

Title: Future Development Trend of Cross-border E-commerce
Platforms Based on the Amazon Cooperation

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Degree: Master of Business Administration

ABSTRACT

Since the outbreak of COVID-19 in 2020, the global economic integration's rate of advancement has abruptly slowed. With the aid of the historic substantial development chances brought about by COVID-19, cross-border e-commerce has developed into a significant supporting force sustaining the positive expansion of global international trade. Additionally, global consumers either passively or actively shift their consumption to online activities, which has increased the diversity of their options. Cross-border e-commerce, a new type of online trade, is becoming more significant in this setting. Additionally, the rivalry in international commerce has shifted from one based on products to one based on business models, creating a new environment for cross-border trade.

Amazon now supports the majority of international cross-border e-commerce platforms. Amazon.com (Amazon) is the online retailer with the greatest global reach and product selection. In order to effectively identify issues with the development of cross-border e-commerce, this paper integrates internal and external factors that are

present in the development process based on a SWOT analysis. The strengths and weaknesses, threats, and opportunities of cross-border e-commerce are comprehensively analyzed utilizing Amazon as an example, and targeted future development trends, countermeasures, and recommendations are presented.

keyword: Cross-border E-commerce; International trading; Amazon

