

# Exploring the Innovative Approaches of International Finance and Trade in the E-Commerce Environment

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## Abstract:

In recent years, with the continuous development of China's economy, trade, science and technology, and the continuous improvement of China's overall national strength, e-commerce has become an important component of international financial trade under such macro background conditions of social environment. E-commerce, as a new product of the global economic trend in the new era, plays a crucial role in financial and trade activities and information trade centers around the world. Compared to the outdated traditional trade model in the past, international financial trade in the e-commerce environment has broken free from the multiple obstacles of time and space costs, and has brought a huge turning point and qualitative leap to global international economic trade by utilizing its unique system of skillfully integrating e-commerce and international financial trade. However, at the same time, the international financial trade market, which brings a lot of advantages, also has certain drawbacks. Therefore, we are constantly exploring and innovating the international financial trade in the e-commerce environment, improving and perfecting the relevant legal and regulatory systems, management models, and other aspects with the times. Based on this, this article explores the mainstream and inevitable trends of financial trade in the current international economic situation.

## Keywords:

E-Commerce Environment, International Finance and Trade, Exploration of Innovative Strategies

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## 1. Introduction

In the era of global informatization and economic integration, the perfect integration of e-commerce and international financial trade is an inevitable trend in the financial trade market. The rapid development of network data has brought new opportunities to e-commerce and a huge turning point for the international financial and trade market. Therefore, based on the background of e-commerce, the international financial and trade market injects new strength into international finance. However, at the same time, the perfect integration of e-commerce and international

financial trade is a trade model that has only emerged in recent years, and there are also certain problems in its exploration and progress. [1] We can conduct a complete and thorough analysis of these issues that arise in the development of e-commerce and international financial trade, and adopt targeted and effective strategic measures to continuously improve and improve the commodity structure and value system in international financial trade, thereby enhancing the competitiveness and overall level of the international financial trade market to a greater extent. [2]

## **2. Related Content of E-Commerce**

### **2.1. Concept**

The specific explanation of e-commerce was first proposed by IBM. In its subsequent development process, due to its specific ability to effectively integrate digitization and informatization, it is considered a new type of trading method in the current international situation. Moreover, due to its wide scope, there is no specific standard definition to define it. The relevant content of e-commerce refers to the use of electronic transactions throughout the entire process to carry out business activities and complete a series of related measures and transaction content in the transaction activities. [3]

### **2.2. Characteristics**

E-commerce has the unique characteristics of fierce competition and global efficiency and virtualization. Because e-commerce is a model of conducting business activities based on the internet, with an infinite market range, the competition in this virtual network is more intense compared to real competition; The network is spread all over the world, and through information technology, transaction information can be effectively processed, greatly reducing transaction time and improving transaction efficiency; E-commerce carries out trading activities through online platforms, breaking the outdated model of offline face-to-face transactions in traditional trade markets. Therefore, the application of e-commerce has brought enormous space and advantages to the international financial and trade market. [4]

## **3. International Financial and Trade Innovation in the Context of E-Commerce**

### **3.1. Consumer Concept Issues**

Human production and life cannot be separated from consumption, and the concept of consumption has firmly existed in people's minds. In the current stage of e-commerce transactions, buyers can only make sensory choices about their products through pictures and other buyer comments. This consumption mode, which cannot truly touch the actual products, leads to many after-sales problems such as insufficient satisfaction and inconsistent items. There are inconveniences in communication on the platform and online, wasting a lot of time and energy, and leading to a decline in the credibility of the internet platform, Extremely prone to negative consumption thoughts. Therefore, innovating consumption concepts is an urgent problem to be solved. [5]

### **3.2. Legal System Issues**

Although international finance and trade are based on relevant laws and regulations in the e-commerce environment, there are still certain problems with trade activities

conducted in such an environment. For example, the recognition rate of authenticity in product identification and certification and the authenticity and validity of certification documents is not high; In addition, the rapid advancement of the Internet has driven the rapid development of international financial trade, and the content marked in the current legal system has not kept pace with the times. The emergence of new products and the identification of authenticity of related content still have certain difficulties, hindering the connection of the evidence chain. Therefore, further improvement of legal system issues is also needed. [6]

### ***3.3. Logistics compatibility issues***

In the context of e-commerce, all activities of financial trade cannot be separated from the support of logistics companies, and international financial trade needs to be effectively integrated by government units and the logistics industry to ensure the smooth progress of international financial trade. In today's rapidly developing modern information technology, consumers can achieve data sharing and logistics transfer through high-quality information resources on internet platforms. Corresponding internet payment platforms also enable transaction funds to complete payment acquisition functions in a short period of time, while the transportation and storage functions of the IoT industry have more advantages. The processes of packaging, distribution, processing, operation, and logistics distribution are closely related to international finance and trade, which requires the establishment of one's own warehousing and logistics chain. Due to the differences in distance between countries, there are certain challenges in logistics storage and transportation. Therefore, solving the problem of logistics compatibility is also an effective means to promote the development of international finance and trade. [7]

## **4. International Financial and Trade Innovation Strategies in the Context of E-Commerce**

### ***4.1. Innovate the process system***

In the context of e-commerce, the international financial and trade market has played a certain role in promoting and upgrading the international trade processing process, making it more convenient and simple, thereby fundamentally achieving efficient and high-quality trade integration, reducing time and economic costs. For large enterprises participating in international financial trade, in the context of the prevalence of e-commerce, we can fundamentally actively explore and innovate the trade process system, and gradually develop it to a strategic level, thereby promoting the breakthrough development and fundamental innovation of international e-commerce to a greater extent. At the same time, financial and trade organizations must also establish a complete and sound industry standard system and related laws and regulations, continuously carry out innovative process systems around the important foundation of enterprise development and improvement in the development process, and actively explore and innovate, research international trends, the development process of e-commerce models, and corresponding industry standards, By formulating corresponding complete and sound standards and systems that are suitable for industry development, we can achieve the ideal international economic and trade. [5]At the same time, we need to keep pace with the international market and achieve the ideal state of seamless connection with the international market to the greatest extent. We also need to improve and optimize the financial and trade

innovation process system in the e-commerce environment on the basis of meeting international trade standards, Only by fundamentally ensuring the stability, efficiency, and sustainable development of international e-commerce can we provide important support, and also lay the foundation for deepening cooperation among various enterprises. [8]

#### ***4.2. Innovate the guarantee mechanism***

By continuously improving, innovating, and optimizing the guarantee mechanism, it can also play a positive role in promoting the healthy development of international e-commerce to the greatest extent. Therefore, in the context of e-commerce, international financial trade requires active innovation and exploration of safeguard mechanisms for these enterprises, so that they can provide basic services and important support for the security and stability of international financial trade to a greater extent. In this process, it is necessary to build a logistics model of Internet plus, and effectively integrate the global information Internet of Things, network technology and artificial intelligence technology to provide important technical support for the innovative development model of logistics in the international economic situation, while also promoting the improvement and optimization of the security mechanism. In addition, it is also necessary to attach importance to the talent guarantee mechanism, actively improve the skills of internal personnel and introduce external elites to achieve the improvement of international finance and trade and provide a reliable human foundation. [9]

#### ***4.3. Improve the distribution system***

The development of international financial trade cannot be separated from logistics and distribution, especially in the e-commerce environment where international economic trade is more globalized. Optimizing digital technology and applying it to international financial trade transactions can play a promoting role. In the specific operation process, it is necessary to achieve real-time and accurate query of the transportation and storage status of goods to reduce time costs. At the same time, drawing on excellent management models from abroad to reduce unnecessary losses during the transportation process of goods, ensuring effective protection and monitoring of product transportation in financial trade transactions, and promoting financial trade to a higher level. [10]

#### ***4.4. Innovating Trade Theory***

The rapid development of e-commerce has accelerated the pace of transformation for trading companies, shifting from the original two-dimensional and flat trading model to a more open, three-dimensional, and multidimensional networked trading situation. The change in the trade situation has led to a corresponding transformation in the internal theories of trading companies, with more in-depth thinking on economies of scale theory and manufacturer theory. This phenomenon has also played a certain role in promoting the innovation of international financial trading companies at the current stage. Under the background of e-commerce, international financial trade has made a qualitative leap in resources, capital, manpower, logistics and transportation. The real-time sharing of information and timely feedback have made its advantages more prominent, enhancing the consumer status of international financial trade; In addition, international financial trade conducted in the e-commerce environment has broken down the layers and barriers of traditional financial trade,

making trading companies tend to open up and diversify, thus possessing better market competitiveness and promoting international financial trade to move towards new levels.

## 5. Conclusions

In summary, in the current development trend of international finance and trade, the integration of e-commerce can provide many advantages and promote the rapid growth and development of international finance and trade to a greater extent. In this process, it is necessary to continuously optimize and improve the process system, guarantee mechanism, and distribution system, promote the effective integration of e-commerce and international finance and trade, and help financial and commercial innovation and development improve market competitiveness.

## Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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