Research on the Development of Computer Cross Border E-Commerce from the Perspective of International Trade

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Abstract. Based on the perspective of ITT, the development of cross border e-commerce (hereinafter referred to as CBEC) is directly related to many industries, which promotes the employment and development of many industries, such as logistics, it, production, etc. Therefore, CBEC accounts for a large proportion in economic development. With the improvement of e-commerce platform, the traditional international trade (hereinafter referred to as ITT) has gradually changed to CBEC. In the perspective of ITT, the "Internet plus foreign trade" CBEC is a modern sales way, which caters to the characteristics of the fragmentation of sales orders and the individualization of product demand. Therefore, the average annual growth rate of CBEC in China exceeds 30%, which has become a new direction of ITT transformation and upgrading. Through CBEC, ITT has broken through the limitation of time and space, which has gradually reduced transaction costs. Therefore, computer CBEC has a positive impact on ITT. First of all, this paper analyzes the role of CBEC development. Then, this paper puts forward some problems. Finally, some suggestions are put forward.

Keywords: International Trade Perspective, Computer, Cross Border E-commerce

1. Introduction

With the development of economic globalization, CBEC has become an important part of ITT, which promotes China's economic growth [1]. In 2018, the scale of CBEC transactions in China reached 9.1 trillion yuan. It will reach 10.8 trillion in 2019. Based on the background of ITT, the scale of CBEC in China is expanding [2-5]. Therefore, China's CBEC under the influence of the international environment has been in constant innovation, which promotes China's economic growth. Based on the perspective of ITT, CBEC has a very good broad market. The development of CBEC has reduced the links of traditional ITT, which has greatly reduced the transaction cost [6]. CBEC can provide higher quality products and services for customers' gradually personalized and diversified needs. Through the quality-oriented sales concept, enterprises can enhance customer viscosity, which will gradually accumulate brand advantages [7].

2. Analysis of the role of CBEC development

From the perspective of ITT, CBEC has many advantages, as shown in Figure 1.
2.1. Reduce transaction costs
CBEC can reduce the cost of traditional ITT, which has two main functions. First of all, CBEC realizes the full dissemination and exchange of information between buyers and sellers. Through the CBEC platform, enterprises can easily retrieve the product information and quotation of sellers of similar products. Through comparative analysis, enterprises can directly get the most transaction decisions. Compared with traditional ITT, enterprises can reduce the cost of preliminary research and information asymmetry, which is the cost balance brought by information dissemination under the mode of computer Internet. CBEC platform has the effect of two-way information integration, which breaks the space limitation under the traditional ITT pattern. Under the CBEC mode, enterprises can directly contact the commodity consumption terminal, which can reduce the links of distributors and distributors under the traditional ITT mode. By directly extending to the retail sector, enterprises can release more profit space. Through big data technology, CBEC platform integrates supply chain node information, which can reduce logistics costs. From the perspective of ITT, CBEC releases more profit space, which reduces transaction costs.

2.2. Provide convenience for medium-sized enterprises brand management
From the micro level, CBEC provides convenience for the brand management of small and medium-sized enterprises. CBEC has broken the time and space restrictions of traditional ITT. Buyers and sellers can communicate online in real time all day long, which brings opportunities to small and medium-sized enterprises. Traditional ITT enterprises have certain development scale and capital strength. Small and medium-sized enterprises operate and produce on a small scale, which is more sensitive to changes in market and consumer demand. Therefore, CBEC provides a platform for ITT of SMEs. Through timely and efficient communication, SMEs can grasp the specific needs and service opinions of customers, which can ensure the quality of products and services.

2.3. Optimize and integrate supply chain
The development of CBEC promotes the optimization and integration of supply chain. Different from traditional ITT, CBEC exchanges online between buyers and sellers, which avoids many intermediate links, such as distributors, distributors, retailers, etc. By reducing the complex intermediate links, enterprises can release a larger profit space. With the advantage of big data, the CBEC platform can readjust the node information of the supply chain, which can strengthen the promotion of customer demand. By integrating capital flow, information flow and commodity flow, we can reduce inventory and asset costs, which will optimize supply chain efficiency.
3. CBEC dilemma based on ITT

3.1. Traditional factor cost advantage disappears
Due to the cyclical impact of the global economy and the superimposed influence of the systematic risks in China's industrial field, the traditional ITT is facing the double squeeze of rising costs and falling profits. From the perspective of ITT structure, ITT products are mainly mechanical and electrical products based on traditional manufacturing industry. China's traditional manufacturing industry is mostly labor-intensive enterprises. The ITT structure dominated by traditional manufacturing industry is mainly based on China's abundant labor resources. With the increase of labor cost in China, the traditional factor cost advantage will disappear, which will affect the development of e-commerce in China.

3.2. Export products with low technology content and low added value
According to the life cycle theory, we can divide the product life cycle into three stages: innovation, maturity and standardization. With the increasing demand for products, the production has further expanded and entered the mature stage. With the product from the innovation stage to the standardization stage, the product profit level will gradually decrease. Therefore, innovative enterprises with core technology will share more profits. However, China's ITT has low technology content and low added value. Therefore, although China's CBEC sales volume is high, but the profit is very small.

3.3. Complicated trade barriers
With the increasing market competition, trade protection between different countries and economies is becoming more complex. Therefore, trade friction is becoming more and more frequent, which also presents a complex and changeable situation. Therefore, the complexity of trade barriers directly affects the CBEC of ITT. With the reduction of tariff barriers in major trading countries, non-tariff barriers are becoming more and more intense, such as anti-dumping, countervailing, green trade barriers and technical barriers to trade. Technical barriers to trade have expanded from tangible goods to finance, information service trade, investment, intellectual property rights and many other fields. At the same time, there are different degrees of anti-dumping and anti subsidy in other industries and fields.

4. The development of CBEC in China from the perspective of ITT

4.1. CBEC business model
This paper constructs a CBEC model, as shown in Figure 2.
4.2. Transformation of foreign trade mode of enterprises

Based on the CBEC from the perspective of ITT, foreign trade enterprises need to improve product quality, which will improve the technical level and brand image. With the development of CBEC, China's trade enterprises are facing the transformation from traditional trade to e-commerce trade. The successful transformation of excellent enterprises will drive the development of other enterprises. For example, through the construction of e-commerce trading platform, enterprises can carry out product sales. Through the national warehousing center, enterprises can carry out logistics transportation, which improves the delivery efficiency of products. At the same time, the price of export products is lower than that of local products, which has successfully promoted the development of China's ITT. The development of CBEC in China can promote the development of China's ITT.

4.3. Government support for CBEC

With the development of CBEC, the national government pays more and more attention to CBEC trade, which has also issued relevant policies to support. In 2012, the Chinese government set up CBEC collaborative research institutions in Shanghai, Chongqing, Hangzhou, Ningbo and other regions, which mainly provide related services for CBEC trade. In 2013, China issued relevant laws and policies, which solved the customs problems of CBEC, including customs supervision, inspection, foreign exchange, etc. Through the improvement of laws and regulations, the development of CBEC in China provides convenient conditions. In the same year, the Chinese government proposed supporting policies for the development of CBEC. With the continuous improvement of the status of CBEC, e-commerce has promoted the growth of China's economy.

4.4. Consumer demand for products continues to rise

With the development of CBEC, consumers' demand for products is increasing. Therefore, with the continuous improvement of consumer requirements for products, personalized products continue to appear. Enterprises need to strengthen the research and development of personalized products, which will improve the economic benefits of enterprises. CBEC can promote the sale of goods. Customers choose products through e-commerce platform, which will complete the purchase of products. For example, customers can choose the cushion material of the car through the e-commerce platform,
which can put forward personalized requirements for product customization. Through the use of advanced information technology, computer technology and so on, enterprises save a lot of transaction time, which is conducive to the development of CBEC in China.

5. Conclusion
CBEC is a marketing model more in line with modern sales values, which caters to the characteristics of fragmented orders and personalized product needs of users. Although, there are still many problems in CBEC, which need continuous improvement. CBEC will gradually become an important part of ITT, which will also bring development opportunities to small and medium-sized enterprises.

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