

# Research on the development of integration clusters of strategic emerging industries in Jiangxi

Hui Wang<sup>1,\*</sup>, and Siqi Zhang<sup>2</sup>

<sup>1</sup>Professor, Dean, School of International Business, Jiangxi University of Applied Science and Technology, China

<sup>2</sup>Master of Business Administration, Jiangxi University of Finance and Economics, China

**Abstract.** This thesis studies the relationship between the integrated cluster development of strategic emerging industries and cross-border e-commerce in Jiangxi Province, and puts forward the optimization counter measures to promote the integrated development of cross-border e-commerce in Jiangxi Province. Cross-border e-commerce, as one of the strategic emerging industries, has attracted much attention. Connecting global buyers and sellers through e-commerce platforms provides a broad opportunity for enterprises to expand the international market. In the context of the intelligent era, this study explores the application potential and promotion role of intelligent technology in the integrated development of cross-border e-commerce. By building an online integrated service platform, constructing an intelligent logistics system, guiding the transformation and upgrading of traditional industries and other optimization measures, it can promote the integrated development of cross-border e-commerce in Jiangxi Province, and promote the upgrading and transformation of strategic emerging industries. This study is of great significance for promoting the economic development and enhancing the industrial competitiveness of Jiangxi Province.

## 1 Introduction

In recent years, the focus of China's industrial transformation and upgrading has gradually shifted to strategic emerging industries. "Strategic emerging industries are based on major technological breakthroughs and major development needs, play a major leading role, and are knowledge-intensive, consume less material resources, have large growth potential and have good comprehensive benefits," The State Council said. Promoting the development of strategic emerging industries is not only a national strategy, but also the mission of all regions to promote the high-quality development of manufacturing industry (Song & Liu, 2024). Among them, cross-border e-commerce has attracted much attention. With the progress of globalization and Internet technology, cross-border e-commerce is playing an increasingly important role in international trade. It connects global buyers and sellers through e-commerce platforms, breaking geographical

\* Corresponding author: [z15679069697@163.com](mailto:z15679069697@163.com)

restrictions and providing opportunities for companies to expand into international markets.

The development of cross-border e-commerce is important for international trade, economic growth and employment levels. It helps enterprises to achieve global layout, expand sales channels, reduce costs and improve efficiency. At the same time, for consumers, cross-border e-commerce also provides a convenient and diverse shopping experience, with access to goods and services from all over the world.

As an emerging force of cross-border e-commerce, Jiangxi Province is rapidly expanding the scale of its strategic emerging industries. Jiangxi Province has actively promoted the construction of a number of cross-border e-commerce industrial parks and cross-border logistics systems in line with regional characteristics, providing impetus for the development of cross-border e-commerce. While promoting the integrated development of cross-border e-commerce and foreign trade industries, Jiangxi Province also guides the cross-border e-commerce of the integration of strategic emerging industries to achieve a more comprehensive and in-depth industrial upgrading and transformation.

## **2 The development trend of China's cross-border e-commerce**

With the development of communication and electronic technology, the popularization of mobile intelligent terminals, and the acceleration of the construction of the Internet of Things, the trend of global trade integration cannot be contained. The post-pandemic era has promoted the flow of imports and exports and promoted the rapid growth of cross-border e-commerce. There are already more than 100,000 cross-border e-commerce businesses in China, which has promoted the transformation of the real economy into a high-end value chain. By the first three quarters of 2023, the import and export volume of cross-border e-commerce reached 1.7 trillion yuan, an increase of 14.4% year-on-year, accounting for 5.5% of the total trade in goods in the same period. Domestic platform companies such as TIKTOK, TEMU, SHEIN, AliExpress, etc. have made remarkable achievements in the global market, promoting the internationalization process of Chinese brands. The service model of cross-border e-commerce has gradually shifted to fine operation, and the service ecosystem has continuously upgraded, providing in-depth services for enterprises, and supporting the expansion and growth of cross-border e-commerce.

The country has promoted the healthy development of cross-border e-commerce through a series of policies, including the reform of "regulation service" and the construction of comprehensive pilot zones for cross-border e-commerce. In 2023, The General Office of the State Council proposed the development of a new model of "cross-border e-commerce + industrial belt" and accelerated the integration of domestic and foreign trade. The state regards cross-border e-commerce as a new foreign trade growth point, and through enabling cross-border e-commerce, reshapes and optimizes the internal structure of industrial clusters and enhances the overall competitiveness of China's industrial clusters.

## **3 Correlation analysis between Jiangxi strategic emerging industrial cluster and cross-border e-commerce**

With the intensification of international competition, the global economy presents the characteristics of "overall dispersion and local aggregation". Strategic emerging industrial clusters attract wealth from countries around the world, especially cross-border e-commerce clusters. Cluster development can improve productivity, innovation efficiency and

development level (Ren et al., 2024). Government departments should promote the in-depth construction of national strategic emerging industrial clusters (Song Qi & Liu Jiaqi, 2024). According to the research of Fuda Institute et al. (2018), the development of local industrial clusters can be divided into two stages, and cross-border e-commerce has become a necessary way to realize the internationalization of industrial clusters. Cross-border e-commerce has become a necessary way to realize the internationalization of industrial clusters, providing new opportunities for their transformation and upgrading. Industrial clusters have supported the development of cross-border e-commerce through stable product chains and accelerated its deep development.

Cross-border e-commerce has opened up new channels for the sale of goods in China and provided more cooperation opportunities for industrial clusters. Through direct access to consumers, cross-border e-commerce provides enterprises with customer data, reduces the loss of information asymmetry, and enables enterprises to enter the international market faster. With the support of the cross-border e-commerce platform, enterprises have cooperated to build overseas warehouses and established overseas independent marketing systems. Jiangxi Province has built and operated 210 overseas warehouses, actively promoting the internationalization of local products and brands.

The improvement of industrial clusters has also promoted the development of cross-border e-commerce. Cluster enterprises have competitive advantages, gathering raw material suppliers, manufacturers and retailers, forming a complete industrial chain. This allows enterprises to quickly connect with the cross-border e-commerce industry chain. At the same time, the mature logistics and transportation system has helped cross-border e-commerce solve logistics problems and promoted the vigorous development of cross-border e-commerce in industrial clusters.

## **4 The development status of cross-border e-commerce in Jiangxi**

Jiangxi Province is located in the middle of China, adjacent to the Yangtze River Delta Economic Zone and the Pearl River Delta region, with convenient transportation and good industrial development advantages. Due to its close economic ties with coastal areas, Jiangxi has attracted a large number of industrial transfers and promoted the development of cross-border e-commerce industry. At the same time, Jiangxi has rich resources and low-cost labor, although there is a gap compared with the coastal areas, but the economy has still made no small achievements, especially in e-commerce and cross-border e-commerce.

By 2023, cities such as Nanchang, Ganzhou and Jiujiang in Jiangxi Province will become national comprehensive pilot zones for cross-border e-commerce, which will become a new platform for opening up to the outside world and an important engine for the development of foreign trade in Jiangxi. At the same time, Jiangxi also promotes the construction of cross-border e-commerce industrial parks, such as Jiujiang's Komsomol cross-border e-commerce industrial Park, Nanchang high-tech Zone cross-border e-commerce industrial Park, etc. These industrial parks provide convenience and services for cross-border e-commerce enterprises, and promote the healthy development of cross-border e-commerce industry.

## **5 Disadvantages of cross-border e-commerce integration in Jiangxi Province**

### **5.1 Government-oriented, market capital vitality is insufficient.**

Under the guidance and support of the government, the construction of cross-border e-commerce comprehensive pilot zone in Jiangxi Province attaches importance to industrial transformation, upgrading and gathering development, but the participation and vitality of market capital is relatively low. In the planning and construction of pilot zones, sometimes too much attention is paid to short-term results while ignoring long-term planning. For example, in the construction of cross-border e-commerce industrial parks, the construction of hardware facilities is often emphasized, while the improvement of software and policy supporting is ignored. In addition, in the construction of the park, Jiangxi Province focuses on investment attraction and project introduction, while ignoring the sustainable development ability of the park itself. For example, although the support funds for the settled enterprises have a certain incentive effect, the active participation of market capital is lacking, resulting in the overall vitality of the park. In the process of attracting cross-border e-commerce enterprises and building a complete industrial chain, although Jiangxi Province attracts enterprises to settle in through financial incentives, such as financial incentives for enterprises, it lacks a series of sound supporting policies, which makes it difficult for Jiangxi Province to form a healthy development of cross-border e-commerce ecosystem.

### **5.2 The integration of industrial clusters and cross-border e-commerce is not enough, and the development of cross-border logistics is relatively backward.**

Cross-border e-commerce is a complex ecosystem, involving business flow, logistics, information flow, capital flow and other aspects, need long-term construction. Due to the strong promotion of cross-border e-commerce by China's policies, its development speed exceeds expectations, but the construction of relevant supporting facilities can not keep up, and some enterprises passively follow up cross-border e-commerce, resulting in the integration of industrial clusters and cross-border e-commerce is not deep enough, and the development level is low. In addition, cross-border e-commerce orders show the characteristics of "small number of customer orders, high order frequency", and rapid response ability to order requirements. However, due to the late start of domestic cross-border logistics and imperfect logistics infrastructure, logistics costs are high, and long-distance transportation and poor information are easy to cause packages can not be tracked, stranded, damaged and lost, and the return and exchange process is cumbersome, which brings bad shopping experience to customers and has a negative impact on the sustainable development of cross-border e-commerce in Jiangxi Province's industrial clusters.

### **5.3 The development of cross-border logistics is not balanced, and logistics supporting services are not perfect.**

In China's cross-border e-commerce comprehensive pilot zone, logistics supporting services are gradually improving, but it is necessary to strengthen the construction of logistics infrastructure and services according to the characteristics of different regions. The development of cross-border e-commerce comprehensive pilot zones in Jiangxi Province and other places in the central and western regions is relatively slow. For example, there is a big gap between the logistics infrastructure of Chengdu and Chongqing and the entrance

of large international logistics enterprises in the eastern region, and supporting services and functions need to be improved. The comprehensive pilot zone of cross-border e-commerce in Jiangxi Province is not balanced in the planning and distribution of logistics centers, the function of warehousing and distribution services is weak, and the development of fourth party logistics is lagging behind. At the same time, Jiangxi Province lacks high-quality large-scale international logistics forwarders, resulting in low efficiency of cross-border logistics, which is difficult to meet the needs of rapidly growing cross-border e-commerce business.

## **6 Optimization countermeasures to promote the integrated development of cross-border e-commerce in Jiangxi Province**

### **6.1 Build an online integrated service platform to improve platform efficiency and intelligence.**

On the "single window" platform for international trade in China (Jiangxi), we are building an online platform in Nanchang Comprehensive Pilot Zone to provide "one-stop" cross-border e-commerce electronic services. The platform will include data services, government services, and featured services, and follow the principle of "one point access, one submission, one inspection, one key tracking, and one station handling." Through artificial intelligence technology, the platform will analyze user data to provide personalized product recommendations, improve shopping experience and purchase conversion rates. At the same time, using data mining and machine learning technology, the platform will predict market trends and commodity demand, helping merchants optimize supply chains and commodity allocation. The platform will also integrate customs, foreign exchange management, taxation, investment promotion and other departments to achieve data interoperability and comprehensive utilization, accelerate the inspection of export goods, improve operational efficiency, and accelerate cross-border e-commerce settlement remittance. We will also integrate online cross-border e-commerce import and export customs clearance, tax refund and other government services, and link cross-border e-commerce finance, logistics and other market services (Zhang Juntao, 2018), committed to building cross-border e-commerce data service, government service and characteristic service system, to provide more convenient and efficient service experience for enterprises and users. At the same time, digital O2O cross-border e-commerce logistics management framework can also be built to achieve real-time communication of logistics information, provide efficient and convenient information services, and improve shopping experience satisfaction (Yang, 2019).

### **6.2 Construct Jiangxi cross-border intelligent logistics system**

In the context of rapid domestic economic development and complex and changing international situation, cross-border e-commerce logistics is faced with difficulties such as high transportation cost, insufficient supply and long transit time (Yao & Liu, 2023). In addition to making efforts in cross-border enterprises, Jiangxi needs to provide convenient logistics service system for cross-border e-commerce industry, build intelligent logistics system, build grid parameter model of cross-border e-commerce logistics transportation path, and improve logistics quality and efficiency (Su et al., 2021). The transportation of foreign trade is mainly in the mode of high-volume cargo shipping, and cross-border e-commerce transportation is more of a small-batch express transportation mode. Cross-border e-commerce logistics system is a model of sea, land and air cooperation, Jiangxi

should build a complete cross-border logistics system. In terms of water transportation, Jiujiang Port and Nanlu Port will be enlarged, so that Jiujiang Port and Nanlu Port will become branch ports of coastal ports. In terms of railway transportation, the Shanghai-Kunming high-speed railway has been opened to traffic, and the Beijing-Kowloon high-speed railway is under construction. After the two high-speed railways are fully put into use, they will greatly release the freight capacity of Zhejiang-Jiangxi Railway and Beijing-Kowloon Railway, coupled with the Lufu Railway, and realize the sea-rail combined transport of Jiangxi and coastal ports by railway. In terms of air transport, Jiangxi should actively promote the air cargo transport between South Lubei Airport and the Americas, Europe and Europe, and promote the air cargo transport between Golden Airport, Sanqingshan Airport, Mingyueshan Airport, Jinggangshan Airport and China's neighboring countries.

### **6.3 Build Jiangxi characteristic brand**

Brand is one of the core competitiveness of enterprises, which requires Jiangxi cross-border e-commerce enterprises to vigorously build Jiangxi characteristic brand and improve brand competitiveness in the international market. First of all, Jiangxi cross-border e-commerce enterprises should give full play to the advantages of local characteristics of the industry, market positioning, identify the target market, according to the product positioning market crowd, through data analysis to determine the hot products. Secondly, Jiangxi cross-border e-commerce enterprises should also understand the social media used by the international market and its rules, such as Twitter, Facebook, Instagram, YouTube, etc., and launch targeted ads of hot products on these social media to let more people know Jiangxi characteristic brands. Get the best conversion at the lowest cost. Finally, Jiangxi cross-border e-commerce enterprises should give full play to the power of network celebrities and make use of their traffic advantages to promote their own brands and products. They can look for popular network celebrities to recommend the featured products of Jiangxi cross-border e-commerce enterprises in daily video pictures and live broadcasts, so as to improve the brand awareness of Jiangxi cross-border e-commerce enterprises.

Thanks: Thanks to Jiangxi Social Science Foundation

## **Reference**

1. Y. Fan, J.L. He, LQ Wei, Hubei Univ. Econ. J., Research on the linkage development of Industrial cluster internationalization and cross-border e-commerce in Shaoxing., 11, 36-38(2018)
2. J.T. Zhang, Guangxi Norm. Univ., Research on the development strategy of Zhengzhou Cross-border E-commerce Comprehensive Pilot Zone based on SWOT analysis(2018)
3. G. Su, D. Abra, S.P. Yin, Research on optimization of cross-border e-commerce logistics route based on two-way search. Electronic Design Engineering, 22, 114-118(2021)
4. K.Y. Yang, Mod. Econ. Inf., Research on optimization of cross-border e-commerce logistics based on artificial intelligence technology, 12, 364(2019)
5. J.Q. Ren, C.X. Sheng, L. Wei,S.H. Li, Tianjin Soc. Sci., Cluster development of strategic emerging industries: Progress, problems and promotion strategies, 02, 89-98+175(2024)

6. Q. Song, J.Q. Liu, *Mod. Manag. Sci.*, The impact of national strategic emerging industrial clusters on high-quality urban development: An empirical study based on PSM-DID, 01, 44-54(2024).
7. X.M. Yao, YLiu, *Food Res. Dev*, Study on high-quality development path of cross-border e-commerce industry of rice noodles in Nanchang. *Food Research and Development*, 16, 227-228(2023)