

Research on Business Model Innovation of Cross-border E-commerce under the New Economy Status

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Abstract: The development of cross-border e-commerce in China is unstoppable. Cross-border e-commerce, as its name implies, not only has the characteristics of trans-regional, cultural and institutional, but also has a wide range of network operations due to its global characteristics. It has a service system integrating marketing, payment, settlement, supervision, etc. to provide a broader consumer platform. This paper mainly reviews the classification, development status, existing malpractices and countermeasures of cross-border e-commerce business models in China. It is believed that in the context of rapid development of network economy, China's cross-border e-commerce must break through the limitations of the model in existing businesses and conduct innovations in business models.

1. Introduction

Affected by the 2008 financial crisis, the world economy as a whole is still in a stage of deep adjustment. To achieve economic recovery, it still faces a long period of development. The structural contradictions of developed countries in Europe and the United States cannot be solved, and the development of the world economy lacks motivation. Unstable development, sustained economic weakness in developed countries has affected the development of capital in the whole world. Emerging economies have obviously slowed down the pace of economic growth. The international market is also in a downturn. Under the state of the world economy, the trade protectionism of various countries. Constantly heating up, China's foreign trade exports are often subject to anti-dumping and countervailing investigations. It is deeply affected by trade protectionism. The trade friction between China and emerging market countries continues to increase. Some countries have fallen into economic development due to their own structural contradictions. In the meantime, by seeking trade protection measures to protect the development of trade in the country, trade frictions between countries are increasing. The Shanghai Free Trade Zone, established in 2015, promotes the development of cross-border e-commerce. This free trade zone is an experimental area for China to explore the path and model of opening up to the outside world. It has a high openness and achieves a high level of trade freedom. Liberalization of investment and financial internationalization, in the free trade zone, do not interfere with the free import and export of goods, implement pre-entry national treatment and negative list management methods, promote the free exchange of funds, let the market determine the changes in interest rates and exchange rates, This has promoted the further enhancement of the international status and international circulation of the renminbi, greatly promoted the convenience and effective supervision of trade, and created a good development environment for cross-border e-commerce.

2. Problems in the development of cross-border e-commerce under the new normal

Under the new normal of foreign trade, the development of cross-border e-commerce in China is very uneven, with a large proportion of exports and a small proportion of imports. According to the statistics of 2014, the total export volume is in cross-border e-commerce transactions. China accounted for 85.4%, and imports accounted for only 14.7%. Although China's share of import trade has increased in recent years, from a general perspective, China's cross-border e-commerce exports still occupy an absolute dominant position. Many small and medium-sized enterprises in the

manufacturing industry are gradually coming into contact with the cross-border e-commerce sector. China's export trade will continue to deepen and expand and has always occupied a dominant position in foreign trade.

China's cross-border e-commerce development is based on B2B. B2B refers to the sharing and exchange of data between enterprises and enterprises through the Internet trading platform to carry out various commercial activities. In 2014, China's cross-border e-commerce In the transaction, the proportion of B2B transactions is as high as 93.5%, and the transaction ratio of B2C is only 6.5%. This transaction mode is characterized by a large number of transactions and stable development. At present, there are more SMEs participating in cross-border development in China. It is also fragmented, and B2C will develop in an explosive growth in the future.

China's foreign trade enterprises have gained great development vitality and competitiveness in the world market with price advantage and product characteristics, but the products generally lack brands with international influence, and can not produce brand effect and thus increase product value. The development of foreign trade has formed a certain restriction. China's enterprises participating in cross-border e-commerce are all with good technology. In Europe, America, Southeast Asia, Russia and other regions, there are certain scale markets, such as computer products and clothing products in China. The higher cost performance is favored by overseas consumers, but with the continuous development of the world economy and trade, brands that lack their own are likely to lose their core competitiveness and competitive advantage in the subsequent development.

Cross-border e-commerce is in a state of development under the new normal of foreign trade. The new foreign trade business model is an important way and direction for foreign trade upgrading and economic restructuring. Cross-border e-commerce has made the purchase quota of foreign buyers move toward miniaturization. Mainly based on short-term procurement, the order quantity is more and more in small batches. Foreign trade enterprises directly contact retailers' individual wholesalers and even consumers and need to pay attention to customer promotion and product use experience. Most enterprises in China In the traditional business, I am used to the business model, and lack of operational experience in the face of new business models.

3. New opportunities for cross-border e-commerce in China during the new normal period

After the macro economy has fully entered the new normal, the state has decisively shifted the macro management focus from the demand side to the supply side, and proposed the supply side structural reform concept, and further clarified the "three to one, one drop and one supplement". One of the important cores of the supply-side structural reform is to open up the product market, and one of the main functions of cross-border e-commerce is to open up the overseas market, and there is an endogenous connection between the two. In order to open up a broader market for our products in the new normal period, China has put forward the "Belt and Road Initiative" based on the similarity and complementarity of economic structure. More than 100 countries and international organizations have participated in it, and in May 2017. The "Belt and Road" international cooperation summit forum held in mid-term has been more widely recognized. Many countries believe that the "Belt and Road Initiative" is an international strategy. In order to implement the economic cooperation of countries and regions along the "Belt and Road", China has proposed and quickly implemented strategic measures such as interconnection, Silk Road Fund and AIIB, providing a great opportunity for China's cross-border e-commerce to develop the "Belt and Road" market. Great policy and practical convenience. In order to integrate with the development of international e-commerce, and in order to penetrate e-commerce into various fields and regions, China has proposed an "Internet +" strategy. Obviously, this is a major strategy to promote the development of e-commerce. For China's cross-border e-commerce, this strategic dividend can quickly improve the software and hardware facilities needed for cross-border e-commerce development and promote the industry with the joint efforts of the government and the market. Go online and go out to the company to enrich the trading information of cross-border e-commerce platforms. In order to accelerate the transformation of "Made in China" to "China's quality", China has proposed the "Made in China 2025" strategy. For this reason, the country has issued a series of

corresponding development plans in accordance with the corresponding targets for 10 years. However, the key to the successful upgrade of “Made in China” to “China Quality” lies in market positioning. Only the international market recognizes that “Made in China” is the representative of quality, and “China Quality” can be worthy of its name. The cross-border e-commerce platform can quickly provide market demand information and consumption evaluation for “Made in China”, which will help “Made in China 2025” to be promoted in an international market.

Income is one of the important determinants of consumption levels, and the two are positively correlated. In recent years, the steady increase in the income level of Chinese residents has become a strong pull for social consumption. In 2015, the per capita disposable income of the national residents was 2,1966 yuan, and the actual increase of 7.4% after deducting the price factor continued to outperform GDP, and the income of rural residents rose faster. In the early years, the Chinese economy always faced the trend of high growth and high savings. The investment rate was too high and consumption levels were suppressed. With the development of China's economy to a new stage, the desire to consume has been released on a large scale, which has driven the prosperity of China's consumer market and created a historic opportunity for the development of cross-border e-commerce. From January to October 2016, the total retail sales of consumer goods reached 269.61 billion yuan, up 10.3% year-on-year. The online retail sales increased by 25.7% year-on-year. Prosperous consumption promoted the development of e-commerce, while the main consumer from ordinary residents to middle class Group transition. This provides cross-border e-commerce with a group with stable income, strong brand awareness and high quality requirements, and can become a fan of cross-border purchases.

4. Ways to promote the development of cross-border e-commerce under the new normal

The domestic e-commerce platform has developed cross-border e-commerce in an orderly manner on the basis of complying with relevant laws, regulations and policies. It has effectively integrated various domestic resources to connect with the international market, and actively learns from foreign countries with good experience and rich experience. The E-commerce platform strives to reach the international advanced level, continuously improve the quality and efficiency of cross-border e-commerce services, establish its own brand on the basis of innovative trading models, and enhance the competitiveness of China's foreign trade and the vitality of economic development.

Under the new normal of China's foreign trade, China's foreign trade competitive advantage is still in the formation stage. To form a new competitive advantage in the context of slowing trade growth, we must seek the momentum of foreign trade development and give full play to logistics in cross-border e-commerce. The key role of development is to make logistics planning and layout work well, integrate logistics enterprise resources, and initially form a logistics structure with high service quality and information management, and provide low-cost services for high-quality and efficient logistics services for cross-border e-commerce. We will expand the scale overseas by means of mergers and acquisitions, etc., and actively establish overseas warehousing to improve logistics efficiency and achieve localized distribution operations. Develop relevant preferential policies to encourage domestic enterprises to participate in the development of cross-border e-commerce. Cross-border e-commerce has its own characteristics of virtualization. To protect the legal rights of consumers and the long-term development of cross-border e-commerce, it is necessary to The business has introduced laws and policies to ensure the development of cross-border e-commerce to an orderly and standardized road, to create a free and fair and secure trading environment, in addition to the actual situation of China's e-commerce development to promote third-party payment institutions in The payment business is carried out overseas to promote the international liquidity of the RMB, and the payment settlement of cross-border e-commerce should be further strengthened, thereby simplifying the payment settlement process and avoiding related risks.

5. Conclusion

With the continuous development of economic globalization, the new normal of foreign trade is both an opportunity and a challenge for the development of cross-border e-commerce. Domestic pressures on economic restructuring and development and fierce competition in the world market, foreign trade transformation and upgrading must rely on cross- The development of e-commerce has provided new ideas for the transformation and upgrading of China's foreign trade through the innovative development of cross-border e-commerce.

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