

Analysis of the Development Trend of International Economy and Trade Under Cross-Border E-Commerce

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Abstract: In recent years, cross-border e-commerce has emerged with the continuous progress of science and technology in China. The growing scale of cross-border e-commerce development has promoted the reasonable flow of funds and effectively carried out resource exchanges. In the context of cross-border e-commerce, analyzing the international economic and trade development is conducive to predicting the future development trend of e-commerce, accelerating the development speed of foreign trade, and promoting the long-term development of external trade. Therefore, this article mainly analyzes the development trend of the international economy and trade in the context of cross-border e-commerce, points out the future development trend of cross-border e-commerce, and aims to improve the speed of economic development.

Keywords: Cross-border e-commerce; International economics and trade; Development trend

1. Characteristics of Cross-border E-commerce

Cross-border e-commerce is to give full play to the advantages of science and technology, integrate logistics, technology and capital chain in the traditional business model, and sell products online on the basis of information technology, optimize the allocation of enterprise resources, and communicate products across time zones and regions. Compared with the traditional business model, cross-border e-commerce has many characteristics, such as reducing transaction costs, using advanced information technology, and using virtual network transactions.

Cross-border e-commerce is based on advanced information technology and conducts online transactions through the virtual network. Both product sellers and buyers need to purchase products on the Internet platform without signing contracts or making direct offline payments. All activities can be operated on the network terminal using advanced information technology and remotely operated through the Internet. In the entire transaction process, the two parties do not need to meet, nor do they need offline operations, all modes are completed on the network virtualization, can quickly communicate online, product sales, reduce transaction costs, bring more convenience to the buyer and seller, promote the effective conclusion of transactions, improve the efficiency of product sales (Jinlei & Yuanbiao, 2023).

2. The Practical Significance of Developing International Economy and Trade

2.1 The inevitable requirement of economic transformation

Each country in the world has uneven economic development speed and significant development gaps result from human resources, science and technology, policies and other factors. However, economic development is a dynamic process that is influenced by many factors. In the process of developing international economy and trade, if enterprises can clearly identify the advantages of information technology and actively adopt cross-border e-commerce business, they can give full play to the influence of science and technology and promote product sales. Meanwhile, it's a significant enhance the economic benefits of enterprises, improve the competitiveness of enterprises. China as a manufacturing country, the world's factory, although it is able to do a large number of OEM processing, the core technology of some industries is still restricted by Western countries. At present, in the process of developing industrial production products, China has gradually broken through the technological blockade, gradually adopted advanced information technology, and learned from the management experience of advanced enterprises which from domestic and oversea to achieve its own considerable development. Moreover, it has improved the technological content of enterprises and production

products, and promoted the transformation and upgraded of e-commerce. Not only it expands the product communication channels, but also improve the sales of enterprises.

2.2 Promote Scientific and Technological Innovation

The rapid development of the economy can effectively promote the innovation of enterprises and provide continuous financial support to enterprise innovation. In the context of cross-border e-commerce, actively carrying out international economy and trade can also carry out global capital exchange. It also makes the connection of science, technology and culture in the process of trade, and gradually improves Chinese market competitiveness. It is no doubt that technology and the economy itself are inextricable. During the process of developing international economy and trade, it is not only necessary to develop basic economic trade, carry out traditional product production and sales, and achieve large-scale operations. At the same time, it also needs to constantly innovate sales models, adopt cross-border e-commerce, quickly obtain financial resources to carry out the innovation which includes science and product. Based on this situation, Chinese enterprise needs to continuously improve the core competitiveness for themselves, promote the optimization and upgrading of scientific and technological products, so that enterprises can gradually occupy the core position in the international trade market. Besides, when countries carry out international economy and trade, they not only pay attention to carrying out economic activities and strengthening trade communication, but also pay attention to the technological research and development behind trade communication, and pay attention to improve product innovation and competitiveness, improve scientific and technological innovation capabilities in the global competition.

2.3 Improve the competitiveness of enterprises

Actively developing international economy and trade can effectively improve the economic benefits of enterprises, the innovation level of enterprises and the market competitiveness of the country. As the continuous development of cross-border e-commerce goes by, trade barriers between countries are gradually eliminated, economic activities in various countries are increasingly strengthened, and enterprises in each country are gradually taking a share in the world market, and market competition is becoming increasingly fierce. Therefore, enterprises need to carry out several steps to improve their competitiveness for themselves. For example, enterprises need to play to the advantages of cross-border e-commerce, innovate and upgrade enterprise products, build a modern enterprise management model, promote enterprise product innovation, and improve their development level in the world market.

3. Analysis of Future Trends of International Economic and Trade Development in The Context of Cross-Border E-Commerce

3.1 Economic and Trade Gradually Standardized and Legalized

However, in the process of carrying out cross-border e-commerce, there will be certain security risks, all communication and payment are carried out online, and there is a large amount of information and data. If the standardization and legalization of cross-border e-commerce are not realized, there may be problems such as data leakage or transaction failure when carrying out online transactions, resulting in serious security risks. Therefore, the state must actively take optimization measures, introduce relevant laws and regulations as soon as possible, and increase the supervision of cross-border e-commerce business, actively cooperate with countries around the world, regulate international economic and trade activities, actively participate in economic coordination with different countries, and improve the level of participation in international affairs. In the context of cross-border e-commerce, all countries should be able to clarify the future trend of international economic and trade development and obtain more development opportunities and cooperation opportunities. In addition, Chinese cross-border e-commerce trade regulations are relatively lagging behind, not only need to take optimization measures to improve, but also need to carry out unified supervision. It is necessary to effectively supervise the physical trade and online payment links of cross-border e-commerce, ensure the security of the payment environment, and prevent network loopholes from being provided to criminals, which will affect the development of enterprises.

3.2 Diversification of International Trade Situation

With the continuous expansion of cross-border e-commerce, the development trend of international economy and trade will gradually show the characteristics of diversified development. It can integrate the world's resources, make full use of the resources of countries in the world to develop the economy and promote the rapid improvement of the total national economy. At the same time, it can also change the current Internet pattern, and continuously promote the long-term development of enterprises in the process of economic development, and realize the combination of international trade and information technology. It has broken the restrictions

of traditional trade transactions, expanded new product sales channels, promoted the effective exchange of trade information among countries, and achieved coordinated development in education, commerce, network and other aspects. To enable enterprises to occupy a favorable position in the development process of international economy and trade. Refine the market, improve the market competitiveness of enterprises, promote the all-round innovation and upgrading of enterprises with diversified development trends, and improve the competitiveness of enterprises. In the context of cross-border e-commerce, build a diversified development pattern, protect the long-term development of enterprises, and maximize the economic benefits of enterprises (Junsong, 2020).

3.3 The Trend of Economic and Trade Globalization and Diversification is Obvious

The rapid development of cross-border e-commerce has effectively promoted global trade exchanges and cooperation among global enterprises. It can effectively extend the industrial chain, promote the connection of global trade resources, make capital exchanges more convenient, and product sales faster. At the same time, it also promotes the rapid flow of assets, so that a large number of investors can invest their assets in the global scope, expand the industrial scale, extend the economic chain, trade diversification, economic globalization trend obviously (Zhifei, 2020). Besides, the industrial model of cross-border e-commerce can also effectively promote the expansion of the company's industrial scale, more and more multinational companies will be affected by the change of international economic situation and trade pattern. Through cross-border e-commerce, production costs and operating costs are reduced, and the sales scope and production and business scope of products are gradually expanded. It has promoted the effective exchange of information of the global enterprises, obtained the support of the government, the trade model also gradually globalized and diversified the trade mode, which has promoted the rapid development of the industry. Furthermore, the emergence of cross-border e-commerce can also expand the trend of free trade, allowing enterprises to find the best partners on a global scale to maximize the production benefits of enterprises. The global enterprises' communication cost of is gradually reduced, and they can make use of the advantages of advanced information technology, realize the flow of information and resources across regions, promote cooperation between enterprises, and achieve the expected production goals.

4. Conclusion

In summary, the emergence of cross-border e-commerce model has broken the shackles of traditional business model, crossed the limitation of time and space, and it matched with the development trend of the economy in the digital age. The international trade and economic situation are constantly changing, adhere to trade as the basis, with advanced information technology as the support, clear the future development direction of the enterprise. Therefore, enterprises should use information technology to strengthen personnel training under the new situation, strengthen the introduction of talent resources, reserve talent team, give play to the value of talent, and create economic benefits. In addition, clarify the advantages of e-commerce, strengthen the supervision and management of e-commerce, promote the long-term development of cross-border e-commerce model, and improve the economic benefits of enterprises.

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