

Transformation, Development and Upgrading of International Trade in the Context of Digital Economy

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Abstract

Today's world is changing rapidly. The application of new technologies such as big data, cloud computing, and artificial intelligence promotes the digitization of international trade, which accounts for a large proportion of economic development. At present, the development of my country's digital economy and trade is at an advanced level internationally, but in high-end trade, there is still a gap with developed countries. Therefore, this paper continues to study the transformation, development and upgrading of international trade in the context of the digital economy. First, the connotation and characteristics of the digital economy are clarified. Second, it describes the impact of the digital economy on international trade patterns and rules. Thirdly, the impact of the international trade structure under the digital economy is analyzed. Finally, the development strategy of international trade in the context of digital economy is proposed from multiple perspectives.

Keywords

Digital economy; International trade; Pattern and rules; Development strategy.

1. THE CONNOTATION AND CHARACTERISTICS OF DIGITAL ECONOMY

1.1. The Connotation of Digital Economy

The digital economy can be understood as the use of digital information as a key element of economic production, combined with modern information technology, to generate a series of economic activities that promote trade. The digital economy is inseparable from the development of science and technology, and Internet technology is an important carrier of the digital economy [1]. In addition, the digital economy includes information industries such as information manufacturing, information communication, and software services. It is a model in which traditional industries are applied to Internet applications. The digital economy even has a certain role in promoting the development of traditional agriculture, industry, and service industries [2].

1.2. Characteristics of the Digital Economy

With the rise of Internet technology, artificial intelligence technology and Internet technology are connected together to form an Internet of Everything model. The Internet industry is applied in various fields [3]. More and more people are affected by Internet technology. Therefore, the economic field has also been affected. With the influence of Internet technology, the digital economy has emerged as the times require, so the Internet of Everything is also a major feature of the digital economy [4]. The digital economy has become a way for the economic growth of all countries in the world. With the increasing application scale of the digital economy, it has also had a great impact on the form of human wealth. Since then, virtual currency has entered people's sight, and virtual currency and real currency have been

exchanged. Through the way, the amount of wealth begins to be informatized, and information and wealth begin to correlate [5].

The digital economy will have a profound impact on the development of science and technology. Another major feature of the trade that tells the development is that it will drive the development of science and technology and provide impetus for the continuous innovation of science and technology [6]. Under this condition, it is necessary to pay attention to the innovation of science and technology. Technological innovation will lose this new opportunity for economic development.

2. IMPACT OF THE DIGITAL ECONOMY ON INTERNATIONAL TRADE PATTERNS AND RULES

2.1. Changes in trade openness

With the continuous development of the digital economy, the openness of world trade has also increased. Comparing the developed trading countries in the world, it can be seen that the average tariff has dropped, and the developed countries have all lowered their tariffs. In the past, the types of products that were subject to high tariffs This shows that the digital economy has continued to develop this year, and the level of international trade tariffs has been reduced, resulting in increasingly developed trade. In addition, the degree of openness of international trade is also reflected in the degree of trade concentration. Generally, regional preferential trade will lead to the growth of intra-regional trade, but at the same time, it will reduce the external trade of the region. However, in general, the degree of openness of the world's major trade with the advent of the digital age , and growing.

2.2. Changes in trade rules

With the development of the world's digital economy, international trade rules are also changing. The original regional trade agreements have been gradually improved, and more detailed provisions have been made on the terms of trade agreements. The digital industry has also entered the trade terms. In addition, under the influence of the digital economy, trade rules have also quietly changed.

2.3. Development Trend of International Trade Order

The development of the digital economy has led to changes in trade rules. The trade rules have formed unique rules for network information, personal information, online transactions, etc. [7]. All countries have reached a certain consensus and promulgated relevant laws for the digital economy. regulations. In the digital economy and trade, it is necessary to strengthen electronic identity authentication, etc. At present, the liberalization of digital trade is becoming more and more prominent, and the future digital trade liberalization is also the trend of the development of the digital economy. At the same time, with the development of the digital economy, economic globalization has been gradually realized. Trade is the carrier that connects countries in the world. Trade will not only affect the economic development of one's own country, but also affect the economy and culture of other countries to a certain extent. Therefore, in the international Under the influence of the code of conduct, the scale of trade also has a broader space for development, and the international trade order will also bring a more benign competitive environment to the world in the future.

3. IMPACT OF INTERNATIONAL TRADE STRUCTURE UNDER THE DIGITAL ECONOMY

Traditional international trade multinational enterprises are the leading, digital trade small and medium-sized enterprises are increasingly important [8]. The flow of commodities,

technology, capital and other elements of traditional international trade is mainly concentrated among large enterprises. With the development of digital trade platforms, small and medium-sized enterprises are empowered, and through cross-border e-commerce trade platforms, they are oriented to vertical market segments and provide Accurate products and services that satisfy users are becoming an important force in promoting international trade [9]. At present, my country's small, medium and micro cross-border e-commerce business has covered more than 200 countries or regions around the world, and its export targets include developed countries in Europe and the United States, Arab countries in the Middle East, Southeast Asia and developing countries in Africa. The needs of countries at different stages of development vary greatly. The traditional supply chain system cannot capture changes in market demand in a timely manner. The flexibility of small, medium and micro enterprises and the technical support of digital trade have given them a comparative advantage.

In addition to the structural changes of participants in international trade, the structural changes of international trade are also reflected in the commodity dimension. Commodities for different countries or groups are obviously differentiated. European and American countries mainly focus on 3C electronic products and fashion clothing, Southeast Asian countries mainly focus on 3C electronic products, and Russia is relatively dependent on the export of Chinese consumer goods, with 70% of consumption Commodities are imported from AliExpress, and the sales of sub-categories are relatively balanced. In recent years, the export of electronic cigarettes and electric balance vehicles has increased, but at the same time, the quality assurance of goods has attracted more and more attention from foreign importers.

The contribution rate of European and American countries to China's e-commerce exports is still more than 40%. The change in commodity structure has gradually shifted from relying on mid-to-low price dresses to mid-to-high-end customized dresses. Many domestic dress export e-commerce platforms have begun to integrate supply chains. Initially recruited designers, researched fashion trends by themselves, designed all kinds of novel dresses, cooperated with dress manufacturers, and customized production according to the needs of customers on the platform, such as styles, sizes, occasions, etc. Typical start-ups include trendydress, etc.

4. DEVELOPMENT STRATEGY OF INTERNATIONAL TRADE IN THE CONTEXT OF DIGITAL ECONOMY

4.1. Actively Participate in the Process of Building the International Order

Under the influence of the development of the digital economy, my country's trade level has been continuously improved, and China has joined the WTO trade organization. In order to form a closer connection, my country can follow the world pattern to make certain changes in the trade order. Obeying the order of the WTO trade organization is the principle for my country to actively develop foreign trade. After joining the WTO trade organization, it also provides a certain foundation for my country to actively participate in the international trade order, and plays a certain role in promoting my country's in-depth implementation of reform and opening up. Trade disputes and other aspects have provided good solutions. In order to ensure the deepening of my country's implementation of foreign reform and opening up, and to safeguard the vital interests of Chinese enterprises and people, it is necessary to adopt various WTO rules as a guarantee. In the process of going global, there will inevitably be certain trade frictions with other countries. In this case, the developed international trade order can reduce the occurrence of such frictions. At this stage, my country has become a major world trade country. The expansion of trade scale is also in order to further protect the vital interests of Chinese enterprises and people. China should actively participate in the establishment of the international trade order, contribute its strength to the establishment of the international trade order, and give full play to the wisdom of world powers.

4.2. Promote the Development of Sharing and Platform Economy

In the development of the digital economy, it is necessary to treat international trade rationally and explore market laws and existing orders. Only in line with market laws and existing international trade orders can the level of national trade be improved [10]. my country needs to improve the efficiency of social resource utilization, make rational use of the sharing economy, and promote the development of scientific research innovation and talent cultivation. Compared with developed countries, my country is relatively weak in terms of technology. Find a development path suitable for China in the era of digital economy.

4.3. Unite Surrounding Areas to Formulate Development Measures

In the process of the development of the digital economy, Southeast Asia has benefited the most and is most affected by the digital economy. The East Asia Free Trade Area has been established. Now more and more countries have joined the East Asia Free Trade Area. The establishment of this free trade area can promote economic development and cooperation among Southeast Asian countries, which is extremely beneficial to the economic development of the member states of the trade area, and can also avoid trade frictions between countries. However, due to the weak economic strength of the East Asia Free Trade Area, it only occupies a small part of the world trade pattern, coupled with the weak management system, the actual role is low, and it cannot really play the function of a trade area. In the era of digital economic development, my country should follow the development of the times, formulate common development as a development strategy, and formulate the strategy of "community with a shared future for mankind", which can accelerate the economic development of surrounding regions, thereby driving overall progress and helping the Asian region to further improve its international presence. proportion in the trade pattern.

4.4. Promote the Sound Development of Bilateral Trade

At present, driven by the digital economy, my country has accelerated its trade with Southeast Asia. In this case, it is necessary to maintain the trade relationship between the two sides. my country's market is increasingly dependent on Southeast Asian trade, and the frequency of trade between the two sides is greatly increased. promote. However, in the process of my country's economic development, we must pay attention to our own trade strength. Only by adhering to the principle of mutual benefit and reciprocity between the two sides of the trade can we play the role of trade itself, so as to ensure the sound development of my country's trade, and then improve its international status and influence.

4.5. Adhere to the Line of Reform and Opening up

At present, my country's reform and opening up has been continuously implemented. After decades of development, great results have been achieved. In this situation, we must adhere to the reform and opening up policy to ensure the adjustment of my country's enterprise structure, so as to ensure my country's social and economic stability. Improve the level of my country's economic development. The international trade pattern can be said to be changing rapidly, which may have a great impact on the economic development between regions. In this case, it is inevitable to make corresponding changes with the changes of the times. my country's reform and opening-up policy is a policy that follows the development of the times. To actively face the changes in the international trade pattern, and be able to adapt to the world trade order and further strengthen our country's influence in the world, we must adhere to the principle of reform and opening up. Through the level of reform and opening up, we will continue to promote trade development, thereby promoting my country's economic development and enhancing my country's international influence.

4.6. Transformation of Enterprise Management Mode

In the context of the digital economy, the organizational structure and management model of Chinese enterprises urgently need to undergo digital transformation. The reason is that Internet technology promotes digital transformation of Chinese enterprises, transforming the centrally controlled model into a new type of enterprise sharing platform, and changing the various production processes of enterprises. According to market demand, carry out business expansion and realize digital transformation. Build a networked open platform. Enterprises collect market demand through multiple online and offline channels, promote digital transformation of key links such as R&D and production of trade needs, build a market service platform, and provide users with a more complete service model.

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