

Development and Innovation of International Trade Based on e-Commerce Environment

Yongchao E

Taobei District Finance Bureau, Baicheng, 137000 Jilin, China

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Abstract: With the rapid development of e-commerce, great changes have taken place in international trade under the e-commerce environment, and international trade has become an important way for the development of various countries. Under this new situation, the country's foreign trade has both potential opportunities and severe challenges. Only by paying attention and taking corresponding countermeasures can we take the initiative in the future international trade competition. This paper analyzes the current situation of international trade and the solutions to the problems, showing the connection between international trade and e-commerce in an all-round way. Under the current situation, we also need to increase the innovation of international trade in order to realize the further development of the national economy.

1. Introduction

With the rapid development of global economic integration, especially when “network economy” is increasingly becoming a new economic model, e-commerce plays an increasingly prominent role in international trade, and has become an important platform and carrier for foreign trade companies to carry out international trade^[1]. The inherent characteristics of e-commerce, such as openness, globality, regionality, low cost and high efficiency, make it not only meet the inherent requirements of commercial economy, but also surpass its value as a new form of trade^[2]. E-commerce makes the development of international trade even more powerful, not only provides more opportunities for trade exchanges, but also greatly reduces the cost of international trade, and to a certain extent subverts the traditional forms and concepts of international trade^[3]. E-commerce has the characteristics of openness, globalization, regionality, low cost and high efficiency. These characteristics meet the inherent needs of commercial economy and are also the advantages of a new form of trade.

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2. The Impact of e-Commerce on International Trade

2.1 E-Commerce Promotes Changes in the Way of International Trade

The capital flow mediated by the electronic money payment tool uses electronic pulses instead of

paper to transmit and display funds, process and store them through a microcomputer, and save circulation costs. In e-commerce, trade information is open and transparent, free from the competitive disadvantage caused by the country and region, which can make the information of developing countries better understood by the public, weaken the monopoly of developed countries, and realize the rational allocation of global resources^[7]. In the e-commerce environment, enterprises can communicate and communicate with customers anytime and anywhere, design and produce products according to the wishes of customers, so as to improve the status of customers and promote the development of enterprises. Comprehensively consider the development trend of e-commerce, comprehensively optimize and upgrade the transaction mode, fully integrate e-commerce resources, realize the rapid exchange of sales information, and then realize the symmetry of economic exchanges between the two sides of the transaction. On the Internet exchange platform, through the implementation of the “point-to-point” economic exchange mode, the diversified development of trade can be realized, and the transaction mode has also changed, as shown in Figure 1.

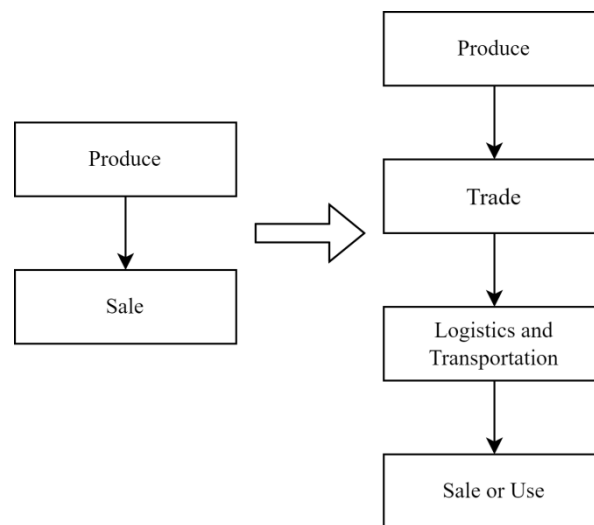


Fig.1 Patterns of International Trade Transactions

To a certain extent, the spatial distance between the two sides of the transaction is ignored, so that import and export trade can be carried out at a more reasonable price.

2.2 Virtual Companies Emerge to Reduce Costs

E-commerce mostly adopts the exchange of virtual information on the Internet, develops valuable resources and forms a new market space. This is an innovative method. Multinational companies form alliances with each other, and use virtual management methods to carry out trade through cooperation and competition. In this way, the communication and dissemination of information becomes more efficient, and the informatization development model is conducive to trade development. It reduces the seemingly necessary trade links in many traditional trade methods, shortens the process and time of international trade transactions, reduces errors in the round-trip transmission of documents, saves the consumption of human, material and financial resources in trade operations, improves efficiency, and accelerates trade. capital turnover. In the e-commerce environment, the transaction links have been reduced from the traditional ten or twenty links to eight links, as shown in Figure 2.

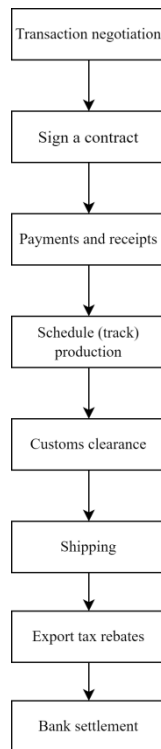


Fig.2 International Trade Process in an e-Commerce Environment

A virtual enterprise is an alliance between business partners. E-commerce has fundamentally changed the payment methods for international trade^[8]. E-commerce can make international trade orders, pick-up, etc. to be processed through the network on a daily basis, without the need to go to and from Customs and other departments, and improve the efficiency of transactions. The virtual enterprise has formed the internal overall scale economy and the external professional individualized organizational model, thus effectively coordinating the contradiction between the scale economy and individualization, and realizing the scale individualized management of the enterprise.

3. Countermeasures for e-Commerce to Promote International Trade Innovation

3.1 Cultivating High-Quality Talents in e-Commerce

Strengthen the awareness of government informatization and improve the awareness of e-commerce of the whole people. Increase publicity and promotion efforts and related personnel training efforts, continuously promote the public's understanding and interest in new international trade under e-commerce, strengthen various forms of information technology and e-commerce-related education and training, and cultivate e-commerce technology and management talents for enterprises. To prepare for more severe competition in the future. We should increase propaganda efforts to improve the awareness of e-commerce at all levels of governments and foreign trade enterprises, which is a necessary condition for the full implementation of e-commerce international trade. Have a comprehensive understanding of the technical specifications and the unified commercial regulations for e-commerce international trade, and can skillfully use various technical means and methods to ensure the security of electronic transactions.

Take the construction of international e-commerce talents as an important strategic measure to promote international trade, give full play to the initiative of “people”, and increase the training and introduction of international e-commerce talents. Foreign trade enterprises should train existing e-commerce talents. Carry out e-commerce and information technology training through various types of training methods to ensure that the country has enough high-skilled technical personnel and high-level management personnel in the era of e-commerce. Foreign trade enterprises should also attach great importance to the introduction of e-commerce talents, and should adhere to the

principle of “not seeking everything, but seeking to use it” to attract outstanding international trade and e-commerce talents from around the world.

3.2 Strengthen the Construction of Basic Information Technology

The software and hardware level of e-commerce should be improved so that the Internet will no longer hinder the development of e-commerce. Although small and medium-sized foreign trade enterprises actively promote informatization construction, they pay more attention to internal informatization construction and financial accounting informatization construction. E-commerce platforms lack systematicness and pertinence, and cannot play a more effective role in international trade. To further intensify the construction of informatization and increase the intensity of informatization construction, in addition to establishing a special e-commerce website, it is necessary to scientifically design the e-commerce website to improve the attractiveness and influence of the e-commerce website. This can be done by speeding up urban broadband and improving the construction of communication networks^[9].

In the development of e-commerce, every country will face technical problems in the development of e-commerce. It is of great significance to build and develop infrastructure well for the development of e-commerce. Only perfect electronic information infrastructure can ensure the smooth development of e-commerce. Information technology managers need to consider the advancement of technology, the security load level of the platform, etc., but also pay attention to the confidentiality, authentication and other technologies of the information platform, reduce cybercrime problems as much as possible, safeguard consumer rights and privacy rights, and protect the national economy, safety and cultural safety to ensure the safe and effective use of e-commerce. Gradually solve the problem of information technology barriers. The country's information infrastructure is relatively weak. Only by taking active measures to speed up the development can we provide network users with an excellent operating environment and services. Make full use of real and effective operation methods to speed up the innovation of international trade, and also strengthen the management of international trade, and carry out deepening reforms in terms of safety and standards.

3.3 Improve Relevant Laws and Regulations Related Policies

The international trade law in today's world is formulated according to the development characteristics of traditional trade methods, many of which are not applicable to e-commerce methods, causing difficulties for the development of e-commerce. The state and governments at all levels should create a favorable environment for the development of foreign trade enterprises, and strive to make foreign trade enterprises more adaptable to the international e-commerce environment. The current international trade legal system cannot be followed up in time, and it is easy to produce a large number of omissions and hidden dangers in information security and business security, resulting in serious negative impacts.

It is necessary to establish laws and regulations in a new environment to enable e-commerce and external Trade develops in a healthy and orderly manner on the legal track. To further improve the construction of laws, regulations, policies, taxation, etc., increase investment, and provide support for the improvement of foreign trade e-commerce competitiveness, the current laws and regulations should be revised as necessary, and be improved and perfected so that they can meet the country's current international The situation and needs of economic and trade development. In addition, it brings strong legal protection to the intellectual property rights and information security of national e-commerce. It is easy to leave information security risks in the business process^[10].The current legal system is still unable to completely solve the security problem in trade, which shows that it is imperative to improve the relevant laws. E-commerce has laws to abide by in every process and link of international trade, and the legitimate rights and interests of enterprises and users are effectively protected.

4. Conclusion

New opportunities are always accompanied by new challenges, but the era of e-commerce has come. Only by continuous innovation and change can we better adapt to the new situation and new environment. The development of the Internet and the emergence of the e-commerce model have promoted the development of international trade, so that the boundaries of countries and nations in the development of trade are no longer in the mainstream position in the world, the world has also shrunk into a “global village”, and globalization is the trend of world economic development. International trade has become easier and more efficient, providing opportunities for international trade in different countries, industries and companies of all sizes. E-commerce technology will become the central transaction mode of international trade construction, and Internet technology will become a development platform for world trade. Taking the Internet as the center, it will also be recognized by more and more consumers. It is necessary to focus on solving the existing constraints such as the relatively backward level of informatization, weak enterprise credit management capabilities, inability to meet the needs of e-commerce talents, and the need to optimize the international e-commerce environment to enhance the overall competitiveness of enterprises. It is necessary to reasonably deal with various risks, do a good job in risk prevention, maximize the advantages of e-commerce, and promote the rapid development of international economic and trade.

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