organized logistics network can significantly improve service quality and Customer satisfaction. Technological innovation is also indispensable, with the Internet of things (IoT) technology, can monitor the location and status of goods in real time, to provide consumers with more accurate distribution information. Big data analysis can help to predict the future demand for goods and the best transportation path, so as to achieve the optimal allocation of resources. Automation and robotics can significantly increase the speed of picking, packing and shipping in warehouses, reduce human error, and reduce operating costs. Close cooperation with suppliers is also critical, and by building strong supplier relationships and sharing key business data, you can better predict market demand and adjust production and delivery plans. This collaborative work model helps to reduce out-of-stock, avoid excessive inventory backlogs, and make the entire supply chain more agile and efficient. The logistics and supply chain management efficiencies of cross-border e-commerce platforms can be significantly enhanced through the optimization of logistics networks, the introduction of cutting-edge Technologies and in-depth cooperation with suppliers.^[5]This will not only enhance the competitiveness of the platform, but also for consumers to bring a better shopping experience.

4.3. Improve the payment and currency exchange system

In the vast cross-border e-commerce market, payment and currency exchange system is particularly important to improve.^[6] A smooth, secure payment system can not only enhance the consumer's shopping experience, but also further consolidate the platform's commercial status. Cross-border e-commerce platforms should actively develop multiple payment methods to meet the diverse payment needs of consumers around the world. This includes credit cards, debit cards and other traditional payment methods, but also covers electronic wallets, mobile payments and other new payment methods. This diversified payment method can ensure that each consumer can find the most suitable payment method, thus greatly improving the convenience of shopping. At the same time, the efficiency and cost of currency exchange are also key factors affecting the shopping experience of consumers. The platform should work closely with major financial institutions to provide consumers with more favorable currency exchange rates, reduce their extra spending on shopping. Simplifying the exchange process and shortening the exchange time allows consumers to complete transactions more quickly, which will undoubtedly greatly increase their shopping satisfaction. But the security of payment is always the most concern of consumers, so the platform must use the industry-leading encryption technology and security authentication mechanism to protect the security of consumer payment information. This means that both in the transfer of information and stored procedures, there needs to be strict security measures to prevent data leakage or illegal use. And regular security audit and vulnerability scan, can be found in time the potential risks in the system, to ensure the security and stability of the entire payment environment. Improving the payment and currency exchange system is the key link in the development of cross-border e-commerce platforms. Only when the payment methods are diversified, the currency exchange is efficient and the payment process is secure, can bring the excellent shopping experience for the consumer, and then promote the platform's sustainable and healthy development.

4.4. Strengthen information security and privacy protection mechanism

In the operation of cross-border e-commerce platform, the strengthening of information security and privacy protection mechanism is particularly important. With the rapid development of information technology, network attacks and data leakage incidents occur frequently, which makes information security and privacy protection become a platform operation can not be ignored. In order to ensure information security, the platform should vigorously enhance the level of information security technology. The use of advanced encryption techniques, such as SSL certificates, can ensure the security of data during transmission and prevent data from being

intercepted or tampered with. At the same time, the deployment of effective security protection systems are also key, such as firewall and intrusion detection system, which can effectively protect from external network attacks, protect platform data from damage. In addition to technical means, the establishment of a sound information security management system is equally important. The platform should formulate a set of strict information security management regulations, clarify the security responsibilities of personnel at all levels, from the institutional level to ensure that information security work in an orderly manner. These systems also need to be regularly reviewed and updated in order to respond in a timely manner to new security threats. It is also important to enhance staff's information security training and awareness raising, and the platform should organize relevant training activities on a regular basis to enhance staff's knowledge and understanding of information security, so that they can master information security skills, and enhance the awareness of prevention. In this way, employees can better protect the security of user information and platform data in their daily work. Strengthening information security and privacy protection mechanism needs to start from technology, system, personnel and other aspects to build an all-round security protection system. Only in this way can we provide a solid guarantee for the robust operation of cross-border e-commerce platforms and ensure that the security and privacy of user data are not infringed.

5. Conclusion

Cross-border e-commerce platforms play an increasingly important role in global trade, but there are many challenges in risk management. This paper analyzes the operating characteristics of the platform, and points out the main problems it faces, including compliance, logistics and supply chain, payment and currency and information security. In order to deal with these problems effectively, this paper puts forward a series of practical optimization strategies, which include strengthening compliance construction, improving logistics and supply chain efficiency, perfecting payment and monetary system, and strengthening information security, help the platform better meet the challenges to ensure its stable operation. The implementation of these strategies can not only significantly improve the user experience, but also effectively reduce operational risk, thus providing a solid guarantee for the future stable development of enterprises.

References

- [1] Wang Tao. *Explore the operational risk and control of cross-border e-commerce enterprises in the context of big data era* [J]. *Time Finance*, 2021(18): 4.
- [2] Wei Jing, Hua Junjie. *Research on logistics risk and management of cross-border e-commerce enterprises in the era of big data* [J]. *Logistics Engineering and management*, 2021, 043(006): 80-81, 84.
- [3] Yan Han, Gao Cong. *Study on the risk factors of cross-border e-commerce supply chain in China* [J]. *Southern economies*, 2023, 42(6): 104-121.
- [4] Wei Jing, Hua Junjie. *Research on logistics risk and management of cross-border e-commerce enterprises in the era of big data* [J]. *Logistics Engineering and management*, 2021, 43(6): 3.
- [5] Wu Huilan. *Study on the operation mode and strategy of cross-border e-commerce platform* [J]. *China e-commerce*, 2023(15) : 49-51.
- [6] Chen Xu, Li Jin, Yang Wu Jian, etc. . *Research and application of cross-border e-commerce Operation Support Service Platform* [J]. *The scientific public*, 2021, 000(009): p. 53-53, 55.