

## **CHAPTER 2 THE DEVELOPMENT OF SMALL AND MICRO CROSS-BORDER E-COMMERCE**

### **2.1 Related concepts of small and micro cross-border e-commerce enterprises**

now the electronic commerce, the transnational enterprise. this article is a multinational electronic commerce standard, the definition of the small enterprise, combined with the multinational companies of china's electronic commerce. and the relevant definition, the time is as follows: the function development in the region. a business "policy and activities.

at present, the international community recognized that the global e-commerce is the electronic electronic commerce more advanced form in use process. it is to be in an electronic business transaction is another border, through the settlement of transactions through the logistics of goods completely the international trade activities.

### **2.2 The foundation of the development of cross-border E-commerce**

a new global trade, welcome the electricity supplier, has been in the business of academic self. what the multinational trade development. this article is the multinational trade development are inseparable to the network technology development, the multinational logistics system, online electronic payment on the improvement of policy support, and governments around the world. in this article, the four note

#### **2.2.1 Internet technology**

system of network of information technology over the past ten years, the basic network construction, improve the network information technology, the world's development is very fast. the application of the network in various fields has been more serious impact on people's life and the development of the world economy and the people. to understand the development of network technology, traditional industry, with people to share real-time data. here is empty, that is, the development of the internet, people over time and space. we can get the information of thousands of miles away on the other side of the sea the sea, the web browser through the internet. at the same time, we can make the knowledge sharing of resources, and more. you know, people in the development of the internet information resource sharing in the foreign country.

#### **2.2.2 Cross-border Logistics**

With the development and operation of international trade and transnational corporations through the stage of the international logistics development activities. From the end of the first stage of the last century 80s 50s at the beginning of the first half. This

section of the computer application, just in the warehouse management, and the establishment of logistics distribution for the first time. From the beginning of the eighties of the second stage is at the beginning of the 1990s. Economic exchanges between the countries and the international logistics in the Internet, it is convenient and timely information to the management of logistics, international logistics and im sure efficiency greatly.

### 2.2.3 Online electronic payment

Online electronic payment online electronic payment, also known as online payment, refers to the exchange of funds between the two parties through the Internet. It is based on the financial electronic network, using the commercial electronic equipment and various transaction cards as the medium, the electronic computer technology and communication technology as the means, stored in the computer system of the bank in the form of electronic data, and the circulation and payment of the electronic information transmission form through the computer network system.

### 2.2.4 Policy support

multi national corporation, as a kind of international trade is a traditional international trade and other government policies, and directly related to the development of transnational electronic commerce, the transnational trade, standardization, must be international cooperation. the government, most of the multinational power suppliers to support multinational trade market. the government of the united states is the world's most developed a series of policies to ensure the development of electric power industry in china. in recent years, our government in the development of the transnational trade, at all levels of government policy to have the countermeasure of environmental 창조하. transnational electronic commerce development.