Analysis of the E-commerce on Economic Growth in China

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Abstract

In recent years, China's network information technology has made great achievements, which has laid a certain foundation for the development of e-commerce in China. E-commerce plays a very important role in promoting the economic growth of China. At the same time, it affects and changes people's way of thinking and life to a certain extent. At present, the new mode of e-commerce economy is no longer limited by time and space, and the organization of e-commerce activities is more convenient and efficient. At the same time, e-commerce brings consumers more shopping choices, and also brings them better service platform, which greatly saves transaction operation cost and logistics transportation cost, and brings large economic profits for small and medium-sized enterprises. More and more consumers in our country have begun to take e-commerce as the main way of shopping, which greatly promotes the further development of e-commerce in our country. E-commerce has gradually become the most popular and potential commodity trading mode in China. This paper first analyzes the current situation of e-commerce development in China and its possible development trend in the future, then discusses how e-commerce affects China's economic development in combination with some basic theories of e-commerce and relevant economic theories, and makes full use of econometric knowledge to analyze the relationship between e-commerce development and China's economic growth. Collect relevant data, establish measurement model and make empirical analysis. Finally, according to the results of empirical analysis, the paper points out some problems existing in the development of China's e-commerce, such as the theoretical system of China's e-commerce is not perfect, the management system of security protection is not perfect, the talents and experience of e-commerce can not meet the current development, the degree of informatization and financial electricity. Finally, the paper puts forward the corresponding solutions to these problems to ensure the stable development of China's e-commerce and promote the growth of China's national economy.

Keywords
E-Commerce; Economic Growth; Regression Analysis.

1. Introduction

1.1. Research background and significance
E-commerce, in short, refers to all kinds of business activities carried out on the Internet, such as shopping, payment, customer service, market research and a series of business activities carried out on the Internet. Electronic commerce transaction depends on a kind of computer or network information technology, through the electronic transaction way, under the national laws and regulations permission, carries on a kind of electronic commerce activity. As early as the middle of the nineteenth century, people had begun to explore more convenient and efficient means to carry out business activities, and the use of electronic tools was discussed preliminarily. Because of a series of disadvantages, such as complex, expensive, inefficient, time-consuming and laborious trading business in the early years, the major enterprises have
begun to seek a convenient, low-cost and efficient new mode of trade. In recent years, the status of electronic commerce is becoming more and more prominent, and more countries put the development of their own electronic commerce in the first place of economic development, which will bring great benefits to the world economy and the development of our country's economy. China also attaches great importance to the development of e-commerce. In November 2002, the 16th National Congress of the Party put forward the strategy of information development, and in October 2003, the third plenary session of the 16th CPC Central Committee put forward the request to speed up the development of e-commerce. Based on these two aspects, on January 8, 2005, the General Office of the State Council issued a document on the opinions of the General Office of the State Council on speeding up the development of e-commerce. A national strategy on "Belt and Road" and "Internet +" was proposed by the National Development and Reform Commission and the State Council in March and July 2015. 19 February 2019, The CPC Central Committee and the State Council have issued "Some Opinions on Persisting in the Priority Development of Agriculture and Rural Areas and Doing a Good Job in" Agriculture, Rural Areas and Farmers "", The document proposes the implementation of the digital village strategy, Further promote "Internet + Agriculture ", Attach great importance to the development of rural e-commerce. The 21st century will be a new society of economic globalization, networking and industrial informatization, and the information society with modern information technology as the main core will have the opportunity to develop into a new trend. In recent years, with the continuous improvement of the level of science and technology and economic strength of our country, the rapid development of the Internet and the wide popularization of information technology have promoted the emergence of the e-commerce revolution in our country and led to the development of e-commerce in our country. The current market development and market environment of e-commerce in China have brought great opportunities and many challenges to our enterprises. Under the background of economic globalization and networking, It is of great significance to study the relationship between e-commerce and economic growth in China.

1.2. Literature review and issues raised

At present, there are many literatures in China to study the relationship between e-commerce and economic growth. Fan Yuzhen (2010) analyzed the current situation of the development of e-commerce in China, and described in detail that e-commerce can promote China’s economic growth by increasing consumption, investment, government purchase and import and export. Finally, according to the results of the analysis and the actual development, pointed out the problems of e-commerce in China, and put forward the corresponding countermeasures for the development of e-commerce. Lu Chengcheng (2012) studied how to promote economic growth in macroeconomics and microeconomics. Zhu Shu (2014) mainly starts from the influence of e-commerce on the economic growth of Zhejiang Province and the promotion of Zhejiang Province’s economy. Finally, the further development of Zhejiang e-commerce provides countermeasures and suggestions. Xiao Lizhang (2015), by studying the current situation of the effect of e-commerce on economic growth in China, puts forward the problems of information deficiency and security credit in e-commerce in China, and puts forward corresponding solutions to these problems. Han Lu (2016) analyzed the current situation of the development of e-commerce in China by using the data of e-commerce transaction volume and the number of Internet users in recent years, studied the impact of e-commerce on agriculture and the role of e-commerce on economy respectively, and finally provided some strategies for the future development of e-commerce. Li Yao (2016), starting from the current situation of e-commerce development, studies the influence mechanism of e-commerce on macroeconomic development, and then uses Solo model to analyze the relationship between e-commerce and macroeconomic growth. Wang Anhui (2018) first analyzes the current situation of e-commerce development, then points out the factors that restrict the development of cross-border e-
commerce in China, and finally gives some suggestions to promote the development of cross-border e-commerce in China. Hu Fan (2019) mainly studies the present situation and development trend of e-commerce in China, and fully discusses the role and influence of e-commerce on China’s economic development. Yang Chen (2019), based on the new media environment, analyzes the characteristics of the development trend of e-commerce marketing strategy, and provides some countermeasures and suggestions for the development of e-commerce industry. In general, there has been a lot of literature on the impact of e-commerce and economic growth, in this paper, mainly through the basic theoretical analysis of e-commerce, combined with the latest data in recent years, using econometric analysis. Further explore the relationship between e-commerce and economic growth in China.

1.3. Research ideas and methods

The research idea is as follows: the first step is to collect the literature, start from the analysis of the basic theory of electronic commerce, summarize the definition, characteristics and functions of electronic commerce, and have a rational cognitive process on the role of electronic commerce in the growth of China’s economy. The second step is to fully understand the current situation of e-commerce in China, including the impact of e-commerce on China’s economic growth. The third step, using the econometric model, first understand the basic situation of the development of e-commerce in China, collect relevant data, conduct an empirical analysis between e-commerce and the growth of China’s economy, and analyze it according to the empirical results. The fourth step, according to the previous empirical results and the actual application of e-commerce in China, find out some problems in the development of e-commerce in China, and analyze these problems in detail. The fifth step, according to the problems in the development of e-commerce in China, puts forward corresponding countermeasures and suggestions to promote the stable development of e-commerce in China.

The main research methods: first, the literature collection method, we should first from the Chinese knowledge network or other ways to collect some basic theories of e-commerce, study the definition, characteristics, functions of e-commerce, and summarize and analyze, on the basis of other people’s research, put forward their own views. Secondly, regression analysis, query related statistical data, in-depth analysis of the research topic, the combination of theory and empirical, the use of econometric model to in-depth analysis, find the existing problems and put forward reasonable development suggestions. Finally, the standard research method, according to the research results and market development law analysis and summary.

2. Basic theoretical analysis

2.1. Definition of electronic commerce

E-commerce is a new business model that depends on the Internet. Because of the rapid promotion and popularization of the Internet, e-commerce has become the hottest trading mode at present. Generally speaking, e-commerce transactions are activities that require the use of web-based information technology tools and are generally considered to be activities engaged in commodity exchange. Governments, scholars and business people have different understanding of the concept of electronic commerce, so the definition of electronic commerce is different. E-commerce is divided into broad sense and narrow sense. More broadly, e-commerce (electronic business or e-business) includes not only transactions between goods and electronic services based on the Internet, but also other e-commerce activities based on Internet platforms. Refers to the network electronic means of business activities. Narrow sense e-commerce (electronic commerce or e-commerce) is a series of transaction activities between goods and electronic services based on the Internet. E-commerce is usually understood in a narrow sense. In the definition of electronic commerce, whether in a broad sense or in a narrow
sense, electronic commerce covers two aspects: first, we have to rely on the Internet as a platform, if we do not have the Internet as a network, then it is not called electronic commerce; second, we want to complete a business activity through the Internet platform.[1]

### 2.2. Characteristics of electronic commerce

The development of e-commerce mainly has the characteristics of complete function, low operating cost, wide coverage, flexibility and convenience, efficient operation and so on.

#### 2.2.1. Functional

E-commerce is the use of network information technology to carry out various business activities. e-commerce enterprises can publish the relevant information of their own products on the Internet, achieve online communication with buyers, establish supply chain management, support online payment and other activities, greatly improve the efficiency of production management.

#### 2.2.2. Low operating cost

Businessmen or businesses and customers are basically through the Internet platform to communicate, greatly saving communication and transportation costs, each link is accurate and standardized, do not need intermediary participation, reduce the transaction related links, greatly reduced operating costs, but also reduced operating costs.

#### 2.2.3. Coverage

With the rapid development and wide popularity of the Internet, it covers almost every place in the world, so that users can connect with Internet websites only through electronic tools, and carry out various business activities with merchants. Opened up a global market.

#### 2.2.4. Flexible and convenient

In today's e-commerce environment, people only need to understand common sense, do not need to be limited by time and space, through mobile phones or computers and other intelligent tools, you can visit the corresponding website, at any time, anywhere free to buy. And because of the rapid development of cross-border e-commerce, on the e-commerce platform, we can basically find all our favorite products and easily complete online trading activities. Because electronic commerce completes the transaction on the network, it is a kind of virtual transaction activity, its transaction means depend on the Internet and information technology, the two sides do not need to contact directly in the transaction process. The whole process is flexible and convenient, which can save a lot of time and energy.

#### 2.2.5. Efficient 5. operations

At the same time, most businesses will publish some commodity information on the e-commerce platform, and enterprises can quickly collect and organize information on the Internet. Through comparative analysis, they can find their own satisfactory goods in a short time. And merchants can also save a lot of preparation and post-processing time, so that enterprises can run more efficiently.

### 2.3. Functions of electronic commerce

E-commerce mainly has advertising, consultation and negotiation, online ordering, online payment, electronic accounts, service delivery, consultation, transaction management and other functions. The functions of e-commerce involve the whole process of online transaction, and the functions are inseparable, which promotes the development of e-commerce.

#### 2.3.1. Advertising campaigns

E-commerce enterprises can publish product information through e-commerce platform, and consumers can find all kinds of goods through e-commerce platform, so merchants use the
Internet to advertise goods around the world. Not only save costs, but also consumers can have more options, to provide consumers with a lot of rich and valuable information.

2.3.2. Consultation negotiation
With the rapid development of the Internet, there is no need to talk face to face between merchants and customers, and transactions can be communicated directly on the Internet, which greatly saves unnecessary time and cost.

2.3.3. Online Order
When buying online, consumers can choose and purchase at any time period, and they are free to choose products without being restricted by time, region and other factors, and do not have to go to physical stores to buy them. At the same time, consumers only need to fill out purchase orders online.

2.3.4. Online payment
In order to complete the whole process of transaction, we should also carry out the step of online payment. Merchants and customers complete payment online through electronic tools such as credit cards. In this process, the operation is simple and convenient. You can omit the expenses of many people in the transaction process.

2.3.5. Electronic accounts
The successful completion of online payment can not be separated from electronic finance, and electronic account management is its basic component, everyone will have an electronic account, can be through some encryption means and other operations to ensure the security of electronic accounts.

2.3.6. Service delivery
Because of the continuous expansion of e-commerce business, consumers can transfer the goods ordered by consumers to their hands as soon as possible through logistics transportation. And some information products such as electronic reading materials can be directly transmitted online, so it is very convenient and efficient.

2.3.7. Consultation
After completing the transaction, e-commerce can also use the Internet as a platform to collect user feedback on sales services conveniently and quickly on the Internet, and can make timely improvement work according to these opinions, and improve the level of after-sales service of enterprises.

2.3.8. Transaction management
E-commerce transactions involve many aspects, such as between enterprises and customers, financial security management and so on, which must be taken into account in the development of e-commerce. At this time, a good transaction management system will be needed to ensure the development of e-commerce.

3. Current Situation of Electronic Commerce in China
From CNNIC NSO data, In 2010, The total amount of e-commerce transactions in China is only 4.8 trillion yuan, A 33.5% year-on-year increase, And in 2019, The total amount of e-commerce transactions in China has increased to 36.8 trillion yuan, A year - on - year increase of 13.1%, More than seven times more than in 2010, The total volume of e-commerce transactions has been growing over the decade from 2010 to 2019, Although the growth rate has declined since 2015, But to some extent, it has driven the economic growth of our country. Meanwhile, The number of Internet users in China is increasing year by year, The number of online users increased from 457.3 million in 2010 to 854 million in the first half of 2019, Online shopping is also on the rise, from 160.51 million in 2010 to 639 million in the first half of 2019. Although
the development of e-commerce industry in China is relatively late compared with foreign countries, the data show that the development speed of e-commerce in China is very fast. For example, Taobao, JingDong and other representative e-commerce enterprises in China have achieved rapid development in recent years.

Although our governments at all levels attach great importance to the development of e-commerce, the e-commerce industry has indeed made certain achievements, but because our country is still a developing country, the level of enterprise informatization is relatively low. Infrastructure is not perfect and perfect, compared with foreign e-commerce industry, there is still a big development gap, the overall level of development is not high. There is also a certain gap in the development of e-commerce resources in various provinces in China. The level of basic resources in some provinces along the eastern coast is relatively high, while most of them are relatively low in the central and western provinces. In the development of e-commerce in China, there are often some problems caused by the lack of security, such as consumer privacy disclosure, consumer property security and many other problems in the course of trading. It has greatly affected the safe, healthy and orderly development of e-commerce in China. The laws and regulations on e-commerce in China are not perfect, and the huge logistics operation cost has become a huge bottleneck in the development of e-commerce. At present, Chinese e-commerce enterprises gradually begin to realize the huge market development potential and market economic benefits of e-commerce, but because Chinese enterprises have long followed the traditional enterprise management mode, the operation mechanism of the whole department is aging. The internal organization information circulation of enterprises is not smooth. The development of e-commerce can not be separated from the process of logistics transportation, which has promoted the development of logistics industry in China. At the same time, due to the increase in the scale of e-commerce in China in recent years, the demand for staff will be greatly increased, so that more people can be provided with jobs, which can effectively increase the employment rate of our country. Solved most of our country's current employment problem. In recent years, due to the rapid development of China's e-commerce economy, to a certain extent, it has also promoted the overall development level of China's economy. In the face of sudden e-commerce era, China's e-commerce enterprises are facing great challenges.

4. Empirical research

4.1. Metrological models

In order to verify the role of e-commerce in promoting economic growth in China, combined with the knowledge of econometrics, the relationship between e-commerce and economic growth in China is analyzed by establishing an econometric model. GDP can reflect the development of China's economy to a certain extent, so the GDP GDP (billion yuan) is taken as the dependent variable. Considering that the number of domain names, the number of Internet users and the number of online shopping are closely related to the Internet, which can measure the level of e-commerce development, Therefore, the choice of X2 is the number of domain names (10,000 units), X3 is the number of online users (10,000 units), X4 is the number of online shopping (10,000 units), first establish a multivariate linear regression model, its model form is as follows:

\[ Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \mu_i \]

The Y represents the annual gross domestic product (100 million yuan), the \( \alpha \) and \( \beta \) represent the parameters to be determined, and the total amount of e-commerce transactions (100 million yuan), the number of domain names (10,000 units), the number of online users (10,000 units), and the number of online shopping (10,000 units), respectively, represent random disturbance items, \( \mu_i \).
4.2. Data sources and processing

According to the China Statistical Yearbook from 2004 to 2018 and the China Internet Network Information Center's Analysis report on the status of Internet Development in China, we choose the annual data of total e-commerce transactions, domain names, number of online users and number of online shopping in the 15 years from 2004 to 2018, and use Eviews software to carry out regression analysis.

4.3. Empirical Results and Analysis

Based on the data of 2004-2018, the relationship matrix between the development of e-commerce and economic growth in China is obtained. See table 1.

<p>| Table 1. Correlation Coefficient Matrix of the Relationship between E-commerce and Economic Growth |
|-------------------------------------------------|-----------------|----------------|-----------------|-----------------|-----------------|</p>
<table>
<thead>
<tr>
<th></th>
<th>Gross domestic product</th>
<th>Total e-commerce transactions</th>
<th>Number of domain names</th>
<th>Number of Internet users</th>
<th>Online shopping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross domestic product</td>
<td>1</td>
<td>0.945</td>
<td>0.894</td>
<td>0.984</td>
<td>0.989</td>
</tr>
<tr>
<td>Total e-commerce transactions</td>
<td>0.945</td>
<td>1</td>
<td>0.931</td>
<td>0.881</td>
<td>0.977</td>
</tr>
<tr>
<td>Number of domain names</td>
<td>0.894</td>
<td>0.931</td>
<td>1</td>
<td>0.854</td>
<td>0.909</td>
</tr>
<tr>
<td>Number of Internet users</td>
<td>0.984</td>
<td>0.881</td>
<td>0.854</td>
<td>1</td>
<td>0.953</td>
</tr>
<tr>
<td>Online shopping</td>
<td>0.989</td>
<td>0.977</td>
<td>0.909</td>
<td>0.953</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 1 shows that the correlation coefficient between GDP and the total amount of e-commerce transactions, the number of domain names, the number of online users and the number of online shopping is 0.945, 0.894, 0.984, 0.989, all of which have passed the significance level test of 5%, which preliminarily shows that there is a certain positive correlation between e-commerce and China’s economic growth, which can promote China’s economic growth.

The correlation coefficient test only verifies the positive and negative relationship between e-commerce and China’s economic growth. Next, this paper uses the multivariate linear regression of backward screening method to analyze the relationship between e-commerce and economic growth in China.

<p>| Table 2. Y and X1, X2, X3, X4 regression results |
|-------------------------------------------------|----------------|----------------|-----------------|-----------------|</p>
<table>
<thead>
<tr>
<th></th>
<th>Coefficient</th>
<th>Standard error</th>
<th>T value</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant term</td>
<td>117538.7</td>
<td>13139.99</td>
<td>8.9451</td>
<td>0</td>
</tr>
<tr>
<td>Total e-commerce transactions</td>
<td>0.4843</td>
<td>0.3822</td>
<td>1.2670</td>
<td>0.2339</td>
</tr>
<tr>
<td>Number of domain names</td>
<td>-6.3374</td>
<td>9.5330</td>
<td>-0.6648</td>
<td>0.5212</td>
</tr>
<tr>
<td>Number of Internet users</td>
<td>5.3907</td>
<td>0.9816</td>
<td>5.4916</td>
<td>0.0003</td>
</tr>
<tr>
<td>Online shopping</td>
<td>3.2552</td>
<td>2.7207</td>
<td>1.1965</td>
<td>0.2591</td>
</tr>
<tr>
<td>Decision coefficient</td>
<td>0.9971</td>
<td>0.9959</td>
<td>1193.650</td>
<td></td>
</tr>
</tbody>
</table>

Table 2 shows that under the condition of given significant level α=0.05, the p values of the total amount of e-commerce, the number of domain names and the number of online shopping are 0.2339, 0.5212, 0.2591, all of which have not passed the significance level test, only the
regression coefficient of the number of online users has passed, so the variables need to be eliminated. Table 3 is the regression result of excluding the number of domain names. According to table 3, given significant level $\alpha=0.05$, the regression coefficients of total e-commerce and online shopping are 0.2846, 0.1090, all of them have not passed the significance level test, only the regression coefficient of the number of online users has passed, and variables need to be eliminated. Table 4 is the regression result of excluding the total amount of e-commerce transactions.

<table>
<thead>
<tr>
<th>Coefficient</th>
<th>Standard error</th>
<th>T value</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant term</td>
<td>125157.7</td>
<td>11275.3</td>
<td>11.0999</td>
</tr>
<tr>
<td>Number of users online</td>
<td>4.3394</td>
<td>0.5264</td>
<td>8.2435</td>
</tr>
<tr>
<td>Online shopping</td>
<td>6.6277</td>
<td>0.6712</td>
<td>9.8743</td>
</tr>
<tr>
<td>Decision coefficient</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Modified coefficient of determination</td>
<td></td>
<td></td>
<td>0.9960</td>
</tr>
<tr>
<td>F test value</td>
<td></td>
<td></td>
<td>1751.165</td>
</tr>
</tbody>
</table>

Table 4 shows that the regression coefficient of the number of online users and the number of online shopping tends to be 0 at a given significant level $\alpha=0.05$, and both pass the significance level test. At this time, there is a significant linear correlation between GDP and the number of online users and the number of online shopping. The model is expressed as follows:

$$Y_t = 125157.7 + 4.3394X_3 + 6.6277X_4$$

The model shows that for every unit of Internet users, GDP increases by 4.3394 units, and for every unit of online shopping, GDP increases by 6.6277 units.

According to the empirical research on the relationship between the development of e-commerce and economic growth, we can clearly find that there is a significant positive relationship between the number of online users, the number of online shopping and the economic growth of our country, and the positive correlation between the total amount of e-commerce transactions and the number of domain names on economic growth, but the increase of the two can not significantly affect economic growth. With the rapid development of network information technology and the popularization and application of Internet, the level of e-commerce in China has been continuously improved, and more users have participated in e-commerce enterprises. This requires our government to attach great importance to the development of e-commerce industry in China.

5. Problems in the Development of Electronic Commerce in China

According to the empirical analysis of the above-mentioned e-commerce and the practical application of the society, it will be found that there are still some problems in e-commerce in China at present, among which the main problems are:

5.1. Inadequate security management system

According to the relevant data, it can be found that the number of e-commerce enterprises in China is increasing year by year, and the number of e-commerce users is increasing, which requires our country to have a perfect security protection management system. To ensure that transaction information can be safely and accurately transmitted. However, because the development of e-commerce in China is still in its infancy, the relevant security protection management system is not perfect, and the data server is not secure enough, some network hackers often enter the website to steal the privacy of consumers. Moreover, although the development of e-commerce economy in China has achieved remarkable results, many e-commerce enterprises in China have abandoned the industry to safeguard their own interests because of the influence of network viruses and network hackers. This seriously hinders the further development of e-commerce in China.
5.2. Industry integrity mechanisms need to be strengthened

When e-commerce enterprises develop, between the needs of work, enterprises should often establish various links with customers and businesses to ensure the smooth progress of the transaction, but if in the course of the transaction, both sides of the transaction are dishonest. This will greatly hinder the smooth completion of the transaction. And because the social credit system of our country is not perfect and perfect, it is difficult to solve the problem of lack of social credit for the time being. In addition, the legal awareness of most e-commerce enterprises in China is too weak, and there are often cases of dishonesty. For example, some enterprises often delay payment of funds. These problems due to dishonesty will affect the stable development of e-commerce industry in China.

5.3. Relatively low level of information

The development of enterprise information level in our country is not balanced, the total amount of information industry is not small, but the overall quality is not high. Because of the lack of independent innovation ability, the technical level is relatively low compared with that of foreign countries. Due to the relatively backward technical conditions and the lack of good external environment support, most e-commerce enterprises can not hire professionals. At the same time, most of our e-commerce enterprises still use the traditional ideas to manage companies and employees. Do not attach importance to information technology, leading to the slow development of e-commerce in China. In addition, although our government is also actively supporting the development of our e-commerce enterprises, most of them only use funds in the construction of some hardware infrastructure, and do not invest funds in information technology. At the same time, most e-commerce enterprises in China can not use funds reasonably, ignore the importance of information technology and lack of scientific research and development of information technology, which leads to the low level of information technology, which is not conducive to the development of e-commerce enterprises in China.[2]

5.4. Lack of e-commerce talents

From the empirical study on the relationship between e-commerce and China’s economic growth, we find that e-commerce does promote the economy, so the development of e-commerce will become a new trend in the future. But at present, our country is still a developing country. Compared with the West, education is still in a relatively backward stage, and the cultural quality and professional accomplishment of most people are not high. And enterprises in the development of e-commerce should have production, procurement, marketing, service and other processes, these processes need to be supported by professionals, but China is relatively backward in the training of e-commerce personnel. Due to the continuous development of modern network information technology, the demand for talents in the development of e-commerce has also increased greatly, but the talents of e-commerce in China are quite lacking, and there are no scientific management methods. These seriously affect the long-term and stable development of e-commerce in China.

5.5. The low level of financial electronicization of e-commerce

The final completion of electronic commerce can not be separated from the two steps of payment and settlement. In order to effectively complete payment and settlement, it is necessary to have high quality financial electronic service cooperation. However, at present, the means of payment of e-commerce transactions in China are very complex, most of them are not paid directly on the Internet, and the form of payment is not uniform, which affects the transaction efficiency of e-commerce. Moreover, the service level and electronic degree of our financial industry are not high, which can not meet the requirements of payment and settlement.
needed for the development of electronic commerce, and electronic commerce must have efficient electronic currency.

6. Countermeasures and recommendations

Nowadays, the position of electronic commerce in our country's economy is increasing day by day. If we want to ensure the stable development of electronic commerce in our country, we must solve the problem of the development of electronic commerce in our country, so we put forward the following corresponding countermeasures.

6.1. Improving the Construction of Network Security

Based on the characteristics of e-commerce activities in China, our government should formulate the development policy of e-commerce in line with the national conditions of our country, and establish and perfect the network security system and the network payment system at the same time. Nowadays, network fraud occurs frequently, which leads more and more people to lose confidence in the development of e-commerce in China. On the other hand, the network environment will also hinder the development of e-commerce at some times. Nowadays, the network is popular, all kinds of network fraud incidents emerge in endlessly, and network viruses and network hackers come one after another. As long as the network is more secure, more consumers will trust online shopping and be willing to choose online shopping, which will promote the development of e-commerce in China.

6.2. Improving the social integrity mechanism

E-commerce enterprises in the actual operation process, it is very important to improve the social integrity mechanism. Our government should formulate relevant laws and regulations as soon as possible, standardize all kinds of business of electronic commerce, so that the operation of electronic commerce enterprises can be carried out according to law. At the same time, a set of scientific, reasonable and effective management system should be established within the e-commerce enterprise, the whole enterprise should be strictly managed, and the employees of the enterprise should be educated on honesty and morality on time. So that employees can fully realize the importance of integrity mechanism. In addition, we will find that the healthy development of enterprises needs the integrity support of employees. All enterprise departments should strengthen the integrity supervision of employees and strengthen the role of integrity management mechanism. For example, employees who violate the principle of integrity can be severely punished, random check the completion of their work to ensure the smooth implementation of their own corporate social integrity.[3]

6.3. Strengthening information infrastructure

The development of any industry requires a relatively stable infrastructure. At present, China's network infrastructure is in a backward stage compared with some developed countries abroad, so it is necessary for our government to spend a certain amount of time and energy on information construction, to provide sufficient funds and professional technology, and to promote the information process of enterprises. A sound and powerful network system is the foundation of the development of e-commerce. Therefore, in order to improve the speed of Internet access, reduce the cost of Internet access and shorten the gap with developed countries, we must increase investment. Research and development of electronic information technology hardware and basic software, but also continue to increase support and support for some small and medium-sized e-commerce enterprises.

6.4. Organizing and training of e-commerce professionals

In the process of e-commerce development, talent is an essential condition. First of all, our government should improve the cultural literacy and skills of e-commerce personnel through
propaganda and education, and focus on the reality of the current development of e-commerce in China, and provide sufficient funds and professional technology for our enterprises. Secondly, for Chinese e-commerce enterprises, their senior leaders should organize their employees to learn advanced information technology and improve their own information level. At the same time, enterprises need to organize and carry out the relevant training work of e-commerce knowledge in a planned way, formulate the talent development training plan, popularize the Internet skills, and strengthen the professional training, so as to be able to complete the e-commerce work more effectively. Enterprises should also attach great importance to talent recruitment, can hire some high-level and highly skilled professional and technical personnel. In addition, colleges and universities can offer courses or majors related to e-commerce, improve the application skills and related knowledge of e-commerce, in order to better promote the application of e-commerce in China.

6.5. Strengthening the construction of the external environment

Our government should actively adopt policies suitable for the development of e-commerce in China, and further improve the relevant laws and regulations of e-commerce in China. In addition, when our government formulates relevant laws and regulations, it can be formulated jointly by domestic information experts and legal experts. In the face of all kinds of new problems, it should be reflected in laws and regulations in a timely manner. At the same time, our government should perfect the rules and regulations of e-commerce safety supervision, social integrity, tax policy and statistics. In addition, enterprises can establish security protection mechanism, strengthen contact with public security organs, and timely reflect the occurrence of arrears of funds, delays in payment to public security organs, safeguard their legitimate interests, ensure their own stable development, and then promote the growth of e-commerce economy.[4]

6.6. Improving the electronic payment and settlement system

At present, the legislation on electronic payment and settlement in our country is not perfect enough, and our government should pay attention to perfecting the online electronic payment and settlement system, which is of great help to realize the stable and orderly development of electronic commerce in our country. At present, the main problem facing the development of e-commerce platform in China is the inconsistency and insecurity of payment system, which seriously affects the network security, but also makes consumers lose confidence in e-commerce, which is not conducive to the development of e-commerce. Therefore, in order to solve the above problems and effectively promote the further development of electronic commerce, the empirical government should establish a unified set of online payment standards, which requires the exchange and cooperation between banks, enterprises and third party payment platforms according to the unified payment standards. In addition, more enterprises and individuals should be encouraged to use bank cards, electronic cheques, electronic cash and other payment and settlement tools.

References


