



Innovation and Research of Commercial Economic Model under the Background of Economic Globalization

Xinlai Sun

University of Sanya, Hainan Sanya, China, 572000, 435659088@qq.com

Abstract: The globalization of capital has promoted the average growth of the economy. While distributing the fruits of economic growth, the majority of people pay more attention to the higher demand for material life. The increase in power consumption has brought about a change in consumption concepts. Millennials are the main force in the consumer market. On the one hand, due to economic conditions, reasonable consumption is required. On the other hand, they pursue the luxury and pleasure of a materialistic society. The globalized business process in the contemporary world seems to be continuously enhanced under the drive of economic globalization. What followed is that political multi-polarization has become more intense, cultural diversity has increased, and the pace and boundaries of scientific and technological informationization have increased. In the context of globalization, the rational logic of advancing the “four modernizations” undoubtedly provides impetus for the process of bringing people to peace and prosperity in the future, and clearly shows the many reasons for the theme of this period, so it is more comprehensive and in-depth development. There are many possibilities for human society to move towards modern commercial civilization.

Keywords: Economic Globalization; Commercial Economy; Model Innovation

Introduction

Economic globalization has brought many challenges to the global economic system, and its impact has exceeded people’s expectations. The world has actually entered an economic crisis. Different from the economic crises and financial crises that people have experienced in the past, this time it was the financial market crisis that triggered economic globalization and triggered economic globalization. This is not a simple stock market crash, capital chain monopoly, and a large excess of products. Extensive economic crisis caused by the imbalance of the foreign trade sector’s access in the import and export and financial fields. How to deal with the challenges brought about by economic globalization? It requires positive behavior from all over the country. We must continue to follow the development strategy of opening to the outside world, actively participate in international economic cooperation, take advantage of the opportunities brought about by economic globalization, and meet the challenges brought about by economic globalization. At the same time, we must have a clear understanding of the many dangers brought about by economic globalization, adhere to the principle of freedom, strengthen the ability to withstand financial and economic risks, pay close attention to my country’s economic security, and strengthen the country.

1. The impact of our country under the background of economic globalization

(1) Impact on emerging foreign trade companies such as e-commerce

In China, the rapid growth of foreign trade enterprises related to e-commerce is a necessary condition to consolidate the foreign trade market. According to relevant customs statistics, the import and export of my country’s e-commerce enterprises in 2020 will be 1.69 trillion yuan, an increase of 31.1%; market procurement and export will increase by 25.2%; 12,400 product lines have been sold in Europe throughout the year, 1.135 million TEUs, an increase of 50%

and 56% respectively, and the comprehensive weighting rate of containers reached 98.4%. With the rise of electronic information technology, people's daily life, study and work activities mainly rely on e-commerce platforms such as the mobile internet. The application of new technologies such as cloud storage, the internet of Things, AI technology, and large amounts of data has also improved the operational efficiency and speed of e-commerce platforms. This makes up for the lack of face-to-face communication when using electronic products and promotes the transformation of e-commerce business. But it is undeniable that e-commerce companies have experienced a serious crisis of trust in this era. Some e-commerce companies use the shortcomings of e-commerce to deceive buyers, buy and sell fake and shoddy products, and force sales, which undoubtedly caused serious damage to e-commerce. If this continues, it is not conducive to the development of foreign trade enterprises.

(2) Impact on traditional foreign trade companies

Affected by economic globalization, most traditional foreign trade companies conduct trade transactions offline, but the prevalence of electronic products makes people rarely face offline growth, which is greatly hindered. In addition, traditional foreign trade companies cannot overcome the constraints of time and space, and must rely on support from all quarters to survive. However, due to artificial intelligence and lack of labor, buyers cancel orders and delay payment of the final payment due to artificial intelligence and lack of labor. Most traditional foreign exchange companies face problems such as high capital pressure, poor ability to repay bank loans, and difficulty in capital conversion. Put a lot of pressure on traditional enterprises. Traditional foreign-funded commercial enterprises must closely follow the status quo of economic globalization, accurately position themselves, improve their ability to respond to crises, and promote technological and economic transformation and upgrading.

2. My country's measures to deal with economic globalization

(1) Vigorously develop low-carbon economy and circular economy strategy

Today, our country is still the most developed country. Even if it becomes the second largest economy in the world, the per capita economic level of the country is still very small. In response to this situation, China must continue to change its economic model, change its extensive economic development strategy in the past, and turn to a low-carbon sustainable development cycle. Economic model. In the long run, my country's rapid economic growth is driven by the consumption of large amounts of resources. Although it has promoted economic construction and improved people's living standards, the country's environmental problems and energy crisis have become more prominent.

Through a comprehensive analysis of the above issues, my country still needs to change its economic development mode in the future.

Strengthen the construction of a knowledge-based economy model and improve my country's structural innovation capabilities. Science and technology are primary productive forces. In the context of the current economic globalization, the role of science and technology in promoting economic development has become more obvious. It is necessary to strengthen scientific research progress and innovation capabilities to allow China to maintain a competitive advantage in the face of economic globalization. At the same time, the competition between countries is, in the final analysis, the competition of talents, which is the root of the growth and development of modern society. Therefore, strategies to improve the quality of education, improve our country's economic structure, improve the overall quality of the people, and build the economy are considered the most important.

Strengthen the construction of various economies and improve the development level of the tertiary industry. Looking at the global economy, many developed countries are paying attention to the tertiary industry to provide economic growth. China can also observe the changes in the economic development model of the tertiary industry according to the current national conditions, because the development of the tertiary industry has the following irreplaceable effects: 1. It can promote the improvement of China's economic quality and overall national energy; 2. These conditions will continue for my country to improve the socialist market economic system to create conditions; 3. It can solve the complex employment problems in today's society and help ease labor pressure; 4. It will help my country initially achieve the goal of a well-off society.

(2) Layout of innovative commercial formats

Under the conditions of economic changes, in order to effectively transform the business economic development model, it may be necessary to change the settings of business formats. And explain the development of the items being sold and the marketing model. With the gradual changes in the economy, you will find many shopping malls not only in the city center, but also in the suburbs. Some small shops are also easy to find in inhabited communities. Can bring people consumption. most convenient. It is understood that in the near future, the number of small businesses in my country will grow rapidly. Even if small businesses have relatively short operating costs, they should focus on providing similar services to provide customers with higher quality and availability. Friendly service and service have effectively improved customer satisfaction. Nowadays, the number of enterprises is growing rapidly, which has also led to fiercer competition among enterprises. First, improve customer experience. Second, look for self-service. The third is to improve the convenience of consumption. The fourth is to strengthen supply chain management. Fifth, make corresponding analysis with the help of multiple data technologies. Sixth, continue to chain operations [3]. Under the condition of economic reform, the development of commercial economy will inevitably bring corresponding innovation, and it is necessary to realize the combination of business joint operation and business joint operation. In addition, large companies are beginning to move in the direction of change. In order to pursue higher economic benefits, enterprises should not only consider how to sell their products, but also consider how to effectively improve their service level, so as to be recognized by more users, which is also an inevitable requirement to achieve the transformation of commercial economy.

(3) Make full use of the power of the Internet

In the context of economic globalization, internet technology and information technology are also constantly developing. The integration of traditional business models and the Internet can promote the development of traditional businesses to a certain extent, and can also effectively expand the international market and achieve rapid growth of the business economy. This shows that the integration of the Internet and traditional commerce has become an inevitable trend. In order to accelerate the growth and transformation of the business economy, it is necessary to have a new understanding of the Internet, fully rely on the power of the Internet to accelerate the growth and transformation of the business economy, and provide technical support for business economic innovation.

(4) Effective integration of commodity economy and information resources

According to the current level of short-term integration in the process of commercial economic development, in the process of economic development, companies need to effectively integrate their information sources and effectively integrate information on the Internet. The main purpose of the merger is to effectively promote and integrate information, capital flow and logistics. Overall business operations. In the economic model of Internet commerce, information sharing must be emphasized in order to operate information as an effective business asset and increase the value of information.

(5) Correctly grasp the new normal

Under the conditions of economic change, to effectively realize commercial economic innovation, it must be based on global economic development to better meet the needs of national economic development. Only by correctly grasping the new normal can we provide effective guidance for commercial economic development and innovation. At the same time, it is necessary to improve the current economic development environment, establish and improve laws related to economic development, and continuously improve resource efficiency and effective control. Under the market economic order, we will promote the strong growth of the people's economy, make the relationship between traditional business and new business more balanced, and study economic development model businesses that are more in line with national conditions, in order to better play the role of corporate economy in social and economic development. The above issues deserve the most attention. In the process of developing the commercial economy, only by fully seizing the favorable opportunities of economic reform, learning from each other's strengths, fully demonstrating the nature and advantages of the commercial economy, and enhancing my country's overall national strength, etc., many reforms in my country will further consolidate my country's status as a major power. Therefore, we need to understand the new normal,

realize the effective innovation of the business economic development model, and understand the new development of the business economy.

(6) Accelerate the adjustment of industrial structure

In order to improve the independent innovation ability of enterprises, it is especially necessary to analyze the impact of the more open market environment in the new era on competition, so that enterprises can take advantage of the trend in improvement and change. Exploring new development methods in the process of taking industrial structure as the main means. The strategic requirements for industrial structure restoration have been fully met. It is necessary to strengthen the analysis of the characteristics of the company's independent innovation capabilities, especially the investigation and summary of the objective environment facing the company's steady growth, so that it meets the company's implementation needs. The economic development strategy is further improved and optimized, and it is more mature to adapt to the strategic requirements of optimizing the industrial structure, and to provide assistance for enterprises to further enhance their independent innovation capabilities. The strategic plan to change the industrial structure must create a mechanism forced by the crisis, especially the unsustainable characteristics of the usual economic growth mode, so that the guiding role of the sustainable development strategy can be fully manifested, and the requirements of the industrial structure and innovation must be met.

(7) Do a good job in innovation in core competitiveness

In the process of commercial economic innovation and reform, we must focus on attracting consumers, combining actual operating conditions, and improving core business competitiveness as much as possible. In this process, we must first provide customers with satisfactory products, and secondly, we must start our own service methods, change service methods, and provide consumers with high-quality services. In this process, it is necessary to develop a small business model based on the original business development model, combine commercial convenience services with self-service, and continuously improve business competitiveness. Taking into account the current economic growth of our country, if we want to improve our core competitiveness and change the business model, we need to continue to reduce the size of commercial formats and commercial stores. Business service is different from self. Improve the attractiveness of consumer products so that they can better adapt to the new reforms. In addition, it can also accommodate commercial chain operations, use modern information technology and big data to collect and aggregate consumer needs, improve the core competitiveness of the business economy, and provide sustained growth for the business economy.

Conclusion

Economic globalization is an inevitable trend of world economic development. Under the current situation, no country can eliminate the impact of economic globalization. Therefore, in order to achieve greater development in the context of economic globalization, it is necessary to proceed from reality and make a good overall plan for my country's economic development path. Therefore, business economics must integrate business theory with social development, involve multiple parties, use new creative thinking models, improve innovation capabilities, optimize business economic structure, rationally allocate social resources, pay attention to the development of environmental protection, and further understand The construction of all aspects of the commercial economy production and service system is gradually improving to improve the situation of my country's commercial economy in the globalization of the market economy.

References

- [1] Zhang Chewei. Employment Problems from the Perspective of Economic Development Trend [J]. Shanghai Enterprises,2020(07):44.
- [2] Han Yining. Thinking on the Problem of Economic Growth promoting Employment [J]. Modern Marketing (the next day),2018(04):12.
- [3] Wang ShiZhen. Research on the innovative development mode of commercial economy under the condition of economic transformation [J]. Finance and Economics (Academic Edition),2016(32):42-44.