

Innovation and Development of B2C Cross-Border E-Commerce from the Perspective of Economic Globalization

Jiekun Wu

Wenhua College, Hubei 430000, Wuhan, China

Copyright: © 2026 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: From the perspective of economic globalization, B2C cross-border e-commerce has emerged as a promising sector. Industries can leverage internet platforms to engage in international trade, exporting goods or services overseas to expand their global influence. However, this model also presents challenges. Many cross-border e-commerce businesses lack comprehensive global operation strategies, relying solely on B2C platforms for marketing. International consumers exhibit cultural differences and consumption habits that make domestic brand strategies insufficient for global marketing needs. The industry faces compliance risks and data security threats, potentially causing financial losses. Additionally, many companies fail to establish effective talent acquisition and development models, leading to talent shortages that undermine cross-border marketing capabilities. To align with globalization trends, the cross-border e-commerce sector should innovate based on B2B operational characteristics to ensure sustainable development. This article examines the current status and challenges of B2C cross-border e-commerce under economic globalization, and proposes innovative development pathways to enhance China's B2C cross-border e-commerce capabilities and support industry growth.

Keywords: Economic globalization; B2C cross-border e-commerce; Innovation and development

Online publication: April 16, 2026

1. Introduction

Economic globalization has become a defining feature of our world, providing a solid foundation for international trade. From this perspective, traditional bulk cargo transportation models have been replaced by cross-border e-commerce. According to data released by China's Ministry of Commerce, the country's cross-border e-commerce imports and exports reached 2.63 trillion yuan by 2024, marking a 10.8% year-on-year increase. Projections suggest the global B2C cross-border e-commerce market will reach \$7.9 trillion by 2030. As a key model in cross-border e-commerce, B2C allows businesses to sell goods and services to overseas markets through online platforms, facilitating transactions seamlessly. Unlike traditional trade, B2C breaks geographical barriers, enabling companies to reach global consumers while offering personalized shopping options. The integration of big data

and AI has significantly enhanced both consumer experiences and operational efficiency. While B2C e-commerce streamlines international trade, it faces challenges like cross-border logistics and digital marketing. This analysis examines current developments and obstacles in B2C cross-border e-commerce from a globalization perspective, proposing innovative development strategies to drive continuous growth in China's cross-border trade.

2. Overview of B2C cross-border e-commerce

B2C cross-border e-commerce refers to a business model where enterprises leverage internet technology for cross-border marketing. As a product of the integration of economic globalization and the digital economy, it transcends the limitations of traditional trade. For instance, B2C cross-border e-commerce eliminates the need for intermediaries, allowing domestic companies to directly connect with overseas consumers and streamline transaction processes. It also breaks through spatiotemporal constraints, enabling international consumers to browse and purchase desired products anytime, anywhere on the platform, offering greater freedom and personalization in consumption. Relying on digital technologies, B2C cross-border e-commerce completes transactions through established digital platforms. The business or service types in B2C cross-border e-commerce are more complex, with smaller single transactions, unlike the bulk trading of traditional commodities. In this model, the establishment of supply chains, digital marketing, cross-border payments, logistics systems, and after-sales services are particularly crucial, serving as key factors for the sustainable development of cross-border e-commerce enterprises ^[1].

3. Current development of B2C cross-border e-commerce from the perspective of economic globalization

Against the backdrop of economic globalization, B2C cross-border e-commerce has emerged as a new trade trend. China has demonstrated remarkable progress in this sector. According to customs statistics, China's cross-border e-commerce imports and exports reached 2.75 trillion yuan in 2025, marking a 69.7% increase from 2020. The 2025 data clearly indicates sustained growth in the cross-border e-commerce industry. Meanwhile, guided by concepts such as "high-quality development," "green economy," and "new productive forces," the domestic cross-border e-commerce sector is transitioning from "quantitative expansion" to "qualitative improvement." Notably, B2C has surpassed B2B models to become the dominant model in cross-border e-commerce. Currently, China is expanding into emerging markets such as ASEAN, the Middle East, Russia, and Latin America, with technological empowerment and digitalization further driving industry development ^[2].

4. Challenges in B2C cross-border e-commerce development from the perspective of economic globalization

4.1. Challenges of market competition and brand effect

From the perspective of economic globalization, the B2C-based cross-border e-commerce sector faces intense market competition. The primary reason is that the B2C model lowers the barriers to entry for cross-border trade, enabling many small and medium-sized enterprises (SMEs) to leverage B2C platforms for international marketing. As more players enter this field, industry competition has shifted from a "blue ocean" to a "red ocean," making operations increasingly challenging. Some companies have resorted to price cuts to stay competitive, resulting

in shrinking profit margins. Additionally, the brand influence in cross-border e-commerce marketing remains weak. Many well-known domestic brands lose their appeal in international markets due to cultural differences in consumer values and shopping habits. Relying solely on domestic branding strategies is no longer sufficient to meet the demands of global marketing.

4.2. Challenges of globalized operation and supply chain

From the perspective of economic globalization, the cross-border e-commerce industry faces heightened demands for operational strategies and supply chain management. The B2C model must possess global operational capabilities and a flexible supply chain to align with the trends of economic globalization. However, many cross-border e-commerce platforms currently lack comprehensive global operational frameworks, relying solely on B2C marketing channels. This approach makes it difficult to survive in the highly competitive cross-border e-commerce sector. Moreover, orders in this industry are characterized by high frequency and small quantities. If the supply chain cannot adapt to these trade features, it will hinder the sustainability of cross-border trade.

4.3. Compliance risks and data security challenges

While economic globalization has created favorable conditions for international trade, it is also constrained by national policies and legal frameworks. For instance, the EU and the UK have implemented increasingly stringent regulations on value-added tax (VAT) and extended producer responsibility (EPR). In this context, the cross-border e-commerce sector faces significant compliance risks. Failure to comply with local policies and regulations may result in legal liabilities. Moreover, the operation of B2C cross-border e-commerce primarily relies on internet technology, which is vulnerable to malware attacks or international cybercrimes. Such threats could lead to data breaches, system tampering, or even systemic manipulation, causing substantial financial losses.

4.4. Challenges of technological innovation and talent shortage

In the context of economic globalization and trade trends, cross-border e-commerce businesses relying on the B2C model face challenges such as technological innovation and talent shortages. For instance, emerging technologies like the Internet of Things (IoT), artificial intelligence (AI), and big data are being widely adopted, reshaping industry ecosystems. If cross-border e-commerce companies fail to invest in and apply these technologies, their trade competitiveness will be compromised. Meanwhile, B2B-oriented cross-border e-commerce requires highly skilled professionals with expertise in foreign trade, foreign languages, e-commerce operations, and digital marketing. However, many cross-border e-commerce enterprises have not established robust talent acquisition and development models, which may undermine their cross-border marketing capabilities^[3].

5. Innovative development path of B2C cross-border e-commerce from the perspective of economic globalization

5.1. Enhance market competitiveness and build international trade brands

From the perspective of economic globalization, the cross-border e-commerce industry needs to shift from traditional trade thinking to embrace the concept of “international brands” to establish itself in the fierce market competition. On one hand, cross-border trade enterprises should align with their product characteristics, clarify brand positioning and target customer groups, avoid getting caught in price wars with competitors, and instead conduct in-depth analysis of product value and consumer demographics. This approach can help transform “local

brands” into “international brands.” On the other hand, within international brands, the cross-border e-commerce industry must increase investment in R&D and design, continuously exploring the cultural heritage embedded in brands. For instance, products related to local culture can be developed by focusing on areas such as “telling China’s story well” and “Beautiful China,” drawing inspiration from examples like “Li Ziqi.” By delving deeper into the unique and appealing history and culture of local regions, the industry can attract international consumers and create distinctive, meaningful international brands, thereby enhancing its market competitiveness^[4].

5.2. Focus on global operation and improve flexible logistics supply chain

On one hand, cross-border e-commerce must conduct thorough market research in B2B trade models. This involves gaining detailed insights into target markets’ cultural values, consumption patterns, aesthetic preferences, and purchasing needs, then compiling them into visualized regional models such as Southeast Asia, Europe/America, and Latin America. These models enable targeted product/service development to enhance cross-border trade influence and competitiveness. On the other hand, the industry should transition from traditional supply chain models to explore flexible “multi-node, rapid-response” systems tailored for international operations. For instance, emulating global e-commerce leaders by strategically selecting overseas warehouses can improve responsiveness and reduce logistics costs. Strategic inventory management, particularly for high-demand products, should be implemented to prevent stockouts. Additionally, cross-border e-commerce should strengthen partnerships with local logistics providers, leveraging regional network advantages to boost efficiency and support cross-border trade^[5].

5.3. Strengthen compliance risk prevention and control, build a solid trade data security barrier

The cross-border e-commerce industry must strengthen compliance risk prevention in B2B trade models. For instance, businesses should thoroughly understand local tax regulations, policies, and legal frameworks in target regions, develop tailored tax strategies to reduce tax evasion risks, and establish targeted risk warning mechanisms based on exchange rate fluctuations to enhance timely and effective risk response, thereby minimizing potential losses. Conversely, B2B-based cross-border e-commerce platforms must fortify data security barriers. Critical trade data should be protected using encryption technologies like SSL/TLS to prevent leaks during storage and transmission. Additionally, important data backups should be implemented to mitigate data loss risks caused by system crashes. Access control and identity verification must be reinforced through multi-factor authentication methods (e.g., fingerprint, voice, or combination passwords) in system platforms to restrict unauthorized access. Permission management should be optimized with role-specific authorization to enhance transaction security. Comprehensive security maintenance plans should be established, including enhanced firewall deployment, intrusion detection systems, and regular vulnerability checks for software and hardware equipment to ensure stable and secure cross-border trade operations^[6].

5.4. Promote continuous technological innovation and strengthen talent recruitment and cultivation

The cross-border e-commerce industry should leverage the characteristics of the B2B model to drive digital and intelligent transformation. For instance, by integrating big data technology in marketing, companies can dynamically collect massive datasets, including consumer browsing history and search keywords, to build

consumer profiles or models. These insights, combined with AI algorithms, enable the development of targeted marketing strategies that enhance marketing effectiveness. Within supply chains, technologies like IoT, big data, and AI can be applied. System platforms utilizing IoT sensors can track logistics data in real-time, improving the shopping experience. Alternatively, cross-border e-commerce must align with B2B model requirements by strengthening talent acquisition and development capabilities. The industry should define clear recruitment goals, prioritizing interdisciplinary professionals with expertise in cross-border e-commerce, digital marketing, and foreign languages to meet B2B trade demands. During recruitment, companies should establish talent profiles based on job requirements, incorporating competencies, values, and other attributes to ensure precision. Diversified recruitment channels, including industry headhunting, university-industry partnerships, and local recruitment, should be expanded.

After hiring, candidates should undergo comprehensive evaluations to assess their skills, mindset, and cognitive abilities, ultimately building a high-quality, specialized talent pool. Additionally, the industry should establish robust talent development mechanisms. The cross-border e-commerce industry should first establish clear training objectives, including enhancing digital marketing capabilities, global perspective, intercultural communication skills, and risk prevention. Subsequently, it should conduct competency assessments of current employees to develop targeted training programs. For instance, marketing personnel should focus on digital marketing competencies and cross-cultural communication skills. The industry could create dedicated video courses for marketing staff to watch during their free time, enabling continuous skill development. For management personnel, training should emphasize compliance risk control, supply chain coordination, and marketing management. The industry may invite industry experts to conduct seminars, enriching managers' knowledge and expertise to elevate their professional capabilities. After training concludes, the industry should implement evaluation mechanisms to assess training effectiveness, identify gaps, and optimize improvements. This approach will help build a high-quality, professional workforce ^[7].

6. Conclusion

In summary, while economic globalization has propelled the growth of B2C cross-border e-commerce, it has also presented challenges to related industries. From a global economic perspective, this article analyzes innovative development pathways for cross-border e-commerce within the B2B model. Specifically, companies should align product offerings with target demographics by defining product value propositions and consumer segments, while increasing R&D investments and cultural brand development; conduct in-depth research on destination markets 'cultural values, consumption patterns, aesthetic preferences, and purchasing behaviors to create visualized regional models for targeted product/service design; implement encryption technologies like SSL/TLS to protect sensitive trade data during storage and transmission; and cultivate interdisciplinary talent with expertise in cross-border e-commerce, digital marketing, and multilingual skills to meet B2B demands, supported by structured training programs. Future research will focus on B2C innovation to drive sustainable development of China's cross-border trade.

Disclosure statement

The author declares no conflict of interest.

References

- [1] Tang R, 2024, Preliminary Discussion on Issues and Countermeasures in the Development of China's B2C Cross-Border E-Commerce. *Modernization of Shopping Malls*, 2024(17): 44–46.
- [2] Huang L, 2022, Preliminary Discussion on Issues and Countermeasures in the Development of China's B2C Cross-border E-Commerce. *Business News*, 2022(27): 1–4.
- [3] Chen Q, 2021, Research on the B2C Cross-border E-commerce Model. *China Business Review*, 2021(13): 34–36.
- [4] Kong H, 2021, Research on Pathways to Promote the Development of B2C Cross-border E-commerce Logistics in China. *Modern Business*, 2021(8): 70–72.
- [5] Shen C, He J, 2020, Research on B2C Cross-border E-commerce Strategies for Small and Medium-sized Enterprises: A Perspective Based on Online Retail Elements. *Guangxi Quality Supervision Herald*, 2020(9): 185–186.
- [6] Liang J, 2017, Innovation and Development of B2C Cross-border E-commerce from the Perspective of Economic Globalization. *E-commerce*, 2017(2): 15–16.
- [7] Shen K, 2016, Innovation and Development of B2C Cross-border E-commerce Logistics Management Model: A Case Study of Chengdu. *Logistics Engineering and Management*, 38(2): 65–66.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.