

# Research of the Impact of Big Data on Enterprise Import and Export Based on Economic Globalization

Zhang Yan<sup>1</sup>

<sup>1</sup>DALIAN VOCATIONAL & TECHNICAL COLLEGE, Zip code: 116000

**Abstract:** At present, the integration of information technology is an inevitable trend under the background of economic globalization. Big data has a great impact on the import and export of enterprises. The impact on the import and export of enterprises is not only the support of information, but also the support of technology. The article will effectively combine the economic globalization and big data to conduct in-depth research and analysis[1].

## 1 Introduction

The range of Internet applications has been expanding, and under the influence of the Internet, the economic globalization model has also entered the right track. As one of the major countries in international trade, China should closely follow the trend of the times in the Internet era and actively adopt the big data operation mode to promote the import and export trade of enterprises. Therefore, the following will focus on the impact of big data on the import and export of enterprises based on economic globalization, as well as some effective strategies to promote the foreign trade enterprises[2].

## 2 Meaning of Big data

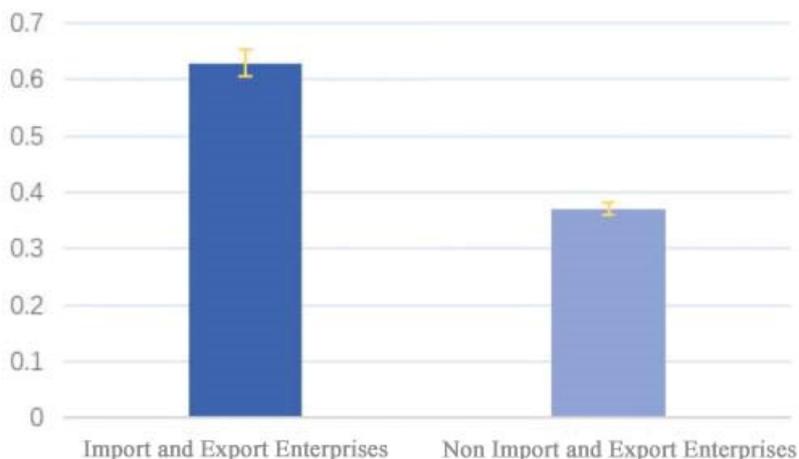
Big data, in a nutshell, has a relatively large amount of information with a wide range of enterprises. It can adapt to the economic globalization specific requirements. Big data is the summary and derivative of the current information technology. Due to the rapid development of Internet database, the data information has been increasing day by day. The enterprises' import and export trade is increasingly inseparable from information data. Moreover, in the context of economic globalization, enterprises must constantly make use of big data to optimize resources. In the traditional enterprise operation, the enterprise's cognition of big data only stays at the general auxiliary stage. Enterprises must pay more attention to the role of

big data to improve the market profits and business conditions. Big data is epochal, so the current era can also be called the era of big data. Traditional data information analysis has been further optimized, upgraded and broadened, and the analysis of big data is more perfect, reasonable and scientific.

## 3 The impact of big data on import and export based on economic globalization

### 3.1 The comprehensive impact of big data has continuously expanded the international market

In the process of the traditional enterprise management model, it is deeply influenced by subjective and objective reasons such as technology and market, which leads to certain limitations. However, enterprises can make full use of big data to formulate strategies for future import and export trade. From the perspective of international trade theory, the competition between economic entities is often reflected in economic exchanges. The life cycle of enterprise products and market demand are two aspects. Customer needs can be met, and the value of the enterprise is thus reflected. Profit is the ultimate business purpose of an enterprise. A more scientific, reasonable, and efficient business model can help the enterprise improve its market and commercial value, and broaden the scope of the market and provide more new source ideas for business operations.



**Fig 1.** Proportion of Chinese import and export enterprises

**3.2 The integration of resources of big data has brought enterprises access to information**

At present, it is the era of economic globalization and big data. The import and export trade models of enterprises are gradually increasing. Among them, the use of information database customers data and related analysis can make decisions on import and export trade of enterprises, and it is an important way to enhance the strength of enterprises. When an enterprise enters the international market, it is indispensable to understand the international market. Whether it is from the international demand for the commodity and national hobbies, big data can provide good data protection for the enterprise. Big data allows enterprises to diversify their methods and participate in international trade, and helps products produced by enterprises. There is no doubt that it has a great impact on the enterprise with both advantages and disadvantages. It is necessary for enterprises to better use customers data to effectively integrate enterprise product resources to meet the needs of the rapidly developing international market.

**3.3 Big data has brought a certain impact on the trading mode of foreign trade enterprises**

In the context of economic globalization, big data has a decisive influence. The world trade pattern is changing with the advent of the era of big data. China’s foreign trade enterprises should use their own resources and firmly grasp the opportunities. Enterprises should re-integrate the resource allocation rationally, and make full use of big data to sort out information and gradually improve analytical capabilities to adapt to the changing needs of the world market. The optimization and transformation of the enterprise structure is the only way for enterprises to deepen the international division of labor. Through deepening the international division of labor, they will bring out their comparative advantages and integrate them into the international market. The import and export trade of Chinese enterprises is inseparable from the business model of the data era. Only by fully integrating big data

can the trade market be pushed to a higher position in the context of economic globalization. The challenges of import and export trade can be transferred into opportunities for the import and export trade of enterprises.

**4 Under the background of economic globalization, it is an effective strategy to promote the import and export trade of enterprises based on big data**

Economic globalization refers to the global organic economy formed by the interdependence and interconnection of national economies through foreign trade and other means. Under economic globalization, the cross-regional flow of production factors such as commodities, technology, information, and management experience have increasingly become close as a whole. Economic globalization is an important trend in world economic development.

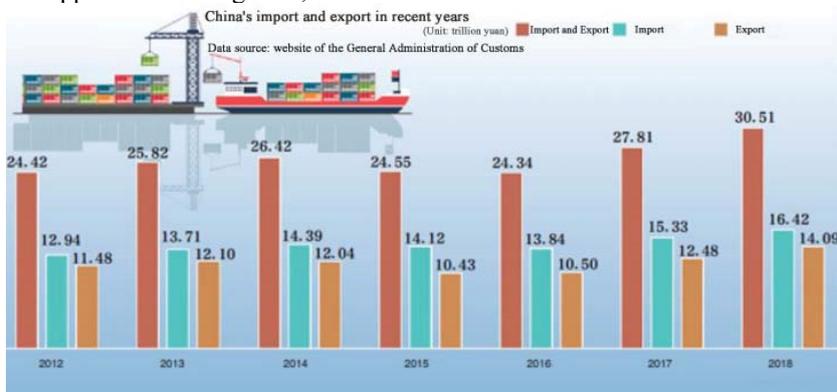
**4.1 Formulate a reasonable, scientific, and efficient import and export market plan**

Reasonable, scientific and efficient planning is a forward-looking guide for enterprises. Therefore, in the process of import and export trade, enterprises must make plans and the international market. In recent years, under the background of economic globalization and big data, companies have paid more and more attention to the implementation, and they are committed to finding a suitable direction for import and export trade. And the market plan combined with big data is an important requirement for enterprises to integrate into the international. Only in this way can the development of enterprises’ import and export trade be derailed.

Taking the formulation of a reasonable, scientific and efficient import and export market plan as an example, enterprises must prepare national laws and regulations of international target markets and import and export policies, so that the import and export trade can be legal and compliant. Seeking for better development within the scope will also reduce unnecessary legal troubles for later

import and export trade of enterprises. Secondly, it needs to fully understand the policies of the tariff reduction and exemption of some commodities, etc. It can save costs for the import and export trade of enterprises. Foreign trade companies should also actively enrich their intelligence collection systems and use trade intelligence to avoid reasonable risks. In addition, companies must make full use of the information support role of big data, use the

feedback provided by big data and a large amount of data and commodity intelligence analysis to provide information for the import and export. The plan meets the actual market demand, and it is practical. Therefore, the enterprise's market plan and big data support are closely linked, and the enterprise's needs to be more thoroughly implemented to determine the correct direction of the trade.



**Fig 2.** China's export situation in recent years

#### 4.2 Understand the international market and grasp opportunities and threats

Analyzing the international market and understanding the opportunities and threats are the prerequisites for all foreign trade companies to enter the international market and successfully carry out import and export business. It is especially true for small and medium-sized enterprises with small scale and limited channel resources.

In the context of economic globalization, a product change in a country may bring about changes in supply and demand in the international market. For example, the Russian forest fire in 2010 affected wheat production, leading to an increase in international food prices. Through big data, foreign trade companies can predict the international market, adjust product structure, production scale and export volume, improve the supply and demand chain and prevent foreign trade risks.

#### 4.3 Attract big data talents and improve application technology

Excellent talents are an important pillar for enterprises to maintain good management, especially in the context of economic globalization and the era of big data. The requirements for data talents are very high. If enterprises want to maintain a good state of affairs in foreign trade, they must be supported by human resources. The only thing is to attract talents into the enterprise and greatly improve and train the business of the internal data staff and the personnel responsible for import and export trade. The continuous improvement of the core technical level of enterprise data analysis is based on the inevitable requirements of economic globalization and the development of enterprise import and export trade. The core technical level of enterprise data analysis often has a great influence on the competition of enterprises' import and export trade markets, and plays a decisive role in the efficiency of enterprise data analysis, especially in the face

of international trade markets. Therefore, constantly improving the core technical level of enterprise data analysis is an important aspect that enterprises must pay attention to at present.

Taking the example of attracting foreign trade talent resources into enterprises, enterprises can face outstanding graduates of the year. The majors they can target are students of international economics and trade and information technology and computer science to employ the new into the enterprise import and export trade. Secondly, enterprises can further increase the salary in the formulation. In order to attract excellent data processing talents in import and export trade, enterprises must adopt management control measures in recruiting talents and clarifying the talent management system. To improve and train the professional of data processing personnel, the enterprise can send staff to study and communicate abroad to continuously improve its business. In addition, for the management of internal talents, enterprises can formulate corresponding reward and punishment systems and annual performance evaluations. In this way, employees are encouraged to work hard to stimulate their potential. Therefore, it can attract big data personnel and foreign trade talents to enter the enterprise. The integration of internal staff within the enterprise, and professional promotion are all effective strategies to promote the optimized import and export trade.

To continuously improve the core technology of enterprise data analysis, enterprises must set up a separate international import and export trade market data information management department. The core technology of data analysis is highly dependent on electronic information technology, and the establishment of an independent department is essential. To set up independent technical department, it needs to ensure that the enterprise data analysis stability and further improve the core technology. In addition, the division of enterprise data analysis, import and export trade commodity market demand related data analysis and user consumption data and product import and export trade of specific sales are

included. The comprehensive analysis of various import and export trade has a great help for the late feedback and it also lays the foundation. The job market in the future planning also has certain valuable reference for the benefits.

## 5 Conclusion

Under the background of economic globalization, big data has advantages and disadvantages for enterprises' import and export trade. It is important to see how enterprises respond. In the context of economic globalization, all countries have been absorbed into the trend of economy and become a wider international market, and no country can stay out of the situation. In summary, enterprises must pay attention to the analysis of big data in the international market of import and export trade, and realize their own development and prevent trade risks. Enterprises must grasp the benefits and develop with the era[3].

## References:

1. Wu Xiaoming, Yun Chenchao, Zhao Wei. 2019. Research of the impact of big data on business management [C]// Proceedings of the 2019 Smart Grid New Technology Development and Application Seminar.
2. Hou Haiqing, Yao Liang, He Yang. 2019. Research of the influencing factors of enterprise marketing dynamic capabilities under big data [J]. Journal of Xi'an Shiyou University (Social Science Edition), 028(002):36-43.
3. Chen Yanyan, Hong Jingting, Luo Wenyue. 2018. Research of the influencing factors of China's high-tech product export growth based on big data [J]. Modern Business, 000(015): 36-37.