

Influence and Implications of Public Health Emergencies on Cross-Border E-Commerce

-- Taking Yiwu Cross-Border E-Commerce Enterprises as an Example

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Abstract

Against the context of great uncertainty from the global spread of COVID-19 to the global economy, cross-border e-commerce is still significantly affected. Cross-border e-commerce not only gives full play to its huge potential, but also faces double pressure at home and abroad. Therefore, exploring the epidemic is of important practical value for the high-quality development of China's cross-border e-commerce. Based on the background of COVID-19, the topic will study cross-border e-commerce enterprises in Yiwu with leading cross-border e-commerce exports to reveal the specific impact of COVID-19 epidemic on cross-border e-commerce enterprises based on the research data, and put forward specific policy suggestions on the development of cross-border e-commerce in the Post-epidemic era.

Keywords

Public Health Emergencies; Cross-Border E-Commerce; Post-epidemic Era.

1. Introduction

The outbreak and rapid spread of COVID-19 have caused a great impact on China's economy. Under the influence of the COVID-19 epidemic, in addition to basic necessary consumption, other personal consumption and household consumption have basically stagnated, bringing severe tests to the weak links of the economic and social system[1]. At the same time, the global spread of COVID-19 has intensified the vulnerability of the global economy. In this context, the development of cross-border e-commerce has stalled, and a large-scale shutdown has occurred [2]. According to the data analysis of cross-border e-commerce platforms, compared with the business volume in the same period in 2019, more than 60% of sellers said that the sales were not as good as the same period last year, more than 80% of enterprises said that the order volume was significantly reduced compared with the previous, and some small and micro enterprises even have a difficult situation without sales. As a new trade model in China, cross-border e-commerce should fully tap the huge potential, solve the limitations brought by the market uncertainty brought by public health emergencies, and it is of practical significance to promote the sustainable development of China's cross-border e-commerce[3].

2. Impact of the New Pneumonia Epidemic on Cross-Border E-Commerce Enterprises

Since the severe impact of the global COVID-19 epidemic, countries around the world have taken epidemic prevention and control measures, strengthened the control of customs import and export, and policy restrictions in different countries, leading to cross-border e-commerce platforms such as Amazon and eBay, Wish, Express have been trading to different degrees. According to the survey data of some cross-border e-commerce enterprises in Yiwu, Yiwu Trade City has decreased by about two-thirds and the transaction volume has decreased significantly [4]. In the global market, many foreign investors worried about the unsalable goods and chose to withdraw the orders, causing the capital transfer difficulties of some enterprises in Yiwu. At the same time, under the restrictions of global epidemic prevention and control measures, Yiwu cross-border e-commerce enterprises are faced with the problem of raw material supply chain, and normal production activities are forced to stop, which further led to the reduction of production scale of enterprises, began layoffs and other measures [5]. In addition to many negative effects, due to the advantages of China's epidemic prevention and control and the relatively sufficient reserves of epidemic prevention materials, the huge demand for overseas epidemic prevention goods, the epidemic prevention materials manufacturers were "outstanding", and the number of orders soared. But on the whole, more Yiwu cross-border e-commerce enterprises encounter difficulties, and further adjustment and new development is the key.

2.1. Positive Impact

2.1.1. The Growth Rate of Cross-Border E-Commerce has Accelerated in the Post-epidemic Era

Due to the impact of the epidemic, China's total export of China's commodity trade in the first quarter of 2020 was 657 million yuan, down 6.4% month on month, the biggest decline in recent years. At the same time, however, cross-border e-commerce has released huge development potential. In the second half of 2020, the import and export of cross-border e-commerce platforms increased by 34.7%, growing rapidly. This positive situation can not be caused by multiple factors. On the one hand, the cross-border e-commerce model has become the need for the transformation of the traditional foreign trade industry. With the increasing severity of the epidemic and offline markets have been closed, traditional sales channels have been seriously affected. Under the environment of domestic e-commerce, cross-border e-commerce development is relatively mature, forming a certain model. Under the epidemic prevention and control, many traditional foreign trade enterprises choose the transformation of Internet economy, cross-border e-commerce model commodity flow and sales channels provide opportunities for the transformation of traditional industries to offset the negative impact of the epidemic, and also expand the current development scale of cross-border e-commerce and stimulate their internal potential. At the same time, the overseas epidemic has impacted factories and markets in various countries. The role of cross-border e-commerce has attracted great attention from all countries, and it has also accelerated the world market layout of China's cross-border e-commerce enterprises. On the other hand, the Chinese government has successively issued favorable policies to support the stable development trend of cross-border e-commerce. Under the impact of the epidemic, the central and local governments have issued a series of policies to support the favorable development of foreign trade and help as much as possible to eliminate many negative effects, such as the increased cost of transportation of property management and the increased uncertainty of credit insurance [6]. With the support of the policy, especially China's small, medium and micro cross-border e-

commerce enterprises have developed rapidly, the resumption of work and production, and the development growth rate has been significantly accelerated.

2.1.2. Improve the Service Level of the Cross-Border Trade Facilities System

The global spread of the epidemic is nothing more than a test for China's cross-border e-commerce industry. Seeing the huge potential behind cross-border e-commerce, it also highlights the shortcomings of infrastructure and logistics system. From the analysis of the transaction link, China's new infrastructure and 5G digital construction have an initial scale, providing timely processing and sharing of cross-border e-commerce transaction data. In the Post-epidemic era, the central government proposed to speed up the construction of China's new digital infrastructure. New infrastructure is the basis for the efficient operation of cross-border e-commerce, and the continuous integrated development of new technologies, which undoubtedly provides an extremely favorable development environment for cross-border e-commerce. From the transportation analysis, due to the epidemic prevention measures and the continuous closure of import and export trade by various countries, the transportation cost supply of sea, land and air logistics is greatly reduced, due to the lack of storage system of the immature overseas logistics system. Drawing lessons from the domestic smart logistics system, cross-border logistics will also pay great attention to the country and many cross-border e-commerce enterprises, and logistics services and efficiency will be greatly improved, to ensure the steady progress of cross-border e-commerce.

2.2. Negative Effects

2.2.1. Data of Production are Broken, Abnormal Market Structure

In order to control the further deterioration of the epidemic situation, various regions in China have taken travel restrictions to varying degrees. The lack of production means of domestic enterprises and the obstruction of imported production materials make most enterprises almost stop production, cannot ensure commodity supply, and cross-border e-commerce enterprises cannot operate normally. At the same time, overseas buyers worry about declining market activities, choose to cancel their orders, due to the surging demand for epidemic prevention materials, abnormal market structure, greatly changed, leading to many cross-border e-commerce enterprises are forced to seek new customers or turn to the domestic market.

2.2.2. Limited International Logistics and Increased Transportation Risk

With the increasingly severe epidemic situation overseas, governments have taken strict control measures, logistics and transportation options are limited, and cost improvement and efficiency are difficult to ensure. More seriously, due to the poor change of policy documents, the retention of transport goods, which has seriously affected the development of cross-border e-commerce. At the same time, some small and medium-sized cross-border e-commerce enterprises are not enough to generate revenue due to less orders, which means that even after the epidemic, some cross-border e-commerce enterprises may cause customer loss and reduced credit value.

After analyzing the specific feedback results of cross-border e-commerce enterprises in Yiwu under the epidemic situation. On the one hand, from the perspective of the negative impact, it is a reminder that the uncertainty brought by the epidemic and their own shortcomings are highlighted, warning that cross-border e-commerce enterprises in Yiwu need to actively face the challenges. On the other hand, as a positive impact, it is also various opportunities. The rigid demand industries emerging under the epidemic have developed rapidly. At the same time, the new development of Belt and Road market, and the emergence of opportunities requires enterprises' self-positioning and self-breakthrough.

3. Countermeasures and Suggestions for the Development of Cross-Border E-Commerce in the Post-epidemic Era

Based on the above content and the current cross-border e-commerce, the research team chose to put forward enlightening and more practical decisions from two perspectives of corresponding impact effect. In view of the positive impact level, the key lies in how the government can guide, how enterprises seize the opportunity and make good use of favorable conditions to make counter measures. In view of the negative impact level, the key lies in how to avoid risks, and put forward the idea of joint prevention mechanism of multiple subjects such as government and enterprise.

3.1. Accurate Government Assistance and Enterprises to Seize Opportunities

Since the outbreak of the epidemic, the central government and local governments have issued a series of assistance policies to help cross-border e-commerce cope with the great industry impact of the epidemic. China, the government and relevant departments timely policy support to greatly eliminate the cross-border e-commerce industry, in addition to the government reduce customs tax, loan discount, credit insurance and other macro-control measures, accurately identify enterprise development difficulties, play policy effectiveness is particularly important, it requires local governments actively response. Local governments should be according to the actual development situation of cross-border electricity enterprises, take the responsibility of service regulation market stable development, adjust on the central unified policy, gather local cross-border e-commerce enterprises form industry association, resources as a whole, actively seek external assistance, provide micro, small and medium-sized enterprises of production means and sales channels, invigorate the whole industry.

Under a series of favorable policies and support mechanisms, cross-border e-commerce enterprises should actively seize the opportunity to eliminate development obstacles. The top priority is that cross-border e-commerce enterprises actively seek new development content, and deal with the impact of the epidemic based with policy offset. Cross-border e-commerce enterprises should optimize their operational input, reflect on the tests brought by the epidemic, timely change their operational strategies, timely adjust the layout of overseas market, attach importance to enterprise marketing, adopt new media methods such as live broadcasting, and focus on promotion to areas with small impact of the epidemic. Compared with the severe situation of epidemic prevention and control abroad, it is necessary to prevent market uncertainty and shift to the domestic market, expand the market scope, ensure stable development, and increase the ability to resist risks. At the same time, cross-border e-commerce enterprises should better do their own services. Enterprises should optimize the store, update the online platform information in a timely manner, and cultivate professionals to make reasonable solutions for the personalized needs of customers. Under the epidemic situation, international logistics is tight and the efficiency of logistics distribution is greatly reduced. In order to protect the rights and interests of customers and enhance competitive advantages, preferential compensation can be used to make up for it and effectively improve customer shopping experience.

3.2. Strengthen Multiple Synergy and Establish an Anti-risk Network

Every industry is not independent and independent. After the impact and test of the epidemic, the impact of each industry is more and more obvious. There is no doubt that cross-border e-commerce enterprises adapt to the background of economic globalization and are related to many market economic activities. From the analysis of cross-border e-commerce trade process, important components of its supply chain, market, foreign trade trading and logistics have all highlighted their shortcomings under the impact of the epidemic. In order to solve the defects restricting all links of the development of cross-border e-commerce industry, we should start

from a systematic perspective, coordinate efforts with various subjects, strengthen the degree of coordination in all aspects, and form an Anti-risk network of sharing and mutual traffic. The government should work together with enterprises to focus on restoring the cross-border e-commerce supply chain and promote the recovery of the upstream supply chain as soon as possible. Cross-border logistics channels such as postal channels, express channels, special line logistics, overseas warehouse channels and other channels as soon as possible to reduce international logistics costs and transportation risks; promote the new development of cross-border e-commerce in addition to pay attention to these rigid facilities, but also pay attention to the construction of enterprise soft power. For example, soft infrastructure, such as social credit system, knowledge innovation system, talent training system, intellectual property protection mechanism, and cultural environment, can not only enhance the competitive advantage of enterprises, but also ensure that enterprises are in a long-term and high-quality development trend.

The development of cross-border e-commerce cannot be separated from digital information such as artificial intelligence, big data, cloud computing and blockchain. Should speed up the development of digital technology construction help cross-border electricity platform upgrade and overseas market expansion, at the same time, digital technology construction can improve the quality of global cross-border electricity business service, promote cross-border electricity supply chain upgrade, global trade participants, small and medium-sized enterprise digital platform through digital technology accurately match global cross-border electricity players supply and demand information, can quickly for emergency, improve our cross-border electricity to cope with public health emergencies, ensure the steady development of cross-border electricity industry in China.

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