

Digital economy to promote the transformation and upgrading of international trade strategy research

Susu Tang Hong Shu Dongming Zhao

Chongqing Vocational College of Public Transportation, Chongqing 402247, China

Abstract: With the rapid development of social economy, a variety of advanced technologies and equipment have emerged, which ushered in the era of digital economy, and then promote the upgrade and transformation of international trade, the development goal is in line with the inherent requirements of the current international economic environment. In the context of digital economy, can further promote the international trade subject diversification, diversification of trade products, trade cost structure of the depth of development, it can be seen that the need to continue to invest manpower, material resources and funds to promote the effective integration of digital economy and international trade, and ultimately help the upgrade and transformation of international trade. How to further promote the transformation and upgrading of international trade with the help of the development of digital economy is an important issue for current researchers to solve. This paper will launch an in-depth exploration around this issue, so as to comprehensively promote the high-quality development of international trade.

Key words: digital economy; International trade; Transformation and upgrading; Strategy research

In the context of the Internet era, medium and advanced technologies and equipment have emerged and played a crucial role in many fields, such as the wide application of digital technologies such as cloud computing, big data and the Internet of Things, which have a profound impact on the market pattern and production structure of international trade. At this stage, the digital economy has gradually penetrated into various fields, especially in the field of export trade, with the help of the Internet mobile platform to promote the further development of communication technology, and the application in the traditional trade field has given birth to a variety of new also, to a certain extent, reconstructed the export trade model, and promoted the rapid development of export trade. Today, the national trade business shows a gradual upward trend, which combined with the data released by the General Administration of Customs, in 2022, the total output value of foreign trade as high as 40 trillion, and in the world's first position in goods trade. In view of this, this paper needs to analyze the important role and practical path of digital economy in promoting the transformation and upgrading of international trade according to the development status and trend of international trade, in order to effectively promote the long-term development of international trade.

1. The important value of digital economy in promoting the transformation and upgrading of international trade

1.1 Promoting diversification of trading entities

The vigorous development of the digital economy has created favorable conditions for export trade. More export enterprises choose to adopt digital transactions. At the same time, enterprises of different sizes and sizes can compete in the international market by relying on digital platforms, which can effectively promote the diversified development of international trading entities. First, the development of digital economy can lower the entry threshold for foreign trade enterprises to participate in the international market. Among them, enterprises need to provide a variety of costs to participate in the national market, such as cross-border order costs, logistics and transportation costs, but some small and medium-sized enterprises generally lack international trade talents, which makes small and medium-sized enterprises unable to participate in the international market competition. However, the rapid development of the digital economy has created more opportunities for small and medium-sized enterprises and provided a higher platform, especially the electronic education platform, intelligent logistics department management and platform built by digital technology to reduce export costs and encourage more small and medium-sized enterprises to actively participate in the international market competition. Second, the digital economy promotes the innovation and development of enterprises. At the same time, it can also improve their risk resilience. The advent of the digital economy era has given birth to a variety of new ecosystems and new technologies, which not only bring more development opportunities to foreign trade enterprises, but also comprehensively upgrade their competition.

1.2 Promoting the diversity of traded products

Considering the current development of international trade, it can be seen that innovating the forms of international trade products and meeting the needs of international consumers is the key to realizing the transformation and upgrading of international trade, and the development of digital economy can effectively promote the diversification of international trade products. First, the digital trade industry generated under the background of digital economy can improve the service level of international trade. Nowadays, international trade is mostly focused on the needs of buyers to upgrade and reform, but due to the restrictions of information asymmetry and other factors, it is difficult for domestic foreign trade enterprises to grasp the development direction of the international market, which leads to the production of products can not meet the international consumer demand. However, the digital trade industrial structure built on the basis of the digital economy can realize the integrated operation of production, transaction and supply, which can break the development dilemma of the traditional international trade industry, realize the matching of supply and demand, and ultimately improve the level of international trade services. Second, the digital economy promotes the derivation and development of emerging industries, which can effectively innovate

the types of international trade products. In addition, international trade with the help of digital technology can be gradually transformed into a teaching and auxiliary mode in cyberspace, which can not only break through the limitations of time and space, but also use big data technology to provide consumers with a variety of products.

1.3 Promote the network of organizational structure

First, the in-depth development of the digital economy can effectively change the traditional international trade structure. For example, under the background of the development of the digital economy, the traditional extensive production management mode cannot meet the competition needs of the international market, but the development of the digital economy can effectively improve the management level and allocation efficiency of production resources, so that enterprises can combine the external market information to quickly adjust the production structure. Finally, the factors of production can be allocated to the production of the required products. Second, data can set up a platform for new production factors to participate in export production, and quickly adjust the direction of production by digging deeply into market information. In the face of the ever-changing export market, it is necessary to adhere to the principle of “on-demand production” to complete online marketing, network research, user analysis and other work links, so as to obtain more comprehensive and effective market information, and finally use data analysis technology to deeply explore the value of market data, which can be quickly incorporated into the production link. To provide consumers with more quality services.

2. The practical path for the digital economy to promote the transformation and upgrading of international trade

2.1 Strengthening infrastructure development

In the context of the development of digital economy, all trading enterprises need to be fully aware of the importance of building a sound infrastructure for the development of digital economy, so as to increase capital investment to improve the construction of digital economic environment sites and facilities, so as to provide a strong guarantee for the development of digital economy, and further apply advanced technology and software to promote the upgrading and transformation of international trade. At this stage, the domestic digital economy is still in the stage of sustainable development, but due to limited time, it is not equipped with perfect infrastructure and equipment. Based on this, the domestic needs to further promote the process of digital economy infrastructure construction under the guidance of the development goal of the international double circular economy: First, the domestic needs to optimize the top-level design, including the need to establish a unified and standardized digital economy development system. The construction of digital economy is a systematic task. In order to give full play to the key role of digital economy in the transformation of international trade, it is necessary to build a matching service system and infrastructure, and finally give full play to the unlimited potential of digital economy. Second, China should increase capital investment, so that it can buy or independently research and develop infrastructure equipment and practice sites that serve the development of digital economy. The development of digital economy needs the support of infrastructure. For example, the further development of the information industry requires local governments to build a sound network system, transportation equipment and create a good business environment, which can ultimately strengthen the level of infrastructure construction and attract more investment in the information industry.

2.2 Developing the cross-border e-commerce economy

With the rapid development of the digital economy, cross-border e-commerce has gradually become an important key to the upgrading and transformation of international trade. According to the existing data, it is found that by the end of 2022, the import and export of China's cross-border e-commerce will increase by about 10%. Therefore, it is necessary to vigorously develop the cross-border e-commerce economy and rely on cross-border e-commerce to promote the upgrading and transformation of international trade. First, improve the cross-border e-commerce credit mechanism, of which business credit is a reflection of the integrity and reputation of enterprises in the process of management and operation. Nowadays, facing the complicated international market environment, it is necessary for China to establish and improve the cross-border e-commerce business credit system. Second, improve the requirements of cross-border e-commerce international norms. First, it is necessary to lead the development of cross-border e-commerce norms system, including the need to establish cross-border e-commerce technical rules research focus, in order to strengthen the focus on international technical rules, foreign market trade situation strategic exploration, so as to be able to actively respond. In addition, international certification and supervision of cross-border e-commerce should also be strengthened, so as to establish an interactive communication platform and avoid or reduce various international trade disputes. Second, establish an e-commerce dispute handling mechanism. In order to improve the after-sales service of cross-border e-commerce products and businesses and the effectiveness of rights protection, it is necessary to establish perfect cross-border e-commerce dispute resolution standards and handling methods. At the same time, it is also necessary to improve the international and regional consumer rights protection mechanism. Finally, it can promote the development of international trade under the supervision and guidance of electronic contracts and platforms in the field of cross-border e-commerce consumption.

2.3 Creating a suitable business environment

Based on the actual development, we can see that there are currently the following problems, namely, serious imbalances in the export structure. For the responding trading enterprises, it is necessary to base on the background of the digital economy era, rely on advanced science and technology, introduce high-tech talents, combined with their own actual conditions to enhance research and development strength. Since ancient times, China has been a big agricultural country, among which the types of labor-intensive industries are complex, virtually reducing the industrial surplus situation, at the same time, the remaining resources can all flow into other efficient industries,

and then can realize the rational allocation of resources. With the transformation and upgrading of national trade at the same time, some of the products exported from China have the overall technical content is low, and the overall supply cycle is short, if we can not solve this practical problem, it will hinder the upgrade and transformation of international trade. For the relevant government departments, it is necessary to further enhance the communication and cooperation between trade enterprises, so as to formulate unified standards based on the development of the industry. At the same time, a fair and equitable development mechanism should be introduced, and effective policies and guidelines should be introduced to further promote the elimination of disadvantages and sustainable development of the industry on the basis of this, so as to greatly enhance the vitality of the entire industry. To create a good business atmosphere for the subsequent implementation of industrial upgrading and transformation. At the same time, China should also enact various laws, regulations and policy guidelines to address the difficulties faced by the transformation and upgrading of international trade, so as to provide strong support for the upgrading and transformation of international trade.

2.4 Improving strategic mechanisms

Under the new circumstances, in order to break the shackles of the traditional mode of international trade, it is necessary to clarify the current development status and future development trend, so as to adapt to the current development trend. Among them, China needs to conduct in-depth analysis and research on foreign trade needs from a global perspective, and then build a strategic system of Anshan, so that domestic enterprises can maintain their advantages in the fierce international market competition, and finally complete the upgrading and transformation. First, the national government departments should have a deep understanding of the actual development status of each enterprise, explore the enterprises with great development potential through analysis and exploration, and formulate practical strategic development plans based on the development trend of pre-service international trade and the development characteristics of digital economy. For enterprises with outstanding performance, government departments need to increase capital investment and provide policy support, so as to provide driving force for the upgrading and transformation of international trade. Second, we need to formulate a comprehensive strategic mechanism, which needs to fully take into account future trends and development needs, and effectively innovate in response to the problems and deficiencies existing in institutional reform. In the process of the development of domestic enterprises, the government should encourage all enterprises to go abroad to actively learn and learn from, so as to break the traditional barriers and introduce new ideas and ideas in the process of cooperation and exchange of other international enterprises, which can ultimately promote their own upgrading and transformation and meet the needs of development in the era of digital economy.

Remarks:

All in all, under the vision of the rapid development of the digital economy, the national trade needs to break the current barriers to achieve a comprehensive breakthrough and innovation, to this end, various enterprises need to seize this opportunity, dare to innovate and break, and finally adapt to the development trend of The Times, complete the upgrade and transformation. Among them, measures such as strengthening infrastructure construction, developing cross-border e-commerce economy, creating a suitable business environment and improving the strategic mechanism system can be taken to help the development of various enterprises, which can ultimately promote the further development of the digital economy, and then promote the rapid transformation and upgrading of international trade, and constantly enhance their competitiveness in the international market.

Reference documents:

- [1] Dandan Chen. Research on the correlation between the background of economic transformation and international trade [J]. *Modern Business*, 2022(32):4.
- [2] Jianjie Zhou. Strategies of digital economy to promote the transformation and upgrading of international trade [J]. *Financial Weekly*, 2022(24):3.
- [3] Zhenshan Bao, Jian Han, Mei Weng, et al. How digital economy promotes high-quality development of foreign trade [J]. *International Economic and Trade Exploration*, 2023, 39(2):17.
- [4] Shuheng Zeng. Study on the impact of digital economy on China's foreign trade competitiveness [J]. *National Circulation Economy*, 2022(27):4.
- [5] Chamei Chen. Analysis on the situation and development of international trade under the digital economy [J]. *Investment and Entrepreneurship*, 2021(15):3.
- [6] Songtao Jia, Xiaojuan Yang. Research on the development status and challenges of China's foreign trade under the background of digital economy [J]. *Science and Technology Economy Market*, 2022(5):3.
- [7] Runbai Li. Thinking on government data Sharing under the background of digital economy [J]. *Guide of Modern Commercial Banks*, 2020(10):3.
- [8] Haixiao Li. Strategic Analysis of digital economy Promoting international trade transformation and upgrading [J]. *Business Communication*, 2020, No.196(06):84-85.
- [9] Jia xiang Han. Strategic Research on digital economy Promoting international trade transformation and upgrading [J]. *Small and medium-sized Enterprise Management and Technology*, 2023(2):3.
- [10] Xinyi Tang. Research on the development path of China's digital trade under the background of digital economy [J]. *East China Science and Technology*, 2022(6):3.