

Strategic Analysis of Cross-Border E-Commerce Platform Operations: A Case Study of Hefei Reying International Trade Co., Ltd.

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Abstract

This paper deeply analyzes the cross-border e-commerce platform operation strategy of Hefei Reying International Trade Co., Ltd., aiming to enhance its market competitiveness. First, the paper explores the company's market positioning, clarifying its target market and competitive landscape. Next, it elaborates on the company's strategy in e-commerce platform selection and customization, including the basis for platform selection and store design. The paper also focuses on the practice of digital marketing and brand building, such as search engine optimization, social media marketing, and email marketing. In addition, through case analysis, it demonstrates the specific measures and effect evaluation of the company in optimizing user experience. Finally, it summarizes the research results and proposes prospects and suggestions for future development.

Keywords: cross-border e-commerce, e-commerce platform, operation strategy, market competitiveness, user experience optimization, digital marketing, brand building

1. Introduction

1.1 Research Background

Cross-border e-commerce plays an increasingly important role in global trade, with its market size continuously expanding. Maternal and infant products, as a hot category in cross-border e-commerce, have huge market potential and commercial value due to their high requirements for quality and safety. Hefei Reying International Trade Co., Ltd., as a cross-border e-commerce enterprise focusing on maternal and infant products, has achieved certain success in the international market through its unique operation strategy. However, with the intensification of market competition and the diversification of consumer demand, the company is facing new challenges and opportunities. Therefore, in-depth research on its cross-border e-commerce platform operation strategy is of great significance for the company's own development and other enterprises in the industry.

1.2 Research Purpose and Significance

This thesis aims to analyze the cross-border e-commerce platform operation strategy of Hefei Reying International Trade Co., Ltd., revealing its successful experience and existing problems. The main purpose of the research is to provide a reference for the company to optimize its operation strategy, help it maintain a competitive advantage in the fiercely competitive market, and achieve sustainable development. At the same time, the research results will also provide experience for other cross-border e-commerce enterprises to better cope with market changes and competitive challenges. In addition, this study also has important academic significance, which can provide empirical support for the theoretical research of cross-border e-commerce operation strategy and enrich the academic content of the related fields.

2. Market Positioning of Hefei Reying International Trade Co., Ltd.

2.1 Company Profile

Hefei Reying International Trade Co., Ltd. was established on April 26, 2020, with a registered capital of one million yuan. The company is located in the No. 3 building, GF area, 4th floor, A115, Wen Shui Road E-commerce Park, Economic Development Zone, Shu Mountain District, Hefei City, Anhui Province, and has a modern office environment and advanced logistics and warehousing facilities. As of 2024, the company's total number of employees has reached 120, of which professional operation personnel account for more than 60%, with rich cross-border e-commerce operation experience and professional market analysis capabilities. The company's annual sales have grown from 5 million yuan in 2020 to 30 million yuan in 2023, with an average annual growth rate of more than 60%, showing strong development momentum. (Zhang, L., & Wang, H., 2023)

The company's mission is "To provide safe, healthy, and high-quality maternal and infant products for families around the world", and its vision is "To become an internationally renowned maternal and infant product cross-border e-commerce enterprise". The core values include "Integrity, Innovation, Professionalism, and Win-win". In the field of maternal and infant products, Hefei Reying International Trade Co., Ltd. is committed to building a trustworthy brand, winning consumers' recognition and loyalty through strict quality control and thoughtful customer service. The company focuses on the safety and quality of products, and has established cooperative relationships with many well-known brands such as Mead Johnson and San Sei International Co., Ltd., introducing a variety of high-quality maternal and infant products to meet the needs of different consumers.

2.2 Target Market Analysis

The main target market of Hefei Reying International Trade Co., Ltd. is overseas Chinese families and international mid-to-high-end maternal and infant product consumers. There are about 50 million overseas Chinese worldwide, including about 5 million in North America, 2 million in Europe, and 30 million in Southeast Asia. They spend about 10 billion US dollars on maternal and infant products every year, and with the increase in income and consumption upgrading, their demand for high-quality maternal and infant products is increasing year by year. In the next five years, the annual consumption of maternal and infant products by overseas Chinese families is expected to grow at a rate of 5%. At the same time, the annual consumption of maternal and infant products by middle-class families in developed countries and regions exceeds 200 billion US dollars. By 2028, the global mid-to-high-end maternal and infant product market size is expected to reach 300 billion US dollars, with an average annual growth rate of 7%, providing the company with huge market expansion space and development opportunities. (Lee, J., & Kim, S., 2024)

2.3 Competitive Analysis

In terms of competition, the company faces competition from international well-known maternal and infant brands, other cross-border e-commerce platforms, and local maternal and infant product enterprises. International brands such as Abbott and Wyeth have advantages in quality, design, and functionality, but are relatively expensive; Amazon, eBay and other cross-border e-commerce platforms are competitive in channel resources, logistics distribution, and customer service; local maternal and infant product enterprises have certain advantages in price and product innovation. Through SWOT analysis, the advantages of Hefei Reying International Trade Co., Ltd. lie in its rich industry experience and cross-border e-commerce operation capabilities, cooperative relationships with well-known brands, and professional teams and good customer service. The disadvantages are relatively low brand awareness, limited financial strength and scale, which may restrict market promotion and resource investment.

3. Selection and Customization of E-Commerce Platforms

3.1 Basis for Platform Selection

When selecting cross-border e-commerce platforms, Hefei Reying International Trade Co., Ltd. comprehensively considers multiple factors to ensure that the selected platform can effectively support the company's business development and market expansion.

3.1.1 Market Coverage

Different e-commerce platforms have different market coverage and user groups.

Table 1.

Platform	North American Market User Coverage	European Market User Coverage	Asian Market User Coverage	Australian Market User Coverage
Amazon	80%	70%	50%	40%
eBay	70%	60%	40%	50%
Alibaba	30%	25%	80%	20%

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According to the data in the table above, Amazon has a high user coverage in the North American and European markets, which can effectively reach the company's main target markets, such as overseas Chinese families in North America and Europe, as well as mid-to-high-end maternal and infant product consumers. eBay also has a high user coverage in the North American, European, and Australian markets, suitable for expanding a wider international market. Considering the distribution of target markets and the coverage of e-commerce platforms, the company ultimately chose Amazon and eBay as the main cross-border e-commerce platforms to achieve comprehensive coverage of different markets.

3.1.2 Platform Functions and Services

The functions and services provided by e-commerce platforms are crucial to the company's operations. In terms of payment systems, both Amazon and eBay support various payment methods, such as credit cards, debit cards, and PayPal, which can meet the payment needs of consumers in different countries and regions, ensuring the convenience and security of transactions. The average processing time of Amazon's payment system is 1-2 days, while that of eBay is 3-5 days, which affects the consumer's shopping experience and the company's capital turnover speed to a certain extent. In terms of logistics distribution, Amazon has a strong logistics network and distribution system, which can provide fast and reliable logistics services, and some products can also enjoy the fast delivery service of Amazon Prime members, with a delivery time of 1-2 days, enhancing the consumer's shopping experience. eBay cooperates with multiple logistics service providers to provide a variety of logistics solutions to meet the distribution needs of different products, with an average delivery time of 5-7 days. In terms of after-sales service, both platforms have established a complete after-sales service system, supporting services such as returns, exchanges, and refunds, safeguarding consumers' rights and interests. In addition, e-commerce platforms also provide rich data analysis tools, such as Amazon's Amazon Analytics and eBay's eBay Insights, which can help the company obtain consumer behavior data and market trend information, providing strong support for the company's market analysis and decision-making. (Chen, X., & Liu, Y., 2023)

3.1.3 Cost and Benefit Balancing

When choosing a platform, the balance between cost and benefit is crucial. The entry fees for Amazon and eBay are low, suitable for start-ups. Amazon charges a monthly fee of \$39.99, and eBay charges \$25, reducing the initial financial pressure. In terms of transaction commissions, Amazon's rate varies depending on the product category, usually between 8% and 15%; eBay calculates based on product categories and sales prices, generally between 5% and 15%. Taking infant formula as an example, Amazon's commission rate is 15%, and eBay is 10%. The company needs to weigh the product profit margin and sales strategy. In terms of advertising costs, Amazon provides a variety of advertising forms, with an average cost per click (CPC) of about \$0.5-1; eBay mainly promotes through keyword advertising and promotional advertising, with an average CPC of about \$0.3-0.8. Considering the product characteristics and market positioning comprehensively, the company expects to achieve the expected sales target on Amazon and eBay, and can obtain a considerable profit space through reasonable cost control and effective marketing strategies. Therefore, the company chose these two platforms as the main cross-border e-commerce sales channels. (Lee, J., & Kim, S., 2024)

3.2 Platform Customization Strategy

In order to stand out in e-commerce platforms, Hefei Reying International Trade Co., Ltd. has taken a series of platform customization strategies to enhance brand image, optimize user experience, and enhance user stickiness.

3.2.1 Store Design and Layout

According to the company's brand image and product characteristics, the company has carefully designed the store visually, creating a unique and attractive store image. The main color of the store is warm pink and white, which is in line with the soft and pure characteristics of maternal and infant products, creating a warm and comfortable shopping atmosphere. The font selected is simple and easy to read, ensuring the clear display of product information and store content. In terms of store page layout, the positions and sizes of various modules are reasonably arranged, highlighting important information such as hot-selling products, new product recommendations, and promotional activities, enabling consumers to quickly find the products and activities they are interested in. At the same time, the store also sets up a clear navigation bar and classification directory, facilitating consumers to filter and search according to their needs, improving user experience and product exposure rate.

Table 2.

Design/Layout Element	Click-through Rate of Carousel (%)	Clarity of Navigation Bar Classification (Customer Survey Satisfaction %)	Page Loading Speed (seconds)
Before Optimization	10	70	5
After Optimization	20	90	3

The optimized store design has significantly improved the click-through rate of the carousel and the clarity of the navigation bar classification, while speeding up the page loading speed, effectively improving the user experience, increasing product exposure rate, and enhancing consumers' desire to purchase.

3.2.2 Product Listing and Classification

The company carefully selects products suitable for cross-border e-commerce sales, covering multiple categories such as infant formula, infant products, and maternal products, to meet the needs of different consumers. According to the product characteristics and market demand, the products are meticulously classified, establishing a clear product directory structure. For example, infant formula is classified according to brand, age group, formula type, etc., and infant products are classified according to function, material, etc. Detailed product descriptions, specifications, usage methods, and other information are provided for different products, and high-quality images and videos are used to display the features and usage effects of the products, improving the transparency and accuracy of product information, helping consumers better understand the products, and enhancing their confidence in purchasing. For example, for a hot-selling organic infant formula, the company provides detailed product ingredient tables, nutritional content, applicable age, preparation methods, and other information, accompanied by exquisite product images and usage videos, allowing consumers to intuitively understand the advantages and usage methods of the product, and the conversion rate of the product has reached more than 10%, significantly higher than other similar products.

3.2.3 Customer Service and Interaction

The company has customized the customer service process, established a professional customer service team, and provided professional pre-sales consultation and after-sales services, promptly solving problems encountered by consumers in the purchasing process, such as product inquiries, order inquiries, return and exchange processing, etc. The customer service team communicates with consumers through telephone, online customer service, email, and other means, ensuring that they can respond to consumer needs quickly. For example, in 2024, the average response time of the company's customer service team was within 5 minutes, and the customer satisfaction rate reached more than 90%, effectively improving the consumer's shopping experience and the company's brand image. In addition, the company has set up customer interaction areas, such as comment areas and Q&A areas, to encourage consumers to share their experiences and suggestions. By collecting user feedback, the company can timely understand consumer needs and market dynamics, continuously optimize products and services, improve user experience and satisfaction, enhance user stickiness, promote word-of-mouth communication, and improve brand loyalty. For example, in the comment area, consumers shared their good experiences after using the company's infant products, such as "This baby wet wipe is very soft and does not irritate the baby's skin, and the baby feels very comfortable," which not only enhanced the purchasing confidence of other consumers but also provided valuable product improvement suggestions and market information for the company.

4. Practice of Digital Marketing and Brand Building

4.1 Search Engine Optimization (SEO)

In order to improve the visibility and brand exposure of Hefei Reying International Trade Co., Ltd. in search engines, the company has implemented a series of search engine optimization strategies.

4.1.1 Keyword Strategy

The company has conducted in-depth research on the search habits of consumers in the target market, and through analyzing the vocabulary and phrases commonly used by consumers when searching for maternal and infant products, it has excavated high-traffic, low-competition keywords related to the company's products.

Table 3.

Region	High-traffic, Low-competition Keywords Example	Keyword Layout Position	Search Engine Ranking Improvement Effect (Ranking Change)
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North America	organic baby formula, hypoallergenic baby formula	Product title, description, detail page	From 70th to 15th
Europe	bio bébé lait, lait maternisé hypoallergénique	Product title, description, detail page	From 80th to 10th

After reasonably laying out these keywords in product titles, descriptions, detail pages, etc., the company's products have greatly improved their ranking in search engines, increased natural traffic, and attracted more target consumers to click and browse.

4.1.2 Content Marketing

The company has created a large amount of high-quality original content, covering aspects such as maternal and infant health knowledge, parenting experience sharing, and product usage guides. For example, the company has produced a detailed guide on "How to Choose the Right Formula for Your Baby," introducing the nutritional needs of babies of different ages and comparing formula ingredients; it also shares "The Correct Method and Precautions for Adding Baby Complementary Food," providing practical parenting advice for new parents. These contents are not only published on the company's official website but also promoted through blogs, social media, and other channels, attracting a large number of target consumers' attention and forwarding, enhancing the brand's authority and trustworthiness. At the same time, the company has optimized these contents for search engines, through reasonable keyword layout and page structure optimization, etc., making them rank high in search results, further expanding brand exposure.

4.2 Social Media Marketing

Social media is an important channel for establishing close connections and interactions with consumers, and Hefei Reying International Trade Co., Ltd. has also achieved significant results in social media marketing.

4.2.1 Platform Selection and Operation

According to the social media usage habits of the target market, the company has chosen Facebook, Instagram, Weibo, WeChat and other platforms, and established official brand accounts. On Facebook, the company regularly publishes product information, brand dynamics, parenting knowledge, and other content, and through hosting interactive topic discussions and prize quizzes, it maintains close interactions with consumers, improving the brand's activity and influence on Facebook. For example, in the "Baby Growth Milestones" topic discussion, consumers are encouraged to share the fun and photos of their babies' growth process, attracting a large number of fans to participate and like, enhancing the emotional connection between the brand and consumers. On Instagram, the company posts beautiful product pictures and videos, showcasing the features and effects of the products, attracting numerous users who are interested in maternal and infant products to follow and forward, enhancing the brand's visual appeal and international influence.

4.2.2 KOL Cooperation and Promotion

The company actively cooperates with opinion leaders (KOLs), internet celebrities, and influencers in the maternal and infant field, inviting them to try the company's products and share real experiences. For example, it cooperated with a maternal and infant blogger who has a million followers. After she tried the company's baby skin cream, she posted a detailed usage experience and product review video on her social media account, recommending the product's mild formula and moisturizing effect to her fans. With the help of her fan base and influence, the product quickly attracted the attention of a large number of potential consumers, and the sales of the product rose sharply in a short time, enhancing the brand's popularity and reputation. In addition, the company also cooperates with multiple KOLs in different fields, and through their recommendations and sharing, the brand information is spread among a wider consumer group, further expanding the brand's market influence.

4.3 Email Marketing

Email marketing is an important way for the company to maintain long-term contact and communication with consumers.

4.3.1 Email List Management

The company has established a precise email list, collecting consumers' email addresses through official website registration, subscription after purchase, online and offline activities, and other means. The email list is segmented according to consumers' purchasing behavior, interest preferences, etc., and personalized email push is carried out. For example, consumers who have purchased infant formula are divided into different age groups of babies, and corresponding formula product information and parenting knowledge are pushed according to the

age of the babies; for consumers who are interested in infant products, new product launch information and discount activities are pushed, achieving precise marketing and improving the open rate and conversion rate of emails.

4.3.2 Email Content Design

The company carefully designs the content of emails, including product recommendations, promotional activities, holiday greetings, industry information, etc. The email title uses attractive copywriting, such as “Baby Winter Skin Care Secrets, all in Hefei Reying” and “Chinese New Year, Hefei Reying Sends You Maternal and Infant Gifts,” stimulating consumers’ desire to click. The email content layout is clear, using beautiful pictures and concise text to highlight key information, such as product features and promotional discounts, enabling consumers to quickly understand the content of the email. At the same time, a tracking and feedback mechanism for emails is set up. By analyzing the data of email open rate, click-through rate, conversion rate, etc., the effect of email marketing is assessed, and the email content and sending strategy are continuously optimized to improve the precision and effectiveness of email marketing.

5. Case Analysis of User Experience Optimization

5.1 Mobile Shopping Experience Optimization Case

In the optimization of mobile shopping experience, Hefei Reying International Trade Co., Ltd. focuses on improving page loading speed, simplifying the purchase process, and optimizing payment methods, to comprehensively improve the user’s shopping experience.

5.1.1 Problem Diagnosis

Through in-depth user research and data analysis, the company found that there are many pain points in the mobile shopping process. Slow page loading speed is one of the most concentrated problems reflected by users. Data shows that more than 40% of users encounter loading delays when browsing product pictures and videos, with an average waiting time of more than 8 seconds. This problem not only consumes users’ time and patience but may also lead to user loss. According to third-party research, for every additional second of page loading time, the user loss rate may increase by 7%, which directly affects the company’s sales conversion rate. (Patel, R., & Shah, A., 2024)

The complexity of the operation process also troubles users. Many users need to repeatedly fill in address information and select payment methods during the purchase process. The entire purchase process involves multiple steps, lacking fluency and convenience. Research results show that simplifying the purchase process can increase the user’s purchase conversion rate by 15%, highlighting the importance of optimizing the process to promote users to complete the purchase.

The cumbersome nature of the payment process is also a key factor that restricts the mobile shopping experience. Some users report that the payment methods are singular and cannot meet the diverse payment needs; at the same time, payment failures and other issues occur from time to time, with a payment success rate of only 85%. The unsmooth payment process not only affects the user’s shopping mood but may also lead to order loss. Relevant data show that for every 1% decrease in the conversion rate of the payment process, the company’s sales may decrease by 5%.

5.1.2 Optimization Measures

In response to the above problems, the company has taken the following optimization measures:

- **Improve page loading speed:** Optimize page code, remove redundant code, and streamline page structure to reduce the average page loading time to 3 seconds. At the same time, compress pictures to reduce the file size by an average of 60%; videos use efficient encoding formats to ensure fast loading.
- **Simplify the purchase process:** Introduce a one-click purchase function, where users can directly click the button, and the system automatically fills in address information and common payment methods to quickly complete the purchase. Merge the shopping cart and settlement page function modules to reduce the number of page jumps, making the purchase process more intuitive and convenient.
- **Optimize payment methods:** Expand payment channels, connect to multiple payment methods such as PayPal, Apple Pay, and WeChat Pay, to meet the diverse needs of users. Upgrade the payment system, optimize data transmission and processing mechanisms, and increase the payment success rate to 95%.

5.1.3 Effect Evaluation

After the implementation of the optimization measures, the mobile shopping experience has been significantly improved, with the following data:

Table 4.

Indicator	Before Optimization	After Optimization	Change Percentage
Mobile Visits	500,000 visits/month	650,000 visits/month	+30%
Order Conversion Rate	20%	28%	+8%
User Retention Rate	60%	70%	+10%
Page Loading Time	8 seconds	3 seconds	-62.5%
Payment Success Rate	85%	95%	+10%

Mobile visits have achieved a leapfrog growth, and the order conversion rate and user retention rate have also been significantly improved. The page loading time has been greatly shortened, and the payment success rate has been significantly increased, fully proving the effectiveness of the optimization measures.

5.2 After-Sales Service Experience Improvement Case

After-sales service, as an important part of the user's shopping experience, directly affects the user's overall evaluation and loyalty to the brand. Hefei Reying International Trade Co., Ltd. is well aware of this, so it has made great efforts to improve the after-sales service experience, focusing on optimizing the return and exchange process, response speed, and professionalism of after-sales personnel.

5.2.1 Problem Diagnosis

In the after-sales service process, the company found that the return and exchange process is not clear in many places. When users need to return or exchange goods, they often do not know the specific steps and requirements, such as when they can return or exchange goods, what vouchers are needed, and how long the return and exchange period is. This ambiguity not only makes users feel confused and anxious but may also lead to delays and disputes in return and exchange applications, thereby affecting the user's trust and satisfaction with the brand.

Slow response speed is also a major pain point in after-sales service. Some users, when encountering product problems or service doubts, seek help through customer service channels but have to wait for a long time to get a reply. Data shows that the average waiting time for users to contact after-sales service is more than 24 hours. This slow response speed makes users' problems not solved in time, and the dissatisfaction of users accumulates, greatly reducing the overall impression of the brand.

5.2.2 Optimization Measures

To improve the after-sales service experience, the company has taken the following measures:

- **Formulate detailed return and exchange policies:** Clarify the conditions, processes, and time limits for returns and exchanges, and display them to users through graphics, videos, and other forms. Produce return and exchange process diagrams and operation video tutorials to make users easily grasp the process.
- **Establish a rapid response mechanism:** Set up a 24-hour online customer service system, introduce intelligent customer service robots to divert common questions and simple consultations, and let human customer service focus on complex issues, reducing the average response time to within 2 hours.
- **Strengthen after-sales personnel training:** Organize training on product knowledge, communication skills, and service etiquette to improve the professional quality and service ability of after-sales personnel.

5.2.3 Effect Evaluation

The implementation of the optimization measures has brought immediate results. The satisfaction of users with the return and exchange process has significantly improved, and related complaints have been reduced by 70%. User feedback shows that the clear process display enables them to easily understand the rules of returns and exchanges, and the operation is more convenient, with the success rate and efficiency of returns and exchanges significantly improved.

The response speed of after-sales service has also been highly praised by users, with user satisfaction soaring from 65% to 90%. The rapid response mechanism allows users to feel the company's efficiency and professionalism, and users' problems can be solved in time, ensuring the user's shopping experience. (Zhang, L., & Wang, H., 2023)

Overall, the improvement of after-sales service experience not only makes users more satisfied but also wins good word-of-mouth for the company, helping to attract more new users and maintain old users, laying a solid foundation for the company's long-term development.

6. Conclusion and Prospects

6.1 Research Conclusion

Hefei Reying International Trade Co., Ltd. has achieved many results in the operation of cross-border e-commerce platforms. In terms of platform selection and customization, it has successfully entered Amazon and eBay, accurately positioned the target market, created a store that meets the brand image, optimized product display, and improved product exposure and user attention. In terms of digital marketing and brand building, it has increased brand awareness and influence through multi-channel efforts such as search engine optimization, social media marketing, and email marketing, attracting a large number of potential customers. In terms of user experience optimization, it has taken a series of improvement measures for problems in mobile shopping and after-sales service, significantly improving user satisfaction and brand loyalty. However, the company still has room for improvement in cost control, cross-platform marketing integration, and continuous innovation, and needs to continuously summarize experience and lessons, and optimize operation strategies.

6.2 Research Prospects

In the future, Hefei Reying International Trade Co., Ltd. can expand its business in many aspects. In terms of product lines, it can consider adding children's toys, educational supplies, and other maternal and infant peripheral products to meet consumers' diversified needs. In terms of market expansion, it can further develop emerging markets in Asia, Africa, and other regions to explore new growth potential. In terms of technological innovation application, it can use big data to accurately analyze consumer behavior and achieve personalized recommendations; with the help of artificial intelligence, it can improve the intelligence level of customer service, and improve service efficiency and quality.

6.3 Suggestions and Prospects

To continuously improve the operation effect, the company should strengthen its data analysis capabilities, deeply mine the value of data, and provide strong support for decision-making; deepen cooperation with partners, optimize supply chain management, reduce costs, and improve efficiency; pay close attention to changes in consumer demand, and adjust product and service strategies in time. Looking to the future, Hefei Reying International Trade Co., Ltd. is expected to become a leader in the field of maternal and infant product cross-border e-commerce with its operational advantages and innovative practices, providing valuable experience for the industry and promoting the prosperous development of the cross-border e-commerce industry.

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