

The Construction of Cross-border E-commerce Ecosystem under the Background of "Internet +"

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Abstract: Under the pattern of world economic integration, the rapid improvement of Internet technology has effectively promoted the development of e-commerce business in the field of import and export. Cross-border e-commerce of middle and small-sized enterprises should abandon the traditional pattern of relying on a single enterprise to construct the market competitiveness and achieve the competition target in the enterprise market. They should use the "Internet +" technology to establish an e-commerce ecosystem that is suitable for cross-border e-commerce business to form a competitive advantage for the group to enter the international trade market. Based on the author's learning and practical experience, this paper first analyzed the main problems in elements of the cross-border e-commerce ecosystem, and then proposed the construction strategies of cross-border e-commerce ecosystem from the perspective of the "Internet +".

1. Introduction

Cross-border e-commerce in China has become an important trend in economic development. It will realize the upgrading of related industries and achieve corresponding innovation reforms to promote economic development. However, there are still some problems currently in the construction of cross-border e-commerce ecosystem with the support of the Internet in China. It is very important to study it and explore the corresponding development path.

2. Main Problems in Elements of the Cross-border E-commerce Ecosystem

2.1 Insufficient integration of cross-border logistics system and cross-border e-commerce ecosystem.

At present, there are still many problems in the constituent elements of China's cross-border e-commerce ecosystem. Firstly, the integration of cross-border logistics system and cross-border e-commerce ecosystem is obviously insufficient. In order to ensure the continuous and effective operation of the cross-border logistics system, it is necessary to ensure that there is sufficient logistics infrastructure. In addition, the dynamics of the cross-border logistics transportation system also needs to be supported by a solid and reliable cross-border logistics infrastructure. Therefore, the current problem of cross-border e-commerce is to improve the infrastructure construction of the cross-border logistics system. In the cross-border e-commerce business development, maritime transport, air transport, land transport and other transportation methods are needed to be connected. The lack of transport business in China brings unnecessary problems to the cross-border logistics system. This increases the cost of transportation and it is not conducive to the operation of the entire cross-border e-commerce ecosystem.

2.2 Low integration degree between customs clearance procedures and cross-border e-commerce ecosystem.

The shortcomings of the cross-border e-commerce ecosystem are also reflected in the low integration degree between customs clearance procedures and cross-border e-commerce ecosystem. The first thing is low integration degree between the supervision business of customs import and export cargo and cross-border e-commerce. The main function of the customs system is to regulate

the customs clearance of import and export goods. It mainly involves many processes and departmental functions, such as customs, banks, industry and commerce, taxation and commodity inspection. The coordination and common operation of all links in customs can effectively improve the integration degree of other cross-border e-commerce ecosystems, thereby promoting the formation of a cross-border e-commerce ecosystem. At present, there is unclear border between functions of various departments of customs in China, and there are vacant areas in the division of functions. It cannot meet the comprehensive supervision needs on the customs operation process, which leads to the unreasonable use and waste of the customs resources for the cross-border e-commerce business. This has raised the customs clearance costs of cross-border e-commerce.

2.3 Unbalanced connection between cross-border market operation and cross-border e-commerce ecosystem.

The imbalance between the domestic cross-border e-commerce market operation and the cross-border e-commerce ecosystem is not conducive to the stable and sustainable development of the industry. The cross-border e-commerce industry pays attention to the cultivation of talents who are sufficiently proficient in cross-border market operations. As a comprehensive engineering, cross-border e-commerce operation can achieve the control and opening up of cross-border e-commerce business between two markets with the management of comprehensive talents. This depends on the management of business talents who are proficient in cross-border market operation. Therefore, attaching importance to cultivating management talents with professional operation and strengthening the professionalism of cross-border e-commerce market management is the main way of cross-border e-commerce operation. Moreover, as an emerging industry, cross-border e-commerce still lacks sufficient experience and understanding of the attitudes of foreign customers. Different countries have different cultures and habits of thinking, which inevitably leads to different consumption concepts. Therefore, we cannot blindly interpret development of cross-border e-commerce business with a simple price quantity model. Combining local cultural characteristics and consumer interests can give the full play of actual operating model in targeted guidance and can correctly promote the maximum recognition of product quality and service of foreign target groups.

3. Construction Strategies of Cross-border E-commerce Ecosystem from the Perspective of "Internet + "

3.1 To optimize the organizational structure of the cross-border e-commerce ecosystem.

First, cross-border e-commerce should clearly follow the core peripheral principles to build an ecosystem system that adapts to the "Internet +" environment. The ecological circle construction of cross-border e-commerce should not only emphasize the relative concentration of cross-border e-commerce industrial clusters in cyberspace, but also emphasize the individualized characteristics of member companies in the cross-border e-commerce ecosystem. In terms of spatial layout, cross-border e-commerce should highlight the core position of e-commerce operation platform and emphasize economic radiation of cross-border e-commerce. This will help provide platforms to upstream production enterprises and supplier companies, and provide the downstream with wholesalers and terminal sales companies. Around the e-commerce operation platform, cross-border e-commerce can effectively gather the enterprise resources of various stakeholders involved in the cross-border e-commerce business operation, so as to create a backbone cross-border e-commerce with regional economic radiation and high-level cyberspace radiation.

Second, cross-border e-commerce should build core business clusters with superior resources. From the perspective of histology, cross-border e-commerce should establish the main business content based on the comprehensive resource endowment advantage of member companies, and build a core business cluster of cross-border e-commerce accordingly, thus forming a core business. A network-based cross-border e-commerce business cluster will be built with the main business as the direction and the related industry as the column. The business cluster built around the cross-border e-commerce core business is a cluster-based organization with cross-border

e-commerce enterprises as the direction and multiple business-related enterprises as the core. The individual member enterprise of the cluster organization has independent legal person status, but there are interdependence of resource elements among the cluster member enterprises. The organization forms the organizational synergy by means of the enterprise alliance, and collaboratively achieves the cross-border e-commerce business goals based on "Internet +".

3.2 To enhance the level of cross-border logistics operation of cross-border e-commerce.

First, integration development of the business and logistics can improve cross-border logistics support for cross-border e-commerce. The cross-border e-commerce is a business activity of the international trade business based on the Internet platform. The effective implementation of the international trade business needs to be realized through the cross-border logistics of goods. Compared with cross-border e-commerce, cross-border logistics business has the characteristics of business complexity and high risk of goods circulation, which determines that cross-border logistics is the main obstacle to the rapid development of cross-border e-commerce business. Cross-border e-commerce should rely on cross-border e-commerce platforms to integrate the business system of target customer groups, and simultaneously collect the target consumer experience and satisfaction level information. This will provide reliable demand information of consumer market to optimize the cargo distribution and transportation strategy for cross-border logistics enterprises.

Second, cross-border logistics should improve the integration of cross-border logistics and cross-border e-commerce by optimizing cross-border logistics business process. In view of the time uncertainty, high risk and high cost of cross-border logistics, cross-border logistics operation enterprises should strengthen resources in core business, such as overseas warehousing, multiple model transport and fast customs clearance. This will help build an efficient utilization system for logistics resources.

3.3 To improve customs clearance procedures for cross-border e-commerce.

First, customs regulatory agencies and relevant departments of import and export business should work together to actively promote facilitation and customs clearance measures to support cross-border e-commerce business. In response to contradiction between the current strict customs supervision measures and timely import and export business of cross-border e-commerce for customers, the customs system should strengthen the construction of electronic ports, so as to enhance efficiency of the implementation of customs supervision work without reducing the supervision intensity of customs on imported and exported goods. By improving the construction of electronic customs clearance ports, the customs system can provide a special service window for cross-border e-commerce to ensure that as a customs broker, cross-border e-commerce can report relevant customs declaration materials to the customs supervision department through the electronic port at one time. The e-commerce customs declaration materials can be reviewed online and the audit results are promptly and efficiently fed back to cross-border e-commerce.

Second, the customs supervision department should strengthen the construction of a credibility system for cross-border e-commerce. The customs supervision department can establish a hierarchical supervision mechanism for cross-border e-commerce enterprises with different credit ratings. For some cross-border e-commerce enterprises with standardized operation and high level of integrity management, the customs supervision department can name them as "integrity customs clearance enterprises", and provide such cross-border e-commerce enterprises with green customs clearance service. The department can use sampling inspection and exemption from inspection of small-scale customs declaration enterprises to improve the efficiency of customs clearance. For some cross-border e-commerce enterprises that are untrustworthy, the customs supervision department can include them in the list of untrustworthy enterprises, and take measures to strengthen the supervision of such enterprises to increase the customs clearance costs of untrustworthy enterprises and curb the proliferation of untrustworthy customs clearance.

3.4 To innovative cross-border market operation system for cross-border e-commerce.

First, cross-border e-commerce should establish a fast-responding business model that adapts to

import and export business. The business model design of cross-border e-commerce should transform the traditional practice with pursuing economies of scale as the main goal, and establish a light asset operation model that suits the import and export business of cross-border e-commerce. Unlike the traditional production-oriented business operation, cross-border e-commerce needs to target consumer demand to submit orders to upstream companies and uses order production model to ensure consistency between upstream production and downstream customer demand. In order to adapt to the changing market demand, cross-border e-commerce should shift its business focus from operation to brand promotion, design and development. These meet needs of the end market.

Second, cross-border e-commerce should strengthen the brand building of import and export goods and services. Insufficient construction of cross-border e-commerce products and services brands directly reduces the profitability of their import and export goods and services. In response to this problem, cross-border e-commerce should promote transformation and brand upgrading of cross-border e-commerce enterprises from the perspective of strengthening technology and management innovation. Technological innovation not only helps cross-border e-commerce to meet the increasingly stringent requirements of foreign developed countries and regions for goods and services, but also helps to improve the quality of cross-border e-commerce goods and services. This will help establish the core competitiveness of cross-border e-commerce enterprises and expand the value-added space for its products and services.

4. Summary

The construction of cross-border e-commerce is an important supportive thing and path for the development of small and medium-size enterprises. Especially in the current Internet environment, it is even more important to research and develop cross-border e-commerce. Relevant personnel need to explore and practice with the existing conditions, and rely on the Internet to develop a new business model and logistics model for cross-border e-commerce to improve and enhance the construction of cross-border e-commerce. This will help Chinese enterprises get better development in the Internet cross-border e-commerce ecosystem and it will be an important driving force for China's economic development.

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