

Research on the Development of International Economy and Trade under the Environment of e-Commerce

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ABSTRACT. *The emergence of e-commerce is originated from the development of society and the progress of science and technology. It was born in the 1990s. Its essence is a new way of contrapuntal economy and trade in the world. E-commerce is a commodity trade activity based on telecommunication network. This paper analyzes the influence of e-commerce on the development of international economy and trade, and probes into the specific development countermeasures of international economy and trade under the environment of e-commerce.*

KEYWORDS: *E-commerce, International economy, Development strategy*

1. Introduction

In recent years, with the rapid development of electronic information technology and Internet, the process of global economic integration is greatly accelerated. Under this premise, e-commerce, a new form of transaction, has become popular. At present, China's international economic and trade enterprises begin to pay attention to the development of e-commerce, and use this new form of transaction to obtain more profits. However, in the actual application process, e-commerce brings more benefits to international economic and trade enterprises, but also some problems need to be solved. Only by solving these problems, can international economic and trade enterprises obtain more profits and achieve more long-term development in e-commerce transactions.

2. The Development of e-Commerce in China

2.1 Development of e-Commerce in China

In China, in 2016, the transaction amount of e-commerce has exceeded 1 billion US dollars. For China's economic development, e-commerce has made more and more contributions. In the last two years, e-commerce has made further development,

and its development scale, volume and other indicators have shown a significant upward trend. The reason why e-commerce can play such a large role in economic development is decided by its advanced nature. In addition, with the support of information technology and big data, e-commerce platform can position customers more quickly and provide customers with more intimate service methods. Finally, compared with the traditional transaction form, e-commerce has the advantage of low cost. To sum up, e-commerce has made rapid development because of its incomparable advantages. However, we must see that while e-commerce has strong advantages, it also has many problems to be solved [1].

2.2 The Development Characteristics of e-Commerce in China

Compared with the traditional form of transaction, e-commerce has the following characteristics: first, the consumption place of e-commerce is different. The consumption place of e-commerce is no longer the traditional physical store, but the Internet. Secondly, different consumers. The main consumer of e-commerce is no longer face-to-face customers with businesses, but virtual online buyers. Thirdly, from the perspective of consumer goods, e-commerce is all inclusive. It can be goods in the traditional sense, services or virtual goods [2].

3. The Influence of e-Commerce Development on International Economy and Trade

3.1 The Positive Influence of e-Commerce on International Economy and Trade

3.1.1 E-Commerce Affects the Way of International Economy and Trade

Business issues information through the network, the buyer and the seller communicate and exchange to achieve the purpose of the transaction, and pay for the goods by binding the bank card through the network, avoiding the acceptance steps such as counterfeit currency, and calculating the payment under the network electronic computer is more convenient and fast. However, pictures, videos and other information on the Internet have replaced the publicity effect of paper in the past.

3.1.2 E-Commerce Affects the Cost Structure of International Trade

In the past international trade transactions, including contract content execution, drafting, after-sales service, and related information query costs, while the execution of e-commerce in the network environment has eliminated the contract step,

simplified the transaction content, shortened the transaction time through online communication, thus saving costs compared with the traditional trade in the past, and fundamentally simplified the cost structure Yes [3].

3.2 Negative Influence of e-Commerce on International Economic Trade

The impact of e-commerce on the development of international trade is undoubtedly enormous, but there are two sides to everything. On the one hand, international trade enjoys the benefits brought by e-commerce, on the other hand, the development of e-commerce also brings about the loss of national economy. The negative effects are as follows: (1) because some developed countries have the level of science and technology under the support of economic level Under the influence of continuous improvement, the overall development level of some developing countries is relatively slow due to the low starting point, lack of financial support and population, lack of resources caused by geographical factors and other problems. In the recent globalization, the decline of competitiveness has led to the growing gap in trade between developed and developing countries. Under the influence of the network, the benefits of e-commerce to those developed countries are growing, and the gap can not be crossed. (2) The strength of the country is reflected in the overall development of the national economy. In today's economy dominated society, the development of e-commerce has led to the expansion of some physical stores, which in turn has affected the shrinkage or even decline of some physical enterprises, leading to the country's revenue in tax is less and less. In addition, the development of trade will accelerate tariff and import tax Under the influence of network virtualization, all kinds of tax data are not real and transparent. In addition, tax evasion and tax evasion will occur in many enterprises, and the national tax will continue to reduce [4].

4. Ways to Strengthen the Development of International Economy and Trade under the Environment of e-Commerce

4.1 Enterprises Should First Realize the Importance of e-Commerce

With the development of the times, a variety of convenient lifestyles for human beings emerge one after another, and e-commerce is one of the most important points. The business scope of e-commerce is so large that it involves all aspects of human life. It's no longer extravagant to eat all kinds of delicious food without leaving home and buy satisfactory products without going out. Thus, its impact on human beings has become a point that cannot be ignored in the long-term development of enterprises. E-commerce has many advantages that traditional enterprises do not have. As far as customers are concerned, the after-sales service of worry free return and exchange has surpassed the business model of traditional enterprises, which is enough to attract attention. As far as businesses are concerned, it not only eliminates the cost of storefront and decoration, but also grasps the needs of customers and increases sales based on the experience of online customers. In

conclusion, in order to achieve sustainable development, enterprises should pay enough attention to business opportunities under e-commerce and realize the importance of e-commerce [5].

4.2 The Government Should Create Favorable Conditions to Promote the Development of e-Commerce

The development of any industry is inseparable from the needs and favorable conditions of the times. In today's bright future of e-commerce, the government should not only attach great importance to the development of e-commerce, but also issue sufficient temptation policies in order to promote the development of e-commerce, learn the lessons of western countries in the e-commerce industry, and create a favorable development environment. In addition to the experience and lessons of the predecessors and the policies issued by the government, it is necessary to strengthen the construction of hardware facilities and software to ensure the infrastructure of e-commerce development, and create a long-term development path of e-commerce under a series of favorable conditions created by the infrastructure, experience and lessons, plus the timely preferential policies of the government [6].

4.3 Strengthen Efforts to Improve e-Commerce Payment System and Logistics System

Because e-commerce deals on the network, there will be a lot of uncertain factors, and the maintenance of the website is the most important. Because of the emergence of some holidays, in order to increase sales, online merchants will give a certain discount, which leads to customers' crazy robbery and payment of currency at the same time. If the network maintenance is not timely enough, network paralysis will occur, which leads to the failure of payment for many times, which will also lead to the loss of some customers. In addition, the most important point of online transaction is the delivery of goods. After online shopping, general customers will be full of doubts about the quality of products because they can't see the physical objects. In the process of waiting for the delivery of goods, once the logistics update is not timely, customers will consult or call for inquiries, which will bring unnecessary troubles to the company's after-sales service personnel and create a perfect electronic system Business payment system and logistics system are the premise of the development of e-commerce. In order to promote the development of e-commerce, we should focus on improving these two aspects [7].

4.4 Improve the e-Commerce Application Ability of Major Leaders of Enterprises

In order to realize the sustainable development of an enterprise, we must first strengthen the cognition of the main leaders on e-commerce, adapt to the information age, change the previous business model, increase the enthusiasm for work through the education of the staff, actively develop the network sales channel, strengthen the construction of the network office environment, and promote the

overall development of e-commerce.

4.5 Strengthen the Training of e-Commerce Talents

At present, the e-commerce industry is in the primary stage of development in terms of China's development level. If we want to continue to develop the e-commerce industry to a mature stage, we need to cultivate professional talents, explore creative directions, combine with human needs, and create talents to meet human needs. In view of the aspects involved in e-commerce, we should cultivate a knowledge reserve force with various needs [8].

5. Conclusion

To sum up, relying on the modern e-commerce environment, in order to promote the development and progress of international economic and trade, we need not only to improve the soft power of our own economy, but also the cooperation of various institutions. Enterprises need to realize the importance of developing e-commerce, establish a perfect credit management system for online trade, improve the laws and regulations of international online trade, and strengthen e-commerce Logistics system and payment system. Only in this way, can we simplify the transaction process of economic and trade to the maximum extent and realize the historical unity of social and economic benefits while meeting the needs and interests of consumers.

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