

The Influence of Electronic Commerce on International Trade and Development Strategy

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Abstract

Since the 21st century, the rapid development of e-commerce and its application in the field of international trade have greatly impacted the original basic structure of international trade. E-commerce is like a double-edged sword, which brings great challenges while having a positive impact on it.

The development of e-commerce mode not only affects the traditional way of trade, but also brings it the opportunity of transformation and innovation. Meanwhile, it also enriches the form of international trade. In order to study the new products of this era, this article will prove the influence of e-commerce on international trade and its development strategies.

Keywords: electronic commerce, international trade, development strategy, influence

With the wider application of e-commerce in international trade and more and more frequent international trade, the advantages of e-commerce are becoming more and more obvious. And with the continuous development of economic globalization, the application environment of e-commerce in international trade is gradually becoming mature. In order to better adapt to the development of economic globalization, it is particularly important to analyze e-commerce and international trade, so how to make e-commerce better boost the development of international trade is the focus of our analysis.

In recent years, with the continuous development of Internet technology and the rapid rise and development of e-commerce activities in all countries around the world, e-commerce has penetrated into every aspect of people's life. We enjoy the benefits brought to us by e-commerce, but also feel that e-commerce is constantly changing our life. Firstly, e-commerce promotes the optimization and upgrading of international trade structure and accelerates the division of international trade. E-commerce has changed the world's industrial structure. Before the emergence of e-commerce economy, the world's industries were mainly smelting, manufacturing and processing industries that consumed a large amount of raw materials and energy. So in the past, primary goods and crude manufactured goods accounted for a large proportion of production. In the current era of electronic commerce, high-tech industry, information industry and modern service industry have become the main pillars of the world industry. Secondly, driven by e-commerce, international division of labor and collaboration has been further strengthened. Because e-commerce can break the original space restrictions, coupled with the continuous development of science and technology and information technology, it usually involves multiple countries or enterprises in the trade system. In e-commerce, the use of the Internet can reasonably allocate production factors such as raw materials, capital and technical personnel, which can enable the parent and subsidiary companies across the company to give full play to their advantages of production capacity, resources and talents through the network, and promote the international division of labor and development within the multinational company. At the same time, "online 'virtual reality' technology can enable companies and enterprises around the world to carry out intuitive production and coordination, making the development of productivity increasingly break the boundaries between countries, to achieve the internationalization of production." (Wu, S.-W., & Liu, X.-G., 2005)

The second advantage of e-commerce is to reduce the cost of trade and improve the efficiency of trade. In the traditional international trade situation, both sides of the transaction must take manual participation in negotiations, signing, customs clearance and freight work. Comparatively speaking, the whole transaction process has a large time limitation, which is not conducive to improving the transaction efficiency, and the transaction cost is also very high. However, in the e-commerce environment, the time and space constraints of

traditional trade can be broken, and the Internet can be fully used to provide conditions for both parties to deal with various businesses, such as electronic contracts, electronic bills of exchange, bills of lading and letters of credit. With the help of e-commerce, the trade between countries not only speeds up but also significantly improves the efficiency of the transaction, thus greatly reducing the transaction cost. On the other hand, e-commerce reduces the complicated transaction process in traditional foreign trade. The combination of e-commerce and foreign trade has produced paperless transaction forms, and the biggest impact of paperless is to realize the sharing and exchange of e-commerce information. In recent years, the rapid development of Internet technology speeds up the data exchange between enterprises so as to realize the rapid transmission of information, which has replaced the previous complicated transaction process of international trade. Generally speaking, the traditional international trade generally includes the preliminary preparation of the transaction, the negotiation of the transaction, the signing of the contract and the performance of the contract. At the same time, these processes usually need paper documents as evidence in the realization process. It can be seen that in the traditional form of trade, both sides need to spend a lot of time to negotiate, thus increasing the time cost of reaching an agreement. However, the use of e-commerce to carry out international trade can effectively reduce the trade process, but also can avoid the repeated input of data, reduce the cost of work, and avoid the emergence of operational errors and other problems, which is conducive to the formation of low-cost, efficient international trade.

Finally, e-commerce promotes the economic exchanges and cooperation among countries and promotes the in-depth development of economic globalization. From the development of the global cross-border e-commerce industry, the overall global market of e-commerce has maintained a continuous growth trend, and online shopping will be further popularized worldwide in the future. "According to the data, global retail e-commerce sales grew from \$1.34 trillion in 2014 to \$3.54 trillion in 2019, and are expected to reach nearly \$5 trillion in 2021." (Yan, J., 2021) We can see that the trade economy of e-commerce economy is gradually expanding and becoming an important force for the economic development of various countries. At the same time, e-commerce creates a good platform for promoting economic globalization. When the domestic market tends to be saturated, in order to make the national economy continue to develop, it is necessary to expand the overseas market, which strengthens the exchanges and cooperation between countries. In addition, the economic globalization under e-commerce helps countries to find their own resources and purchase production materials through the international market, so as to raise funds. "According to statistics, global e-commerce sales will continue to rise, with 19.5% of sales expected to come from e-commerce by the end of 2021. By 2024 that figure will rise to 21.8 percent. This represents an 8.2 percent increase in global sales for e-commerce in just five years." (Xin, R.-S., 2021) It can be seen that the influence of e-commerce on the economic development of various countries is increasing day by day, and helps to connect the world as a whole.

E-commerce, as an emerging product of the 21st century, will also bring us some negative effects and challenges when people are not well aware of it. On the one hand, e-commerce will cause new gaps in the trade policies and laws of various countries and cause new trade risks. At the beginning of the development of e-commerce, no country has a corresponding legal system to restrain it. This will cause some infringement of electronic signature, hyperlink or domain name rights extended by e-commerce, which will not be conducive to the trade negotiations of various countries and thus bring certain losses. In addition, with the rapid development of the Internet, e-commerce activities are easily disturbed by network hackers and economic crimes, which leads to increased risks in transactions, payments and other links, including credit, technology and quality risks. Under the harm of Internet environment, it is easy to cause a series of trade security problems, such as economic loss and reputation damage. This is not conducive to trade between countries. On the other hand, e-commerce may intensify the "Matthew effect" in international trade. Developed countries on the Internet will have a big impact on the world economy as early as consciously, so a lot of developed countries to develop policies to promote the development of information industry in advance, and in the leading position in the electronic commerce trade, it is further widened the gap between developing countries and, forming the "Matthew effect" in the international trade. More importantly, developed countries rely on their own economic and capital advantages and relatively complete basic information construction, in e-commerce to get the first opportunity, the trade model gradually changed to the direction of international e-commerce. At the same time, developing countries have formed an obvious gap with developed countries in e-commerce due to their late start of consciousness and poor information technology foundation. This shows that e-commerce may not really help developing countries achieve great development with the help of this platform, but sets a higher threshold for developing countries, which further worsens the competitive environment.

In fact, so far, the e-commerce measures and strategies are not Complete, its development still needs the support

and encouragement of the state. How to better develop e-commerce and show the powerful advantages of e-commerce is a problem that all countries need to think about. According to the deficiencies and challenges of e-commerce at present stage, China has formulated a series of development strategies to improve the e-commerce system. The first is to actively cultivate e-commerce talents, speed up the construction of information infrastructure. In the context of e-commerce, the international economic form has shown the characteristics of information and modernization. In order to better adapt to this development situation, China needs to strengthen the training of professional talents. Turning e-commerce talents cultivating object, as the key foreign trade enterprises and the conveying channel to reach an agreement to form talents in universities and colleges, to improve the attention of the colleges and universities to develop electronic commerce talented person, and let the electronic commerce talented person learn skills to match the current economic situation, so that the talent of electronic commerce can better adapt to the economic development of electronic commerce. Secondly, in international trade, the acquisition and transmission of information is always a crucial link, so it is very important to speed up the construction of information infrastructure. The perfection of a country's information infrastructure is directly related to the competition and development of e-commerce international trade. At present, Compared with developed countries in Europe and the United States, China still has the problems of insufficient investment and weak foundation in information infrastructure. Therefore, China should actively and reasonably guide the investment of funds in information facilities to establish a more secure, more convenient, higher density and more perfect information network, so as to realize the rapid and safe development of e-commerce trade.

The second is to improve e-commerce related laws and regulations, speed up the innovation and upgrading of technology and products. Formulating relevant laws of e-commerce plays an important role in protecting China's legitimate interests in transactions. For example, when other countries evade taxes in e-commerce trade and do not deal in accordance with the provisions of the contract, China has the corresponding legal provisions to protect our interests, so that the loss of Chinese enterprises will be reduced. Therefore, in the face of information asymmetry in e-commerce transactions, a sound law and regulation can protect the legitimate rights and interests of all countries to a certain extent and avoid the conflict of interests between the two parties to a certain extent. In addition, in the era of e-commerce, the life cycle of products will be greatly shortened, and the frequency of product replacement is also accelerating, so it is crucial for technology and product innovation in e-commerce trade. This requires countries or enterprises to form innovative consciousness and cultivate innovative ability, which often determines their competitiveness and influence in the world market. Once countries take the lead in global markets through technology and product innovation, they have an advantage in both quality and price. Therefore, improving laws and regulations and upgrading products will put the country in an advantageous position.

Finally, we should actively develop international portal websites to promote exchanges and cooperation among countries. Through the analysis of foreign trade enterprises, it is not difficult to find that the platform of foreign trade website plays an important role in the promotion of products. By using the network platform to publish product information, pictures and other content on the Internet, customers can have a more intuitive understanding of the product, and mark the price of the product on the website can make customers form a preliminary impression on whether to buy the product. Under normal circumstances, enterprises need to use both Chinese and English expressions, so that foreign customers can grasp the product information in time. Therefore, under the current advantages of e-commerce, enterprises need to actively improve the interactive marketing model, provide active services for customers, push relevant information, and establish their own international websites, so as to expand their influence. It will also help further expand the international market and introduce Chinese products to the world. Additionally, in the era of e-commerce, it is particularly important to strengthen exchanges and cooperation among countries in light of the emergence of a series of new issues such as taxation, property rights protection and commercial code unification in international trade. China has always attached great importance to international exchanges and actively participated in them. On the one hand, these international activities not only affect the formulation of new e-commerce rules, but also may determine the distribution of benefits among different countries and regions. On the other hand, strengthening international exchanges and cooperation is conducive to improving the international compatibility of e-commerce in various countries, and actively adjusting products to better adapt to international trade after understanding the shortcomings of their own products through exchanges. Thus, how to make products better "go out" is a key link in China's e-commerce trade.

To sum up, e-commerce in the 21st century has become an important way to change world trade. In the era of e-commerce, we enjoy the dividend brought by e-commerce, but we will also face the new challenges brought by

e-commerce. How to reduce the adverse impact of e-commerce and bring into full play the huge potential of e-commerce is a problem we have to think about. We still have a lot to learn about e-commerce and a long way to go.

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