



COVID-19's Influence on China's Cross-Border Electricity Supplier and Countermeasures

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ABSTRACT

In early 2020, the spread of New Coronavirus pneumonia in China and around the world broke out rapidly, making domestic and foreign enterprises and factories shut down, and it caused a huge blow to the global economy. In order to enable China's cross-border electricity supplier enterprises and platforms to actively cope with the difficulties and challenges brought by this global major public health and safety incident, this study will explore COVID-19's influence on cross-border electricity providers and its countermeasures from various angles. Novel coronavirus pneumonia is a new technology for the development of cross-border electricity supplier. Finally, the conclusions put forward targeted suggestions for the government, platforms and enterprises.

Keywords: COVID-19 Cross Border Logistics Cross-Border E-Commerce Online Consumption

I. INTRODUCTION

With the development of Internet technology, global e-commerce burst out vigorous vitality, and global e-commerce sales continued to grow steadily. In 2019, the investment and financing amount of cross-border e-commerce was RMB 21.47 billion. But in early 2020, COVID-19 broke out in the world, causing most enterprises and factories to shut down at home and abroad, which had a huge impact on the domestic economy. But at the same time, COVID-19 also stimulated the demand for cross-border online consumption. Today, the release of people's demand for online consumption may be new opportunities and challenges for the domestic cross-border e-commerce industry. Therefore, this article will discuss the impact of COVID-19 on cross-border electricity providers based on this research background.

Novel coronavirus pneumonia novel coronavirus pneumonia is a relatively small number of cross-border e-commerce providers. The current study on the impact of the new crown pneumonia epidemic on cross-border electricity providers is relatively small. A large part of the study is based on the theoretical analysis of the impact of the new crown pneumonia epidemic on the links of cross-border electricity providers, and lacks the overall impact on cross-border electricity supplier industry. Moreover, novel coronavirus pneumonia is not a good example. The existing literature research lacks the theoretical basis analysis and practical case analysis, and the lack of cross-border electricity supplier as a new national strategic industry to promote the national economic development in a macro perspective.

The topic of this paper still has great and practical guiding significance in China. The continuous and frequent occurrence of COVID-19 has caused various industries in China to be threatened by different degrees. COVID-19's impact on cross-border electricity providers will help cross-border e-commerce platforms and enterprises more accurately and clearly recognize the impact of the epidemic on the entire industry, so as to make reasonable and appropriate business decisions. Therefore, COVID-19's novel coronavirus pneumonia impact on cross-border electricity providers and the countermeasures will help the government to better understand the impact of the new crown pneumonia epidemic on cross-border electricity providers, and to make government decisions that will facilitate the development of cross-border electricity providers.

II. RESEARCH METHOD

This paper mainly uses the research methods of theoretical analysis and case analysis. Novel coronavirus pneumonia and its impact on cross-border electricity supplier development are reviewed and analyzed. China's cross border e-commerce development in recent years is studied in order to draw the overall thinking and support of relevant literature theory.

Secondly, literature collection and research method: conduct a large number of data analysis and collection through various network information resources such as China HowNet and Google academic, consult various relevant references and academic materials at home and abroad, summarize and analyze, and then summarize the previous research results, so as to provide a relevant academic reference for the writing and research of the article.

Finally, the empirical research method is used to provide real and accurate research information by understanding the objective fact that the number of cross-border E-Commerce orders increased during the epidemic, especially the change of cross-border e-commerce transaction scale, so as to draw a conclusion that the cross-border e-commerce has been further developed during the epidemic.

III. DISCUSSION

3.1 The cross-border electricity supplier development in COVID-19 has been studied in a certain degree in China and internationally.

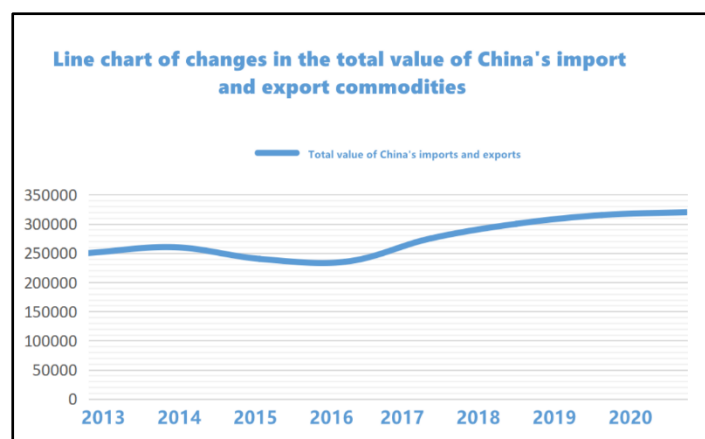
About the development of cross-border electricity providers during the COVID-19, there has been a certain degree of research in China and the international community. These studies are mainly focused on the theoretical study of the general situation of the cross-border electricity supplier industry in the context of the epidemic. Other researches on cross-border e-commerce include the development and status of cross-border electricity providers, the impact of cross border logistics on cross-border e-commerce development, Third party payment and other fields. In the field of cross-border logistics, domestic experts and scholars mainly discussed the research and development status of China's cross-border e-commerce logistics, the significance and importance of the impact of logistics on cross-border e-commerce, as well as some existing problems and countermeasures from the perspective of basic theory. As an important part of promoting the development of cross-border e-commerce, cross-border logistics industry also has important reference value for this research topic.

3.2 Novel coronavirus pneumonia background of China's cross border e-commerce development strategy

Novel coronavirus pneumonia China's novel coronavirus pneumonia epidemic situation in 2020, Li Guoqing pointed out that the growth of demand for cross-border e-commerce is increasing due to the outbreak of new crown pneumonia, and the growth effect of typical areas is lower than that of atypical areas. Supplier, consumer and policy factors have a significant positive impact on cross-border e-commerce, while other factors have no significant positive impact; There is a negative correlation between offline channels and government traffic control and cross-border e-commerce, and there are obvious differences between typical regions and atypical regions. The novel coronavirus pneumonia epidemic situation will bring opportunities for cross-border e-commerce development. The government should play an active role in promoting cross-border e-commerce development.

3.3 The aggravation of COVID-19 has further led to the change of China's import and export commodity value.

The outbreak of the novel coronavirus pneumonia exacerbates the transfer of traditional consumption scenarios from offline to online, and has created a new "home economy" mode, which brings more market demand for cross-border e-commerce business. The outbreak of the novel coronavirus pneumonia has brought new consumption patterns to the market. This online consumption mode has brought new market demand for cross-border electricity providers, and is conducive to the development of cross-border electricity providers. After the outbreak of novel coronavirus pneumonia, online consumption release increased demand for cross-border electricity providers, and cross-border electricity suppliers sales grew faster. After the outbreak of novel coronavirus pneumonia, the demand preference of the whole industry in cross boundary electricity providers has changed. People's consumption is biased to the daily reality after the outbreak. According to the survey report of hugo.com, during the epidemic period, the sales of health and safety products, entertainment products and learning products showed a steady and upward trend. At the same time, due to home isolation, people created new consumption scenes when working, doing business or taking part-time jobs at home, which promoted the increase of demand for some commodities and the increase of demand for home office supplies. The import and export value of China's cross-border e-commerce from 2013 to 2020 is shown in Figure 1-1.



3.4 Enterprise strategy and competitor analysis

The epidemic has changed the market pattern, intensified the monopoly competition of e-commerce platforms, and affected the operation mode of cross-border e-commerce enterprises. In order to novel coronavirus pneumonia impact on cross-border e-commerce providers, many cross-border e-commerce platforms in China have introduced some favorable coping strategies. After the outbreak in China, tmall global released six rules, including reducing the merchant fees and operating service fees in the platform, reducing the automatic settlement threshold and logistics costs, lowering the automatic settlement threshold, providing low interest loans to merchants and adjusting transaction rules. Facing the challenges brought by the epidemic, cross-border e-commerce enterprises and cross-border e-commerce platforms have actively adjusted their marketing strategies and platform rules.

3.5 The government needs to do a good job in domestic epidemic prevention and control, and improve the scientific and accuracy of emergency response and epidemic prevention and control.

Novel coronavirus pneumonia is China's cross-border electricity supplier. The overall growth of cross-border electricity suppliers is still in line with the outbreak. However, the cross-border electricity export volume is fluctuated by the epidemic, which indicates that if the new crown pneumonia epidemic is unstable, it will be unfavorable for cross-border electricity supplier exports. Therefore, the government should strictly do a good job in epidemic prevention and control, and strictly implement "bright code, temperature measurement, wearing masks" and other prevention and control measures in densely populated key areas. Standardize the management of key places such as hospitals, clinics and pharmacies. For isolated hotels and other key areas, we should strictly implement the full closed-loop management and adhere to the safety bottom line of epidemic prevention and control. In addition, it is necessary to quickly handle the tracing management of people and things, block the spread of the epidemic, and improve the scientific and accuracy of emergency disposal and epidemic prevention and control.

3.6 Actively promote the transformation of traditional international trade enterprises to cross-border e-commerce mode.

According to the research, it has been found that the cross-border e-commerce model accounts for an increasing proportion in the whole international trade. Compared with the traditional international trade model, cross-border e-commerce seems to be more able to adapt to today's changeable international trade market environment, because cross-border e-commerce can break the restrictions of space and consumers can easily and simply enjoy foreign products and services, The cross-border e-commerce model is deeply loved by various types of consumer groups. The novel coronavirus pneumonia novel coronavirus pneumonia epidemic can be found in the current market environment. Therefore, after the new crown pneumonia outbreak, the government should actively promote the transformation of traditional international trade enterprises to cross-border electricity supplier mode, so that traditional international trade enterprises will seize the opportunity of cross-border electricity supplier development and adapt to the current market demand and international trade environment as soon as possible. Take the lead in occupying the global cross-border e-commerce market and obtain the first mover advantage.

3.7 Under the normal situation of the epidemic, participants in cross-border e-commerce activities are driven to carry out business activities more accurately

The rapid development of cross-border e-commerce benefits from the innovative application of information technology, Internet technology and emerging digital technologies. These emerging technologies can capture and analyze the massive data generated in cross-border e-commerce transactions, including not only consumption data, but also payment data, logistics data, production data, etc., so as to drive the participants of cross-border e-commerce activities to carry out business activities more accurately. With the maturity and refinement of the domestic demand market, new consumption demands, consumption behaviors and consumption decisions continue to emerge. Relying on the capture of accurate data, cross-border e-commerce timely enters the live broadcast, social networking, community and other innovative consumption scenes. While meeting the above new needs of the domestic demand market, it also reshapes the information transmission mode and demand-pull mode in the consumption process.

3.8 Cross border e-commerce platforms should pay attention to the consumption habits of a new generation of consumer groups and constantly improve customer demand

According to the characteristics of younger and inclusive cross-border e-commerce consumer groups, cross-border e-commerce platforms should pay attention to the consumption habits of a new generation of consumer groups, meet the needs of young people for fresh products and high-quality products, actively introduce more domestic and foreign brand products and expand product diversification. With the increasingly fierce competition of cross-border e-commerce platforms, Cross border e-commerce platforms should focus on the specialization of platform services and improve user satisfaction. The competition of cross-border e-commerce platforms is also increasingly stimulated. Cross border e-commerce platforms should improve the specialization of platform services, cooperate with cross-border logistics and third-party payment platforms to form a safe and effective service system, such as cooperating with cross-border logistics enterprises to improve commodity delivery efficiency and shorten transportation time, and actively explore more additional services, Improve their irreplaceable in the market, such as optimizing Web page layout, facilitating consumers to browse and compare goods, enriching commodity information and reducing consumers' concerns.

3.9 At the enterprise level, from the perspective of China's cross-border logistics enterprises, open up the international logistics line.

There have been a series of problems in international logistics, such as high transportation cost, long duration of distribution process and complex customs clearance procedures, which have seriously hindered the healthy development of China's cross-border logistics and other cross-border e-commerce enterprises. Of course, the new logistics warehousing mode of "overseas warehouse" has always been in the process of our enterprise exploration. Novel coronavirus pneumonia outbreak, however, has made it urgent for China's cross-border electricity providers to enter the critical period of development. It is urgent to solve the problems existing in China's cross border logistics and transportation. Therefore, our enterprises should continue to accelerate the research and exploration of "overseas warehouse", so that the "overseas warehouse" new logistics storage mode will soon fall to the ground, reducing transportation costs. Long delivery time. "Overseas warehouse", a new logistics storage method, can greatly improve the logistics transportation efficiency, shorten the distribution time and improve customer satisfaction. This method is one of the most feasible solutions at present, so enterprises should speed up the construction and use of "overseas warehouse". In the construction of "overseas warehouse", enterprises may encounter some policy and financial pressure, especially for small and medium-sized cross-border e-commerce enterprises. Therefore, the government should give help and support to some platforms and enterprises in the process of building "overseas warehouse". For example, different international cross-border logistics times may be different, as shown in Figure 1-2.



4.0 Suggestions for future research

Due to the instability and variability of the epidemic, the development of the epidemic may continue to occur in the future. Cross border e-commerce will reach a historic peak. However, the development of cross-border e-commerce is inseparable from the support of logistics. Therefore, strengthen the construction and management of overseas warehouse and build a new international logistics system. Overseas warehouse refers to that in cross-border commodity trade, domestic cross-border e-commerce enterprises build large reserve warehouses in overseas target markets and transport products to target market countries in the form of bulk transportation. Strengthening the construction of overseas warehouse is the best solution to avoid high commodity logistics cost, low transportation efficiency and long cycle. This method can effectively reduce the barriers to customs clearance during the epidemic, improve the sales chain of cross-border e-commerce enterprises, shorten the commodity distribution cycle and reduce the burden on cross-border e-commerce enterprises. It can be seen that by improving the functions of overseas warehouse storage, display digitization and automation, strengthening the construction and operation level of overseas warehouse, and building a convenient international logistics system, it will help to develop new foreign trade formats, enhance the adaptability of China's cross-border e-commerce in the post epidemic era, and make the blue ocean market of cross-border e-commerce become the backbone to promote the development of foreign trade economy in the post epidemic era. These are the next research directions.

IV. CONCLUSION

1. novel coronavirus pneumonia has a positive effect on the development of cross-border electricity suppliers in China. The novel coronavirus pneumonia outbreak, cross-border e-commerce enterprises and platforms have rapidly adjusted the marketing strategy of enterprises, actively adapted to the new consumption mode, the government has also increased support for cross-border electricity supplier industry, and the new crown pneumonia epidemic to traditional international trade obstacles also make cross-border electric business advantages to be highlighted.
2. novel coronavirus pneumonia novel coronavirus pneumonia affects the consumption type of cross-border electricity suppliers. After the outbreak, consumer groups have the characteristics of being younger and more popular. The new crown pneumonia epidemic has changed the lifestyle of residents, resulting in the adjustment of market share

- of cross-border electricity consumer import consumer goods, and the need for commodities and kitchen household products accounted for more market share.
3. The epidemic has changed the consumption concept of residents and put forward higher quality requirements for cross-border e-commerce imported products; The epidemic has blocked residents' outbound travel and triggered a high growth in the sales of imported goods in countries with popular outbound travel; The epidemic has stimulated online consumption, attracted more stars to join the live delivery ranks, and increased cross-border e-commerce sales.
 4. The new market demand will be effectively transformed into economic achievements. The government, enterprises and platforms will jointly explore the future development direction of China's cross-border e-commerce. Based on the conclusions of this study, the government, enterprises and platforms will put forward some suggestions respectively, which will help the three parties work together to promote the development of China's cross-border e-commerce industry.
 5. Implement diversified target market layout and actively promote the establishment of international standards and norms for cross-border e-commerce system. To strengthen policy preference and promote the growth of e-commerce enterprises, the government should actively promote the establishment of international standards and norms system for cross-border trade, which is of far-reaching significance.

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