

RESEARCH ON THE DEVELOPMENT STRATEGY OF GUANGXI' CROSS-BORDER E-COMMERCE TOWARDS ASEAN UNDER THE BACKGROUND OF RCEP

YaCai Jiang

School of Business Administration, Baise University, Baise 533000, Guangxi, China.

Corresponding Email: 1301492660@qq.com

Abstract: The implementation of the Regional Comprehensive Economic Partnership (RCEP) has provided a strong impetus for economic and trade cooperation between China and ASEAN. China's cross-border e-commerce with ASEAN is now advancing at a fast pace. As a key region covered by RCEP, Guangxi is poised to further promote the prosperity and development of cross-border e-commerce in the area. However, there are still some issues hindering Guangxi's cross-border e-commerce with ASEAN, such as the underdeveloped cross-border logistics system, increasing regulatory risks for e-commerce enterprises, the lack of a unified cross-border payment system, and the insufficient supply of multi-skilled e-commerce professionals. To address these challenges, this paper proposes several development strategies, including optimizing the cross-border logistics network, improving the regulatory and service systems for cross-border e-commerce, deepening cooperation in electronic payments, and accelerating the cultivation of multi-skilled e-commerce professionals. These strategies aim to fully support the healthy, sustainable, and rapid development of Guangxi's cross-border e-commerce with ASEAN.

Keywords: RCEP; Cross-border E-Commerce; Guangxi; ASEAN; Development strategy

1 INTRODUCTION

On January 1, 2022, the Regional Comprehensive Economic Partnership (RCEP), initiated and led by the ten ASEAN countries, officially came into effect, playing a positive role in promoting economic and trade exchanges among the member states. Under the implementation of RCEP, deepening cross-border e-commerce cooperation between China and ASEAN is crucial for promoting bilateral economic and trade development. Cross-border e-commerce has become a new growth point for economic and trade cooperation between China and ASEAN. Currently, China-ASEAN cross-border e-commerce is maintaining rapid growth, with the total value of goods transactions reaching new heights and achieving remarkable results. With its geographical advantage of being connected to ASEAN countries by both land and sea, Guangxi has become an important gateway for China-ASEAN exchanges and cooperation, playing a central role in cross-border e-commerce import and export business with ASEAN. In recent years, Guangxi has actively built China-ASEAN cross-border e-commerce bases, cultivated a cross-border e-commerce logistics system targeting ASEAN, and promoted the rapid growth of cross-border e-commerce trade. Additionally, Guangxi has continuously optimized its healthcare services, such as establishing chest pain centers and improving nursing procedures, providing solid human resource support and health assurance for regional economic development [1]. Under the RCEP framework, the market potential for Guangxi's cross-border e-commerce with ASEAN is increasingly significant. Therefore, Guangxi should fully seize the opportunities brought by RCEP, proactively address the various problems and challenges encountered in the current development process, and thereby promote high-quality development of Guangxi's cross-border e-commerce towards ASEAN.

2 CURRENT DEVELOPMENT STATUS OF GUANGXI'S CROSS-BORDER E-COMMERCE WITH ASEAN

2.1 Cross-border E-commerce Trade Scale Reaches New Heights

As a new model of international trade, cross-border e-commerce has demonstrated rapid development, significant driving effects, and enormous market potential, which cannot be overlooked. It not only facilitates global trade but also plays an important role in reshaping global trade chains, supply chains, and value chains, providing strong support for foreign trade innovation, economic transformation and upgrading, and high-quality development. In recent years, Guangxi has leveraged its geographical advantages and seized policy opportunities to continuously improve the public service system for cross-border e-commerce, attracting cross-border e-commerce platforms and industry-leading enterprises to settle in, laying a solid foundation for the vigorous development of cross-border e-commerce. Meanwhile, the significant progress in healthcare services in Guangxi has also provided strong support for regional economic development [2-3]. Meanwhile, to seize the opportunity brought by the implementation of RCEP, the Guangxi government has actively supported small and medium-sized enterprises (SMEs) in expanding into international markets and has held the RCEP Economic and Trade Cooperation Business Summit Forum in Nanning, the capital, for three consecutive years, to strengthen economic and trade exchanges between Guangxi enterprises and member states, and jointly promote the healthy and rapid development of cross-border e-commerce.

Currently, Guangxi's cross-border e-commerce market is showing significant growth. The Nanning area, the largest cross-border e-commerce comprehensive pilot zone in Guangxi, has achieved remarkable development since its approval in 2018, with its cross-border e-commerce import and export scale accounting for over 80% of the province's total, and business volume growing 20 times compared to 2018. As of July 2024, Guangxi has added over 100,000 new enterprises, 28 times more than before its establishment. According to customs statistics, from 2018 to 2022, Guangxi's cross-border e-commerce experienced a staggering average annual growth rate of 285%, showing strong growth momentum. In 2023, Guangxi's total import and export volume with ASEAN reached 339.44 billion yuan, an increase of 22.8% compared to the same period last year. Among them, the Guangxi Pilot Free Trade Zone's foreign trade import and export volume with ASEAN countries reached 171.49 billion yuan, including 35.42 billion yuan in imports and 136.07 billion yuan in exports, further establishing its key role in the accelerated development of digital trade between China and ASEAN[4].

Since 2024, Guangxi has actively strengthened exchanges and cooperation with RCEP member countries, promoting local enterprises to explore diversified international market layouts, further boosting the region's total import and export volume. From January to July 2024, Guangxi's total import and export trade volume with RCEP member countries reached 242.5 billion yuan, a year-on-year increase of 23.2%, with particularly outstanding performance in its trade with ASEAN, where the trade volume surged to 214.93 billion yuan, a year-on-year growth rate of 24.3%, reaching a record high. During the same period, Guangxi enterprises exported 12.43 billion yuan through the customs cross-border e-commerce management platform, a year-on-year increase of 37.4%. This significant growth reflects the important role of cross-border e-commerce in promoting Guangxi's foreign trade exports. Specifically, Guangxi's cross-border e-commerce exports to Vietnam and Thailand performed particularly well, reaching 4.46 billion yuan and 4.96 billion yuan respectively, with year-on-year growth rates of 46.8% and 86.4%[5]. These figures indicate that Guangxi's trade position and market vitality in the ASEAN economic circle are continuously increasing, making cross-border e-commerce a key driver for the diversification and rapid growth of Guangxi's foreign trade exports[6].

2.2 Diversification of Cross-border E-commerce Platforms and Operational Models

Under the RCEP framework, Guangxi has leveraged its geographical advantages to continuously adjust and optimize the cross-border e-commerce industry layout targeting ASEAN, actively exploring innovative business models to lay a solid foundation for promoting economic and trade exchanges between Guangxi and ASEAN countries. In recent years, many e-commerce enterprises in Guangxi have entered popular online shopping platforms widely used in ASEAN countries, such as Lazada and Shopee, and have jointly created new development opportunities for cross-border e-commerce with member states. Lazada has established the first national cross-border ecosystem innovation service center in Nanning, not only launching a multilingual live streaming platform for cross-border merchants but also implementing the "Guangxi Products Go Global" strategic plan and providing comprehensive support for the cross-border industrial chain. After Shopee set up an ASEAN cross-border e-commerce logistics center in Guangxi, it facilitated the growth of more than 100 e-commerce platforms and enterprises such as Guangxi Trade World, Cross-border Buy[7].

In addition, Guangxi has focused on innovation in cross-border e-commerce models and has successfully implemented comprehensive layouts for new business models such as retail exports, bonded imports, B2B overseas warehouse exports, and B2B direct exports. Each innovative model is tailored to meet the diverse needs of different consumers and businesses, significantly enriching Guangxi's cross-border e-commerce business formats and providing a broader development space for small and medium-sized enterprises in Guangxi's cross-border e-commerce market.

2.3 Initial Achievements in Cross-border E-commerce Infrastructure Development

In recent years, economic and trade cooperation between China and ASEAN has deepened. As the intersection point between China and ASEAN, Guangxi has actively developed cross-border e-commerce and promoted the construction of international e-commerce logistics systems, providing more convenient and efficient channels for trade between Guangxi and ASEAN. In 2018, the Nanning Cross-border E-commerce Comprehensive Pilot Zone began operations. In the following years, the infrastructure has been gradually improved, featuring advanced online service platforms, regulatory warehouses, bonded warehouses, and various international product display experience stores, quickly making the Nanning Pilot Zone stand out among Guangxi's cross-border e-commerce pilot zones.

Since 2020, the layout of Guangxi's cross-border e-commerce has been further optimized. Chongzuo, Liuzhou, and Hezhou have successively been approved as national cross-border e-commerce comprehensive pilot zones, and eight cities, including Beihai and Qinzhou, have been included in the list of cross-border e-commerce retail import pilot areas, forming a more complete and vibrant e-commerce ecosystem. Meanwhile, the rapid development of cross-border e-commerce is inseparable from a solid logistics foundation. Currently, the Nanning area of the Guangxi Pilot Free Trade Zone has opened 10 direct air routes to ASEAN countries, providing a convenient air corridor for cross-border e-commerce cooperation between Guangxi and ASEAN. The logistics layout of the Chongzuo area is becoming increasingly sophisticated, with 13 railway freight lines and 22 road routes jointly constructing a cross-border e-commerce logistics network targeting the Indochina Peninsula[8]. The Qinzhou Port area is also striving to strengthen maritime connections with major ports in ASEAN countries, allowing Guangxi's goods to reach ASEAN countries quickly via sea transport. The improvement of these infrastructures has strongly boosted the rapid rise and high-quality

development of Guangxi's cross-border e-commerce.

3 ISSUES IN THE DEVELOPMENT OF GUANGXI'S CROSS-BORDER E-COMMERCE WITH ASEAN UNDER THE RCEP FRAMEWORK

3.1 Lagging Development of the Cross-border Logistics System

Cross-border logistics occupies a crucial position in international trade, serving as a key link connecting the economies of countries worldwide. In recent years, Guangxi has taken advantage of the development opportunities presented by the New International Land-Sea Trade Corridor to initially establish a three-dimensional transportation network encompassing sea, land, and air, greatly facilitating the import and export of goods. However, compared to other coastal regions in China, Guangxi still needs to accelerate its pace of development. First, the logistics industry in Guangxi still faces multiple challenges, including insufficient enterprise capacity, limited transportation capacity, low service efficiency, and low added value. These factors directly affect the profitability of the cross-border logistics supply chain. Additionally[9]. Guangxi and ASEAN have yet to establish an effective information-sharing mechanism, which hinders the timely tracking, supervision, and security of logistics and payment processes.

Furthermore, the development of cross-border e-commerce with ASEAN is influenced by environmental conditions and regional disparities. The complex and variable terrain and climate in Southeast Asia significantly increase the difficulty of logistics distribution and the corresponding transportation costs. Similar challenges also exist in the development of the healthcare system, especially in the coverage and resource allocation of medical services in remote areas [10]. Meanwhile, there are clear differences in the development levels of logistics between ASEAN countries. Compared to Singapore, countries such as Vietnam and Myanmar have relatively underdeveloped logistics and network infrastructures, incomplete transportation systems, and pose challenges to the development of cross-border e-commerce[11]. Although the construction of overseas warehouses can provide a fast channel for cross-border e-commerce logistics, Guangxi's overseas warehousing facilities in ASEAN countries are still in the initial stages, limiting deeper development of cross-border e-commerce. In addition, although the RCEP agreement offers new opportunities for regional trade, Guangxi still needs to further develop logistics routes and delivery systems with countries like Japan and South Korea, which poses a daunting task for its logistics system construction.

3.2 Increasing Compliance Risks for Cross-border E-commerce Enterprises

The implementation of RCEP has shifted the industry from rapid expansion to a more refined and compliant development direction, thereby increasing compliance risks in the cross-border e-commerce sector. The RCEP agreement covers multiple key areas, including intellectual property rights, e-commerce, and competition policies. In terms of intellectual property protection, RCEP takes into account the varying development levels of member countries and has established a comprehensive and effective protection mechanism. However, due to differences in the legal systems between China and ASEAN countries, Guangxi's small and medium-sized enterprises (SMEs) and individuals may face greater risks in intellectual property issues when engaging in cross-border e-commerce transactions with ASEAN countries because they lack in-depth understanding of RCEP rules.

In the field of e-commerce, RCEP has formulated clear regulations on online personal information protection based on the domestic legal frameworks of its member countries. Given the differences in personal information protection policies and practices across ASEAN countries, Guangxi's cross-border e-commerce enterprises may face compliance risks if they do not fully understand the legal environment of these countries in advance, potentially leading to issues such as excessive data collection or improper handling of information. In the area of competition policy, the enforcement of RCEP further regulates competition in the cross-border e-commerce sector by strengthening anti-monopoly enforcement and severely penalizing illegal activities to promote fair market competition. Therefore, cross-border e-commerce enterprises need to be vigilant against potential risks such as price discrimination and market monopolies in their operations, ensuring that their business practices comply with legal requirements[12].

3.3 Lack of a Unified Cross-border E-commerce Payment System

Cross-border electronic payments, characterized by efficiency, convenience, and security, play a crucial role in promoting the rapid development of cross-border e-commerce between Guangxi and ASEAN. However, at present, online payment methods are not yet widely adopted in ASEAN countries, with a market penetration rate of only around 20%. This situation arises from two major factors: First, due to incomplete broadband network coverage and deficiencies in electronic payment security systems in some ASEAN countries, consumers tend to be cautious about using online payments. Second, the cooperation between Guangxi and ASEAN in the field of cross-border payments faces numerous challenges. In China, online payments have become a common practice in daily life, mainly through third-party platforms such as WeChat and Alipay. However, the penetration of these platforms in ASEAN countries is relatively low. Meanwhile, ASEAN countries are promoting their own third-party payment tools, such as ONEPAY and GOPAY, which differ significantly from China's payment systems, and there is no effective collaboration between the two. This results in a complicated payment process for cross-border e-commerce transactions, accompanied by high transaction fees, long refund cycles, and high time costs.

3.4 Insufficient Supply of Multi-skilled Cross-border E-commerce Professionals

With the rapid expansion of the cross-border e-commerce market, Guangxi faces a significant shortage of multi-skilled professionals in this field, particularly those targeting ASEAN markets. The imbalance between supply and demand has become a key obstacle to the industry's development. Since the Ministry of Education included cross-border e-commerce as an undergraduate major in 2019, only 49 universities across the country have offered this program, and only four universities in Guangxi have established it, resulting in a limited number of graduates entering the workforce. The distinct legal policies, cultural norms, and social customs of ASEAN countries compared to China mean that cross-border e-commerce professionals need to possess not only expertise in market marketing and platform operations but also an understanding of local languages, consumer habits, and demands. This significantly increases the difficulty for universities in Guangxi to cultivate multi-skilled professionals in cross-border e-commerce. Moreover, some universities in Guangxi still prioritize theoretical teaching in their talent cultivation models for cross-border e-commerce, and the lack of practical experience makes it challenging for graduates to quickly adapt to industry needs. Additionally, due to the relatively lower economic development level and enterprise compensation in Guangxi, cross-border e-commerce talent is increasingly gravitating towards economically prosperous regions such as Hangzhou, Guangzhou, and Shenzhen. This trend further widens the talent gap in Guangxi's cross-border e-commerce industry.

4 DEVELOPMENT STRATEGIES FOR GUANGXI'S CROSS-BORDER E-COMMERCE WITH ASEAN UNDER THE RCEP FRAMEWORK

4.1 Improving the Cross-border Logistics Network System

In the development of Guangxi's cross-border e-commerce with ASEAN, logistics serves as a core support, playing a crucial role. Therefore, Guangxi needs to accelerate the optimization and upgrading of its cross-border e-commerce logistics system.

First, leveraging the natural advantages of the BeiBu Gulf, Guangxi should fully capitalize on the cooperation opportunities brought by RCEP to deepen international logistics cooperation with ASEAN countries and build a comprehensive cross-border logistics system that encompasses land, air, sea, and railway transportation, achieving an integrated "land-sea-air" logistics network layout. At the same time, learning from the experiences of optimizing the healthcare logistics system would be beneficial in enhancing the efficiency and security of cross-border e-commerce logistics [13, 14].

Second, to enhance logistics efficiency and real-time logistics information tracking, Guangxi should promote the sharing of logistics information resources among various departments, expand the application scope of logistics informatization, and establish and improve logistics information exchange platforms to meet customer demands for logistics services[15].

Third, to promote the development of cross-border e-commerce, Guangxi should further deepen exchanges and cooperation with logistics enterprises in the member countries, jointly building a comprehensive logistics data-sharing network that covers cross-border e-commerce, international express delivery, and postal services. Finally, government departments should actively implement relevant policies to support the development of cross-border e-commerce logistics and simplify trade procedures in various stages of import and export, thereby effectively improving logistics speed and providing strong support for the sustainable and healthy development of Guangxi's cross-border e-commerce with ASEAN.

4.2 Optimizing the Regulatory and Service Systems for Cross-border E-commerce

To create a favorable business environment for cross-border e-commerce, the governments of Guangxi and ASEAN countries should deepen cooperation and jointly establish a comprehensive market regulatory system. First, both sides should work together to improve and innovate the regulatory mechanisms for cross-border e-commerce, formulating and promoting standardized regulatory rules. For bilateral and multilateral trade, the government should further strengthen regulatory oversight, build a comprehensive, efficient, and real-time information-sharing platform, streamline regulatory processes, and reduce regulatory costs.

Second, providing professional legal services for cross-border e-commerce is also crucial. Given the implementation of RCEP, cross-border e-commerce may face higher risks in a new business model, especially in key areas such as intellectual property protection and anti-monopoly enforcement[16]. Therefore, The Guangxi government should organize local cross-border e-commerce enterprises to participate in legal knowledge training, use diverse promotional methods to deepen enterprises' understanding of the rules of origin, and emphasize the importance of intellectual property rights. Similar legal protection is also crucial in the healthcare industry, especially in the cross-border trade of pharmaceuticals and medical services [17].The Guangxi government should actively play a leading role in promoting the establishment and healthy development of cross-border e-commerce industry associations. To ensure that cross-border e-commerce practitioners operate in compliance, industry associations should actively establish legal consulting mechanisms, providing services such as intellectual property protection, consumer rights protection, and contract review for practitioners. For potential anti-monopoly investigations, the association can offer risk assessments and compliance review services to ensure that practitioners adhere to anti-monopoly laws[18]. These measures aim to minimize the legal risks faced by enterprises in cross-border e-commerce and create a more stable and transparent

business environment for cross-border e-commerce cooperation between Guangxi and ASEAN countries.

4.3 Deepening Cooperation in Cross-border E-commerce Electronic Payments

Strengthening cooperation between Guangxi and ASEAN countries in the field of cross-border e-commerce electronic payments is of strategic importance for enhancing transaction convenience and promoting the internationalization of the Renminbi.

At the national level, the government should actively build and improve cross-border payment infrastructure, optimize the cross-border payment network system, and create a secure and stable network environment for electronic payments. It should also establish cross-border payment cooperation mechanisms with ASEAN countries to jointly promote the formulation of laws and regulations in the payment sector, information sharing, and payment risk prevention and control[19].

At the enterprise level, leading domestic cross-border payment institutions can either develop new payment applications for the international market or collaborate deeply with ASEAN countries' payment institutions, such as ONEPAY and GOPAY, to jointly develop new payment tools that meet the diverse needs of enterprises in cross-border trade, simplify cross-border transaction processes, and create a smoother and more efficient cross-border transaction experience for enterprises on both sides.

For Guangxi, the local government can actively promote the application of credit insurance in the cross-border e-commerce retail sector. By providing financial insurance to eligible enterprises, it can effectively reduce cross-border e-commerce payment costs and foreign exchange risks, thereby promoting the development of cross-border e-commerce in Guangxi.

At the consumer level, Alipay and WeChat have become mature payment methods in China. Introducing these platforms into the ASEAN market will significantly improve the cross-border payment experience for consumers, further promote the internationalization of the Renminbi, and expand Guangxi's cross-border e-commerce market towards ASEAN.

4.4 Accelerating the Cultivation of Multi-skilled Cross-border E-commerce Professionals

Under the RCEP framework, constructing and optimizing a talent cultivation system is crucial for promoting the prosperous development of Guangxi's cross-border e-commerce with ASEAN. First, the Guangxi government should play a leading role by establishing special funds and building cooperation platforms to actively promote exchanges and cooperation between Chinese and ASEAN experts and scholars in cross-border e-commerce. This will facilitate joint research and planning of talent cultivation strategies. Additionally, the Guangxi government can organize relevant lectures, seminars, and other events, inviting industry experts and successful entrepreneurs to share practical experiences in cross-border e-commerce, and introduce various policies, including financial support and tax incentives, to attract more talent to the cross-border e-commerce sector.

Second, Guangxi's universities should closely align with the economic and trade needs between China and ASEAN, optimizing curriculum settings and strengthening education in fields such as "e-commerce, trade exchanges, and international economics." They should also establish long-term and stable cooperative relationships with ASEAN universities and enterprises to jointly explore a cultivation model for multi-skilled talent proficient in "cross-border e-commerce + ASEAN languages + innovation and entrepreneurship"[20].

Moreover, deepening the integration of industry and education is key to providing talent support for Guangxi's cross-border e-commerce development. Guangxi universities can collaborate with leading enterprises such as Alibaba International and JD.com to build cross-border e-commerce training bases, providing students with platforms to understand the cross-border e-commerce industry and master practical skills. For graduates in this field, universities can actively encourage them to return to their hometowns for entrepreneurship and employment, leveraging local resource advantages to inject fresh vitality into the development of Guangxi's cross-border e-commerce.

Finally, cross-border e-commerce enterprises should place greater emphasis on employee training and talent development. Through systematic training and incentive mechanisms, they should continuously improve employees' professional competencies and innovation abilities, thereby providing a solid talent foundation for the sustainable development of enterprises.

5 CONCLUSION

In the context of the RCEP, Guangxi's cross-border e-commerce with ASEAN is poised for significant growth, presenting both opportunities and challenges. Guangxi must seize the opportunities presented by RCEP to further enhance its role in the regional cross-border e-commerce landscape. This requires a comprehensive approach, focusing on optimizing the logistics network, improving the regulatory and service systems, deepening cooperation in electronic payments, and cultivating a pool of multi-skilled professionals.

Addressing the existing issues, such as the lagging logistics system, increasing compliance risks, lack of a unified payment system, and shortage of specialized talent, is crucial for the sustainable development of cross-border e-commerce. By implementing these strategies, Guangxi can establish a more resilient and robust cross-border e-commerce ecosystem that not only strengthens its economic ties with ASEAN but also contributes to the broader economic development of the region.

Through collaborative efforts among government, businesses, and educational institutions, Guangxi can build a solid

foundation for the continued prosperity and expansion of cross-border e-commerce, turning challenges into opportunities and fostering long-term, high-quality development in the region.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

REFERENCES

- [1] Liu, Y, Zhao, C, Zhou, Y. The impact of the establishment of chest pain centers and optimized nursing procedures on the treatment outcomes of acute ST-segment elevation myocardial infarction. *Journal of Youjiang Medical University for Nationalities*, 2019, 4, 465-467.
- [2] Zhou, Y, Zhuo, C, Tang, Q. A study on the mechanism of gallstone formation and the current status of diagnosis and treatment. *Journal of Youjiang Medical University for Nationalities*, 2019, 2, 203-206.
- [3] Cheng Ningqian. Research on Accelerating the Upgrading and Development of International Cooperation Parks in Guangxi under the Background of RCEP. *Guangxi Social Sciences*, 2022, (05): 81-89.
- [4] Guangxi Department of Commerce. "New" Movements in Guangxi: Towards ASEAN, Here's the Highlight! 2024, July 26. <http://swt.gxzf.gov.cn/zfxxgk/fdzdgnr/zwdt/gxsw/t18759493.shtml>.
- [5] Guangxi Department of Finance. Guangxi's Import and Export Volume Increased by 11.1% Year-on-Year in the First Seven Months, with Several Indicators Reaching Historical Highs. 2024, August13. <https://czt.gxzf.gov.cn/xwdt/gxyw/t18843219.shtml>
- [6] Zheng Chunfang, Zhang Yanqiu. Research on the Factors Influencing China's Cross-border E-commerce Export and Its Potential. *Journal of the Graduate School of the Chinese Academy of Social Sciences*, 2021, (04): 63-72.
- [7] Zhang Xiaoheng. Promoting the New Development Pattern of Dual Circulation through Cross-border E-commerce: Theoretical Mechanisms, Development Ideas, and Relevant Measures. *Contemporary Economic Management*, 2021, 43(10): 59-65.
- [8] Li Fuchang, Bao Yanna, Hu Xiaohui. RCEP Promotes the Integration Mechanism of Cross-border E-commerce Industry Chain and Supply Chain. *Commercial Economic Research*, 2022, (17): 158-163.
- [9] Ma Yujie. Problems and Solutions in the Development of E-commerce Industry Clusters in China. *Commercial Economic Research*, 2024, (08): 178-180.
- [10] Cui, X, Yang, M. The effect of nursing intervention based on the Rosenthal effect on stress response and emotional state of children with scoliosis. *Journal of Youjiang Medical University for Nationalities*, 2019, 6, 713-715.
- [11] Xu Baochang, Xu Xiaoni, Sun yihan. Opportunities and Challenges Brought by RCEP's Implementation for the High-quality Development of China-ASEAN Cross-border E-commerce. *International Trade*, 2022, (10): 53-59.
- [12] Xu Na. Analysis of the Path for Promoting the Sustainable Development of China's E-commerce under the New Development Pattern. *Commercial Economic Research*, 2024, (07): 113-115.
- [13] Rao, Z, Chen, J, Zhao, L, et al. A comparative study of ultrasound-guided microwave ablation and laparoscopic resection in the treatment of benign thyroid nodules. *Journal of Youjiang Medical University for Nationalities*, 2018, 6, 583-585.
- [14] Wang Songji, Han Rui. Ten Years of Progress, Problem Analysis, and Advancement Path of Trade Facilitation under the "Belt and Road" Initiative. *Journal of Northwest University (Philosophy and Social Sciences Edition)*, 2024, 54(02): 54-64.
- [15] Guo Xiaping. The Impact of Digital Trade Development of RCEP Member Countries on China's Cross-border E-commerce Export. *Commercial Economic Research*, 2024, (15): 137-140.
- [16] Wang Jian, Zhu Ziyi. The Impact of Hainan Free Trade Port's Closure Operation on the Development of Cross-border E-commerce and Related Institutional Design. *International Trade*, 2024, (04): 36-44.
- [17] Li, J, Leng, H. Clinical observation of the efficacy of respiratory muscle feedback training on respiratory and swallowing dysfunction in patients with post-stroke hemiplegia. *Journal of Youjiang Medical University for Nationalities*, 2018, 6, 586-589.
- [18] Guo Yang. Research on the Development Level and Influencing Factors of China's Cross-border E-commerce. *Areal Research and Development*, 2024, 43(03): 16-21.
- [19] Feng Xiurong. Cross-border E-commerce Logistics Risk and Risk Avoidance Strategies—Review of "Research on Logistics Risk Management under the Background of Cross-border E-commerce." *Commercial Economic Research*, 2024, (14): 2.
- [20] Shi Lin, Jiang Meiling. Research on the Innovation of "Chinese + Cross-border E-commerce" Talent Training Model Targeting ASEAN under the "Belt and Road" Initiative. *Guangxi Social Sciences*, 2023, (08): 68-76.