

# Exploration of Innovative Strategies for Foreign Trade Export Enterprises to Participate in Cross-Border E-Commerce

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**Abstract:** Foreign export enterprises have long been the backbone of international trade, contributing significantly to national economic growth and job creation. However, traditional foreign export enterprises are accompanied by a series of challenges, and these enterprises usually face complex trade regulations, high logistics costs, payment security issues, and human resource shortages. The traditional export model is no longer adapted to the rapid changes in markets and the diversification of consumer demands. Meanwhile, with the deepening of globalization and the rapid development of information technology, cross-border e-commerce is booming as an important area of international trade. Foreign export enterprises, as participants in international trade, have gradually recognized the great potential and opportunities of cross-border e-commerce. Against this background, this paper aims to explore in depth the innovative strategies for foreign trade export enterprises to participate in cross-border e-commerce, and to provide targeted guidance for foreign trade export enterprises to help them better adapt to the changes in the global market and promote the development of international trade, so as to address the challenges they are currently facing and to achieve wider international market expansion.

**Keywords:** Foreign Trade Export Enterprises; Cross-Border E-Commerce; Innovation Strategy

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## Introduction

Cross-border e-commerce, as a trade model, provides a brand new development opportunity for foreign trade export enterprises through the wide application of Internet technology. It breaks through the limitations of geography and time, makes international trade more convenient and efficient, and brings a broader market and more consumers for foreign trade enterprises. However, to be successful in the highly competitive cross-border e-commerce field, foreign trade export enterprises need to develop innovative strategies to cope with the complex and changing market environment.

## 1. Status and shortcomings of existing domestic e-commerce foreign trade

### 1.1 Lagging cross-border logistics and distribution

In the existing status quo of domestic e-commerce foreign trade, the problem of lagging cross-border logistics and distribution is a significant shortcoming. This problem not only restricts the competitiveness of domestic e-commerce enterprises in the international market, but also has a far-reaching impact on the development of the entire foreign trade field.

Cross-border logistics and distribution lag is reflected in logistics efficiency, domestic e-commerce enterprises are often faced with long delivery cycles and unstable transport services when dealing with international orders, which not only increases customer waiting time, but also may lead to delivery delays and customer dissatisfaction<sup>[1]</sup>. Inefficient logistics also means high costs, which negatively affects the profitability of enterprises.

The problem of cross-border logistics and distribution lag also involves the customs and clearance process, where complex customs clearance procedures and non-transparent customs regulations may lead to stranded and delayed shipments, increasing transaction uncertainty. In addition, the opacity of the customs process increases the compliance risk for companies, which may lead to the seizure or return of goods<sup>[2]</sup>. Most importantly, the problem of lagging cross-border logistics and distribution affects the competitiveness of domestic e-commerce enterprises in the international market. In the global market, logistics efficiency and delivery speed are crucial to customers' shopping decisions. If domestic e-commerce companies are unable to provide logistics services comparable to those of their international competitors, it

will be difficult to win international market share and miss opportunities.

## **1.2 Lack of human resources for cross-border e-commerce**

In the existing status quo of domestic e-commerce foreign trade, it faces a serious shortcoming, i.e. the lack of human resources for cross-border e-commerce. This problem involves a number of aspects and has a far-reaching impact on the international development and competitiveness of enterprises. The cross-border e-commerce field requires high language skills and cultural adaptability, and cross-border business often requires communication and co-operation with customers, suppliers and partners in different countries and regions. However, domestic e-commerce talents have relatively weak language communication and cultural adaptability in cross-border business, which makes them face difficulties in handling international business. For example, language and cultural barriers in negotiation, marketing, and customer service can lead to miscommunication, misunderstanding, and business failure. Cross-border e-commerce also puts higher demands on the innovation ability of talents. Competition in the international market has become more intense, requiring constantly innovative marketing strategies, product customization and service approaches. Due to a lack of talent, domestic e-commerce companies are relatively weak in innovation and often rely on imitation and following. This limits the ability of companies to stand out in the international market and makes it difficult for them to win international market share.

## **2. Innovative Strategies for Foreign Trade Export Enterprises to Participate in Cross-border E-commerce**

### **2.1 Benchmarking**

In the innovative strategy of foreign trade exporters to participate in cross-border e-commerce, the perspective of benchmarking pinnacle branding is crucial. This strategy involves shaping a company's brand image and establishing a benchmark position in the marketplace to gain a competitive advantage in the cross-border e-commerce space. In the cross-border e-commerce space, consumers usually choose brands that are trusted and have a good reputation. Companies need to ensure that their products meet high standards in terms of quality, performance and reliability. By providing superior product quality, firms can set a benchmark and attract more customers and partners. A branding strategy requires companies to establish a reputation for excellence in the marketplace, and they need to build a trusted brand image, provide excellent customer service, respond positively to customer needs and feedback, and ensure transparent and honest transactions. In cross-border e-commerce, reputation is a key factor in differentiating a business in the international marketplace. Customers are more likely to deal with companies that have a good reputation. In addition, the strategy of benchmarking the Pinnacle branding requires companies to constantly innovate and upgrade, which includes constantly launching new products, expanding market share, and adapting to changes in the market. Through continuous innovation, companies can maintain a competitive edge, become a benchmark in the market, and attract more customers and investors. Benchmarking Pinnacle branding also requires companies to establish an authoritative position in the industry, which can be achieved by participating in industry associations, researching and publicly publishing industry reports, and sharing expertise. By demonstrating their expertise and leadership in specific areas, companies can gain more recognition and further strengthen their brand position.

### **2.2 Formulate a sound development plan for e-commerce and strengthen the application of big data technology**

Foreign trade exporters need to make a perfect e-commerce development plan when participating in cross-border e-commerce, and this plan not only includes clear goals and strategies, but also takes into account the internal resources and external environment of the enterprise. Firstly, clear objectives are key. Enterprises need to be clear about their positioning and target market in the cross-border e-commerce space, as well as the sales and development goals they hope to achieve. This helps businesses better focus their resources and efforts and avoid blind market expansion. The e-commerce development plan should also include a detailed strategic plan, which includes understanding the needs of the target market and the competitive environment, and developing marketing strategies, pricing strategies and product strategies<sup>[3]</sup>. The planning should also take into account the choice of e-commerce platforms to ensure that the organization is able to select a platform that

suits its business model and target market. In addition, big data technologies can provide companies with valuable market insights and customer information. By collecting, analyzing and utilizing big data, businesses can better understand consumer behavior, market trends and competition. This information can help companies optimize their products and services and improve marketing accuracy, thereby increasing sales efficiency and customer satisfaction.

### **2.3 Innovative modes of logistics and transport**

One of the innovative strategies for foreign trade exporters to engage in the cross-border e-commerce sector is to innovate logistics and transport modes, a strategy that centers on optimizing and improving the firm's logistics and transport methods to adapt to the rapid development and diversification of cross-border e-commerce. Innovative logistics and transport models are crucial for companies to gain a competitive advantage in this highly competitive sector.

Innovative logistics and transport modes can improve the efficiency of logistics. Cross-border e-commerce companies often have to face international logistics and supply chain challenges, including long-distance transport, customs clearance and last-mile delivery. By adopting innovative logistics and transport models, companies can better manage and coordinate these complex logistics aspects. For example, companies can explore solutions such as multimodal transport and container sharing to reduce transport costs, increase transport speed and reduce environmental impact <sup>[4]</sup>. Second, innovative logistics and transport modes can enhance customer experience. In cross-border e-commerce, fast and reliable logistics services are crucial for customer satisfaction. By introducing technologies such as real-time tracking, intelligent route planning and delivery time windows, companies can provide more predictable and transparent logistics services. This helps to increase customer trust and attract more consumers to choose a company's products and services.

Innovative logistics and transport models can also reduce operating costs. By optimizing logistics networks and transport processes, companies can reduce inventory costs, save human resources and reduce the additional costs associated with transport delays. This is especially important for foreign trade export enterprises. Finally, innovative logistics and transport modes can improve the flexibility of the enterprise's supply chain. In the ever-changing market environment, enterprises need to be able to quickly adapt to new market trends and demands. Through flexible logistics and transport modes, enterprises can more easily adjust their supply chains, launch new products or enter new markets, so as to better meet customer demand and capture market share.

### **2.4 Combining “attraction, retention and training” to build a solid talent team**

Among the innovative strategies for foreign trade exporters to participate in cross-border e-commerce, the combination of “attracting, retaining and developing” and the establishment of a solid talent pool is seen as a key aspect. At the heart of this strategy lies a people-centered approach, whereby attracting talented people, retaining core staff, and continuously nurturing and developing them ensures that companies have the key competencies they need to cope with the highly competitive cross-border e-commerce market.

Attracting great talent is crucial for foreign export companies, and the cross-border e-commerce sector requires people with an international outlook, multi-lingual

capabilities and innovative thinking. Therefore, companies can attract talented personnel through social media and professional networks. In addition, companies can attract more talented people by offering competitive salaries and benefits, as well as an innovative work environment.

Retaining core employees is the key to building a solid talent pool, and in the cross-border e-commerce sector, the experience and expertise of employees are crucial to the competitiveness of an organization. Therefore, companies should focus on the career development and satisfaction of their employees by providing promotion opportunities and training programs to help them achieve their personal and professional goals within the company. In addition, enterprises can establish open communication channels to encourage employees to share their opinions and suggestions, and enhance their sense of participation and loyalty <sup>[5]</sup>. Finally, continuous training and development is a necessary part of building a solid talent pipeline. The technology and market in the cross-border e-commerce sector is changing rapidly, so employees need to constantly update their skills and knowledge. Enterprises can provide ongoing training and development opportunities to help em-

employees keep up with the latest trends in the industry and continually improve their competency levels. In addition, companies can establish a mentorship system to develop a new generation of leaders and experts through experience sharing and knowledge transfer.

In summary, the combination of “attract, retain and develop” and the establishment of a solid talent team is a key innovation strategy for foreign trade exporters in the cross-border e-commerce field. By attracting talented people, retaining core staff, and continuing to train and develop them, companies can ensure a competitive advantage in a highly competitive market. This not only helps to improve business performance, but also helps to build the reputation and brand value of the organization, laying a solid foundation for sustainable growth.

### **3. Conclusion**

In this paper, we conducted an in-depth research and analysis on the innovative strategies for foreign trade exporters to participate in cross-border e-commerce, explored the status quo and shortcomings of the existing domestic e-commerce foreign trade, and put forward the innovative strategies. In our research, we found that cross-border logistics and distribution lagging behind, cross-border e-payment security is insufficient, and cross-border e-commerce human resource scarcity and other problems are still the main challenges faced by the foreign trade exporters to participate in cross-border e-commerce. However, through benchmarking branding, sound e-commerce development planning, strengthening the application of big data technology, innovating logistics and transport modes, and building a solid human resources team, companies can better cope with these challenges and achieve sustainable development. In conclusion, cross-border e-commerce plays an increasingly important role in global trade, and it provides new opportunities and challenges for foreign export enterprises. Through continuous research and innovation, we can better utilize the potential of cross-border e-commerce to drive international trade and promote economic prosperity.

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