

# SWOT Analysis: Growth of E-commerce Within the Context of Digital Economy

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**Abstract.** E-commerce industry within the international scope, a proven growth hot spot that drives exports and consumption, is considered a key topic in current cross-border trade research. Nowadays, the rising significance of cross-border e-commerce, the problems that are tackled by the industry, and the development path have been explained and explained from multiple perspectives and dimensions. However, it is worth noting that there have been a variety of new opportunities and obstacles leading to the growth of cross-border e-commerce since the digital economy has grown and the pandemic has become more common. Accordingly, this work integrates the data and policy documents of the development of the e-commerce industry across the geographical scope in the context of the current scenario, conducts a SWOT analysis, and then explores the potential for growth of international e-commerce within the framework of the digital economy. Finally, realistic suggestions are proposed, which will inevitably serve as reference material for the development of the e-commerce industry across the world hence taking advantage of the opportunities and navigating obstacles.

**Keywords:** Digital Economy, Cross-Border e-Commerce, SWOT Analysis.

## 1. Introduction

### 1.1 Research Background

The digital economy of China has experienced exponential growth over the years. As of 2020, the digital economy of China had grown to become one of the largest worldwide. Since the 21 century, the development of the Internet has provided facilitated the success of e-commerce beyond the geographical boundaries of China. The e-commerce industry of China found beyond its geographical boundaries is characterized by wide market scope, virtual, concealment, and high transaction efficiency. As an essential component for the promotion of the development of the Internet of Things (IoT) and the digital economy in general, the web has enabled the screening, analysis, storage, and realization of the benefit of big data in the effective allocation of resources according to the needs of consumers and the market environment and formulated more efficient resource allocation for reproduction. plan. This technology enables the application of e-commerce beyond China to other Geo-restrictions to a vast extent, which provides people in other countries with the opportunity to buy Chinese goods. Specifically, it exports and sells goods from China based on an online electronic trading platform, and delivered the goods through the cross-border organization. For China's cross-border e-commerce, development opportunities and development challenges coexist. The huge overseas market drives the production and sale of goods, the digital model makes a quantitative evaluation of the entire operating system, and the global infrastructure development strategy and different continents' policies to encourage development have evolved into rare opportunities for the development of cross-border e-commerce in China. However, its significance it needs one to face the complexity of the policies of different countries in matters of commodity return disputes and consumer rights protection because there is no uniform implementation standard for the financial inspection system involving electronic payment in various countries. As a result, cross-border logistics may have issues such as delayed delivery of goods and a higher chance of product damage.

In addition to logistical challenges, e-commerce across the international scope is typically impacted by a lack of sufficient supply of talent to satisfy the demand of the e-commerce industry within China's population [1].

## 1.2 Research Content and Significance

This paper evaluates some of the challenges experienced within the e-commerce industry in China within the international context by conducting a SWOT analysis, proposes corresponding solutions, and discusses its practicability. Existing research has conducted a comprehensive and logical analysis and evaluation of the challenges and opportunities generally faced by Chinese cross-border e-commerce, including logistics system, talent supply issues, cultural differences in overseas markets, policy support and influence, etc. Aiming at the features of the e-commerce industry in China within the international context, this work attempts to propose targeted theoretical development guidance based on existing research. Initially, the background of the e-commerce industry in China to other geographical locations development is analyzed with the digital economy as the key bridgehead. Firmly founded on the comparison and summary of previous research results, the strengths and weaknesses of the e-commerce industry in China across the international scope, and development are illustrated by multiple perspectives including affairs of state, environment, technology, and the community.

## 2. Literature Review

In connection to the digital economy, the e-commerce industry in China within the international context, a new type of international trade export, has a key benefit expanding exports, leading change and growth of the traditional exportations, and stimulating boom, which has attracted widespread attention from Chinese scholars. Zhang Xiaoheng (2021) expounded the upgrading effect of the e-commerce industry in China within the international context on domestic circulation for the domestic and international dual circulation from the perspective of theoretical mechanism [2]. Moreover, a large number of scholars had also carefully sorted out the growth of the digital economy and difficulties of the e-commerce industry in China within the international context on the background of the international pandemic environment in recent years. Chen Bo, Wang Han, and Sun Li (2022) provided policy suggestions for development issues such as low cross-border logistics efficiency, high settlement and technical risks, and backward regulatory system reform [3]. Zhang Xiyang, Xu Yangyang, and Wang Huan (2022) analyzed the common development bottlenecks of the e-commerce industry across China's geographical scope for information value, poor brand marketing, and fierce industry competition by taking the cross-border e-commerce business of China's leading e-commerce company such as Alibaba [4].

Limited by the objective conditions to the growth of international and domestic e-commerce growth across geographical scope, scholars had different emphases on ways that support the growth of international e-commerce. Rudolf R. Sinkovics, Mo Yamin, and Matthias Hossinger (2007) discussed some of the impact of cultural values on the development of the e-commerce industry in China by international enterprises by assessing German-based industries [5]. Based on the European market, Gomez-Herrera E, Martens B, and Turlea G empirically studied the information cost in online e-commerce, discussed the promotion effect of distance cost and changes in trade patterns on cross-border, and reported on the significance of information cost reduction caused by the growth of cross-border e-commerce [6].

Therefore, due to the changes in the economic form caused by the pandemic and more policy boosts, and the promotion of the development of the electronic sector, China's cross-border e-commerce is facing countless opportunities and challenges. This work systematically combed the relevant literature about the present state of affairs of cross-border e-commerce in China, conducted a SWOT analysis from four dimensions: strengths, weaknesses, opportunities, and difficulties confronted with the cross-border e-commerce companies, and present the associated growth strategies

so that they can be utilized as a reference by the industry's practitioners and relevant researchers.

### **3. Development Status of China's Cross-Border e-Commerce**

As the Internet continues to popularize, the logistics infrastructure continues to improve, and the warehousing system continues to upgrade, China's new retail industry is developing extremely rapidly. Taking China's e-commerce as an example, the combination of online and offline consumption is increasing, the scope of online consumption is gradually expanding, and the industrial structure is constantly upgrading. In 2018, the sales of China's e-commerce field is 31.6 trillion yuan, an expansion of 8.5% over 2017. With the continuous cooperation and promotion of the "One Belt and One Road" Initiative, new service purchase software has been continuously developed, online product display methods have become increasingly diverse, and cross-border e-commerce has undergone fast improvement. The National Bureau of Statistics said that China's cross-border e-commerce transactions is at 1.77 trillion yuan in 2018, a rise of 9.5% compared with last year [7]. In 2021, China's cross-border e-commerce sales struck a new record. The statistics computation in China's cross-border e-commerce exports totaled 1.44 trillion yuan in 2021, an increase of 24.5%. The record of e-commerce transactions across the international context in China is estimated to reach 2.5 trillion yuan in 2025. In recent years, the brand knowledge of Chinese cross-border e-commerce enterprises it is continuously improving, and brand building has been realized from the imitation stage to the current differentiation stage. Many companies have successfully expanded their overseas markets and sold their products abroad, such as SHEIN clothing popular in Europe, the United States, and Australia, Boomplay dedicated to making music playback plug-ins, and down jackets in Jiaying, Zhejiang, which are best-selling on Amazon platform [8]. Furthermore, with the rapid development of the digital economy of China with support from a rich background in cloud computing, internet and artificial intelligence, it is evolving to newly discovered motivation booming e-commerce industry in China within the international context possessing the characteristics of high-speed, wide radiation and far-reaching influence [9].

## **4. SWOT Analysis on Cross-border E-commerce**

### **4.1 Internal Strengths**

#### **4.1.1 Sustainable Enhancement of Infrastructure**

Effectiveness of the e-commerce industry in China across the geographical scope lay due to the fact it crushes the geographical restrictions of the traditional offline business model and enables the frequent exchange of consumption demand and production information around the world through big data and online trading platforms, which significantly improves the possibility of expanding the market for goods, giving people all over the world the opportunity to buy goods of high quality from other countries that satisfy their preferences and consumption intentions. Since 2012, the perfection of China's cross-border e-commerce-related logistics system is evolving, which is exhibited not only in the improvement in the number of international routes but also in the long-lived assets in China's transportation, postal industry and warehousing. According to statistics, the number of China's international routes has increased by about 2.5 times from 381 in 2012 to 953 in 2019. Total investment in fixed assets in China's transportation, warehousing and postal industries is growing rapidly, from RMB 3 trillion in 2012 to RMB 6.6 trillion in 2019 [10]. More fundamentally, China formally signed the Regional Comprehensive Economic Partnership (RCEP) in 2020, which has significantly boosted the trade volume between China and RCEP member countries. With the facilitation of customs procedures and electronic agreements, the Asian maritime and oil markets tend to be stable, which provides new opportunities for the upgrading of China's port and shipping logistics [11]. China has signed agreements to ensure development, such as speeding up electronic cargo

information, enhancing commodity traceability, and enhancing the digitalization of port dispatching information.

#### **4.1.2 More Convenience for RMB Cross-border Settlement**

A stable and convenient way of cross-border settlement reduces the cost of foreign settlement and optimizes the allocation of resources to promote the development of China's international affairs. Since 2009, the Chinese political system has continuously introduced policies and supporting facilities for cross-border settlement facilitation. In 2009, five pilot areas for cross-border RMB settlement, including Shanghai and Guangzhou, were opened. Then, the State Council has formulated a frontier RMB receipt and payment management system, RMB cross-border settlement export tax rebate system, relevant regulations for overseas banks to open RMB accounts, etc. Clear regulations and corresponding guidelines enable the RMB cross-border settlement business to flourish. Since 2014, China has successively opened the RMB qualified domestic institutional investor business, the RMB bounds system, and joined the SDR currency basket in 2015, officially becoming the fifth basket currency. China has achieved a significant phased victory in RMB settlement facilitation. Since 2009, the settlement volume has risen from RMB 3.58 billion to RMB 5.11 trillion in 2018, with a significant increase in scale [12]. In addition, in the course of the implementation of the "One Road" and "One Belt", China has realized and completed an efficient coordination mechanism among financial instruments such as local currency settlement, foreign currency exchange and overseas markets under the background of ensuring the monetary stability of various countries. In terms of ensuring the security of transactions, China is also actively building a regional financial safety net to provide effective protection in risk prevention and risk management [13]. The convenience and stability of RMB settlement reduce the settlement risk and cost of cross-border e-commerce in China to a degree, which lays the foundation for its popularization and development.

#### **4.1.3 Supportive Policies for E-commerce Across International Borders Continuously Introduced by The Government**

Since the rapid boom of outside countries e-commerce since 2013, the Chinese government has introduced diversified policies to improve the business environment, encourage enterprise innovation, promote efficient cross-border logistics and reduce the corporate tax burden. In addition, China continues to introduce supportive policies to increase cross-border e-commerce extensive pilot programs to increase enterprise innovation, implement management systems and experience, and provide the stable enlargement of outside country e-commerce in China. Comprehensive Pilot Zones in 46 Cities and Regions, including Beijing, Datong, Jiujiang, and other cities, Xiongan New Area, by the year 2020; formulation of 105 cross-border e-commerce pilot zones in Hangzhou, which continue to make breakthroughs in infrastructure construction, export cost reduction, and transaction convenience enhancement. The document regulations clearly define the responsibilities of the relevant inspection, examination and approval departments for cross-border e-commerce exports, publish clear regulations for traded commodities, and propose relevant solutions to issues such as tax settlement and foreign exchange settlement, so as to lay a strong foundation for the sustainable development of China's cross-border e-commerce [14]. The Notice on Printing and Distributing the "14th Five-Year" Digital Economy Development Plan issued by the State Council on January 12, 2022, and the Opinions on Promoting the Stability and Quality Improvement of Foreign Trade issued by the General Office of the State Council on May 26, 2022, still provide feasible suggestions on how to realize the digital upgrade of China's cross-border e-commerce, solve the tax burden of foreign trade enterprises, and ensure the quantity and quality of exported goods.

### **4.2 Internal Weaknesses**

#### **4.2.1 Insufficient Cross-Border e-Commerce Compound Talents**

The functioning of outside country businesses has emerged to be highly dependent on compound talents. In the fast-changing and complex market, high-quality practitioners do not need to be able to

grasp the product advantages and fully display them on the product presentation page, and need to cater to the needs of different people and control the production supply chain and product SKU combination. This suggests that the outside countries entrepreneur company requires comprehensive talents who can fully understand marketing knowledge and skills and put them into practice with innovative management ability. However, operation of abroad business involves a great deal of telecommunication and control knowledge. According to the consumers from different countries, practitioners are required to have the ability to communicate in multiple languages in order to ensure communication efficiency, which undoubtedly raises the threshold for entry into the industry and results in a shortage of high-quality compound talents. Looking at the current situation of talent supply in the whole industry, cross-border logistics and e-commerce are developing rapidly as emerging industries. Subjects such as e-commerce and logistics management are offered by Chinese universities, but few subjects can control the whole business process. The compound talents needed by cross-border e-commerce can only be trained limited. Secondly, most cross-border logistics companies have low visibility and weak anti-risk ability, which makes it difficult for highly knowledgeable talents to be attracted and retained by enterprises. In addition, to the existing talents of the company, many cross-border logistics companies do not attach enough importance to the training of employees, which makes it difficult for them to master the knowledge and abilities needed in a new era. This weakness is especially obvious against the backdrop of bulky data and sizeable degree of dependence on the Internet [15].

#### **4.2.2 Insufficient Brand Effect of Local Products**

At the outset of rapid development, the competitive route of China's abroad business, it has changed from the competition at its low cost and low price to foundation of shaping the brand image and building differentiated brands. Different from the mature international brands in Europe and the United States and other developed countries, China's e-marketing is experiencing the process of brand development. As outside countries business has the nature of directly connecting middlemen and consumers in other countries, the brand development mode of e-procurement in China unlike from the mature brand showing an unbalanced and leaping trend [16]. Overall, Zhang Xiaodong pointed out that China's business has experienced three major stages, brand imitation stage, brand personalization stage and the international cluster brand stage. From 2004 to 2012, most merchants adopted the strategy of low prices, selling goods quickly in order to enter the market, resulting in serious assimilation and imitation between brands, and more counterfeiting and infringement. From 2013 to 2017, with greater edges of cross-border e-commerce operators, their brand differentiation has been developed through the construction of various professional marketing teams, but the complete characteristics of the international industrial chain are not obvious. After 2018, as China's e-procurement business environment continues developing and its industrial chain is constantly complete and some large-scale diversified international e-commerce platforms are rising rapidly with the unique characteristics of localization [17]. However, Xu Hui claimed that the supporting policies and regulations of the global infrastructure development strategy. Initiative provide expansion opportunities for the brand building of China's transnational business but the brand building of the Chinese manufacturing industry still needs a lot of advertising and word-of-mouth shaping costs to develop into a mature international brand. Cross-cultural communication difficulties and talent shortages are still obstacles which are flourishing to cross-border e-commerce companies [18].

#### **4.2.3 Imperfect Supervision System of The International E-commerce Industry Across Geographical Borders**

On making comparison on traditional transaction mode, online trading improves efficiency, which provides convenience for both consumers and producers. However, it has to be mentioned that it also has virtual characteristics, resulting in the two sides of the transaction cannot achieve complete synchronization and sharing of information. In addition, in the process of third-party payment on the Internet platform, information leakage and loss are easy to occur, which makes the transaction process more complex, which not only increases the difficulty of the management of the trading platform but

also brings economic losses to enterprises operating e-commerce industry across the international scope. Even though e-commerce programme have regulatory systems of credit management, there are still many loopholes in their management due to technical restrictions and lighter penalties. Specifically, data released by the e-commerce research center in 2017 show that 12.98% of the national e-commerce complaints come from Chinese cross-border e-commerce consumers. In addition, a sequence of issues, for instance counterfeiting and selling fake, untrue information, difficult to return and exchange, good and bad standards, mandatory provisions, etc., are particularly serious, and the degree of industry norms and regulatory system needs to be improved [19]. In addition to the oversight of international e-commerce companies. However, imperfect customs supervision system is also a critical factor in the industry's problems. This, coupled with a large proportion of customs did not formulate a scientific and reasonable customs clearance system and did not formulate corresponding scientific management policies, resulting in many cross-border e-commerce enterprises significantly increasing the customs export rate of products. As a result, a large number of products were stranded due to unqualified customs declarations. The hindrance of transactions between enterprises and consumers caused by unclear customs policies and imperfect management systems have added great pressure to the operation of enterprises.

### **4.3 External Opportunities**

#### **4.3.1 The Mining of Global Consumer Demand Has Been Advanced by the Growth of the Digital Economy**

Affected by the COVID-19 pandemic, the international economic recovery is still sluggish, and the digital economy has taken on a new growth velocity. The overall digital economy of 47 nations worldwide amounted to 32.6 trillion US dollars in 2020, which is an increase of 3.0% compared to the same time last year, and considered for 43.7% of GDP, according to figures from the 2021 Global Digital Economy Conference. The international biggest computerized economy economy, also one in China, rose by 9.6% [20]. Relying on new technologies for instance the big data, 5G and mesh computing, and digital economy, as a fresh motivator and the engine driving international economic development after the pandemic, has realized the connectivity of information flow, logistics and capital movement in international commerce, and improved the information delivery efficiency between producers and demanders, thus providing technical support and guarantee for building a cross-border e-commerce platform, accurately tapping international consumer demand, realizing real-time synchronization of production, sales and after-sales service information in cross-border trade exchanges, and optimizing innovative online sales and after-sales models. Automation of big data and the rise of the global digital economy have created opportunities for the cross-border commerce sector's consumer side to develop and change in a high-quality way and find new growth spots.

#### **4.3.2. Strong Manufacturing Level and Production Efficiency Improvement**

In the past few years, China's manufacturing sector has grown consistently and quickly thanks to the profound integration of the new information technology with the manufacturing sector and built a complete, independent and complete industrial system. China's industry has 207 medium categories, 666 minor categories, and 41 big categories, making it the nation with the world's most stable industrial system. China's domestic complete industrial system, strong industrial chain toughness and efficient production capacity make China have significant production efficiency and cost advantages. Made in China continue to have a growing impact on the global industrial and supply chains. Relying on a strong manufacturing base, China's local products have a very powerful competitive opportunities of low cost, high quality and high performance-to-price ratio in the international market, where large number of consumer are attracted worldwide, which provides material premise and production guarantee for the improvement of e-commerce industry within the international context.

#### **4.3.3 Improvement of Overseas Warehouses and International Infrastructure Conditions**

The growth of the international e-commerce sector seem to be inextricably linked to international

logistics. The profitability of international e-commerce trade and also the enlargement to marketplace are determined by the cost and effectiveness of logistics. International transport infrastructure and overseas warehouses are crucial overseas hubs for global logistics and a crucial platform for advancing the effective growth of international trade. As of December 30, 2021, over 2000 international warehouses which possess a combined area of greater than 16 million square meters are located in China [21]. Its layout is gradually expanded and extended, and its business scope extends all over the world, which greatly improves distribution efficiency, which to a certain extent avoids sudden risks such as transportation interruption caused by the COVID-19 pandemic. The improvement of an international e-commerce logistics system is supported and guaranteed by the building of "One Belt and One Road" and CEIBS trains. A record-breaking RMB 11.6 trillion worth of goods were traded among China and nations along the "One Belt and One Road" Initiative in 2021, representing 29.7% of China's overall international commerce, a 23.6% rise over the same period the previous year. Throughout the year, in comparison to the same period last year, China-Europe trains inaugurated 15000 trains and transported 1.46 million TEUs, which reflects an increase of 22% and 29% [22]. The high quota and rapid trade growth with the countries along the route demonstrate the enormous market potential of those nations' economies as well as the significant impetus behind the development of their transportation infrastructure for the growth of cross-border trade.

#### **4.4 External Challenges**

##### **4.4.1 Inconsistency of International Standards**

Under the influence of the conflict and game of political and economic interests among countries, the ideological trend of anti-globalization has flourished in the last few years, which possessed a huge influence on the present multilateral international trading structure and affected the economic and trade cooperation and development among countries all over the world. Various trade disputes and trade frictions lead to the further escalation of trade protectionism. Some countries and regional trade organizations have set higher standards to protect the development of domestic trade in the indicators of intellectual property protection, state-owned enterprises, and labor and environmental conditions. However, they ignore the differences in different levels of economic development between developing and developed countries. Certain industrialized nations use their technological superiority to demand certification of items coming from other nations, which obstructs the export of manufactured goods from less developed and emerging nations. The environmental and technical barriers set up in trade wars and trade frictions increase the environmental protection and technology development costs of cross-border e-commerce development, restrict the export of local goods and cut into their profit margins.

##### **4.4.2 Logistics Hampered by Pandemic**

The COVID-19 pandemic has brought an indelible impact on the cross-border export logistics industry. At the beginning of COVID-19 rampant in the world in 2020, the manufacturing industry stopped production on a large scale and the delivery of orders was blocked, which reduced the efficiency of port operations in many parts of the world. Since 2021, the recovery of international trade has continued to put pressure on these ports. As the first country in the world to resume work and production, China has become a more concentrated exporter. Countless containers sent from China, a large backlog in Europe and the United States and other destination ports, can not be returned timely, leading to a shortage of container resources for cross-border trade, and international freight prices also rise. The second half of the year is the peak season for global sales of consumer goods. In the face of the uncertainty of the pandemic, traders from various countries began to rush to book sea containers in the first half of the year in order to successfully prepare for the consumer goods shopping season toward the end of the year. In addition to the rise in international transport prices, plenty of routes are short of cabinets, resulting in a sharp decline in the rate of scheduled flights. Consequently, the rising transportation costs of cross-border e-commerce reduce industry profits; with transport efficiency decreasing, goods cannot be delivered to consumers in time, reducing consumer

contentment and hindering the advancement of the international e-commerce market.

#### **4.4.3 Inadequate International Online Shopping Infrastructure**

Nowadays, the level of network infrastructure construction in some underdeveloped areas is low due to the imbalance of international economic development. According to the data of ITU Facts and Figures 2021, there were more than 580 million Internet users in Africa, with a 33% Internet penetration rate, no network programme for establishing cross-border e-commerce, and a largely untapped market. To make matters worse, there is no uniform payment method for cross-border international e-commerce, and merchants on different platforms use different payment applications for transactions, which will reduce the convenience of consumers' shopping. This, coupled with the problems of the long gap between buyers and sellers and virtual transactions in cross-border e-commerce, cause frequent transaction fraud, cross-border follow-up accountability difficulties, and dampen consumers' enthusiasm for cross-border e-commerce shopping. The expansion of cross-border e-commerce is being hampered by the inadequate online purchasing infrastructure worldwide.

### **5. Methods to Encourage the Growth of Cross-Border e-Commerce**

#### **5.1 Enhance Innovation Ability and Brand Building**

It is suggested that using the sense of innovation to promote industrial development, establish a good international brand image, and form brand effect is not only the core competitiveness of the domestic companies to open the international market but also the bottleneck of China's industrial growth. Because of the development dilemma of serious homogenization of cross-border e-commerce goods and the low added merit of brands in China, the state may need to build a corresponding policy system to give more policy support to international e-commerce industry corporations committed to brand internationalization, such as simplifying examination and approval procedures and providing trademark registration services to encourage the reorientation of international e-commerce businesses toward high quality. Enterprises are advised to establish brand awareness, tap consumer demand, take service quality as the purpose, optimize the customer shopping experience, gain an in-depth understanding of the cultural development and customs of exporting countries, and drive improvements in product quality and service through innovation. At the same time, enterprises should strengthen brand marketing, so as to establish excellent cross-border e-commerce brands in China and create more high-quality domestic brands.

#### **5.2 Increase the Publicity of Financial Policies for Small and Medium-Sized Enterprises**

China has given preferential fiscal, tax, and financial support to cross-border e-commerce businesses in order to increase the industry's competitiveness in the global market. This allows the growth of cross-border e-commerce to boost China's exports and strengthen its economy. In terms of funds, cross-border e-commerce, especially small and medium-sized enterprises, has been provided with key support to expand the short-term insurance scale of export credit insurance, further improve underwriting coverage and shorten the time to settle claims. The government should strengthen the publicity and training on exchange rate risk aversion and cross-border RMB settlement, so as that assist international e-commerce companies in maximizing the current export tax rebate policy, especially support some qualified e-commerce industry within the international context related entrepreneur to apply for high-tech enterprises. Besides, it is supposed to guide financial institutions to provide more exchange rate risk management products for import and export enterprises. For the purposes of helping some small and medium-sized micro-enterprises to save the cost of business, reducing the handling fees for foreign exchange transactions. It is also indispensable to help enterprises adjust the level of exchange rate risk management. In conclusion, the government should take the obligation of providing policy support and guarantee for cross-border e-commerce, so that they can figure out the problems of capital shortage and financial risks. Consequently, cross-border e-commerce enterprises can facilitate development of the economy and employment to the maximum

extent under the condition of the pandemic.

### **5.3 Strengthen Compound E-commerce Talents' Training**

Given the lack of skill in the e-commerce industry within the international context the state may offer professional training to employees in that sector. For example, the government can encourage the relevant official institution to establish some courses about trade, finance, logistics, informatization, logistics and other aspects that are significant for the e-commerce industry across the international scope. As a result, practitioners have more opportunities to accept associated knowledge and then can combine professional and cutting-edge theories to guide enterprise trade practice. It has a positive impact on increasing the knowledge and popularization of individual e-commerce management and the quality of workers in this industry. On the other hand, improving the publicity of cross-border e-commerce preferential policies enables practitioners to keep abreast of the latest industry preferential trends, and make the best of policy advantages to save costs and improve efficiency. If the government wants to create more applied talents for e-commerce industry within the international context, it can assist cross-border e-commerce businesses and universities to establish a collaborative talent training mechanism, protect businesses' access to talent through school-business collaboration, and provide new forces and high-quality industry reserve talents for the growth of cross-border e-commerce. Furthermore, it is also feasible to encourage domestic excellent e-commerce talents to go out and train international friends to improve the operation and management ability of cross-border e-commerce enterprises.

## **6. Conclusion**

### **6.1 Key Findings**

This study evaluated the state of e-commerce industry in China within the international context against the backdrop of the growing digital economy, conducts a thorough SWOT analysis of the internal and external benefits and drawbacks of e-commerce industry in China within the international context, and offers some solutions to the issues that are currently plaguing the industry. In the context of the global pandemic and digital economy, a multitude of opportunities has emerged as a result of the growth of cross-border e-commerce. The development of new technology enables cross-border e-commerce to tap the market demand more effectively and respond quickly, and improve the after-sales mechanism. The internal strong level of manufacturing capacity gives domestic goods specific and better competitiveness in quality and a strong attraction in cost. At the same time, the improvement of international infrastructure conditions such as overseas warehouses also provides more possibilities and facilities for cross-border logistics. However, it is worth warning that its development is also faced with many problems, such as the disunity of international standards, the obstruction of logistics under the background of the pandemic, etc. In the next few years, global e-commerce industry should make full use of its own infrastructure, policy support and other advantages, seize external opportunities, improve its brand innovation ability, and form brand effect, in order to obtain greater profit space. In addition, it should give cross-border e-commerce additional human resources support and give talent in the sector the same amount of attention. Through these methods, it is highly likely that the enterprises are able to improve competitiveness and then open up the international market, achieving high-quality and sustainable development.

### **6.2 Future Studies**

This paper provides a supplement to the current research theory on the exponential improvement of the e-commerce industry across the international context. This evaluation may enable more global e-commerce operators to comprehend the current state of the industry's growth, and provide some suggestions for long-term development. It is envisaged that more international e-commerce businesses will grow and prosper in the future, so as to stimulate consumption, create more jobs, and provide new growth points for China's economic development. In addition, this study has some

limitations because the objective environment faced by the evolution of international e-commerce in the context of the current scenario is complex and changeable. In the future, the development path of e-commerce across the international scope need to be investigated.

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