

# On the Promotion of E-commerce on International Trade- Analysis Based on the Background of Digitalization

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## ABSTRACT

With the continuous development of Internet technology, the global economy is getting closer and closer, and e-commerce emerges. As a new way of economic and trade, e-commerce provides an unlimited market platform for international economic and trade, bringing unprecedented opportunities for international trade participants. However, the development of e-commerce is also accompanied by various problems. This article takes the impact of e-commerce on international economic and trade as the starting point, analyzes the positive impact of e-commerce in international trade, explores the challenges brought by it, and give play to the role of Silk Road e-commerce in the background of China's "Belt and Road". Promote the healthy development of international economic and trade.

## KEYWORDS

E-commerce International; Economic trade Silk Road; E-commerce One Belt One Road Impact Development Countermeasures

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## 1. INTRODUCTION

In recent years, with the rapid development of Internet technology, the process of economic globalization has continued to accelerate, and e-commerce has quickly become the main way for international economic and trade exchanges with its low cost, high efficiency, and simple and safe trading process. And change, it has brought a huge impact on the form of traditional international economic and trade development. e-commerce not only subverts the operating method of traditional trade, but also effectively reduces transaction costs and market entry thresholds, improves the efficiency and transparency of transactions, and is an enterprise for enterprises. It provides a wider range of international market contact opportunities so that it can occupy a more competitive position in the international market. At the same time, e-commerce has become a key force for reshaping the global economic structure. The new economic pattern requires new leaders. The digital Silk Road proposed by my country is my country's development opportunity. If this "invention" can be used, my country It will gradually transform from the followers of global economic and trade to a major transformation of global economic and trade leaders.

Based on this, this study believes that in the context of the global economic structure, how to correctly use e-commerce to become the top priority. In the context of digitalization, e-commerce has a certain impact and impact on international economic and trade, international competition, and conflict disputes are continuously intensified. Based on the countermeasures proposed by the academic circles, the existing countermeasures are improved and improved. Methods and strengthening international cooperation. The main problem of solving this article is how to use e-commerce to promote

international cooperation to derive a new economic method "Silk Road e-commerce". [1] This is a new economic development model caused by China's " Belt and Road ". Solving key problems, thereby promoting the long -term peaceful and stable development of international economic and trade. The purpose of this study is to provide countermeasures for promoting the healthy development of international economic and trade in order to provide reference for relevant policy planning.

## **2. LITERATURE REVIEW**

The research on the policy innovation of international economic trade caused by the development of e-commerce originates from the Research on International Trade Innovation under E-Commerce published by Yao Lixin in 2000. [2] The article analyses the deep impact of e-commerce on international trade. The article analyses the deep-rooted impact of e-commerce on international trade in that: e-commerce is and will continue to cause innovation in international trade modes, operation mechanisms, marketing, macro-management and policies. Since then, academics have used the article as a base to launch a study on the impact of e-commerce and put forward their own countermeasures in order to better adapt to the development of e-commerce and promote the development of international economy and trade. The countermeasures proposed by the academia to cope with the rapid development of e-commerce mainly focus on the following aspects: firstly, the legislation of e-commerce related laws, secondly, the construction of a good e-commerce trading environment, thirdly, the control of taxation, and fourthly, the cultivation of e-commerce talents.

It can be seen that the above four aspects of the academic community based on the impact of e-commerce on the international economy and trade research, targeted policy recommendations, are for our country faster and better to adapt to the huge changes brought about by e-commerce, to improve China's position in the world economy.

On the whole, the domestic academic community to promote e-commerce international co-operation research to be: to strengthen international co-operation and exchanges. In the context of the international environment, it is more important to focus on international cooperation and exchange, that is, the Silk Road E-commerce, that is, through China's "Belt and Road" to drive the development of e-commerce and the development of the global economy and trade e-commerce as a new type of trade form is more global and open than the traditional form of trade. The development of e-commerce has broken the boundaries of space and time, truly realised the integration of the global economy, so that the world economy has achieved integrated development. However, in the process of integration, there are bound to be some problems, such as transaction security, intellectual property rights, commercial codes and other issues are more prominent. To solve these problems, it is necessary to strengthen the communication and exchange between enterprises, strengthen the international exchange and cooperation, and give full play to China's advantages and leading role, so as to cope with the international economic and trade problems under the environment of e-commerce. [3] Please follow these instructions as carefully as possible so all articles within a conference have the same style to the title page. This paragraph follows a section title so it should not be indented.

## **3. OVERVIEW OF E-COMMERCE**

Since entering the 21st century, all kinds of new industries continue to appear, and mankind has gradually entered the digital society. In the context of this digital era, the Internet technology, information technology, communications technology, the increasing rise of the network and people's lives are increasingly close to the development of the economy has also brought a great deal of promotion, in the process of the network gradually penetrate our lives, the birth of a new mode of transaction - e-commerce.

E-commerce mainly has the characteristics of virtualisation, low cost, high efficiency, simple and safe transaction process, and information transparency. E-commerce mode integrates the logistics technology, capital chain, information flow and so on in the traditional business mode, and then uses the Internet technology to edit the important information of the enterprise, and connects the different users, employees, suppliers and dealers dispersed in different parts of the country together to create a greater economic value.

## **4. THE POSITIVE IMPACT OF E-COMMERCE ON INTERNATIONAL ECONOMIC TRADE**

E-commerce is widely used in the international financial market, which is a product of the integration of the digital era and the financial market. E-commerce, in its unique way, actively carries out trading activities and effectively promotes the development of the economy. Therefore, e-commerce has many positive impacts on international economic trade.

### **4.1. Increased Market Transaction Sensitivity**

In the digital age, information resources are unlimited. Consumers can search and compare various commodities through the Internet to obtain more intuitive commodity information, services and price parameters and other intelligence. This rich information resource makes consumers more rational in online consumption, and at the same time, consumers can enjoy various online shopping services. In the traditional international economic trade model in the past, the transmission of commodity information is often severely limited by factors such as time and geography, and there is a serious lag in the transmission of commodity information, which leads to many enterprises missing the opportunity of cross-border business and trade cooperation. However, with the application of communication technology, cloud computing, Internet technology and other technologies, global economic trade has been rapidly promoted, and the sensitivity of market transactions is gradually improving. Formatting author affiliations

### **4.2. Economic Market Depth Refinement**

Compared with the traditional consumer market in the past, under the e-commerce trade model, the target group of the consumer market has become clearer and more detailed, and in the context of the digital strategy, the consumer's network demand has gradually tended to be diversified, e-commerce is able to clearly understand the different needs of different consumers, and generate a large number of potential targets in these needs, which will further generate the consumer sector associated with them. At the same time, the emergence of a large number of e-commerce models makes the economic market structure gradually improved and optimised, including the consumer sector of the responsibilities of the various departments and management content has gradually been clarified, so that the economic market structure is gradually improved and optimised.

### **4.3. Accelerating the Process of Market Integration**

In the past, the traditional national commercial trade model, different countries, there is a clear gap between the industry, in communication and cooperation has a clear barrier, the rapid development of e-commerce so that countries and regions to trade activities can effectively break the geographical barriers and trade barriers, to achieve the integration of the international economic and trade market, while the overall trade market, the development of e-commerce to make the inter-country transactions between all parties to a more specific and clear division of labour, to ensure that the economic market structure is gradually improved and optimized. At the same time, in the overall trade market, the development of e-commerce so that the division of labour between the parties to the transaction between countries is more specific, clear, to ensure the rationality of the distribution of economic

capital, to create more opportunities for enterprises to carry out trade activities, the development of e-commerce also makes international trade activities between the countries to carry out a more smooth, free, the continuous acceleration of the process of market integration has greatly contributed to the development of international trade and economy.

## **5. THE INNOVATION OF INTERNATIONAL TRADE POLICY UNDER E-COMMERCE**

### **5.1. Continued Expansion of Bilateral Cooperation Mechanisms - Memorandum of Understanding on Cooperation in the Construction of the Digital Silk Road [4]**

Through the study of the Memorandum of Understanding (MoU), China can continue to sign MoUs on Silk Road e-commerce with partner countries globally to promote institutional liberalisation, establish bilateral co-operation mechanisms for Silk Road e-commerce, and further expand the circle of friends in digital trade. China can summarise the successful experience in cross-border e-commerce rule docking and communication during the promotion of the Silk Road E-commerce MOU, and the country can take the Silk Road E-commerce MOU as a step-by-step initiative to participate in international trade rule-making and promote systematic opening-up. The country can take the "Silk Road E-commerce" Cooperation Memorandum as a step-by-step initiative to participate in international trade rule-making and promote institutional openness, and build a platform for dialogue and cooperation for the future signing of formal agreements with partner countries in the field of digital trade. Through the exchange and communication of cross-border e-commerce rules, we will move towards the dialogue and cooperation of digital trade rules, so as to achieve the goal of "leading by example", and in the process of expanding the circle of friends of cross-border e-commerce, we will create a "Chinese template" that reflects the demands of the majority of developing countries for the development of the digital economy, and push forward the implementation of the institutional framework in the field of international digital trade rules. In the process of expanding the circle of friends of cross-border e-commerce, we will create a "Chinese template" that reflects the demands of the majority of developing countries for the development of the digital economy, and promote the systematic opening up and co-operation in the field of international digital trade rules.

### **5.2. Deepening Multilateral and Regional Cooperation - Cooperation under the RCEP Framework**

China should actively participate in the e-commerce negotiations under the WTO framework, and contribute Chinese wisdom to international cooperation and win-win situation. RCEP's cooperative and shared governance programme alleviates, to a certain extent, the pressure of fragmentation of the rules on cross-border flow of data and insufficient supply of systems, and explores the realisation of soft connectivity of digital rules to provide new momentum for the development of cross-border e-commerce in China. [5] Meanwhile, China should make use of its own expertise in digital trade. At the same time, China should take advantage of its own advantages in the field of digital trade, make use of multilateral platforms, strengthen economic and trade exchanges with other countries, carry out dialogues on digital trade governance, promote global dialogues through regional dialogues, actively participate in global digital trade governance, and enhance China's right to speak in the field of digital trade.

### **5.3. Development of "One Belt, One Road" - Joint Consultation, Joint Construction and Sharing**

As an important programme for China's participation in the reform of the global economic governance system, the "One Belt, One Road" initiative, since its introduction, has been actively engaged in international development cooperation in accordance with the different development needs of the

countries along the route, with a view to enhancing the capacity of developing countries for independent development, and thus enhancing their capacity for independent development. Since the introduction of the "Belt and Road" initiative, China has actively carried out international development cooperation according to the different development needs of the countries along the route, strengthened the independent development capacity of developing countries, so as to keep pace with the development of the world economy, make better use of e-commerce, and comply with the development of the digital era. Through "strategic docking" with other countries, it can form complementary advantages, promote the cooperation of countries along the route, achieve economic development, and achieve common business, common construction and sharing among countries. As the leader of the "Belt and Road", China should actively participate in the development of the global economy and trade, and become a "leader" in the era of digital economy [6].

## 6. CONCLUSION

The rapid development of Internet technology has accelerated the pace of global economic integration. E-commerce has brought many positive effects on international economic trade, but also exposed certain problems. In order to promote the further development of international economic trade, we should firmly grasp the advantages of e-commerce and environmental opportunities, and take effective measures to open up a sustainable development path for the development of international economic trade. At the same time, China should take the role of a leader, actively put forward constructive suggestions, promote international exchanges and co-operation, and continuously build an international exchange platform for e-commerce, so that China's "One Belt, One Road" can promote the "Silk Road E-commerce" co-operation into a new stage of high-quality development.

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