

INNOVATIVE MANAGEMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES ON CHINESE CROSS-BORDER E-COMMERCE PLATFORMS

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ABSTRACT

With the deepening of trade cooperation among other countries and the rapid development of networked information technology, China's cross-border business has become the banner of the progress of The Times and the development of economic globalization and has also become an important part of the Silk Road diplomacy advocated by China. In recent years, under China's preferential policies, China's cross-border e-commerce industry has developed rapidly, and the regulatory scope has gradually matured, which has strengthened the overall management of China's cross-border e-commerce enterprises and promoted the sustainable development of cross-border e-commerce and enterprises, which is beneficial to China's economy. The overall improvement of the overall development dimension and level is also conducive to strengthening international economic and trade exchanges and cooperation and promoting the comprehensive development of e-commerce enterprises and industries around the world. A series of problems, such as low quality, uneven product quality, cross-border logistics development talent lag, lack of innovation consciousness, restrict its rapid development. Therefore, this paper puts forward relevant countermeasures such as improving the operation ability of cross-border e-commerce, strengthening the ability of product quality supervision, improving the speed of cross-border logistics distribution, strengthening the training of cross-border e-commerce and talents, improving the service level of cross-border e-commerce, and promoting product innovation and brand development. The business model innovation and development of small and medium-sized enterprises have made positive contributions.

Since 1997, To Jack Ma to create Alibaba B2B e-commerce platform, To Taobao, Dangdang, Jumei Youpin and a few, a series of e-commerce was born, China's e-commerce has entered a period of rapid development, Cross-border e-commerce, as an important branch of e-commerce, It has also been highly valued, Through services such as the Internet and express delivery, Exchange of the people between countries, Goods are sold across borders, By 2012, China's cross-border e-commerce import and export transaction volume was 2.3 trillion yuan, In 2012, the transaction scale of China's e-commerce market reached 8.1 trillion yuan, Cross-border e-commerce accounts for 28.4% of the entire e-commerce market, Cross-border e-commerce occupies a pivotal role in the e-commerce market. China's cross-border e-commerce is still in the early development, the government also has certain policy support, development potential, but there are also management policy defects, cross-border customs barriers, logistics barriers, credit and other problems, according to the current cross-border electricity market development status and many problems, we must put forward innovative business strategy to deal with, and promote the development of cross-border electricity in our country.

Keywords: Cross-border platform Enterprise development of e-commerce quality supervision of small and medium-sized enterprises innovation research

INTRODUCTION

1. Introduction

In the late 1990s, with the rapid development of the Internet, consumers' demand for brand awareness and product quality is increasing, and with the Internet as a convenience platform, it gradually from physical store shopping to convenient, intelligent and comprehensive online shopping. This new form of cross-border e-commerce has become the main foreign trade mode to choose for trade between countries. Especially in the second half of 2020, due to the global outbreak.

The rise of cross-border e-commerce has promoted the internationalization of enterprise products and driven the economic development of society. At the same time, cross-border e-commerce has also put forward new requirements for the management of the supply chain. Research on supply chain management of cross-border e-commerce enterprises can help cross-border e-commerce enterprises to find a supply chain management mode suitable for the development of The Times. Improve the management level of enterprises.

Driven by the Internet, cross-border e-commerce is on the rise. Both Alibaba and JD have already shifted overseas purchases to a crucial strategic position, and overseas e-commerce companies have also made more efforts in overseas purchases. It is believed that in the next few years, cross-border e-commerce in China can still continue its rapid development trend. How to enhance the competitiveness of enterprises and make their own enterprises stand out among many enterprises is the problem that most cross-border e-commerce companies have been thinking about. The core factor that determines the success or failure of an enterprise is the supply chain. However, the cross-border supply chain involves many complex links, and the culture and environment at home and abroad are very different. Therefore, it is not easy to open up the cross-border supply chain. In recent years, the rapid development of e-commerce in China, Taobao, poly, music, VIP shop, clap network and a series of e-commerce platform have sprung up, at the same time, cross-border electricity platform also developed, many cross-border electricity platform, according to the industry estimates, the current domestic cross-border electricity up to tens of thousands, transaction volume is becoming more and more big. At present, cross-border e-commerce is growing rapidly and has become a new blue ocean in the field of e-commerce. The construction of cross-border logistics e-commerce platform will undoubtedly further boost the outbreak of cross-border e-commerce.

2. Research Significance

As the supply chain and demand of China's smes are stable globally, the supply chain of China's smes in the global scope is stable. Cross-border e-commerce has become the development trend of China's international trade and a new engine for the development of international trade. Therefore, it is of great practical significance to study the problems and countermeasures existing in the development of cross-border e-commerce for small and medium-sized foreign trade enterprises. This paper analyzes the current situation of cross-border e-commerce for small and medium-sized enterprises in China and proposes to improve the operation ability of cross-border e-commerce, strengthen the product quality supervision ability, and improve the speed of cross-border logistics distribution. Strengthen the training of cross-border e-commerce talents, promote product innovation and brand development and other related countermeasures, and make positive contributions to the innovative development of the business model of cross-border e-commerce enterprises in China.

3. Study objectives

- (1) Platform for cross-border e-commerce
- (2) Enterprise management status of cross-border e-commerce
- (3) Innovation research on cross-border e-commerce enterprise management

4. Research questions

- (1) Are all cross-border e-commerce platforms available?
- (2) The status quo of enterprise management of cross-border e-commerce?
- (3) Innovation research and promotion of cross-border e-commerce enterprise management?

5. Scope of research

This interview takes five cross-border e-commerce management as the interview object and takes the interview Q & A as the research tool to understand the current management of small and medium-sized enterprises on China's cross-border e-commerce platform.

RESEARCH METHODOLOGY

2.1 Research review on the necessity of cross-border e-commerce development

2.1.1 Definition and definition of related concepts

In the late 1990s, with the gradual maturity of Internet technology, e-commerce and international trade gradually emerged. Later, e-commerce and Internet technology supported and promoted the development of international trade (Samiee, 1998). In the study of Yang Jianzhen and Duan Yuanping (2008) and Nuray Terzi (2011), e-commerce provides the technical basis for cross-border international trade, which brings great changes to the world economy and trade. Under the Internet condition, the economic and trade ties and cooperation between countries are greatly strengthened, and "virtual companies" appear in international trade subjects, and multinational company strategic alliance is the main form. This strategic alliance can meet the needs of consumers. It brings the benefits of division of labor, resource interoperability, complementary advantages and benefit sharing to multinational companies. In 2008, the financial crisis broke out, the global economy was depressed, the international market demand tightened, and foreign trade enterprises were severely impacted. Therefore, the cross-border transaction mode of small batch, multi-batch and fast delivery soon replaced the outdated foreign trade transaction mode mainly with "container" large orders (Cao Shuyan, Li Zhenxin, 2013). International trade has brought about the innovation of trade subjects, carriers, means and laws and regulations (Zhang Huanyu, 2013). Since then, cross-border e-commerce has gradually entered the vision of researchers. Li Wang (2015) qualitatively analyzed the reasons for the rise of cross-border e-commerce based on the transaction cost theory, compared the transaction costs of the three major cross-border e-commerce models with the traditional cross-border trade, and pointed out that the reduction of transaction costs is the result of cross-border e-commerce. The root cause of the development of e-commerce. Ren Zhixin and Li Wanxiang (2014) emphasized the increasingly important position and role of e-commerce in international trade and believed that cross-border e-commerce promoted the upgrading of professional foreign trade services, the transformation of foreign trade mode to direct selling, foreign trade enterprises to small orders multi-production mode, and foreign trade enterprises to small orders multi-production mode. Enterprise transformation has played a role in promoting brand and product innovation. Lizi and Yang Jianzhen (2014) built an international trade market model in the e-commerce environment based on the incomplete competitive market, and established ARCH and VAR models by using co-integration analysis methods. The development of long-term e-commerce. The development of cross-border e-commerce can increase the volatility of import and export trade and change in the same direction.

According to the existing literature, the development of cross-border e-commerce has been widely recognized, and the traditional international trade methods and content have been innovated, which has a relatively obvious impact on it and also promotes global trade. China's growth has become the growth engine for a new round of international trade development (Figure Y, Shangguan JZ, 2018).

2.2.1 Small and medium-sized foreign trade enterprises

Small and medium-sized foreign trade enterprises are generally classified according to two standards, one is that there are no more than 500 employees, or the annual import and export volume of foreign trade enterprises does not exceed 150 million yuan. These enterprises belong to the relevant fields of state-registered enterprises and have the right to import and export legal products. Similarly, small and medium-sized foreign trade enterprises can be divided into production and trade foreign trade enterprises according to the enterprise types. Production-oriented foreign trade enterprises are mainly production-oriented, and their main work is to produce products, to ensure that the quality and quantity of products meet the requirements.

In order to meet the needs of customers, we must take into account a series of problems in the production process, such as raw material cost and production cycle, and the risk of cargo backlog. Foreign trade enterprises mainly to distribution, typical service enterprises, with "customer service" as the focus, the main work is to maintain customer relations, expand the market to develop new customers, sell products, generally do not consider the problems existing in the production process. The small and medium-sized foreign trade enterprises mentioned in this paper refer to the export-oriented small and medium-sized foreign trade enterprises, divided according to the type of enterprises, and mostly refer to the production-oriented export foreign trade enterprises.

2.1.3 Cross-border e-commerce

Cross-border e-commerce refers to national trade transactions in which trading entities from two different countries trade online and pay through third-party e-commerce platforms and deliver through cross-border logistics. Cross-border e-commerce platforms are a third-party platform for two or even three parties to conduct cross-border trade. According to the flow of import and export goods, cross-border e-commerce platforms can be divided into B2B (enterprise-to-enterprise), B2C (enterprise-to-individual) and C2C (individual-to-individual). In the field of international e-commerce. Companies have the highest proportion of individual B2C models. For example, Dunhuang, Made in China, Amazon, Lanting, Ebay and Alibaba are all leaders in cross-border e-commerce industries at home and abroad. Their presence in the e-commerce industry for so long proves that cross-border e-commerce is a visionary industry.

Zhou Ning and Zhang Linglu pointed out the logistics problems of cross-border e-commerce in "Foreign Trade E-commerce Positioning: The Road to the Success of Online Business" and believed that although foreign trade B2C has shown more and more strong growth momentum, cross-border logistics has always been a constraint of cross-border e-commerce. Key factors in the development of E-commerce. How to develop a complete and feasible logistics supply chain service solutions, realize the "trinity" of logistics, information flow and capital flow, and make "Chinese brands" go global is an unavoidable problem for cross-border e-commerce practitioners. Since this year, Alibaba has reached strategic cooperation with three international logistics companies: Australia Post, Brazil Post and Singapore Post; "Amazon + SF Express, seven days direct mail to China", it is not difficult to see that the logistics supply chain system is very important for cross-border e-commerce. Strategic significance!

AliExpress University's "Cross-border e-commerce: Alibaba AliExpress Collection" also focuses on cross-border logistics, believing that having a full knowledge of cross-border logistics will help sellers choose appropriate logistics methods in time. On the contrary, if improperly selected, it is likely to cause the loss of money and goods and will also affect the healthy operation of the account. A good delivery template can attract buyers to buy and increase the store conversion rate; if the delivery template is not set correctly, it is likely to miss orders or cause unnecessary disputes.

RESULTS AND FINDINGS

This study is qualitative. The researchers used the method of multiple visits and interviews. Use SWOT data to analyze the information obtained from the interview and summarize the interview results. The specific interview work is as follows.

This interview takes five cross-border e-commerce management as the interview object and takes the interview Q & A as the research tool to understand the current management of small and medium-sized enterprises on China's cross-border e-commerce platform.

Step 1: facilitate sampling. We go into the enterprise and conduct field investigation.

Step 2: purposeful interview. Understand the main forms of cross-border e-commerce through the interview with the management.

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