

Innovation of E-Commerce Service Mode based on Urban Community Informatization

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Abstract: Since the beginning of the new century, community service has played a more and more important role in the urban economic and social development of our country. Community informatization is an important part of urban informatization construction. Through the construction of community informatization, set up a bridge between the government and the people, to provide people with more convenient, high-quality service, and further improve the quality of life of the people. This paper is based on community service theory, information theory, electronic commerce theory, through extensive literature research, summarizes the current domestic and international community service, information technology, electronic commerce theory research development and relationship. The site model through the case, localization, service function and operation mode of the website, the current domestic community to discuss community e-commerce services, put forward constructive solutions to the existing problems Chinese Community Constructing e-commerce mode.

Keywords: Community informatization ,and e-commerce service ,development and innovation

1. INTRODUCTION

E-commerce development service model is the basic factor to determine the development and expansion of regional e-commerce industrial clusters. The development of regional e-commerce industry cluster, to meet the complex adaptive system (CAS) of the four basic features and three communication mechanism, regional industrial cluster based on e-commerce development model of stimulus response theory. Taking the Yangtze River Delta region as an example, under the influence of a dynamic mechanism, the regional e-commerce industry cluster presents the ecological chain development model, the industrial chain development model and the professional market development model.

Consumers cross-border consumption concept has not yet formed, the market still need to be nurtured in recent years, although the rapid development of China's cross-border e-commerce, cross-border e-commerce but the number of consumption, consumption level and low penetration rate, cross-border consumer consumption concept has not yet

formed. One is the standard consumption of China's cross-border e-commerce is the main quality; two is China's cross-border e-commerce group is mainly with high education, high income and high position of the population; three is China's cross-border e-commerce goods are mainly concentrated in the maternal and child supplies, cosmetics and care products, digital products and luxury goods etc. commodity. Therefore, in view of the above phenomenon, the national government, cross-border e-commerce related enterprises should increase cross-border consumption propaganda, and promote the formation of consumer cross-border consumption concept.

2, ANALYSIS ON THE BOTTLENECK OF CROSS BORDER E-COMMERCE DEVELOPMENT IN CHINA

With the rapid development of cross-border e-commerce, the contradictions and bottlenecks restricting its development are gradually emerging. In this regard, Chinese government issued a series of related policies and measures, and actively support the development of cross-border e-commerce, but in customs clearance, cross-border payments, credit, logistics and other aspects of the infringement of intellectual property rights, both at home and abroad, the government electricity supplier breakthrough difficult problem.

First of all, customs clearance. Customs clearance is one of the most concerned issues concerning cross-border electricity suppliers of government departments. Because in the process of cross-border commercial transactions in goods, because of different kinds, frequency, transaction volume is small, so the enterprise or individual in customs clearance, settlement, tax and other problems; on the other hand, due to the quantity of goods, the customs to cross-border parcels, express mail and other growing customs supervision is facing a huge challenge. Customs clearance efficiency is the basic requirement of enterprises and individuals engaged in cross-border e-commerce activities, but also the government departments at all levels to solve the problem. Efficient customs clearance service can not only further reduce the transaction costs of cross-border electricity providers, but also solve cross-border e-commerce settlement, tax refund and other issues. Therefore, it is urgent for our government to innovate the management of

customs clearance service.

Second, cross-border payments. Cross-border payment is a cross-border e-commerce consumers care about most of the problems, mainly concentrated in two aspects of safety and convenience, the current cross-border payment is very difficult to consider two aspects at the same time, this greatly influence consumer purchase intention, hinder cross-border e-commerce market scale.

Third, credit problems. In cross-border e-commerce, there is no internationally recognized credit management system, which brings greater risks to transnational e-commerce activities. Cross-border e-commerce development and the construction of credit system is a long-term arduous project, the need of relevant government agencies, enterprises, such as cross-border e-commerce body coordination, the development of the industry norms and standards related unified authentication system, and to seek credit system of common arrangements in different legal framework, the credit risk of cross-border e-commerce development urgency problem.

3, THE MAIN BODY OF THE REGIONAL E-COMMERCE INDUSTRY CLUSTER IS ANALYZED

The government is the guidance and supervisor of industrial development, and it is particularly important for the development of regional e-commerce cluster. Government should not only according to the characteristics of the local economic development and long-term development planning, regional industry the development of e-commerce, but also need to provide better infrastructure and system environment, the development of e-commerce taxation enterprises within the cluster to solve the e-commerce industry, an urgent need to regulating Internet financial security, supervision, such problems as the third party trading platform. Through various government departments, such as industry, taxation and intellectual property protection, provide policy services to enterprises in the cluster.

Electronic commerce is the main part of the regional economic development, through their own e-commerce platform or third-party e-commerce platform, information interaction, cooperative production, online trading, e-commerce trading partner, or partners. E-commerce traders include buyers and sellers. In addition, from the perspective of traditional industrial chain, they also include raw materials suppliers, manufacturers, distributors, retailers and other roles. The transaction size and trading activity of e-commerce traders determine the overall level and direction of regional e-commerce industry.

It mainly includes It service providers, logistics service providers, legal service agencies, financial

services institutions, education training institutions, etc. E-commerce service providers provide platform support for e-commerce business, technical services, operations, logistics, investment financing, talent training, legal consultation and other tripartite services. E-commerce service provider is a supporter of regional e-commerce development. The holder of this factor determines the technical level and operational efficiency of the regional e-commerce.

4, REGIONAL E-COMMERCE INDUSTRY CLUSTER DEVELOPMENT MODEL INNOVATION

E-commerce industry cluster as a new form of industry development, cause the attention of the governments at all levels, the development of e-commerce industry in the region become an important means of transformation and upgrading of traditional industries.

1. The work is based on the ecological chain of cluster development pattern, become a core set of services in the "stimulus-response" model, a variety of attractive interactions between the partners, the power of the internal and external, will effectively promote the cluster development mode of ecological chain, become the core based on service set. The Yangtze river delta region has become a mature, perfect electronic commerce service enterprises, the third party e-commerce transaction platform, technical services, logistics services, third-party online payment services and other services advantage resources. Hangzhou e-business, for example, has formed the alibaba group as the core of comprehensive e-commerce ecosystem services, not only has the largest B2B, B2C, C2C and other third-party e-commerce transaction platform, gathered in operating platform, platform service, software development, data analysis, trade promotion, advertising planning, commodity inspection, quality certification, warehousing and distribution, visual design, commercial photography, personnel training, finance, insurance, credit evaluation, risk investment, legal advice, customer service outsourcing and other service providers, e-commerce has become a commercial electronic ecological chain of industrial cluster based on the maximum set of core services.

2. cluster based on leading enterprises as the core of the industry chain development model of "stimulus response model, the driving force of the return, the interaction of various internal and external forces, will effectively promote the development of the industry chain model based on clusters of leading enterprises as the core. Based on the industrial chain, the cluster development model with the leading enterprises as the core, can more fully release the production capacity of the real economy. The vertical collaborative e-commerce platform

based on the industry chain can be established by leading enterprises to realize the business cooperation between the upstream and downstream enterprises of the industry chain, and realize the linkage development.

The cluster development model based on the maximum value of the 3. project is the core of the professional market

In the "stimulus response" model, the market competition pressure, dynamic interaction between various internal and external, will effectively promote the development of cluster model based on value maximization, and become the core of the professional market. The development of e-commerce and the prosperity of commercial circulation and the promotion of domestic consumption must be organically combined. Promoting the implementation of e-commerce in traditional large-scale wholesale market will effectively promote the development of regional e-commerce industry. E-commerce model can pay more attention to customer demand point, pay attention to customer experience, provide effective information for customers, and build a secure and efficient payment platform. E-commerce trading platform to improve visibility, more market radiation, and further expand the promotion of market transactions, become a strong support for the formation of the tangible market, combined with online and offline O2O mode. Professional market cluster development mode, but also can easily realize the financial services, mortgage financing, Internet electronic order financing, new credit guarantee network through electronic warehouse, small and medium enterprises to ease the financial pressure.

5, TO PROMOTE THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE IN CHINA

Cross-border in the process of the development of e-commerce in China, we must not only recognize the cross-border e-commerce the dynamic effect of the transformation and upgrading of foreign trade and domestic enterprises to enter the international market, the positive influence, a lot of problems and realize the cross-border e-commerce to participate in domestic and international economic and political traditional legal culture, history and geography custom and human feelings. At the same time, understanding cross-border e-commerce also has its own advantages and disadvantages. Therefore, we must have the Internet, from the overall economic and social development, from the start, solve the bottleneck problem of cross-border e-commerce, coordinating the cross-border e-commerce in China, target, phased, step by step to promote the implementation of cross-border e-commerce and promote the healthy, stable and coordinated development in China. In the top-level design of our government, we should regard cloud

platform logistics development pattern as the main development mode of cross-border e-commerce development. At the same time, we must realize objectively that the development of cross-border e-commerce is the process of competition, cooperation, cooperation and coordination among countries, and the leap-forward development is a small probability event. At present, China's cross-border e-commerce is still in its initial stage, which is the stage of "competition and cooperation". The main task at this stage is to solve the bottleneck problem of cross-border e-commerce development. Therefore, the main task and goal has three aspects: one is built through get god international negotiations, to perfect our legal system and credit guarantee system of cross-border supervision services, China's cross-border e-commerce specific measures are as follows:

First, improve the legal system and credit system of government supervision and service, establish the government supervision and credit service cloud system, regulate the cross-border e-commerce market behavior in China, and lead the development of cross-border e-commerce. Our government should start from the supervision level, the pilot, at the same time to improve, and timely implementation of the relevant laws, regulations and documents, the business scope of cross-border e-commerce transactions clear and open the market order, improve mainly engaged in cross-border e-commerce at home and abroad, such as businesses and consumers) qualification registration management system set up cross-border payment, market access system of financial institutions and cross-border e-commerce payment management practices, improve the legal system of supervising cross-border e-commerce and cross-border e-commerce service, the protection of the rights of the subjects, the development of cross-border e-commerce.

Second, from the operation level, make full use of cloud computing, network and data network technology such as information security regulation and cross-border goods the main starting point of the unified identity code information, capital, logistics information such as the "cloud" as the foundation, construction plan includes government regulation and credit services cloud B2B, B2C, C2C, M2C, and other trade in financial services cloud platform cloud platform and logistics service platform, unified cloud cloud, cloud service integration and cross-border supervision platform, cross-border e-commerce subject and provide cross-border supervision system of goods and services of cloud services. At the same time, set up a credit rating system and secure information sharing mechanism and, on the basis of large data processing technology, on the one hand, the subject of cross-border e-commerce market conduct, on the

other hand provide cross-border e-commerce major government information service cloud platform "and" big data ".

EPILOGUE

The government, the e-commerce transactions, e-commerce service provider is a major component of regional e-commerce industry cluster, under certain conditions, main body and the complex nonlinear relationship between subject and external environment are the diversity of forms a complex adaptive system.

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