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E-commerce and low-carbon economy

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ABSTRACT

Along with the vigorous development of electronic commerce in recent years, it has get an increasingly popular approval. Compare with the traditional business model in the past, electronic commerce has the characteristics of less pollution, matching with low-carbon economy concept with advocacy now. However, due to the fast development of electronic commerce in domestic, now there is still a series of problems. Taking electronic commerce development trend of small and medium-sized enterprise in Henan for the research object, this paper introduces the several business modes of electronic commerce and low-carbon economy, and discusses problems existing in Henan small and medium-sized enterprise electronic commerce under low-carbon economy and solutions.

KEYWORDS

Low-carbon economy; Electronic commerce; Network.



INTRODUCTION

Low carbon economy, called ECO for short, also called ecological economy, is a kind of commercial economy mode with characteristics of low energy consumption, low pollution and low emission. Low carbon economy is the third major progress and change after the human society experienced agricultural civilization and industrial civilization.

The specific nature of low carbon economy is the efficient use of energy and development of clean new energy, and its core is energy technology innovation, and the development of emission reduction technology, change of industrial structure and the concept of life. It is simple to say that it is also a way to change the traditional economic growth through the business model of low carbon economy and daily life style, in order to achieve further reduce the influence on the environment and climate of greenhouse gases, exploring the road of sustainable development. Electronic commerce is a kind of deed way depending on electronics and electronic technology, with the business as the center, transferring the old sales, shopping channels to network. Through such a clean, low carbon business way, it can break the barriers between countries and regions. Let the production enterprise use as low as possible out and the depletion of natural resources, in order to realize the globalized and networked business development road. Now compared to traditional economic model, electronic commerce has the advantage of not affected by energy, time and space constraints, and its low carbon economy development potential is enough. Just in the process of rapid development of e-commerce, e-commerce through these ways to realize low carbon economy, then small and medium-sized enterprises should be how to face the existing problems and opportunities in the era of low carbon economy, which will be a problem worthy of thinking deeply.

BUSINESS MODEL OF E-COMMERCE AND LOW CARBON ECONOMIC PERFORMANCE

Online exhibition

At present, the electronic information technology is changing and developing quite rapidly. With the continuous development of the new type of exhibition industry, online exhibition arises at the historic moment. Online exhibition has obvious difference from information online, and not same with general exhibition also, and the exhibition in addition to has the characteristics that general exhibitions of systemic, convenience, concentration and intuition, at the same time also has the characteristics of not affected by time, space, logistics and capital restrictions, appearing the low carbon economy characteristics. First of all, provide the convenience for attendees, exhibitors and other staff, get rid of the disadvantages of general business with time and space constraints, avoid the overworked of most researchers who travel long distances to participate in the exhibition, reduce loss of natural resources at the same time, and infinitely magnify business vision and transaction fields between enterprises; Also greatly reduce the cost of business visit and negotiations and transaction time and space between the enterprise, greatly reduce the business activities cost for the enterprise, save considerable human cost and market public relations cost for the enterprise, make enterprises have more energy, money and manpower to develop new things, improve competitiveness and make new contribution for the society.

Electronic procurement

Electronic procurement is a purchasing behavior sponsored by the side who need to purchase, which is a way and platform that don't need to meet to discuss and can directly deal with online, for example: online bidding, bidding and online bargaining negotiations, etc. Now, people call the activities such as bid inviting and bidding and negotiation implemented online between enterprises, as the B2B e-commerce, but in real life, this is just one part of the electronic procurement inside. Compare with ordinary e-commerce and procurement, electronic procurement in the nature has more concept outspread, which is not just finishing purchasing action, at the same time also need to use information and network technology to manage each link of the whole purchasing process, realizing the effective integration of resources, helping the two sides of supply and demand to reduce costs, improving enterprise's core competitive ability. Say simply, enterprise implementation of electronic procurement is an important and indispensable component of operation for the enterprise information. Electronic procurement can let companies no longer use the artificial way to buy or sell its products. In this new type of commercial operation mode, as buyers and sellers use electronic network to bind, its superiority is quite obvious.

Network commodities trading

Network commodities trading refers to between enterprises (B2B), business to buyers persons (B2C), (C2C) between individuals, between the government and enterprises (G2B) through the network platform to realize exchange of goods and services, and is for the present traditional commodities trading expand in the Internet. Internet trading has become the 21st century's most dynamic and potential trading patterns, is the extension and development of actual business and trade culture in the Internet society. As the current e-commerce Internet trade occur rapidly, it has become a way of life of people, which is driving the transformation of the social economic development model.

Network trade

One part of e-commerce is a network trade, which refers to the implement directly online transactions on the basis of the internet platform, through the application of digital technology, the enterprise, government, logistics, financial, and other relevant agencies and departments are linked in together, quickly realizing automation of browsing, negotiation, signing and delivery of the goods, payment all process.

Online payment

Online payment now has become the important payment way of e-commerce, which refers that when the buyers and sellers use e-commerce sites on the network to realize trading, banks provide a net capital settlement means for network. It is the way that makes electronic business transactions realize safety, fast and convenience. This payment method not only can help companies achieve the rapid collection of sales money, but also can effectively shorten the cycle of collection, making e-commerce be traded without leaving home.

PRESENT SITUATION, PROBLEMS AND COUNTERMEASURES OF ELECTRONIC COMMERCE DEVELOPMENT IN HENAN SMALL AND MEDIUM-SIZED ENTERPRISE

Above this paper introduces the electronic commerce has the characteristics of less pollution, consistent with low carbon economy concept current advocated, and is considered to be a low carbon economy mode has the potential fairly. So, in the face of vigorous e-commerce, how small and medium-sized enterprises in our country explore the sustainable development road of electronic commerce in the era of low carbon economy. This paper will take the Henan province small and medium-sized enterprise electronic commerce as the research object to analyze.

Present situation of Henan small and medium-sized enterprise electronic commerce

In domestic, the development of electronic commerce has obvious ladder-like distribution characteristics, and in the coastal developed cities the electronic commerce is more developed and mature; the central region economic development is fast, and its e-commerce is booming; and in the western region, it is relatively backward. The Henan province is located in the central areas in China. In recent years, with enabling environment industry transfer in domestic, small businesses get rapid economic development, in which e-commerce play an important role and contribute. At that time, the support for e-commerce of Henan province government is quite big, take the lead in establishing the small and medium-sized enterprise electronic commerce office, and the provincial government has allocated 10 million special funds to encourage and support its development.

At the same time, Henan province has a quite obvious and favorable environment on information infrastructure, and this kind of information infrastructure trunk converge here, such as: domestic network exchange center is located in Zhengzhou in Henan province. In order to build a platform for enterprise publicity for all merchants in Henan province, the trade network was established in June 2009, at the same time the yub2b domain is open, which make buyers and sellers really experience the convenience of electronic commerce, and become the largest B2B e-commerce development platform in Henan.

Through the random survey of 100 small businesses in Henan province in a wide range of industries including food, processing, and retail and other, we can know most of the small and medium-sized enterprises are ready to build their own websites, accounted for 87% of the total enterprises that were surveyed, and 64 small businesses have built their own website. According to the Henan daily report: up to November 2013, the proportion of small and medium-sized enterprises in Henan province which have carried out e-commerce has gone beyond 40%. However, after investigate and study on the small and medium-sized enterprise development, we can find although many of the small and medium-sized enterprises in the province have their own websites, but the utilization rate is relatively low, the content is relatively old and renewal rate is slow, and more part of the enterprise has not updated after the site built, so timeliness and readability very poor, and some companies are more accustomed to using inertial thinking, which don't accept electronic commerce, difficult to keep up with the development of the times. Although the electronic commerce network has been built, but only a decoration, not to be paid attention to, is still the traditional pattern of business qualification.

In 2013 the director-General of the Business Department of Henan province Jiao Jinmiao, said during the later period, general idea of the electronic commerce development of Henan province is: turning way and adjusting structure as the main line, expanding consumption, increasing employment, and promoting harmony as the goal, as far as possible reducing the circulation cost and improving circulation answer as coherence point, fully stimulate market activity, strengthen the supervision function of service, promote the development of network economy and real economy, further enhance the supply capacity of the network consumer products. At the same time, the meeting also pointed out the profound target in the electronic commerce development of Henan province, namely to 2020, e-commerce platform, platform backbone and segment platform system were basically completed, pulling off the proportion of online retail sales accounting for the total retail sales of social consumer goods goes up 15%, and the proportion of companies using e-commerce to achieve internal and external trade climbs to about 85%.

Bottleneck of Henan small and medium-sized enterprise electronic commerce

Although, now the Henan province has encouraged and supported the electronic commerce development of small businesses on the policy, and its geographical environment also has a certain development advantage, which is steadily moving forward. However, it still met all kinds of problems and bottlenecks such as talent lack, weak awareness, single network marketing, incomplete credit system and so on, below the problems are analyzed.

(a) Lack of Internet professional and technical personnel, site updates and maintenance are inadequate

At present, in the process of implementing e-commerce, small and medium-sized enterprises in Henan province generally existed problems such as lack of technicians, inadequate website maintenance, and inferior update. The web site

became the form, difficult to play its proper role. To explore the causes, is fundamentally because the small and medium-sized enterprises lack of professionals, it is relatively easy to pay someone building enterprise website, but it is very not easy to revive dead isolated site originally, let it become active and valuable, can make part or whole business flow through the web site. As website maintenance personnel, they will not only use the computer, but also know the enterprise business, and good at communication, but also have certain language ability. Inviting this professional talents not only needs the high cost, but also can be hard to come by, it is difficult to invite when saying. The lack of talent will cause the website operation problems, e-business mode innovation strength is insufficient, the features and advantages of e-commerce are difficult to play, gradually letting many small-business owners think that operation makes little sense and spends money, as the growth of the time, and it even became a decoration.

(b) Competitive consciousness is weak, and understanding of e-commerce is not in place

Most of the small and medium-sized enterprises, especially some private enterprises often stuck in the past, and the ability to accept new things is weak, conformism, after a little success they don't want to innovation. They turn a blind eye on the fierce market competition condition and have weak competition consciousness. Electronic commerce for the small and medium-sized enterprises also belongs to a new event. The vast majority of companies still focus competition and operation on the physical market, failed to fully realize that today is an era of knowledge economy, e-commerce market has become the inevitable trend. Though some small and medium-sized enterprises have carried out the implementation of e-commerce, they are not really to make a thorough understanding of electronic commerce, only is habitually using traditional business mode in the past, such as: attend products fair, etc., in order to quickly implement trade, which still need the old salesman to make face-to-face selling. At present, there are still part of the enterprise managers will build a website with e-commerce as the equal sign, and they think as long as the site is built, it can gain the order. It is this understanding that restricts the development of small and medium-sized enterprise electronic commerce.

(c) Goals are not clear, and the network marketing methods are single

At present, the application of electronic business in China is quite uneven, and most of the websites are still in the initial stage, not yet mature. For example: the purpose of website building is not clear, clients are still not figured out which target group, and web site showed no image of the enterprise. The functionality of the most enterprises site is relatively single, it is difficult for users to find demand information they want to understand on the net, and it also often didn't respond to customer advice. Some companies even though already have their own web site, but due to lack of consciousness on its importance, they think the traditional business model is the fundamental, e-commerce is auxiliary, thus causing low utilization rate of website. The network marketing of most Internet enterprises simply just stay in the Internet advertising and promotion, simply has carried on the simple rigid promotion for the product name, usage, producer name, address, telephone and so on, and marketing methods are single, and they did not put enough resources to implement the informationalized construction, therefore, the advantage and potential of electronic commerce are so buried without playing, gradually creating a vicious circle.

(d) Credit system is incomplete, and the legal protection of the network transaction is inadequate.

Most small and medium-sized enterprise managers think: this problem plays a very important role on the development of electronic commerce. Because of the credit situation, some enterprises has canceled the line of credit to the customers in order to ensure financial stability, while some small and medium-sized enterprises implement the membership system to realize audit and observation to the customer. For businesses, it needs to rely on its own to build a system of credit management, which undoubtedly increases its daily operation cost. At the same time, in daily online transactions, because there are no laws and regulations, as well as the contract as basis, there are many loopholes for network crime, which are restricting the development of electronic commerce.

HENAN SMALL AND MEDIUM-SIZED ENTERPRISE DEVELOPMENT ELECTRONIC COMMERCE STRATEGY

The development of electronic commerce in the era of low carbon economy, not only needs the government to build a good business environment, to determine certain laws guarantee, and to formulate a series of business policy to encourage, also need support and the affirmation from all walks of life, at that time more in need of small and medium-sized enterprise own unremitting efforts. This article here still takes the development of electronic commerce in Henan province as an example, aiming at the existing problems to put forward the suggestions.

Enhance the cultivation of professional talents, and strengthen the website maintenance and construction

(a) Enhance professional personnel training

E-commerce is a new business model, which includes knowledge of many different subjects such as information, network and business, and therefore it must need management and operation of professional high-quality technical personnel. If lack of professionals, small and medium-sized enterprises makes it difficult to give full play to the advantages of e-commerce, more luxury talk with e-commerce as the foundation for enterprise further, and to enhance the enterprise competitive advantage.

So, small and medium-sized enterprises not only as long as pay the attentions to its professional talent team construction, strengthen all the staff of the enterprise especially related managers training of network, e-commerce, product knowledge and other knowledge and skills, in order to improve enterprise staff's e-commerce comprehensive ability; At the same time using a variety of measures actively introduces the high-quality talent of electronic commerce outward, laying a foundation for the development of enterprises.

(b) Strengthen website design, maintenance and promotion, and build a good corporate image

Our enterprise web site can be compared to a city, users who come to browse to the population of the city. The city environment, degree of convenience and service quality factors all affect the number of urban resident population; It is same for website, its image design, function, the use convenience all affect Internet users browsing perception and loyalty. So, small and medium-sized enterprises want to improve the web browser, and then realize revenue growth of e-commerce, must strengthen the design and maintenance of the website, using innovative marketing methods to promote and building a good corporate image.

Build a learning organization to make enterprise innovate continuously and advance with the times.

To build a learning organization, is must implement measure for each enterprise, at the same time also need to use a longer time to optimize gradually old, disjointed organization ideas and management methods. For small and medium-sized enterprises, it is to constantly create more learning opportunities, making learning achievement link up with performance and income, gradually building an organization with a good learning atmosphere, in the era of low carbon, let e-commerce knowledge and concept in enterprise get spread and popularization; Let the enterprise can continuously innovate, and keep pace with the times.

Clear market positioning, and gradually form the systematic marketing system

The small and medium-sized enterprises should establish oneself in the fierce market competition, making e-commerce really play a role. At first, must have a definite and clear market positioning, clear customer base and product service scope. Enterprise as long as clear positioning, then they can develop marketing strategy aimed at positioning, can decide how to promote the products, the color of the web page design and focused the key point. Network marketing and traditional marketing model have very big differences, and it is a kind of marketing mode of both sides, at the time of clear positioning, it also must be combined with the needs of customers to products, therefore, after the clear market positioning, it also need to gradually form the marketing system, for example: to provide customers with more personalized services, such as network can provide customers with all-weather, real-time interaction, experts answering questions, advisory services, to meet the various needs of customers. Therefore, now there are more and more enterprises which integrate e-commerce to marketing planning, make product marketing and customer service become an indispensable important part of e-commerce.

Build a network security mechanism.

From the rise of e-commerce to flourish in domestic, the security question has long been the most controversial problems of all important issues. Such as: all kinds of hackers who use electronic commerce system for illegal intrusion, they are likely to steal enterprise trade secrets, destroy the normal operation of the system, and allows businesses to suffer losses, even threat to its survival and development. Especially at the moment, so many safety hazard hidden on e-commerce, as a Trojan, hackers, etc., all let small and medium-sized enterprises with the original inadequate knowledge of e-commerce step back, killing its determination and motivation to develop the electronic commerce. So, when small and medium-sized enterprises develop e-commerce, they must maintain a high level of vigilance, using a variety of encryption and digital authentication and other security controls, to protect the safety of enterprise electronic commerce. At the same time, they also need to increase the enterprise internal security information management, through the data backup, as much as possible to reduce the security hidden danger of electronic commerce, to build a security guarantee platform conforming to enterprise itself development.

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