

CHAPTER2

LITERITURE RIVIEW

2.1 Definition of cross-border e-business

Cross-border e-commerce refers to electronic commerce as a means of information network technology to exchange commodity exchange as the center of business activities; It is also possible to understand the activity of trading activities and related services on the Internet, Intranet and Value-Added Network (VAN, Value Addressed Network) as the electronic, networking and informatization of traditional commercial activities.

E-commerce usually refers to a wide range of business and trade activities across the globe. In a network environment open to the Internet, both buyers and sellers do business activities on the basis of browser/ server application and realize online shopping of consumers. The merchant's online trading and online electronic payments, as well as various business activities, trading activities, financial activities and related comprehensive service activities, are a new type of business operation. Different definitions are given by governments, scholars and business people in terms of their position and degree of participation in E-commerce. E-commerce is divided into: ABC, B2B, B2C, C2C, SIPM, RJC, SIPA(SIPG), C2A(C2G), O2O, etc.

2.2 The basic principle of SWOT analysis

Andrews Strategic Concept of the Company In this paper, SWOT is the abbreviation of Strengths, Weakness, Opportunities and Threats. Wehrich, a professor of management in the United States, introduced the SWOT short array in the early 1980s, and the SWOT analysis method is an enterprise strategic analysis method, which mainly applies to comprehensive analysis, strategic choice and strategic position evaluation of internal and external environment.

SWOT analysis is commonly used in foresight studies as an instrument of categorizing significant factors that determine the development of a particular phenomenon or an organization. In its classical form, SWOT analysis is based on the division of phenomena and states that influence the development of an organization into strengths and weaknesses located inside the organization as well as the opportunities and threats located outside the organization (Joanicjusz et al. 2017).

Strengths (abb. S) is the Strengths, referring to the organization's good activities

or proprietary resources; Weaknesses (abb. W) is Weaknesses, referring to some resources and activities necessary for the competition, the organization is not good or not know; O as the opportunity, is the external environment factor positive trend; T as a threat, it is the unfavorable factors and negative trends in the external environment. This method mainly consists of external environment, internal resource combined with analysis object's resource defect and advantage, and the existing challenges and opportunities, then summarizes the corresponding four strategies: SO, the opportunity strategy is a strategy to maximize the external opportunities and the full development of the enterprise's internal resources. These two factors tend to be the maximum value of ideal. The WO weakness opportunity strategy is to make up for internal weaknesses, make full use of external opportunities, make the enterprise long and avoid short, from passive change initiative. ST strengths threat strategy means that enterprises or units take advantage of their strengths, mitigate or avoid external threats to the weaknesses of enterprises. WT's vulnerability threat strategy is aimed at reducing its vulnerability, avoiding external threats, and defensive. Because different enterprises have different resources and management capabilities, in the same environment, different enterprises in the same industry means different enterprises, which may be an opportunity for an enterprise, but it may be a threat to another enterprise.

SWOT analysis is an effective and simple planning technique which addresses one aspect of many strategic planning processes (Ann 1993).

2.3 SWOT quantitative analysis

The analysis of SWOT analysis is because SWOT analysis takes into account many judgment factors, but its analysis process has not been quantified accurately, which is subjective of SWOT judgment based on personal experience. Therefore, some academic institutions began to extend the SWOT theory properly, increase the quantization section, expand it as a SWOT quantitative model, make its judgment based on the more objective and digital, has a very practical side to strategic analysis and decision-making.

2.4 Review of literature

Based on the above survey, the researchers found that the concept of cross-border e-commerce was not big. Foreign research was more detailed and targeted. Through these studies, this paper has a deeper understanding of the concept of cross-border e-commerce and its characteristics. This article concludes that

cross-border e-commerce is a trade generated by e-commerce between different countries or borders, which overcomes the regional obstacle factors and allows the manufacturer to deal directly with the canceller in different regions and increase profits, reduce costs and reduce the price of the product. Cross-border e-commerce platform is a platform for the entire process of cross-border e-commerce.

As a result of the study of cross-border e-commerce in China, the researchers shared the view that China's cross-border e-commerce is more mature, rapid development and becoming a bright spot for China's foreign trade, but many aspects need to be improved and optimized, such as international logistics, international settlement, international clearance, policy law, Lack of talent and other issues.

For Thailand's e-commerce research, Accenture's research has been skewed towards using questionnaires to study shopping behavior and to study more fine laws and regulations. Combining with domestic and international research, this paper sums up the development of e-commerce market in Thailand, and the habits of consumers have changed gradually, but there are still factors that hinder the healthy development of e-commerce in Thailand, including the delivery of goods to online shopping, there is no confidence in information security and payment methods; a lack of expertise; a loophole in the law. As Thailand's e-commerce market is expanding, consumer behavior has been changing constantly, with new technology, with huge potential purchasing power and development space, so this paper attempts to conduct research on the field as the development of E-commerce in China and Thailand. And to make up for the lack of research in this area.