Countermeasures for the Development of International Economy and Trade under the Environment of E-commerce

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Abstract. The development of computer science promotes the popularization of information technology and Internet. China's e-commerce has made further development and ushered in a period of rapid development. International trade based on e-commerce ushers in new opportunities and challenges. Therefore, it is of great significance to put forward the corresponding countermeasures for the development of international economy and trade under the environment of e-commerce. Based on this, this paper analyzes the problems existing in the international economic trade under the e-commerce environment, and puts forward the development strategies.

1. Introduction
Relying on the Internet and information technology, e-commerce carries out business activities through online transactions and data exchange. Compared with traditional business activities, e-commerce has got rid of the restrictions of time, space and region. Therefore, it has strong convenience, openness and flexibility, and has the characteristics of high adaptability and low cost. It has gradually become a new direction of all kinds of business development. The continuous development of e-commerce has brought new development opportunities and challenges to international economic and trade. A series of problems have emerged in the process of international trade relying on e-commerce. It is necessary to conduct in-depth research and put forward effective strategies in order to make better use of e-commerce to promote the development of international economy and trade.

2. An analysis of the current situation of China's international trade
Through the analysis of the advantages and disadvantages of our country in the process of international trade, we can determine the development strategy of international trade in the process of using e-commerce to promote the development of international trade. On the whole, after China's accession to the world trade organization, China's international trade has played a strong role in promoting China's international trade. China's international trade shows a slow rise and tends to be stable. Taking agricultural products as an example, according to the existing data, China's agricultural products export quota shows a stable situation, which is maintained at the scale of 70 billion US dollars all the year round.

With the rise of e-commerce, China's international trade relies on e-commerce with new development opportunities. The scale of e-commerce trade is expanding. While the scale of import and export trade tends to be stable, the transaction scale of e-commerce is increasing year by year. From
the existing data, from 2010 to 2015, the total trade scale of China has increased from 1.3 trillion yuan to 2015. It was 5.2 trillion yuan. Such growth rate shows that it is feasible to use e-commerce to promote international trade.

**Figure 1** Changes of China's total trade volume from 2010 to 2015.

3. The development of e-commerce and the positive influence of international trade

3.1. Innovation of international economic and trade marketing model

Under the environment of e-commerce, international economic trade has changed the traditional marketing mode. Through the construction of network marketing platform, the trade process of goods has realized the network development, broken the time and space boundaries of international trade, and further accelerated the process of economic globalization. On the other hand, due to the development of e-commerce, the cost of traditional international trade is effectively reduced through the network virtual marketing mode, thus breaking the monopoly phenomenon of international economic trade. Moreover, relying on the Internet and information technology, mobile payment has emerged, which simplifies the transaction process of international trade, greatly avoids the transformation of customs and banks and other departments in the transaction process, and further improves the efficiency of international economic trade.

3.2. It reduces the cost of international economic trade

The significant advantage of using e-commerce to carry out various trade activities is to reduce the cost of both sides of the trade. Through the Internet and information technology, the international trade presents the characteristics of diversification. In the process of using e-commerce for trade, it has strong convenience and timeliness, and the transaction process is no longer limited by time and space. Through e-commerce, a new concept of trade has been developed. Using the network form, only the two sides of the trade have the willingness to purchase, can carry out trade activities, further reducing the cost of communication nuclear negotiations.
4. Problems in international economic trade under the environment of e-commerce

4.1. Infrastructure construction needs to be improved
E-commerce trade mode relies on the Internet and information technology. Therefore, in the process of trade, only by strengthening the infrastructure construction of Internet and information technology can e-commerce trade be carried out. Compared with developed countries, China's network information technology construction level needs to be strengthened, and the overall network scale is relatively small. At the same time, China's commercial banks choose the network platform is not uniform, there are defects in inter-bank services, resulting in problems in the payment system, reducing the timeliness of Internet transactions.

4.2. Lack of legal protection
E-commerce as a new network trade mode, in the process of rapid development, the relevant laws and regulations failed to keep up with the development of the situation, leading to the lack of legal protection of international economic trade, lack of legal basis in many aspects of international trade, resulting in the two sides of the transaction difficult to get effective protection and protection of rights and interests. The lack of laws and regulations to protect the status quo, but also increased the concerns of both sides of the trade, to a certain extent, restricted the development of international economic trade.

5. Countermeasures for the development of international economy and trade under the environment of e-commerce

5.1. Strengthening the construction of infrastructure
In the process of improving infrastructure construction, we should constantly strengthen the application of information technology and the construction of e-commerce trading platform. In the process of construction, we should strengthen the investment in hardware and software, increase the network construction, optical cable laying and other infrastructure, and also increase the research and development efforts, build e-commerce trade platform, constantly improve the relevant infrastructure equipment, and provide the basic environment for e-commerce trade. Secondly, the government should continue to encourage relevant enterprises to increase the research and development of technology, study the key technologies existing in the e-commerce trade link, promote the development of e-commerce, and speed up the popularization of e-commerce through technology update, so as to make e-commerce better promote international economic trade.

5.2. Strengthening the construction of laws and regulations
In order to better promote the development of e-commerce, so that e-commerce can better promote international economic trade, we should strengthen the construction of laws and regulations, apply laws and regulations to promote the stable development of e-commerce, so as to better meet the needs of international economic and trade. In the process of strengthening legislation, we should combine the characteristics of e-commerce to improve and revise the existing laws, so as to ensure that the laws can meet the actual needs of the development of e-commerce and meet the new environment and new trend of international economic and trade. On the other hand, we should constantly formulate new laws to strengthen the protection of all kinds of intellectual property rights and information security in the development of e-commerce, and provide effective legal protection to further promote the development of international economy and trade.

5.3. Strengthen the training of professional skilled personnel
Talent is the main factor to promote the development of international economy and trade and e-commerce. Therefore, in order to promote international economic trade under the environment of e-commerce, we should constantly cultivate excellent talents. As the foundation of international
economic and trade development, e-commerce needs a large number of talents for construction. Therefore, the government departments should work with enterprises to formulate an effective mode for personnel training. For government departments, in the process of strengthening personnel training, they should pay attention to the role of university education, guide colleges and universities to establish relevant majors, strengthen the research on talent training mode, and strengthen the macro guidance of talent education in Colleges and universities. For enterprises, first of all, it is necessary to cultivate excellent talents within the enterprise, and formulate an effective training system to cultivate the basic ability and comprehensive quality of employees. Secondly, enterprises should constantly absorb high-quality comprehensive talents to inject fresh blood into the development of e-commerce trade. Therefore, enterprises, government and universities should work together to promote the cooperation between schools and enterprises. Enterprises should provide practice platform for schools, the government should strengthen guidance, colleges and universities should carry out education, and cultivate more excellent talents through tripartite cooperation.

5.4. Constantly improve the trading mode of trade
The continuous development of e-commerce not only needs the perfect system and logistics management system, but also needs the continuous upgrading of the payment system. In order to strengthen international economic trade under the environment of e-commerce, we should constantly innovate the payment system and solve the payment problems so as to continuously improve the transaction efficiency. Therefore, in the process of promoting the development of international economy and trade, we should strengthen the current situation that the network platform of commercial banks and even state-owned banks is lack of unity and coordination, and constantly optimize the network payment system, so as to make it better adapt to the needs of international trade development. At the same time, in the process of promoting the unity and coordination of the network platform, we should strengthen the construction of network security to ensure the security of the transaction process, so as to relieve the worries of both sides of the trade, so as to better promote the development of trade.

6. Conclusion
In conclusion, under the condition of steady growth of international economic and trade in China, strengthening international economic and trade based on e-commerce can become a new growth point of international economic and trade in China and further promote the development of China's economy. In this process, we should study the problems of international economic and trade under the environment of e-commerce, and put forward feasible strategies, so as to further promote the development of international economic and trade and better promote the development of China's economy.

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