

# China's E-commerce Development Strategy from the Perspective of Globalization

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**Abstract:** The concept of "globalization" has been widely used in the world since the 1990s. Economic globalization is a kind of global economic resource allocation based on the formation of the global market, production and financial system. process. With the in-depth development of globalization and the wide application of Internet information technology in the world, e-commerce, as a new economic form, has been paid more and more attention by people. E-commerce has changed the resource integration mode of enterprises, changed the development strategy of enterprises, and has also become the key for my country to play an important role in the future development of the world economy. Under such a major opportunity, Chinese enterprises also need to timely understand the current global e-commerce. The latest development trends, timely adjustment and formulation of e-commerce development strategies in line with my country's national conditions.

**Keywords:** Globalization; E-commerce; Operation mode; Informatization; Development strategy

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## 1. Introduction

### 1.1 Research background

Under the background of globalization and the impact of the third scientific and technological revolution, the traditional economy is slightly weak, not only in the enterprise. The business operation mode is not as convenient and efficient as e-commerce, and the application of new technologies is not as fast as e-commerce. Furthermore, e-commerce has shifted from purely online "online activities" to "combination of online and offline", focusing on the transformation of the production management of the traditional economy to a certain extent through the e-commerce technology information platform.

### 1.2 Overview and comments on the current research status at home and abroad

Martin V. Deise et al. examined e-commerce from the perspective of strategic management, and required companies to adopt a series of strategies and measures from the internal organizational structure to ensure the implementation of e-commerce development strategies, improve the efficiency of enterprise resource integration, and win in enterprise competition. Shen Lian used evolutionary game theory and enterprise competition strategy theory to analyze the process of enterprises using e-commerce, and made a detailed discussion on the mechanism that e-commerce brings competitive advantages to enterprises. The strategies that Chinese enterprises should take to develop e-commerce<sup>[1]</sup>. Long Jun expounds the obstacles faced by China's e-commerce development from the perspectives of network infrastructure, network security, network credit, law, taxation, and consumer perceptions, and proposes targeted strategies<sup>[2]</sup>.

### 1.3 Research methods

By reading books on e-commerce and globalization, I have a clear understanding of the development of e-commerce in the world, and find a suitable perspective and angle to provide the basis for writing this thesis. By analyzing the dilemma and opportunities of my country's e-commerce development, we find out the obstacles to the development of China's e-commerce by realistic subjective and objective factors, look for opportunities for the global development of my country's e-commerce, provide evidence and basis for the e-commerce path with my country's characteristics, and help enterprises develop E-commerce and timely adjustment and formulation of development strategies.

## **2. Overview of Related Theories**

### **2.1 Basic Concepts of Globalization**

Globalization in the general economic sense refers to a process of allocating a series of economic resources on a global scale based on the formation of the global market, production and financial systems. Under this concept, the world economy activities transcend national borders, and are an organic economy on a global scale that is interdependent and interconnected through the global integration of international capital, the transfer of foreign technology, global cultural exchanges, and the exchange of global commodities and resources<sup>[3]</sup>.

### **2.2 The concept of e-commerce**

E-commerce usually refers to the use of computer technology, network technology and telecommunication technology in the wide range of commercial trade activities around the world, in the open network environment of the Internet, based on the browser/server application method, to realize electronic business in the entire business process. Digitization, digitization and networking<sup>[4]</sup>.

### **2.3 The impact of globalization on e-commerce**

Globalization provides a broad platform for the development of e-commerce<sup>[5]</sup>. The process of economic globalization is a process in which the degree of socialization of production is continuously improved, and the social division of labor can be carried out in a wider range, which can bring huge benefits of division of labor. Economic globalization produces technology spillover effect, which is beneficial to the development of science and technology in our country, thus creating impetus for economic growth, and e-commerce will be able to be carried out at any time and any place, thus greatly improving efficiency.

## **3. Analysis of the Current Situation of my country's E-commerce Development**

### **3.1 The pulling effect of e-commerce on my country's economy**

Now JD.com has spent huge sums of money to build two cloud computing data centers, and Alibaba enterprises pay special attention to the cloud technology, reserves and services that exist in the enterprise. Important conditions. The rapid development of e-commerce has also strongly promoted technological innovation. In addition, it will also drive the development of various sub-industries such as related payment, information security, electronic authentication and insurance.

### **3.2 Analysis of the existing problems in the development of e-commerce in my country**

Although Chinese informatization construction has been increasing in recent years, compared with many countries in the world, there is still a very large gap. In addition to the factors of informatization, the lack of maturity of e-commerce-related logistics distribution, electronic settlement means and credit authentication are all serious problems restricting the development of e-commerce. According to the relevant content in the "Statistical Report on Internet Development in China (1st-25th)", nearly 90% of visitors are worried that they will encounter fake websites and it is difficult to protect their own security. 86.9% of people would abandon the transaction without clear site security. Nearly 60% of netizens said that they had been attacked by viruses or Trojan horses in the process of using the Internet. More than 30% of netizens said that their accounts and passwords have been stolen. The security of e-commerce has become the concern of most users, and many people do not trust it and turn to other business models, which is not conducive to the development of e-commerce in China.

## **4. China's e-commerce development strategy from the perspective of globalization**

### **4.1 Accelerate the training of e-commerce professionals and build a good talent environment**

The competition of talents is a key factor affecting the survival and development of enterprises. E-commerce talents must have the following characteristics: (1) Practical. Personnel engaged in e-commerce work must have an overall concept, understand their role, have strong adaptability, highlight practicality, and carry out practical work. (2) Professionalism. E-commerce not only changes the original economic management mode, but also explores and innovates new production and operation modes. E-commerce talents are the helmsmen of these changes, and they need to master various majors related to economic management.

### **4.2 Building a secure channel for e-commerce**

E-commerce involves many security issues, including model security, platform security, website security, business intelligence security, etc. Only when these security issues are effectively resolved, can e-commerce develop effectively. Since e-commerce is a transaction on the network platform, its operation may trigger many information security problems, such as spam, network virus, etc., which directly threaten the healthy operation of e-commerce.

## 5. Conclusion

E-commerce is now the general trend. As an important part of the world economic structure, my country must examine the development of e-commerce in my country from the perspective of globalization and actively face the competition of global e-commerce. We should not only actively strengthen the research on new models and new theories of e-commerce, but also open up the development path of e-commerce with Chinese characteristics, and actively formulate e-commerce development strategies in line with my country's national conditions.

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