

The innovative development strategy of cross-border E-commerce platforms

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Abstract:

In recent years, cross-border e-commerce has developed rapidly. A large number of cross-border e-business platform enterprises has risen rapidly and promoted the steady growth of the scale of cross-border e-business transactions. The economic effects of cross-border e-business are analyzed from the perspective of platform economics as follows: (1) Resource agglomeration effect. Cross-border e-commerce platforms realize direct trade between producers and consumers, reduce transaction cost significantly, rendering market resource agglomeration; (2) Network effect. The value of a product or service in the platforms increases with the increase in the number of consumers. The more consumers who access the platform, the more consumer utility will be for later consumers; (3) Innovation effect. Cross-border e-business platform enterprises compensate for the start-up costs of innovation through the promotion of new business models, the sale of new products and services. Innovative products and services are provided to consumers through platform transactions to obtain incremental gains, which stimulate more innovative activities of enterprises; and (4) Brand value effect. Companies with brands rely on cross-border e-business platforms for brand design, marketing, and maintenance, leading to the rapid growth of brand value, further enabling the formation of brand value creation effects.

Aiming at the current situation and main problems of cross-border e-commerce, such as policy system, market environment, development model, and brand internationalization, suggestions are put forward for innovative development of cross-border e-business: the integration and development of offline platforms and online single-window platforms, optimization of the function of the cross-border e-business comprehensive service platforms, support of the innovative development mode of cross-border e-business platforms, and the utilization of cross-border e-commerce platforms for brand value creation.

Keywords: *cross-border e-commerce platforms; resource agglomeration effect; network effect; innovation effect; brand value*