Research Article

Innovation and Development of Cross-Border E-Commerce in the Context of Wireless Communication and the Internet of Things

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At this stage, the progress of information technology is very rapid, and it is more and more closely connected with people’s lives. Under the background that the Internet of Things technology is increasingly penetrated into all fields of social life, the extension of information and communication connection objects has achieved a high degree of expansion. In theory, almost anything can be connected via preconfigured sensors. Wireless Internet of Things is about to trigger a new wave of information technology innovation. As one of the fastest growing industries in the Internet era, in the era of change led by new technologies such as wireless communications and the Internet of Things, cross-border e-commerce is also facing huge development opportunities and challenges. Therefore, studying the innovative development of cross-border e-commerce in the context of wireless communication and the Internet of Things is of great significance for improving the service level of the latter and promoting technological upgrading. In order to ensure the smooth development of the research work, the team carried out a lot of data collection work. In this paper, the questionnaire survey method is chosen as the basis for constructing the model. Under the background of the development of wireless communication and the Internet of Things, the changes that cross-border e-commerce will encounter in the process of survival and development, and how will these changes bring those far-reaching impacts. Then, it conducts an in-depth analysis of the impact of the development of wireless communications and the Internet of Things on cross-border e-commerce and puts forward pertinent opinions on the development direction of foreign industries. After research and demonstration, it is found that the progress of wireless communication and Internet of Things technology has a very good role in promoting the healthy development of cross-border e-commerce. E-commerce companies that actively adapt to the development of wireless communication and the Internet of Things have greater advantages in horizontal comparison, whether it is daily sales, product turnover rate, or work efficiency.

1. Introduction

Although the development of cross-border e-commerce in my country is only 20 years old, it has an incredible speed. In 2020, despite the unfavorable situation plagued by the global epidemic, it achieved growth rate of 31.1%, and the total annual import and export volume reached 1.69 trillion yuan.

And it becomes a key research topic for many experts and scholars. They conducted in-depth research on cross-border e-commerce from many angles. The strength research of Thomas and Wouter lies in the full literature analysis, summarizing the potential impact of airport development on cross-border e-commerce and then proposing an airport construction model in the context of the rapid development of cross-border e-commerce [1]. From the perspective of RBV, Stefano and Maria use the analysis of actual cases to interpret the concept of digital export-driven. Their research collected data from more than one hundred e-commerce companies of various sizes in Italy with a wide coverage of their main businesses [2]. Sun’s research focuses on how cross-border e-commerce can effectively reduce trade costs. It proves the huge advantages of cross-border e-commerce in reducing trade costs. Moreover, the higher the average national income of foreign trade objects, the more obvious the effect on foreign trade cost control [3]. Ju’s research is based on one of the representatives of my country’s small- and medium-sized cross-border e-
commerce platforms, Dunhuang. All of above, the research concludes the following: First, the size of e-commerce companies will not affect their activity in commercial activities. Second, digital technology will create an obvious blessing effect on e-commerce companies of all sizes and main businesses [4]. Third, professional managers prefer to take the form of e-commerce export than traditional managers, indicating that talents are particularly important for the development of cross-border e-commerce [5, 6].

From the review of existing research, it can be found that most of the research is carried out on a certain product field. With the lack of effective combination with the background of technological progress, there is a lack of breakthrough experiments and researches on how enterprises develop e-commerce under the background of wireless communication technology. The purpose of this research is to explore how to fully adapt to the rapid development of wireless communication and Internet of Things technology, solve practical problems encountered in the development of cross-border e-commerce, and strengthen innovation. It is a brand new step for my country’s cross-border e-commerce trade. Through the analysis of the questionnaire data, it is found that the advancement of wireless communication and Internet of Things technology has a very good role in promoting the healthy development of cross-border e-commerce. Most companies have a clear understanding of this, but due to the limitation of talent supply, many companies have many problems in specific work.

2. The Impact of Wireless Communication and Internet of Things Technology on the Development of Cross-Border E-Commerce

2.1. The Construction of Wireless Communication and Internet of Things Technology in Cross-Border E-Commerce Companies. In the traditional enterprise network setup, optical cables are usually used to connect the main terminals, and the same is true for the connection of monitoring equipment [7]. Such a model will not only bring about problems such as large erection workload, short transmission distance, and complex lines but also greater difficulties in later maintenance [8]. With the development of wireless communication and Internet of Things technology, each unit is further subdivided and separated and finally connected with a wireless network to form a highly efficient network [9].

It can be seen from Figure 1 that the establishment of a wireless network can greatly improve the efficiency of enterprise work and improve the stability of system operation. Although information collection and information integration work as independent units, they are unified in a complete chain [9].

It can be seen from Figure 2 that on the basis of the highly developed Internet of Things technology, the entire production process is almost under the control of the information terminal, relying on preestablished procedures to work. Thus, while improving work efficiency, it also reduces labor costs and unnecessary interference factors [10].

In the Zigbee setup, the decisive factors for the calculation effect are mainly the following three aspects: (1) the number of network addresses accommodated, (2) the depth of the network, and (3) the number of router nodes that can be linked under the child node. Through Formula (1), it can be seen that in the era of wireless communication and the Internet of Things, the network constructed by an enterprise has a very direct relationship with its own work efficiency.

\[ F(x) = \frac{1 + Hi - Ki - Hi \times Ki}{1 - Ki}. \]

2.2. The Transformation of Cross-Border E-Commerce Work Mode under the Background of Wireless Communication Development

2.2.1. Allocation of Production Resources. In the production field, by using the local area network built by wireless communication technology, the company’s managers can integrate the company’s production resources in an all-round way [11] and then more optimally allocate resources according to the specific needs of the market and the company’s strategic goals [12]. It can shorten the time and process of information transmission, so that the production plan can be communicated to the grassroots in the first time, and the production can be managed more effectively and orderly. Throughout the process, the management can monitor the condition of the production equipment with the monitoring equipment everywhere, which not only helps maintain the healthy operation of the production equipment but also improves the management efficiency of the entire enterprise [13–15].

2.2.2. Logistics Management. The development of cross-border e-commerce is extremely dependent on logistics. This requires cross-border e-commerce companies to invest considerable experience in logistics management. After all, the transaction objects of cross-border e-commerce are basically far away from the product. There are big doubts about whether the quality can be guaranteed [16]. Therefore, wireless communication can set up a sensor connection platform so that customers can directly connect with the product. In this way, the sales status of the goods can be guaranteed to a large extent. This sensor can also “accompany” the product until it reaches the customer, reducing customer anxiety while waiting for the product and enhancing the shopping experience.

2.2.3. Improve the Quality of Workers. In the entire production process, the use of wireless communication technology can greatly promote the improvement of the quality of workers, and at the same time, it can also find out the problems that exist in the operation process of the workers in the shortest time. Under normal circumstances, companies can only discover problems in the production process after they have caused considerable losses [17]. However, through the wireless network architecture, enterprise experts and technicians can find problems in the work process of workers at the first time and urge them to make corrections through the information terminal to avoid greater losses [18, 19].
2.3. The Significance of the Development of the Internet of Things Technology to Cross-Border E-Commerce. In the traditional sense, the main body connected by the Internet is "people." The two parties involved in commercial activities are the main objects of communication. In the era of the Internet of Things, commodities, as intermediaries for commercial activities, have also been incorporated into the connected system. All kinds of commodities have broken through geographical restrictions, relying on information technology to achieve connectivity.

The development of the Internet of Things technology has many impacts on the cross-border e-commerce industry [20]. It can not only help companies build a better living space and development environment, expand product sales markets, and find better upstream suppliers but also give consumers more choices and force companies to improve their service quality.

Generally speaking, the development of e-commerce must be based on multiple aspects. The first is to have a solid foundation of information equipment, which is a huge test for the overall economic strength of the country’s economy [21]. The second is how to ensure the security of business information. Compared with traditional wired communication, wireless communication faces more severe security threats. The third is that the increase of website maintenance costs and the construction of logistics system have limited the speed of e-commerce development to a large extent.

3. Cross-Border E-Commerce Innovation Application Test of Wireless Communication and Internet of Things Technology

3.1. Questionnaire Survey on the Application of Wireless Communication and Internet of Things Technology in Cross-Border E-Commerce

3.1.1. Research Object. The purpose of this research is to explore how to fully adapt to the rapid development of wireless communication and Internet of Things technology, solve practical problems encountered in the development of cross-border e-commerce, and strengthen innovation. It is a brand new step for my country’s cross-border e-commerce trade. Through the analysis of the questionnaire data, it is found that the advancement of wireless communication and Internet of Things technology has a very good role in promoting the healthy development of cross-border e-commerce. Most companies have a clear understanding of this, but due to the limitation of talent supply, many companies have many problems in specific work.

3.1.2. Research Methods. This research is a combination of questionnaire survey method and qualitative analysis method. The questionnaires were distributed in an anonymous manner, combined with multiple transmission methods such as e-mail or WeChat transmission. In this study, a total of 66 e-commerce companies in Guangdong province and Fujian province where the cross-border e-commerce industry is relatively developed in China were surveyed, and questionnaires were issued to 246 managers of these companies. The vast majority of these survey respondents are corporate sales and operations managers. After three days of answering, a total of 232 questionnaires were returned, with a recovery rate of 94.31%, of which 219 were valid questionnaires. The effective rate is 94.40%.

Table 1: Questionnaire distribution and recovery data.

| Number of releases | 246 |
|--------------------|-----|
| Number of recycling | 232 |
| Recovery rate      | 94.31% |
| Number of valid answer sheets | 219 |
| Effective rate     | 94.40% |

The qualitative analysis method is to reorganize all aspects of data using information equipment in a specific logical sequence through the recovery and sorting of the
questionnaire and find out the deep meaning behind the data obtained from the questionnaire, so as to find out the actual problems [22].

3.2. Questionnaire Distribution and Reliability Analysis. The design of this questionnaire has won the support of many experts and has won many people who have been engaged in the cross-border e-commerce industry for online guidance, ensuring that the questionnaire is unified in terms of theoretical depth and practicality [23]. There are 16 questions in the questionnaire. In addition to the understanding of the company’s natural conditions such as the size of the company and the product type, there are also the understanding and application of wireless communications and the Internet of Things, the current dilemma of cross-border e-commerce, etc. The specific distribution is shown in Table 2.

For the test of questionnaire reliability, this paper adopts a variance experiment model. After sorting the data, find out the square of the deviation of each unit variable from its arithmetic mean, and finally calculate the average value of this variable to compare with the previous value [24]. If the degree of change meets the standard, it proves that the data obtained in the questionnaire has high reliability.

\[
d^2 = \frac{1}{n-1} \sum_{i=1}^{n} (\hat{Y}_i - \bar{Y})^2.
\] (2)

After calculation, the reliability of this questionnaire is 0.912, which is higher than the standard value. Prove that the data obtained has a high reference value for research.

4. Analysis and Discussion

4.1. Analysis of the Data Obtained from the Questionnaire

4.1.1. The Scale of the Company and the Natural Conditions of the Survey Objects Have a Great Impact on the Application of Wireless Communications and the Internet of Things in Cross-Border E-Commerce. Under normal circumstances, the natural situation of enterprises and managers only exists as a general reference factor, but in the data obtained in this survey, the important role of this factor is highly amplified, which has produced important reference value for research [25].

It can be seen from Figure 3 that, except that the age of the survey respondents is inversely proportional to the “application of wireless communication and the Internet of Things in cross-border e-commerce,” the scale of the company and the length of the company’s existence are all in a positive proportion, that is, the time of the company’s existence [26]. The longer and the stronger the strength, the clearer the understanding of the role of wireless

| Subject category | Number of questions | The proportion |
|------------------|---------------------|---------------|
| The natural situation of the enterprise and the survey object | 4 | 25% |
| My own understanding of wireless communication and the Internet of Things | 3 | 18.75% |
| Enterprise’s application of wireless communication and Internet of Things | 3 | 18.75% |
| The current dilemma of cross-border e-commerce | 6 | 37.5% |

Table 2: Cross-border e-commerce questionnaire distribution of wireless communication and Internet of Things technology (n = 16).

| Title name | Abbreviation |
|------------|--------------|
| The impact of the cost of the architecture | Erection cost |
| The impact of talent demand | Talent demand |
| The impact of national macro policies | Macropolicy |
| The impact of technology maturity | Technique level |
| Full impact of the network | Cyber security |
| Impact of operation and maintenance costs | Operating costs |

Table 3: The title and abbreviation of the questionnaire survey on the constraints of the development of cross-border e-commerce.
communication and the Internet of Things in promoting the cross-border e-commerce industry.

4.1.2. Restrictive Factors in the Development of Cross-Border E-Commerce under the Background of Unlimited Communication and the Internet of Things. In the survey on the constraints of the development of cross-border e-commerce in the context of unlimited communications and the Internet of Things, this research has set up 6 questions in this part and designed the abbreviation of each topic to facilitate the follow-up chart express (Table 3).

According to the specific points assigned by the participants to the 6 questions, the ranking of the importance of the above six factors in this field can be obtained. The numerical ranking of the questionnaire is shown in Figure 4.

It can be seen from Figure 4 that in the thinking of business managers participating in the survey, the cost of installation is their most concern, and it is also a key factor that affects whether they use wireless communication and Internet of Things technology to promote the improvement of enterprise production efficiency. The ranking of other factors is in order of talent demand, macropolicy, technical level, network security, and operating cost.

4.2. Discussion

4.2.1. Strengthen Infrastructure. Although my country’s wireless communication equipment has been rapidly improved in recent years, due to the weak foundation and other reasons, it has never been able to match the rapid development of e-commerce [27, 28]. It is mainly manifested in the high burden on enterprises and the large regional differences. Therefore, my country should pay attention to the development of e-commerce platforms for enterprises of various sizes, so that enterprises can rent with less fees, increase investment in weak areas, and narrow the differences in the level of information infrastructure between regions [29].

4.2.2. Strengthen Publicity and Do Vocational Training. Relevant management departments should strengthen publicity and do a good job of training the existing management personnel of the enterprise. With the gradual expansion of the scale of cross-border e-commerce in my country, business managers will inevitably be forced to study in depth and improve work efficiency. The heavy work makes it impossible for them to spare time for inefficient self-study. Therefore, functional departments should take the initiative to shoulder their responsibilities and do a good job of supporting training, scientifically master the necessary skills for cross-border e-commerce activities in the context of wireless communication and the Internet of Things, jointly develop training courses with universities and large cross-border e-commerce companies in the field, select capable forces to record online courses, and teach through online learning platforms to improve practitioners’ ability to work in the context of the new era.

4.2.3. Promote Resource Sharing. Judging from the current situation, the cost of building an IoT system is relatively high, and it is difficult for small- and medium-sized cross-border e-commerce companies to complete it on their own. This requires companies in related industries or nearby regions to join forces to improve the overall technological level. It is possible to use its own funds and technology to set up a network for common use, through the formation of a “patchwork alliance,” joint bidding, and mass purchases to lower the cost of installation and operation. It is also possible to collectively rent the technology and monitoring system of a third-party company to establish the relationship
between enterprise product interconnection and users as soon as possible [30] and hire a professional network security company to build a firewall and set up an information barrier.

5. Conclusion

With the upgrading of information technology, wireless communications and the Internet of Things have been widely used in cross-border e-commerce companies, and they have played huge advantages in improving production efficiency and reducing labor costs. But on the whole, the main mode adopted by my country’s cross-border e-commerce is still the traditional platform mode, while B2B and B2C, which are more closely related to information technology, are rarely used, which has also triggered import and export and other modes. There is an imbalance of a series of related factors. If these problems accumulate, they will inevitably have a serious negative impact on the development of my country’s cross-border e-commerce industry. Therefore, based on the background of the development of wireless communication and the Internet of Things, this article summarizes the advantages that this technological development brings to cross-border e-commerce companies and conducts investigations and studies on more than 60 companies engaged in cross-border e-commerce activities in coastal provinces in my country. Data analysis summarized the existing problems and puts forward quite innovative development countermeasures, which not only strengthens infrastructure but also strengthens publicity and vocational training and also promotes resource sharing. It is believed that after scientific adjustments, my country’s cross-border e-commerce industry will give full play to the advantages of the era of wireless communications and the Internet of Things and will continue to maintain a strong growth momentum in the future. In the next step of research, I will select several types of these enterprises for horizontal comparison and tracking and strive to put forward targeted development suggestions for various industries.

Data Availability

The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

Conflicts of Interest

It is declared by the author that this article is free of conflict of interest.

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