

Research on the Path of Cross-Border E-Commerce to Promote the "External Circulation" of China's Economy under the Background of "The Belt and Road"

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Keywords: "The Belt and Road", Cross-border e-commerce, "External circulation"

Abstract: Focus on global economic development and China's circular economy development, thoughts as the context, the evolution of circular economy thoughts can be divided into three stages: embryonic stage, birth stage and rapid development stage. After the idea of circular economy was put forward, scholars at home and abroad regarded circular economy as a part of ecological economics, and then did a lot of single research on legislation, model, technology and application of production process and use efficiency of resources, energy and products in economic activities. With the increasing prominence of world resources and environmental issues, the international community has reached consensus on sustainable development strategies. As an important way to implement the strategy of sustainable development, circular economy has attracted increasing attention. This paper discusses the model of building a society with sustainable economic development from the perspective of the overall economic cycle of the society. It can be seen that in the context of the "Belt and Road", cross-border e-commerce and all sectors of the economy and society have made common progress and played a huge role in promoting the "external cycle" of China's economy. But for circular economy, it is the most necessary to implement correct decision-making, reasonably use reasonable mechanisms, and use correct order to regulate. The benefits of circular economy are very large, but because of this, relevant departments use.

1. Introduction

Under the current trend of globalization, the development of international trade has been significantly improved and promoted [1]. At the same time, in this context, cross-border e-commerce has also achieved rapid development [2]. Internal circulation and external circulation refer to a relative statement that the country participates in global economic activities. Internal circulation economy is an economic activity that consumes and produces domestically. External circulation is China's products and services. An economy that exports or exchanges trade services to the world is called external circulation. The internal and external economic circulation means a country or economy's internal or external meaning. At this stage, the development of cross-border e-commerce in China still has corresponding problems and needs to be further improved. In particular, there is a lack of planning for development and a large talent gap for cross-border e-commerce. In order to promote the better development of cross-border e-commerce [3]. While defining the concept of the "Belt and Road" cross-border e-commerce ecosystem, it is also necessary to make corresponding answers to the "Belt and Road" related strategic questions, so as to increase people's confidence in the implementation of the strategy [4]. The research shows that the cross-border e-commerce ecosystem is a dynamic multi-dimensional business ecosystem with six economic corridors as the core axis, which is interwoven and integrated by three levels of participants, promoting information flow, capital flow and logistics flow [5].

"The Belt and Road" is the most popular term in China's economic field in recent years. It is actually the abbreviation of the land and sea trade development road based on the silk road. The name gives many Chinese people a sense of intimacy. It is the inheritance of the civilization of the Han Dynasty [6]. COVID-19 has brought unprecedented challenges to the world economy, cities have fallen silent, economic exchanges have also stagnated, and China's socio-economic

development is also facing an important turning point [7]. Under this international situation and the imbalance of domestic economic development, China has proposed a strategic layout to accelerate the construction of a new development pattern of "double circulation". The new strategic goal will lead the future, whether it is to emphasize the domestic big cycle, and see the opportunity of the digital economy in the big cycle [8]. The Belt and Road is building a beautiful economic development blueprint for the Asia Pacific and even the whole world. It carries the dream of development and prosperity of countries along the silk road. Under the guidance of the national top development strategy, China's cross-border e-commerce has both opportunities and challenges. The two trends of "Internet" and "globalization" have converged, and cross-border e-commerce is the product of the convergence of these two trends, and its development is also an inevitable trend of the times [9]. China's cross-border e-commerce has become a thread running through the "the Belt and Road" and a builder of the "online Silk Road" [10].

2. E-commerce economic development under the background of "the Belt and Road"

2.1. The economic role of cross-border e-commerce

As a new growth point of foreign trade economic development and a new engine to promote foreign trade development, cross-border e-commerce, an emerging thing with rapid development in the world, has been infiltrated and organically integrated through the Internet and foreign trade.

From the rise of the industrial revolution to the middle and late 20th century, human social and economic development has entered a period of rapid growth. At the same time, high-intensity human activities have exerted increasingly serious pressure on land resources, forest resources, energy, water and climate, and thus seriously threatened the survival and continuity of human beings. The concept of circular economy originated in the 1960s. The rise of this concept is due to the strengthened understanding of the state of economic protection, so as to promote the increase of economic benefits while also protecting the economy, so as to avoid unnecessary waste. In the context of the rise of cross-border e-commerce, external circular economy is an important measure to develop cross-border e-commerce and the "Belt and Road" strategy. Seen from the current economic background, most of the existing problems come from the improper use of repeated economic development wars and the unreasonable regulation of the economic system. Even though the development of cross-border e-commerce can drive China's economic strength as a whole, the internal reasons still need to be resolved in depth. Relevant departments can use the economic benefits brought by cross-border e-commerce to make up for loopholes in internal development, which is also the most important step in today's external circular economy. Ensuring the perfect operation of the internal can also maintain the sustainable growth of the external economy.

2.2. Promoting effect of "the Belt and Road" on E-commerce

In the context of the implementation of the "Belt and Road" strategy, the development of external circular economy has become an indispensable topic. Based on China's actual economic situation, the adoption of the "Belt and Road" to strengthen the trade between neighboring countries and countries along the line, to strengthen their own economic strength, and to expand cross-border e-commerce investment initiatives, can make China's external circular economy produce huge benefits, which also shows the correctness of China's implementation of the "Belt and Road" strategy and the measures to increase cross-border e-commerce efforts. The questionnaire on cross-border e-commerce is shown in Table 1:

Table 1 Cross border E-commerce Questionnaire

E-commerce penetration rate	Economic input rate	Resource input rate
Neighboring countries	67.12	56.73
Countries along the line	68.15	65.24

The implementation of the "the Belt and Road" strategy has strengthened all-round cooperation between China and countries along the belt and road, realized connectivity, and achieved

complementary advantages. China's international trading partners have also become more diversified. Cross border e-commerce is the abbreviation of cross-border e-commerce. Cross-border e-commerce, it usually refers to the entities belonging to a country or a region that conduct cross-border commodity trading, warehousing, logistics and other related activities worldwide with the help of the Internet e-commerce platform.

3. Research on the Path of Economic "External Circulation"

3.1. Research on the development of external circular economy in China and the world

E-commerce is a modern emerging economic form. Compared with traditional physical stores, e-commerce mainly relies on Internet technology for online business. It does not have the rent of traditional stores, simplifies the business process, has unique advantages in cost control, adapts to the rhythm of modern society, and facilitates people's life, so it rapidly develops to seize the market, and participates in market competition with a strong momentum, causing great impact and threat to traditional stores. The external economic cycle is a cycle of supply and demand in the international industrial chain. Economic inner circulation refers to the circulation of domestic supply and demand, which can also be said to be self production and self sale. The essential difference between internal circulation and external circulation initiated by China is that one is to promote the development of domestic enterprises, and the other is to promote the development of transnational enterprises, which has different meanings. In the early stage of China's industrialization development, the economic development mode was mainly domestic circulation, while the international circulation was relatively small. However, with the pace of reform and opening up, China's industrialization process also made rapid progress. At this stage, the proportion of international circulation in China's economic development model has increased significantly.

Countries along the "the Belt and Road" can deepen cooperation with each other, gradually optimize the division of labor and layout of industrial chains, promote the coordinated development of upstream and downstream industrial chains and related industries, gradually form a development system integrating R & D, production and marketing, and ultimately improve the supporting capacity and comprehensive competitiveness of industries in the region as a whole. Blockchain technology is characterized by decentralization, tamper proof information and anonymity, which greatly improves the security and transparency of cross-border payment and reduces the risk of cross-border payment. For cross-border payment, rational use of correct promotion policies is the primary solution. Whether it is for the circular economy or for various constraints under the current background of globalization development, the most important thing is to always keep cross-border payment in an important position and always contribute to the economic development of the country and the world. First of all, from the perspective of China's implementation of the "Belt and Road" strategy, blockchain technology can enhance the security of China's trade with neighboring countries and countries along the Belt and Road, and can also make cross-border e-commerce shine under the "Belt and Road" strategy. With the support of blockchain technology, cross-border trade is no longer high, and the safety factor is also rising, which shows that blockchain technology plays a huge role in supporting China's implementation of the "Belt and Road" strategy. Influenced by the scale of global economic development and regional industrial mode, the development of cross-border e-commerce in various countries and regions is quite different and uneven. The export market of the United States is relatively stable. The regions with relatively rapid development are mainly concentrated in Asia Pacific countries and regions, and the growth rate in this region is relatively large. Since the circular economy was put forward, it has rapidly attracted the attention of academic circles, enterprises and governments in various countries. Experts and scholars in various fields have conducted extensive research from different directions. Scholars from all walks of life have affirmed this mode of circular economy, which shows the importance of this mode of economic development. However, as far as the current contents of globalization are concerned, there are still many problems to be solved, but no matter what the difficulties are, economic development can never stop. For the country, for the people, circular economy is one of the

important ways to develop China's economy, but this is also based on China's reality.

3.2. Future Development of Economic "External Circulation"

In essence, circular economy discusses the use of its material functions, including the substitution or sustainable recycling of material functions in an economic development model that is harmonious with the environment. In terms of form (or carrier), it includes the analysis of material flow patterns, the discussion of development models, etc. This project focuses on the essence of external circular economy. On the basis of absorbing and drawing on the environmental management experience of industrial parks in developed countries, the relevant departments need to combine the actual situation of China and put forward policy suggestions and implementation guidelines to strengthen the environmental governance of China's industrial parks on the basis of correct implementation and development, so as to meet the quality requirements of China's economic and trade related development. Under the requirements of the external circular economy, China's economic strength has grown, but there are also unbalanced economic development and incomplete implementation of the circular economy strategy. For these problems, on the one hand, the relevant departments should adhere to the relevant requirements of vigorously developing the external circular economy, on the other hand, they should also strengthen the innovation of economic strategies, so that they can constantly adapt to China's changing economic situation. For both developed countries and developing countries like China, maintaining the correctness and authenticity of economic strategies is the best way to develop their own economies. The questionnaire on external circular economy is shown in Table 2:

Table 2 Questionnaire on External Circular Economy

Target rate of external circular economy	Popularity of preferential policies	Economic profit recovery rate
Scale of external circular economy	77.76	89.36
Economic strength	59.81	74.17

With the implementation of the "Belt and Road" strategic measures, it can be found that while China's economic strength is growing, there are also many problems to be solved. Although China itself is not suffering too much, the difficulties mainly focus on the countries that trade with and along the border. These countries are full of violence, terrorism and a series of dangerous factors that threaten China and even the world security. While expanding itself, China needs to be vigilant at all times to prevent these dangerous doctrines from flowing into the country. Of course, vigilance is not enough. As the largest developing country, China has the responsibility and ability to help those countries surrounded by dangerous doctrines. Whether in terms of economy or cultural level, China will do its part to help and protect these countries. This is also the core point of the "Belt and Road" strategic measures, namely, peaceful exchanges and harmonious coexistence.

4. Conclusions

Cross border e-commerce should seize the strategic opportunity of the "Belt and Road", define its own development direction, formulate a scientific and effective development plan based on its own actual situation, avoid blindly following the trend, and improve brand awareness. In the process of formulating brand development strategy, it is necessary to comprehensively analyze and understand the regional, internal and external environment of cross-border e-commerce. Electronic commerce is a new economic form. With the popularization of electronic commerce, the specialty of cultivating electronic commerce has emerged as the times require. Now it is still a sunrise specialty. Therefore, in the future, there will still be a shortage of relevant talents in the market. In order to develop itself, cross-border e-commerce must first attract outstanding professionals from enterprises. However, due to the short development time of e-commerce major and the lack of practical experience in student training, cross-border e-commerce should also allow personnel with professional theoretical basis to participate in the actual market operation after recruiting talents. In

the new development model, although more emphasis is placed on the importance of the domestic cycle, it does not mean that the international cycle is not important. It plays an important role in promoting and optimizing economic development and is an extension and supplement of the domestic cycle.

Under the organic integration of cross-border e-commerce and the "Belt and Road" strategic initiatives, relevant personnel also need to be vigilant, and taking precautions is a powerful measure to protect economic growth. The most important thing is to adhere to the concept of openness and gradualism and the correct concept of justice and benefit, closely focus on infrastructure construction and production capacity cooperation, improve the project development mechanism, improve the financing guarantee mechanism, build a smooth trade mechanism, and strengthen the security guarantee mechanism, so as to provide solid support for the high-quality joint construction of the "Belt and Road". While developing its own economy, cross-border e-commerce also requires its development to be legal and compliant; From the national strategic perspective, strengthening the improvement of customs infrastructure, road traffic, port infrastructure, payment, inspection and quarantine infrastructure can provide more convenient conditions for foreign trade enterprises to better develop cross-border e-commerce export business. The growth of China's national strength requires all sectors to jointly promote and maintain, build a good trading platform, form an effective market mechanism, optimize the institutional system and management system, make the market more capable of resource allocation, have more trading space, and have higher competition efficiency, thus promoting the improvement of market organization efficiency and revenue.

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