

On the Development of E-business and Business Administration under the Background of “Internet+”

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Received: 5 May 2025; Accepted: 29 May 2025; Published: 18 June 2025

Abstract:

Under the wave of “Internet +”, the development trend of e-business and business administration has attracted much attention. This article aims to explore the development of the two in this context. Through theoretical analysis, this article expounds the influence of “Internet +” on e-business and industrial and commercial management, analyzes the development trend of e-business and the development strategies that industrial and commercial management should adopt. It is found that “Internet +” promotes the development of e-business in the direction of platform diversification and personalization, cross-border e-business expansion and intelligent service upgrade; To promote the transformation of business management concept, we need to improve laws and regulations, strengthen information construction and improve talent literacy. The conclusion shows that “Internet +” brings opportunities and challenges to e-business and business administration, and they influence and promote each other. Only by following the development trend and adopting effective strategies can we achieve the sustained prosperity of e-business and scientific and efficient industrial and commercial management and promote the steady development of the economy.

Keywords:

Internet +, E-business, Business Administration, Development Trend, Coping Strategy

1. Introduction

In today’s digital wave sweeping the world, “Internet+” has become the core driving force to promote the development and change of various industries [1]. The concept of “Internet+” means the deep integration of Internet and traditional industries. This integration is reshaping the economic structure and business model at an unprecedented speed [2]. In this context, the development of e-business and business administration has attracted much attention.

E-business, as a new business model spawned by Internet technology, has broken the time and space restrictions with the help of the network platform, greatly changing people’s consumption patterns and business operation modes [3]. It quickly occupies an important position in the global business field with its efficient and convenient transaction process, rich and diverse product display and accurate market positioning [4]. Business administration is the key link to ensure the orderly operation of market

economy and the healthy development of enterprises, and plays an irreplaceable role in maintaining market order, protecting consumers' rights and interests, and promoting the standardized operation of enterprises [5].

Internet+ brings many opportunities and challenges to e-business and business administration. It has created a broader development space for e-business and accelerated its innovation pace [6]. It also puts forward new requirements for the traditional business management model, prompting it to make changes in ideas, methods and means [7]. Therefore, an in-depth analysis of the development of e-business and business administration under the background of "Internet+" is of great practical significance for grasping the development trend of the industry and formulating scientific and reasonable policies and strategies. This article will focus on how "Internet+" affects e-business and business management, aiming at revealing their development laws and directions in the new environment and proposing targeted development strategies.

2. "Internet +" Impact On E-business and Business Management

Under the environment of "Internet+", both e-business and business administration are undergoing profound changes. For e-business, "Internet+" has promoted the all-round transformation of its model. The traditional e-business model is relatively simple, and "Internet+" promotes its development towards diversification [8]. "Internet+" has also accelerated the development of personalized services for e-business. The application of big data analysis technology enables the e-business platform to deeply understand consumers' preferences and purchasing habits, thus providing users with personalized product recommendation and customized shopping interface, greatly improving the user experience.

In the field of cross-border e-business, "Internet+" has brought unprecedented opportunities. The Internet has broken geographical restrictions, making it easier for businesses and consumers from all over the world to conduct transactions. "Internet+" helps the intelligent upgrade of e-business services. Intelligent customer service can answer consumers' questions online 24 hours a day, and the logistics distribution link can be tracked and optimized in real time with the help of intelligent technology, which improves the distribution efficiency. "Internet+" has also had a great transformation influence on the concept of business administration. Traditional business administration focuses on post-event supervision, while in the era of "Internet+", it pays more attention to pre-event guidance and post-event supervision [9]. The real-time and openness of the Internet enable the industrial and commercial administrative departments to obtain the enterprise operation information in time, so as to carry out dynamic supervision more effectively. At the same time, "Internet+" reshapes the relationship between e-business and business administration. The rapid development of e-business urges industrial and commercial management to constantly adjust and improve the supervision methods and policies to meet the needs of new formats. The effective regulation of business administration has created a healthy and orderly market environment for e-business and ensured its sustainable development. They influence and promote each other and jointly promote the economic development.

3. The Development Trend of E-business Under the Background of “Internet+”

3.1. E-business platform diversification and personalized development

Under the deep integration and promotion of “Internet+”, e-business presents a multi-dimensional development trend, which not only shapes the future trend of the industry, but also profoundly affects people’s consumption and business operation mode. With the increasing diversification of consumer demand, e-business platforms are no longer limited to the traditional comprehensive model, but are accelerating towards diversification and personalization, as shown in Table 1:

Table 1. Types and characteristics of diversification and personalization of e-business platforms.

E-business platform type	Characteristic	Satisfied consumer demand
Integrated e-business platform	There are many kinds of goods, covering multiple categories, which can meet the one-stop shopping needs of consumers.	Consumers who pursue convenience and want to buy a variety of goods on one platform have diversified needs for prices, brands and services.
Vertical e-business platform	Focus on specific fields or categories, have advantages in professionalism and depth, and can provide more accurate products and services.	Consumers who have high quality and professional requirements for specific products, such as novice parents’ demand for professional knowledge and products of maternal and child products.
Social e-business platform	With the help of the communication power of social platforms, products are promoted and sold through user sharing and recommendation, and social interaction is emphasized.	Consumers who like to obtain commodity information through social relationships, pay attention to cost performance, and are willing to participate in social shopping activities such as group shopping.
Personalized customized e-business platform	Allow consumers to customize the colors, patterns and styles of products according to their own preferences, so as to realize personalized expression.	Consumers who pursue uniqueness, hope that products can reflect their personal style and have demand for personalized design of products.

3.2. Opportunities and expansion of cross-border e-business

“Internet+” has broken the time-space barrier of international trade and brought broad development space for cross-border e-business. In recent years, the scale of cross-border e-business has continued to grow. With the increase of global Internet penetration rate and the support of national policies for cross-border e-business, more and more small and medium-sized enterprises use cross-border e-business platforms to expand overseas markets. At the same time, consumption upgrading has prompted domestic consumers to demand overseas high-quality goods sharply, and cross-border e-business import business has also flourished. In terms of logistics, the overseas warehouse model has gradually matured, effectively solving the problems of long delivery time and high freight rate in cross-border logistics, and improving the shopping experience of consumers.

3.3. Intelligent upgrade of e-business services

The integration of artificial intelligence, big data, Internet of Things and other technologies has promoted the comprehensive upgrade of e-business services to the intelligent direction. In the marketing process, the intelligent recommendation system

is becoming more and more accurate. By analyzing multi-dimensional data such as consumers' browsing history, purchasing behavior and interest preferences, it can push product information that is highly suitable for users and improve the marketing conversion rate. In customer service, intelligent customer service is widely used, which can quickly and accurately answer common questions, handle simple business processes and release labor costs. In addition, in the supply chain management, the Internet of Things technology realizes the whole process traceability and real-time inventory monitoring of goods, and the big data forecasting technology assists precise procurement and inventory planning, which improves the efficiency and flexibility of the supply chain and ensures the timeliness and stability of goods supply.

4. Development Strategy of Business Administration Under the Background of "Internet+"

With the vigorous development of e-business, new business models and transaction forms are constantly emerging, and the original industrial and commercial management laws and regulations have been difficult to adapt in some aspects. Therefore, it is very important to revise and improve relevant laws and regulations in time. On the one hand, it is necessary to formulate clear and operable rules for false propaganda, infringement of intellectual property rights and consumer privacy protection in online transactions. On the other hand, it is necessary to build a regulatory system that adapts to the development of cross-border e-business and solve cross-border problems such as jurisdiction, taxation and consumer rights protection in cross-border transactions. By improving laws and regulations, we will create a fair competition and standardized and orderly environment for the e-business market. Table 2 shows the key directions of improving the regulations and the expected results.

Table 2. Key points and expected effects of improving e-business related laws and regulations.

Key points of perfecting laws and regulations	Specific content	Anticipated/desired/intended effect	Implementation difficulty assessment (1-5, 5 is the most difficult)	Potential influence range
Define the responsibility of online trading platform clearly	Specify the detailed procedures and standards for the platform to verify the qualifications of the settled merchants, and require the platform to regularly check the compliance of the merchants and record and file them. If the merchants violate the rules, the platform shall	Standardize the operation of the platform, reduce the phenomenon of poor supervision of the platform on merchants, and improve the trust of consumers.	3	Involving all online trading platforms and merchants within the platform.

	bear corresponding joint liability.			
Refine the legal effect and enforcement rules of electronic contracts	Clarify the legal procedures for the conclusion, modification and termination of electronic contracts, stipulate the effective forms and authentication methods of electronic signatures, and establish a rapid settlement mechanism for electronic contract disputes.	Ensure the legality and enforceability of online transaction contracts, reduce transaction risks and improve transaction efficiency.	4	Covers all kinds of subjects who conduct transactions through electronic contracts.
Establish a coordination mechanism for cross-border e-business tax collection and management	Strengthen international tax information exchange and cooperation, formulate unified tax classification and tax rate standards for cross-border e-business, and clarify tax collection and management processes under different trade modes.	Ensure that cross-border e-business taxes are reasonable and fair, promote the healthy development of cross-border e-business, and avoid tax loss.	5	Affect all enterprises and individuals engaged in cross-border e-business business.
Standardize the rules of e-business promotion activities	For all kinds of promotion activities of e-business platform, such as "Double Eleven" and "618", the requirements for the formulation, publicity and implementation of promotion rules are clearly defined, and	Protect consumers' rights and interests, maintain a fair market environment and avoid disorderly competition.	3	E-business platforms and merchants involved in promotional activities.

	false promotion and price fraud are prohibited.			
Improve the regulatory laws and regulations on online advertising	Clarify the responsibility of the subject of online advertising, standardize the standards of advertising content review, and increase penalties for false and misleading online advertisements.	Purify the network advertising environment, prevent consumers from being misled by false advertisements, and promote the healthy development of the advertising industry	3	Affect all subjects engaged in online advertising business.

In the era of “Internet+”, industrial and commercial management needs information technology to achieve efficient supervision and service. First of all, build a unified industrial and commercial management information platform, integrate various data resources such as enterprise registration, market supervision and credit evaluation, and realize information sharing and interconnection. Through this platform, the regulatory authorities can grasp the operation dynamics of enterprises in real time and find and deal with violations in time. Secondly, by using big data analysis technology, the business behavior and market trends of market players are deeply explored and analyzed, which provides scientific basis for formulating policies and carrying out precise supervision. In addition, blockchain technology is used to ensure the authenticity and non-tampering of data and enhance the credibility of supervision.

Under the background of “Internet+”, industrial and commercial management has put forward higher requirements for talents. On the one hand, it is necessary to strengthen the training of existing staff to master new knowledge and skills such as internet technology, e-business operation mode and information supervision means. The training content can cover big data analysis applications, online transaction supervision skills and so on. On the other hand, we should actively introduce professionals with a composite knowledge structure of information technology and business administration to enrich the talent team. By improving the quality of talents, we will build a high-quality business management team to meet the development needs of the “Internet+” era and provide a solid talent guarantee for effectively performing business management functions.

5. Conclusions

This article focuses on the development of e-business and business administration under the background of “Internet+”, and reveals many changes and connections between them in the new environment. Under the influence of “Internet+”, e-business presents diversified and profound changes. Its platform is diversified and personalized, which meets the diversified and personalized needs of consumers and enhances user stickiness and market competitiveness; Cross-border e-business uses the Internet to break through geographical restrictions and usher in the golden period of scale expansion; The intelligent upgrade of e-business services has improved operational efficiency and user experience and reshaped the e-business ecology. In terms of

business administration, “Internet+” has promoted the transformation of its concept from traditional post-event supervision to pre-event guidance and post-event supervision, and the concept of paying equal attention to service and management has gradually become prominent. In order to adapt to the rapid development of e-business, it is necessary to improve the laws and regulations to fill the gap in the supervision of emerging business models, strengthen information construction and empower supervision with technologies such as big data and blockchain, improve the quality of talents and build a compound talent team.

To sum up, “Internet+”, as the driving force of the development of the times, reshaped the pattern of e-business and business administration. The two are interdependent, and the innovative development of e-business puts forward new requirements for business administration, while the effective norms of business administration escort e-business.

Conflicts of Interest

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

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

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