

Research on Fujian E-commerce Innovation Development and Countermeasures

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Abstract

Based on the analysis of the current situation of cross-border e-commerce development in Fujian Province, this paper draws on the experience of the construction of China's cross-border e-commerce comprehensive experimental zone, and finds the main problems in Fujian e-commerce innovation. Suggestions on the development of industrial innovation.

Keywords

Fujian Province; E-commerce; "Internet +"; Countermeasures.

1. Introduction

E-commerce refers to the use of new technologies, in a wide range of commercial and trading activities around the world, and in an open network environment of the Internet, buyers and sellers conduct various business activities without meeting each other to achieve online shopping for consumers and online shopping between merchants. A new type of business operation model for transactions and online electronic payments, as well as various business activities, transaction activities, financial activities and related comprehensive service activities. E-commerce is a business activity using microcomputer technology and network communication technology. With the improvement of science and technology, e-commerce has become a new economic growth point, a new impetus for the development of county economy, and a booster for the development of manufacturing. E-commerce not only changes the production, circulation, distribution and consumption modes, but also raises new topics for government management, supervision and decision-making. As a free trade pilot zone set up by the State Council and a core area of the 21st Century Maritime Silk Road, how to promote the industrial structural reform of the province through the development of e-commerce, promote economic development, and solve employment issues is a subject worthy of further study.

2. Analysis of the development status of Fujian e-commerce

According to the "China E-Commerce Development Index Report" released in 2019, Fujian Province ranks among the nation's leading provinces in e-commerce development, and the e-commerce penetration index and support index rank third and fifth in the country, respectively. In 2019, Fujian's online retail sales reached 458.9 billion yuan, ranking sixth in the country; a year-on-year increase of 24.8%, which is 6.3 percentage points higher than the national growth rate. Among them, the online retail sales of physical goods was 377.9 billion yuan, a year-on-year increase of 28.9%, which was 8.7 percentage points higher than the national growth rate. It accounted for about 23% of the province's total retail sales of social consumer goods, and contributed about 23% of the province's total retail sales of social consumer goods. It is 55%, which has a significant role in stimulating consumption growth.

In 2019, Fujian's rural online retail sales were 186 billion yuan, ranking third in the country, an increase of 30.0% year-on-year, which is 10.9 percentage points higher than the national growth rate. Fujian's online retail sales of agricultural products were 25.89 billion yuan, accounting for 6.5%, a year-on-year increase of 42.6%, which is 15.6 percentage points higher than the national growth rate. Fujian Province has a total of 106 "Taobao Towns" with annual e-commerce transactions exceeding

30 million yuan, ranking fifth in the country, and 318 "Taobao villages" with annual e-commerce transactions exceeding 10 million yuan, ranking sixth in China. The 23 key counties in poverty alleviation and development work in Fujian Province have achieved full coverage of demonstration and creation of rural e-commerce. In 2019, online retail sales were 11.36 billion yuan, a year-on-year increase of 21.1%. According to incomplete statistics, the development of rural e-commerce in the province in 2019 will lead to an increase of 11.35 million yuan in income from 1,590 poor households and an increase of 7,100 yuan per capita.

From January to November 2019, the total import and export volume of cross-border e-commerce retail in Fujian Province was 2.058 billion yuan, a year-on-year increase of 69.25%. Among them, exports were 815 million yuan, a year-on-year increase of 1216.32%; imports were 1,243 million yuan, a year-on-year increase of 7.7%. Fujian Province has been appraised as the first batch of 60 online and offline digital development enterprises in China, ranking fourth in the country; the number of national e-commerce demonstration bases has reached 7 (112 in China), ranking fourth in the country. According to the monitoring data of major e-commerce platforms, the province has more than 90,000 online shop companies and attracted more than 1.5 million employees, including more than 100 companies with online retail sales of 100 million yuan in 2019. E-commerce has greatly promoted the digital transformation of businesses in the business sector and achieved online and offline integration and development.

3. Problems Existing in Fujian E-commerce Innovation and Development

3.1 The industrial agglomeration advantage is not obvious.

Leading companies are lacking in leadership. They should combine the construction of the "Belt and Road" economic belt, seize the cultivation of key industries, key enterprises, key platforms, and key projects, and form the leading industry aggregation, management innovation, and big data application effects. At present, although Fujian's e-commerce has a certain industrial agglomeration circle, it is mainly divided into agricultural production agglomeration circles in northern Fujian. The manufacturing capacity circle in the south of Fujian mainly takes enterprises as the main body, grasps the opportunities of the "Belt and Road" and the "Maritime Silk Road", combines the industrial realities of Fujian Province, and encourages traditional industries to combine new technologies, new materials, and new models for industrial transformation or upgrade, Through e-commerce to enhance brand awareness and reputation, improve the level of large-scale production and personalized services. The agricultural gathering circle in northern Fujian has tried a multi-agent rural e-commerce model in which farmers, cooperatives, agricultural e-commerce platforms, and local governments participate and cooperate effectively, and explores the way of agricultural products suitable for Fujian's own characteristics. However, compared with Hangzhou and other regions, the specific industrial advantages are not obvious enough. It is still necessary to continue to innovate the "Internet +" model to form its own unique industrial advantages.

3.2 The comprehensive e-commerce service system is incomplete.

The air and sea modes commonly used in cross-border e-commerce in Fujian have unstable services and failure to arrive at the warehouse on time as promised. For most cross-border e-commerce companies, the cost of international logistics often accounts for about 40% of the total cost. Moreover, the time of logistics is unstable, and the logistics information cannot be accurately tracked. Such problems generally affect the development of cross-border e-commerce. In the process of cross-border e-commerce transactions, the methods of settling transaction disputes to resolve transaction disputes are still currently settled by traditional litigation, arbitration, negotiation, etc., and their lack of efficiency and cost. These related e-commerce comprehensive supporting service systems need to be improved.

3.3 The lack of talents in cross-border e-commerce.

Most of the cross-border e-commerce companies need complex talents, and they need to have the knowledge and capabilities of international trade, platform operations, and business English. At

present, Fujian province's cross-border e-commerce enterprises have a large gap between the demand for talents and the supply of talents in colleges and universities. At present, the teaching of colleges and universities is mainly the teaching of theoretical knowledge. Although there are training courses, laboratory-based training is the most common, and the laboratory effect is still far from the real market effect.

4. Countermeasures and suggestions

4.1 The government strengthens innovation guidance and taps local industry advantages.

Fujian Province faces the sea and is adjacent to Taiwan. It has a unique business environment. It should strive to create a good business atmosphere and an outward-oriented economic foundation, increase the scale of the foreign trade industry, increase the volume of two-way trade in imports and exports, and tap unique industries to bring them together. The government raises awareness of innovation and service. Like Hangzhou, China's largest cross-border e-commerce city, in terms of cross-border e-commerce policies, a series of innovative measures have been implemented in terms of financing, taxation, business management, and land use. Use of various types of park development. Gather relevant resources of the cross-border e-commerce industry chain, form a complete cross-border e-commerce ecosystem, and gradually produce agglomeration effects. Simplify and facilitate the operation of cross-border e-commerce, proactively build a "single window" service model and improve various supporting facilities. By adopting the method of filling what is missing, all the issues related to cross-border e-commerce needs are resolved in the comprehensive test area.

4.2 Platform-based overseas warehouse operation concept to create a comprehensive e-commerce service system.

The specific implementation can learn from the practice of China (Yiwu) Cross-border E-commerce Comprehensive Pilot Zone, such as improving the cross-border trade environment, gathering a batch of international freight, international freight forwarding, and international aviation resources, and improving international trade policies, procedures, and systems to facilitate cross-border E-commerce has developed rapidly. Strengthen government business philosophy and policy management. The traditional business concepts and cross-border e-commerce business concepts are integrated, and the government responds in a timely manner to the policy direction, especially in the transformation and development of cross-border e-commerce logistics and traditional logistics based on the platform-based overseas warehouse operation concept. At the same time, through the construction and development of e-commerce parks, e-commerce industrial parks, and entrepreneurial parks, it gathers multiple resources such as suppliers, sellers, overseas buyers, and logistics service providers to create comprehensive cross-border e-commerce services supported by full-service system.

4.3 Increase school-enterprise cooperation and improve talent pooling capabilities.

Ningbo By 2018, Ningbo has cultivated 20 cross-border e-commerce industrial clusters and 50 cross-border e-commerce public overseas warehouses, with an annual cross-border e-commerce transaction value of more than \$ 15 billion. In addition to Ningbo's comprehensive port-based logistics and regulatory service system, Ningbo's business culture has a long history. The spirit of innovation, integrity and pragmatism has always been the epitome of Ningbo's business culture. The most important thing is that its talent pooling ability is strong. Ningbo has a well-developed industry and a well-developed business. At the same time, compared with neighboring Shanghai and Hangzhou, the cost of living is relatively low. Open policies and a favorable environment are conducive to the gathering of talents here. In view of this, Fujian Province's cross-border e-commerce industry has just begun, and the talent gap will become larger and larger. Colleges and universities, as the main positions for talent training, should play a leading role. In order to solve the problem that college cross-border e-commerce merchants only develop the ability to solve practical problems, the school-enterprise cooperation has been strengthened. At present, many colleges and universities in Fujian Province have established real-world cross-border e-commerce operation laboratories and maker bases. Enterprises directly bring teachers, accounts and supply chains to schools to cultivate practical

talents. At the same time, enterprises should also actively train employees to improve the professional knowledge and practical ability of cross-border e-commerce employees.

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