

Research on the Influencing Factors of High-quality Development of Export Enterprises

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Abstract

The Internet and big data have a profound impact on export enterprises, and their high-quality development is also facing unprecedented opportunities and challenges. This paper takes small and medium-sized enterprises of sales oriented export trade as the research sample, and uses the BP neural network model to conduct empirical research on the factors affecting the high-quality development of enterprises. Research conclusions: (1) A influencing factor system for high-quality development of export enterprises has been constructed, which includes 26 specific factors; (2) The factors in order of impacts: convenience of shopping operations, website content, comprehensive quality of employees, product awareness, consumer penetration rate, internationalization level, enterprise scale and reputation; (3) Factors such as overall employee quality, internationalization level, employee training system and effectiveness, network security, internationalization style of website design, convenience of shopping operations, sales growth rate of the enterprise, and profit growth rate do not have a direct, absolute positive relationship with the high-quality development of the enterprise.

Keywords

High-quality Development; Export Enterprises; BP Neural Network; Internet.

1. Introduction

With the development of economic globalization and informatization, the Internet and big data, as the leading forces, have gradually penetrated into enterprises, which has had a huge impact on the operation and management of various enterprises, including trade enterprises. On the one hand, trading enterprises can achieve seamless connection with consumers based on Internet intelligence, greatly improving their own high-quality development level; On the other hand, trade oriented enterprises can also use Internet technology to improve and integrate various online and offline resources to achieve intelligent and digital internal management. Therefore, Internet technology has closed the relationship between various departments within a trading enterprise and between consumers, making the boundaries between various departments within an enterprise and between enterprises and consumers more and more blurred, and the degree of integration more and more deep. It can be seen that Internet technology has become a catalyst and booster for the competitiveness improvement and high-quality development of trading enterprises[1]. So, as the basic resources of enterprises, how do the Internet and big data affect and improve the competitiveness and high-quality development of enterprises? What is the impact mechanism of the Internet and big data on the high-quality development of trading enterprises? The answers to the above questions constitute the main research content of this paper.

The paper sample of are defined as follows: Considering the complexity and diversity of the competitive environment caused by the richness of enterprise types, it is difficult to conduct

universal research on high-quality development of enterprises in practical research. Therefore, it is necessary to refine and confirm the actual research sample. In practical research, this paper uses small and medium-sized export-oriented foreign trade enterprises as the research sample.

2. Literature Review

The core enterprise competence theory holds that the internal environment of an enterprise is the main source of determining factors for its competitiveness and high-quality development, such as core competencies, core concepts, learning level, and enterprise initiative; External factors can also have an impact on the high-quality development of enterprises, but they do not play a decisive role, such as policies and guidelines.

2.1. Environmental Factors

Environmental factors as external conditions can be subdivided into the following four aspects[2].(1) The policies and guidelines related to economic, trade, finance, taxation, and financial activities, as well as the relationship between government and enterprises, issued by the government; (2) The development level, energy and communication infrastructure, transportation status, local traditions and values of the region where the enterprise is located; (3) The positioning of enterprises in the industry and supply chain;(4) The competition and monopoly situation in the field of factors and products, as well as the existence of various market barriers.

2.2. Resource Factors

Enterprises are a unified entity of resources, and resources in turn are an important foundation for the development advantages of enterprises. The value brought by its scarcity attribute is a key advantage for enterprises to participate in market competition. McKinsey, an internationally renowned management consulting firm, believes that tangible or intangible assets such as infrastructure, intellectual property, and customer resources owned or controlled by a company can lay the foundation for its competitive advantage. For the sample enterprises, the application of Internet technology has greatly promoted changes in internal management, marketing, and trading environment. Therefore, infrastructure such as Internet plays a significant role in enterprises and has become an important factor affecting their high-quality development [3].

2.3. Organizational Factors

He Juxiang (2023)pointed out that organizational capability can greatly affect the operational efficiency and market performance of enterprises, which can be understood as the significant impact of organizational capability on the high-quality development of enterprises [4]. At the same time, he also explained the theory of high-quality development of enterprises, exploring the internal determining factors that determine the performance and high-quality development of enterprises.

Mahoney and Pandian (2021) believe that managers can create competitive advantages and earn excess returns for the company by making reasonable use of its resources and capabilities[5]. Building an organizational structure is also an important part of enterprise management activities. Organizational structure can be adjusted sequentially according to the development stage and changing needs of the enterprise, which is conducive to maintaining the consistency of organizational strategy and better achieving organizational goals.

2.4. Management Factors

Whether and to what extent a company can occupy the resources needed for its development and effectively allocate them, while utilizing these resources to produce valuable goods and bring wealth to the company and society, mainly depends on the company's management level,

financing ability, and technological innovation ability. These abilities are reflected in the aspiration level of business operators, the R&D production sales system, corporate governance framework, operational strategy selection system, production implementation system, and human resource management system, as well as in the management methods, cultivation of corporate culture, and shaping of corporate brand value. Management factors mainly include the management of personnel, assets, production, sales, etc[6].

2.5. Core Competency Factors

The core competency is the overall resource of the enterprise, which is related to the technology, talent, culture, management, and cohesion of the enterprise. It is the common behavior of every department and employee. So core competencies can enable a company to continuously develop new products and expand its market, and the products or services are based on the various core competencies it possesses. From this, it can be seen that the core capability is a comprehensive capability based on knowledge and technology, which is a necessary ability for the survival, development, and high-quality development of the enterprise. It can be seen from the products and services of the enterprise [7].

2.6. Technical Factors

Technical capability is an important factor in evaluating the technological capability and innovation level of an enterprise. In order to maintain their existing technological advantages and market share, enable their competitive advantages to continue to develop, and maintain their excellent performance in the market, enterprises need to focus on technological innovation and technological innovation, so as to gain stronger competitiveness and high-quality development opportunities [7].

2.7. Customer Management Factors

Reichheld (2019) proposed that customer loyalty plays a decisive role in the profitability and operational effectiveness of enterprises. He stated that maintaining customer loyalty is beneficial for increasing a company's market share, which in turn can improve the company's profitability, promote sustainable development, and ultimately impact the company's competitive advantage[8]. To maintain the current market share, enterprises must not allow existing customers to leave, and at the same time, they must maintain closer contact with customers and make them feel that changing their current state will cause them losses or unpleasant thoughts.

2.8. Brand Factors

For enterprises whose value lies in providing services, the survival and development of the enterprise are closely linked to the service brand. The ultimate establishment of competitive advantage for enterprise service brands is to provide customers with services and products that meet their needs in a different way from competitors. In other words, the value of a service brand is not only reflected in its unique value to customers (specific service brands can understand and meet customers' unique needs), but also in its competitive advantage compared to competitors. Therefore, while focusing on brand image design and media advertising, trade oriented enterprises should also focus on how to allocate resources to enhance brand advantages, thereby creating opportunities for high-quality development of the enterprise [5].

In summary, existing literature has always shown that customers have been the core influencing factor for a company's competitiveness and high-quality development, and are even more important for trade oriented enterprises. Customers are the objects of enterprise services, and the business of trade oriented enterprises always revolves around customers, because the foundation of enterprise survival is customer choice. Only after customers choose the products

and services of the enterprise, can the enterprise obtain profits, improve competitiveness, and lead its competitors.

3. Analysis of the Influencing Factors System

3.1. Theoretical Analysis of Factors

With the continuous popularization of Internet and big data technology, the operation activities of sales enterprises are also changing, which affects the high-quality development level and ability of enterprises.

3.1.1. Cost Factors

At present, competition among international sales oriented enterprises is entering a white hot stage, and low price competition is undoubtedly an important means to improve the competitiveness of enterprises. Reducing the operating costs of enterprises is the only way to achieve a low price strategy. Under the premise that the quality of goods in each retail enterprise is comparable, the enterprise with lower costs has more initiative in pricing power, thereby bringing competitive advantages to the retail enterprise. Therefore, in the Internet environment, enterprises can use developed Internet and big data technology to reduce management costs, and at the same time, they can use the sharing information platform to achieve the purpose of saving operating expenses, controlling costs, and improving the high-quality development level of enterprises [9].

3.1.2. Efficiency Factors

The high-quality development of enterprises can be demonstrated by the level of operational efficiency. In the context of Internet, on the one hand, information management technology can be used to make the organizational structure of enterprises flatter, thereby reducing management levels, lowering information transmission costs, accelerating management decisions, and improving management and operational efficiency; On the other hand, using a shared information platform can enable real-time communication and exchange between enterprises and customers, saving time and space resources, achieving the goal of improving organizational management capabilities and enhancing the high-quality development level of enterprises [10].

3.1.3. Customer Service

As mentioned earlier, competing for customer resources is the main competition among enterprises. In the context of Internet, enterprises can communicate directly with customers, provide comprehensive and systematic services to customers, better grasp their diverse and personalized needs, and respond quickly to the market. At the same time, it also stimulates enterprises to innovate independently, improve their innovation and research and development capabilities, and enhance the level of high-quality development[5].

3.1.4. Marketing

If a company has a high level of marketing technology, it will also have a significant impact on its high-quality development. In the context of Internet, enterprises have broken through the limitations of time and space through the internet, achieving effective expansion of market space. Retail enterprises can conduct online marketing 24/7, effectively expanding their market and reducing costs. With lower investment costs, they can effectively expand their marketing scope, attract more cooperative enterprises, achieve scale and group development, and provide broader space for the improvement of high-quality development level [11].

3.1.5. Business Process Optimization

In the context of Internet, it is difficult for enterprises to maintain a sustained competitive advantage solely based on the quality and price of their products. Especially with the

increasingly developed Internet, competition between enterprises has gradually evolved into how to use high-tech information technology to maximize their competitive advantage in business management processes. Resource supply systems, order processing systems, sales information systems, logistics distribution systems, and customer feedback systems can be established to ensure the effective operation and coordination of various business processes, laying a solid foundation for maintaining sustainable high-quality development of enterprises[1].

3.1.6. Business Outsourcing

In order to carry out various businesses more effectively and improve operational efficiency, enterprises can outsource some non core businesses while focusing on managing their core businesses themselves[10]. For example, for retail enterprises, procurement and sales are the two core businesses that the enterprise operates and manages personally. However, the logistics and distribution business involved in these two links can be completed through cooperation with third-party logistics companies. Through this approach, it is possible to improve the operational efficiency of enterprises and fully utilize the business advantages of third-party logistics companies, jointly contributing to the improvement of the high-quality development level of enterprises.

3.1.7. Website Design

If a company engages in online marketing in the context of Internet, there is no doubt that the company's website is an important channel for customers to understand and learn about retail enterprises. With the rapid development of Internet, more and more consumers are starting to search for the products they need online. Therefore, whether a company's website is attractive is a factor that can directly affect whether the company obtains economic benefits. Therefore, companies should prioritize website design and construction, not only by creating innovative web page designs, but also by achieving a high level of accessibility, speed, and customer service capabilities. Only in this way can they better meet customer needs and improve the company's high-quality development level[4].

3.1.8. Corporate Culture

As mentioned above, in the context of Internet, the operational costs and efficiency, customer service, marketing, process optimization, business outsourcing, website design, and other aspects of enterprises may all improve their high-quality development. However, how this possibility can be transformed into reality still needs to be achieved through the influence, infiltration, and cohesion of corporate culture. If there is no operational mechanism and system of the enterprise, these factors will be difficult to form competitiveness and high-quality development advantages in the market, and corporate culture is an important guarantee for the operational mechanism and system of the enterprise. Without a good corporate culture, it is difficult to gather the driving force for high-quality development of the enterprise, resulting in the loss of meaning for the high-quality development of the enterprise [12].

3.2. Constructing a Factor System

After analyzing the current situation and influencing factors of high-quality development of sample enterprises in the previous text, it is found that the influencing factors of the high-quality development level of sample format enterprises in China are complex and diverse, including both internal and external factors. Among them, internal factors mainly include the business scale, cost control ability, financial management operation mode, business management ability, and corporate institutional culture of the enterprise; External factors mainly focus on political environment, cultural customs, market environment, and economic development level. Typically, the high-quality development level of a company is determined by a combination of internal and external factors. Based on the above analysis, this paper has

preliminarily constructed a system of influencing factors for the high-quality development of export enterprises. After expert consensus analysis of influencing factors, the influencing factor system for the high-quality development of export enterprises in this paper is obtained, as shown in Table 1.

Table 1. The influencing factor system of high-quality development of export enterprises

Factors	Representation and measurement of influencing factors
Employee e quality	Overall quality of internationalization and informatization of employees?
The enterprise internationalization level	The international operational management level of our company?
Enterprises Information technology	How is the information technology equipment construction
Application status of enterprise information technology equipment	The actual application rate and effectiveness of our company's information technology equipment?
Construction status of information databases in various departments	Is our company's information database complete?
Application status of information databases in various departments of the enterprise	What is the application rate and effectiveness of our company's information database?
Information integration capability between departments	How is the level of information sharing and coordination among departments in our company?
Employee training system and effectiveness	Is there a training system for employees in our company? How effective is it?
Enterprise scale and reputation	What is the scale, and reputation of the enterprise?
Logistics quality (time, safety)	Are customers satisfied with the time and quality of logistics?
Consumer penetration rate	What is the percentage of customers who purchase specific products from our company compared to all potential customers?
Product awareness	What is the brand recognition of our company's sales products?
Product advantages (price and quality)	Is company's product quality, price, and cost-effectiveness good?
Enterprise marketing capability (product and website marketing)	Is the personalized feature of the products, sales methods, and marketing strategies sold by our company obvious?
Website security	Is the system security and payment security guaranteed
International style of website design	Does the website design conform to the target customers?
Website content	Is the website content rich, with timely information
Search engine optimization	Is website search engine application convenient?
Convenience of shopping operations	Is website shopping easy to operate?
Enterprise sales growth rate	Is the sales growth rate of the enterprise good?
Enterprise profit growth rate	Is the growth rate of enterprise sales profit good?
Transaction costs	Is the negative growth rate of enterprise sales costs good?
Service response speed	Is the feedback speed of enterprises to customer needs fast?
Problem solving efficiency	Is the efficiency of enterprises in dealing with customer complaints and issues that need to be resolved better?
Consumer satisfaction	Are customers satisfied with the company and its products?
Daily average website traffic	What are the number of member registrations, independent customer visits, and daily page views?

4. Analyzing the Factors of the High Quality Development of Export Enterprises

4.1. Variable Representation and Data Collection

Variable representation and measurement: Referring to reference literature[11] and [12], the dependent variable "high-quality development of export enterprises" in this paper is represented by "competitiveness of export enterprises"[11,12]. The specific independent variable influencing factors and their corresponding variable representations and measurements are shown in Table 1.

Data collection: This paper randomly distributed 300 survey questionnaires to relevant enterprises for practical investigation. Among them, a total of 288 survey questionnaires were collected, with a sample collection rate of 96%. After filtering out 19 survey questionnaires that did not meet the standards, a total of 269 questionnaires that met the research criteria remained. Among the final valid questionnaires, there were 156 responses from ordinary buyers, 58 responses from enterprise staff, and 55 responses from enterprise managers.

4.2. Model Selection and Model Structure Design

Model selection: BP neural network has advantages such as knowledge reasoning, autonomous learning, optimized computation, and information memory. Its ability to self train, learn, and adjust to adapt to the environment is unmatched by general curve fitting algorithms and expert analysis systems. Based on this, this paper chooses BP neural network as the analysis model for the influencing factors of high-quality development of export enterprises[13].

4.3. Model Structure Design

Model structure design: According to Kosmogorov's theorem, the structure of the BP neural network model in this paper is designed as follows: single hidden layer, input layer node number of 26, output layer node number of 1, hidden layer node number of 5, with TANSIG function as the transfer function.

4.4. Model Simulation Training and Empirical Results

The parameters set for simulating the two-layer BP neural network (commonly known as the three-layer BP neural network in MATLAB software settings) in this paper are as follows: the maximum number of learning and training iterations is set to 2000; Set the interval steps for training calculation results to 50; The maximum allowable error is set to $1e-007$, and the minimum allowable gradient is set to $1e-006$; Other parameters are system default values.

4.4.1. Neural Network Model Training

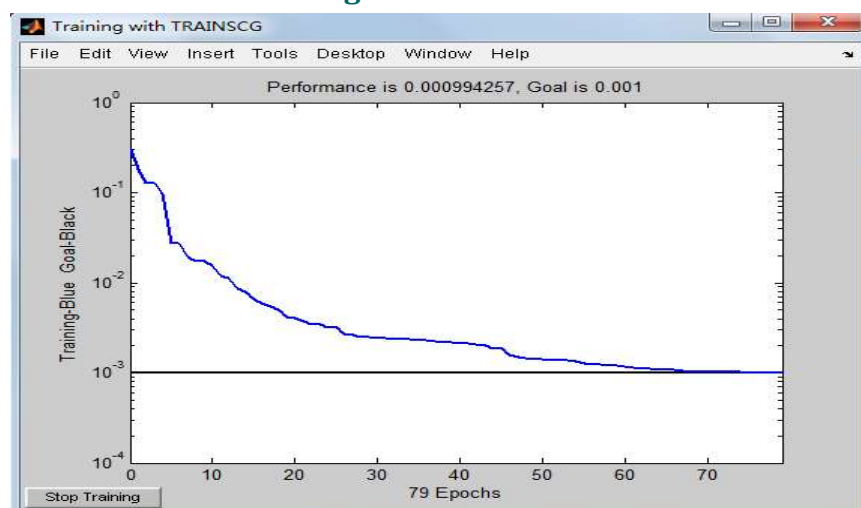


Figure 1. Training result graph with 5 hidden layer nodes

Using Matlab7.1 to normalize the relevant numerical data for network training, in order to identify the impact intensity of various influencing factors on the high-quality development of enterprises. Firstly, initialize the network and select default parameters for each option. The number of training sessions should be set moderately, neither too many nor too few. After 79 training sessions, the sample data reached the set target error, as shown in Figure 1.

4.4.2. Neural Network Simulation Testing

Select the trained neural network and use the sample data in P35 for simulation training. Click on "Simulate", select "Input" as the previously set "P35" in Simulation Data, click on "Simulate Network" for simulation testing, and after the test is completed, you will see the results in "Test_outputs", as shown in Figure 2 and Table 2.

Table 2. BP Neural Network Simulation Test Results

No.	No. of Sample	Actual output	Expected output
1	S ₁₈₁	0.29155	0.31
2	S ₁₈₂	0.19305	0.25
3	S ₁₈₃	0.82993	0.82
4	S ₁₈₄	0.55951	0.57
5	S ₁₈₅	0.12786	0.12
6	S ₁₈₆	0.29896	0.29
7	S ₁₈₇	0.077413	0.06
8	S ₁₈₈	0.97698	1
9	S ₁₈₉	0.16996	0.19
10	S ₁₉₀	0.27698	0.27
11	S ₁₉₁	0.18819	0.18
12	S ₁₉₂	0.53879	0.54
13	S ₁₉₃	0.8379	0.81
14	S ₁₉₄	0.54936	0.56
15	S ₁₉₅	0.97371	1
16	S ₁₉₆	0.56826	0.56
17	S ₁₉₇	0.20664	0.31
18	S ₁₉₈	0.77058	0.75
19	S ₁₉₉	0.092158	0.06
20	S ₂₀₀	0.97371	1
21	S ₂₀₁	0.26351	0.29
22	S ₂₀₂	0.76748	0.75
23	S ₂₀₃	0.39638	0.41
24	S ₂₀₄	0.94991	1
25	S ₂₀₅	0.29896	0.29
26	S ₂₀₆	0.16996	0.19
27	S ₂₀₇	0.82993	0.82
28	S ₂₀₈	0.55259	0.57
29	S ₂₀₉	0.95824	1
30	S ₂₁₀	0.68454	0.68
31	S ₂₁₁	0.56826	0.56
32	S ₂₁₂	0.93677	1
33	S ₂₁₃	0.40602	0.43
34	S ₂₁₄	0.82993	0.82
35	S ₂₁₅	0.68754	0.69

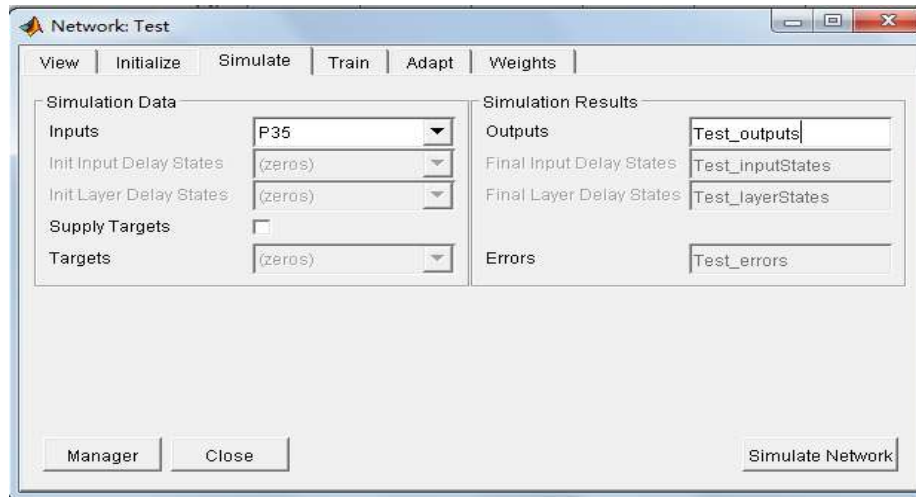


Figure 2. BP neural network simulation test diagram

After the simulation test was completed, it was found that good results were obtained based on the expected output comparison. In view of this, the BP neural network constructed in this paper can be used for multi factor analysis of the influencing factors system of high-quality development in enterprises.

4.4.3. Model Training Results

After 79 training sessions, the network error decreased to below 0.001, reaching the target set value in this paper. Therefore, the network stopped training after 79 training sessions. This indicates that the convergence speed of the network is relatively fast, and the structural design of the network is reasonable.

The connection weight matrix between the input layer and each neuron (node) in the hidden layer calculated by the BP neural network is shown below, with a total of connection matrix values.

The connection weight matrix from the hidden layer to the output layer is:

[-0.65 -4.59 0.58 2.13 3.49]

The connection weight matrix from the input layer to the hidden layer is used to obtain the weight values of each output variable, so the fitting curve relationship between the input variables and the output variables can be analyzed. According to relevant literature, when all samples have completed training and meet the requirements of network accuracy, the connection weight matrix between the input layer and the hidden layer is used to calculate the absolute sum of the connection weights between each input layer node and the hidden layer node. Through normalization, the weights of each influencing factor, that is, the relative strength of action, can be obtained. The specific formula is shown in Equation 1[13].

$$\varpi_j = \frac{\sum_{l=1}^k |\omega_{jl}|}{\sum_{i=1}^m \sum_{l=1}^k |\omega_{il}|}, j=1,2,\dots,m \quad (1)$$

By using the formula derived above, the numerical values of the connection weight matrix trained by the neural network constructed in this paper can be calculated, thereby determining the weight of each influencing factor on the high-quality development of the enterprise. The

magnitude of weight values does not have a specific meaning, but only indicates the relative strength of the effects of various factors within the entire system.

4.4.4. The Fitting Results and Analysis

By obtaining the weight values of each input variable (influencing factor), this paper can identify the fitting curve relationship between the strength of each input variable and the output variable. According to relevant literature, in order to find the relationship information between input and output from the BP neural network connection weight matrix, it is first necessary to analyze the effect and influence of the neurons (nodes) in the hidden layer on the neurons (nodes) in the output layer, and use the partial derivative of the connection weight matrix function in the hidden layer to represent the strength of this effect. It is worth noting that when negative values appear in the operation, only the absolute value of the value needs to be considered, and there is no need to consider the positive or negative of the value. Therefore, this paper selects the absolute value of the result for the operation. By using the above method, the relative strength of the interaction between the i node in the hidden layer and the j node in the output layer can be solved.

Table 3. The Intensity of the Effects of Various Influencing Factors

Factor classification	Factor	Relative action strength
Internal management and human resources factors	Employee e quality	0.832
	The enterprise internationalization level	0.811
	Enterprises Information technology	0.741
	Application status of enterprise information technology equipment	0.775
	Construction status of information databases in various departments	0.793
	Application status of information databases in various departments of the enterprise	0.776
	Information integration capability between departments	0.731
	Employee training system and effectiveness	0.631
	Enterprise scale and reputation	0.801
Market competition factors	Logistics quality (time, safety)	0.727
	Consumer penetration rate	0.812
	Product awareness	0.813
	Product advantages (price and quality)	0.717
	Enterprise marketing capability	0.612
Website technical performance factors	Website security	0.507
	International style of website design	0.801
	Website content	0.881
	Search engine optimization	0.409
	Convenience of shopping operations	0.902
Financial factors	Enterprise sales growth rate	0.401
	Enterprise profit growth rate	0.702
	Transaction costs	0.708
Consumer service factors	Service response speed	0.509
	Problem solving efficiency	0.671
	Consumer satisfaction	0.701
	Daily average website traffic	0.507

Since the calculation results are not based on real survey data, but on preprocessed data, the absolute values of the calculated results have no practical meaning, and only the relative values between the results have explanatory significance. In order to maintain generality, this paper will multiply the calculated values by 4 for observation and understanding purposes. The BP neural network calculates the weights of the connection weights to determine the strength of the impact of each influencing factor on high-quality development, as shown in Table 3.

5. Research Conclusion and Recommended Measures

5.1. Research Conclusion

The research conclusion of high-quality development evaluation of export enterprises in this paper is as follows.

The three factors that have the greatest impact on the high-quality development of export enterprises in the Internet and big data environment are: convenience of shopping operation, with the maximum impact intensity of 0.902; The website content has a second highest impact strength of 0.881; The comprehensive quality of employees ranks third with a strength of 0.832; The other influential factors with significant impact are: product awareness, consumer penetration rate, internationalization level of the enterprise, enterprise size and reputation, and internationalization style of website design.

During the empirical analysis of influencing factors and data collection of specific enterprises in this paper, it is found that when the application level of the Internet and big data is improved, not all influencing factors will show a direct and absolute positive relationship, but will promote the high-quality development of enterprises in a certain range. When the application level of the Internet and big data of enterprises reaches a certain level, the positive role of some influencing factors in promoting the high-quality development of enterprises will show a negative relationship after reaching the peak. Such as the comprehensive quality of employees, the internationalization level of the enterprise, the training system and effectiveness of employees, network security, the international style of website design, the convenience of shopping operations (operation, payment, search engine), the growth rate of enterprise sales, and the growth rate of enterprise profits.

When collecting enterprise data, this paper finds that China's export enterprises have a good foundation in terms of basic conditions for Internet and big data applications and enterprise hardware, but enterprises need to further strengthen their internal operation and management in their daily operation and management, the daily supervision of enterprises by the government, and the training of enterprise technicians.

5.2. Recommended Measures

Based on the research conclusions and the analysis of the actual situation of the enterprise survey in this paper, the following suggestions and measures are proposed.

Strengthen the construction of a trustworthy environment for small and medium-sized enterprises in China. A sound market integrity environment can also prevent some market failures from occurring, thereby promoting rapid market development. Due to the relatively backward market integrity environment in China compared to foreign countries, which is not conducive to the long-term development and competitiveness improvement of enterprises, credit issues of export-oriented foreign trade enterprises in China are very common in transactions. Therefore, it is necessary to attach importance to the construction of the credit environment of the whole society and strive to create a truly mature social credit environment in order to fundamentally improve the integrity awareness of enterprises and fundamentally improve credit problems.

Build a new customs supervision model for commodity exports and carry out specialized statistical analysis. This plan is mainly aimed at solving the problem of retail enterprises being unable to handle customs supervision and statistical work for exported goods. Due to the fact that most of the exported goods of foreign trade enterprises are sent by air, mail, express delivery and other methods, these products cannot enter the customs supervision and statistical analysis of goods trade when exported. Therefore, it is very necessary for customs to adopt a targeted new supervision mode. The customs department should conduct centralized monitoring of commodity exports and handle relevant commodity clearance registration after submitting the audit checklist. At the same time, foreign trade enterprises can also use the internet to submit electronic documents. When the goods actually leave the country, they can send electronic declaration forms to customs in accordance with the regulations of the foreign exchange and tax departments.

Independent brand research and development. One of the main signs that distinguish a company from a product is brand value. Many consumers are willing to shop online across borders because some products cannot be found locally and can be searched worldwide using international networks. But relatively speaking, the more scarce the information, the greater the choice cost that consumers are willing to pay. Based on this, the company can enhance its added value by establishing its own brand. When developing its own brand, the company needs to do the following: firstly, the company needs to conduct in-depth research on foreign market demand, reposition the brand according to its own characteristics, and develop a unique brand with enterprise characteristics; Secondly, it is necessary to register the trademark of the developed brand as soon as possible to prevent infringement risks.

Improve after-sales service, strive to improve logistics and distribution efficiency, and achieve perfect service. Each company can form a consortium and combine based on regional characteristics and similarity of product types to select third-party logistics and distribution companies for distribution or rent overseas warehouses, in order to reasonably reduce logistics and distribution costs and improve logistics and distribution efficiency. In addition, companies also need to establish convenient and efficient return and exchange policies.

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