

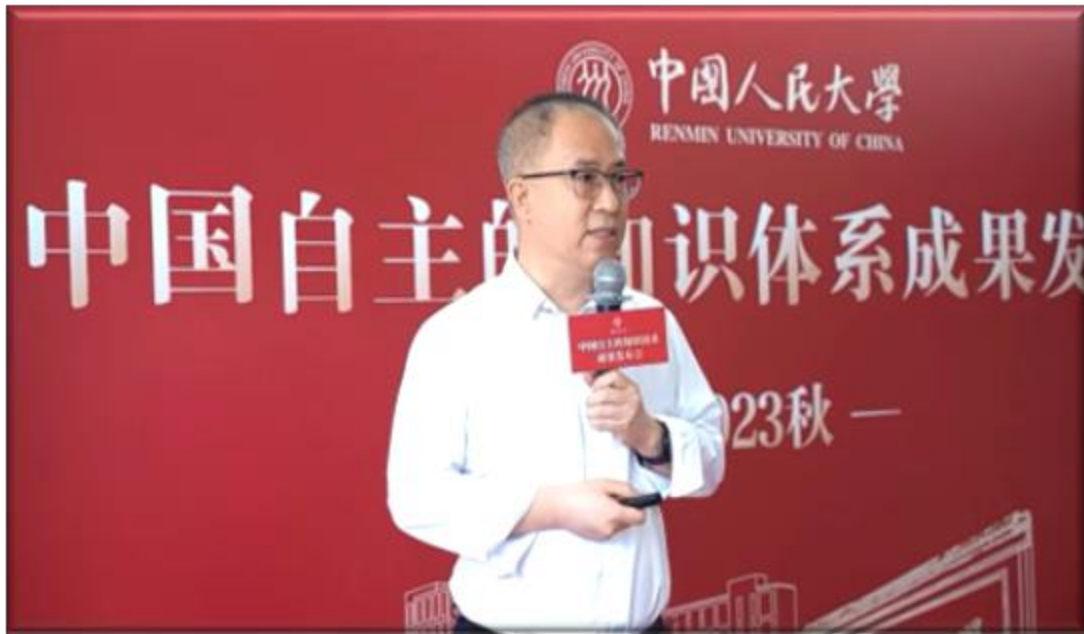
The Construction of China's independent digital trade knowledge system Comparison with the western classical theory as a reference frame

**Professor Ma Shuzhong, China Research Institute of Digital Trade,
Zhejiang University
November 2023**





- In April 2022, xi jinping, general secretary to the renmin university of China investigation research pointed out that "speed up the construction of philosophy and social sciences with Chinese characteristics, in the final analysis is the construction of China's independent knowledge system", renmin university of China issued the construction of China's independent knowledge system initiative, launched "construction of China's independent knowledge system university alliance", organize China's independent knowledge system results.
- On May 17,2023, Renmin University of China, together with Peking University, Nankai University, Fudan University and Wuhan University, held the first press conference of China's independent knowledge system, namely the summer press conference of China's independent knowledge system, at Renmin University of China in Beijing.
- On November 13,2023, Renmin University of China, together with Tsinghua University, Zhejiang University, Shanghai University of Finance and Economics and Sun Yat-sen University, held the autumn press conference of China's independent knowledge system in Shenzhen Research Institute of Renmin University of China and Advanced Institute of Social Sciences (Shenzhen).



- On behalf of Professor Ma Shuzhong, Zhejiang University, attended the autumn press conference of China's independent knowledge system, and released three achievements of Zhejiang University's Construction of China's Independent Economic Knowledge System, including his team's Independent Knowledge System and Discourse System of China's Digital Trade.
- Professor Ma Shuzhong was invited to attend the seminar on "The Path and Method of Building China's Independent Knowledge System". The experts and scholars mainly came from universities and research institutes such as Renmin University of China, Tsinghua University, Shenzhen University and Shenzhen Party School of the Communist Party of China.



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Intermediate Digital Trade Science

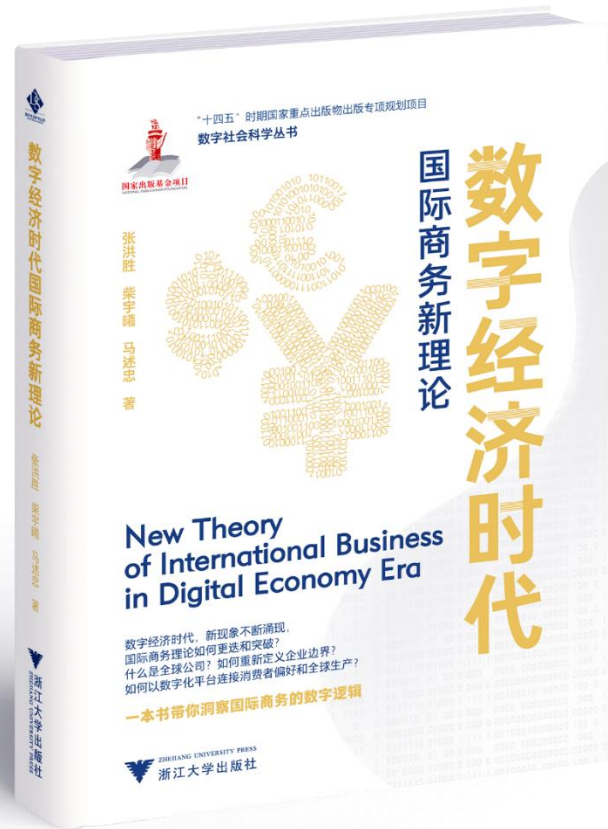
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- I. foreword**
- II. literature review**
- III. Digital trade analysis framework based on digital technology innovation**
- IV. Core research field of digital trade based on digital technology innovation: the comparison of western classical trade and business theory as the reference frame**
- V. Key research areas of the global trade platform based on consumer preference: the comparison of the western classical trade theory as the reference frame**
- VI. Demand-driven global corporate focus research areas: a comparison of western classic business theory as a frame of reference**
- VII. tag**

New theory of international business in the digital economy era



Zhejiang University Press, 2023 edition



- The National Publishing Fund project
- Special planning project for publishing national key publications during the 14th Five-Year Plan period
- The Digital Social Sciences Series

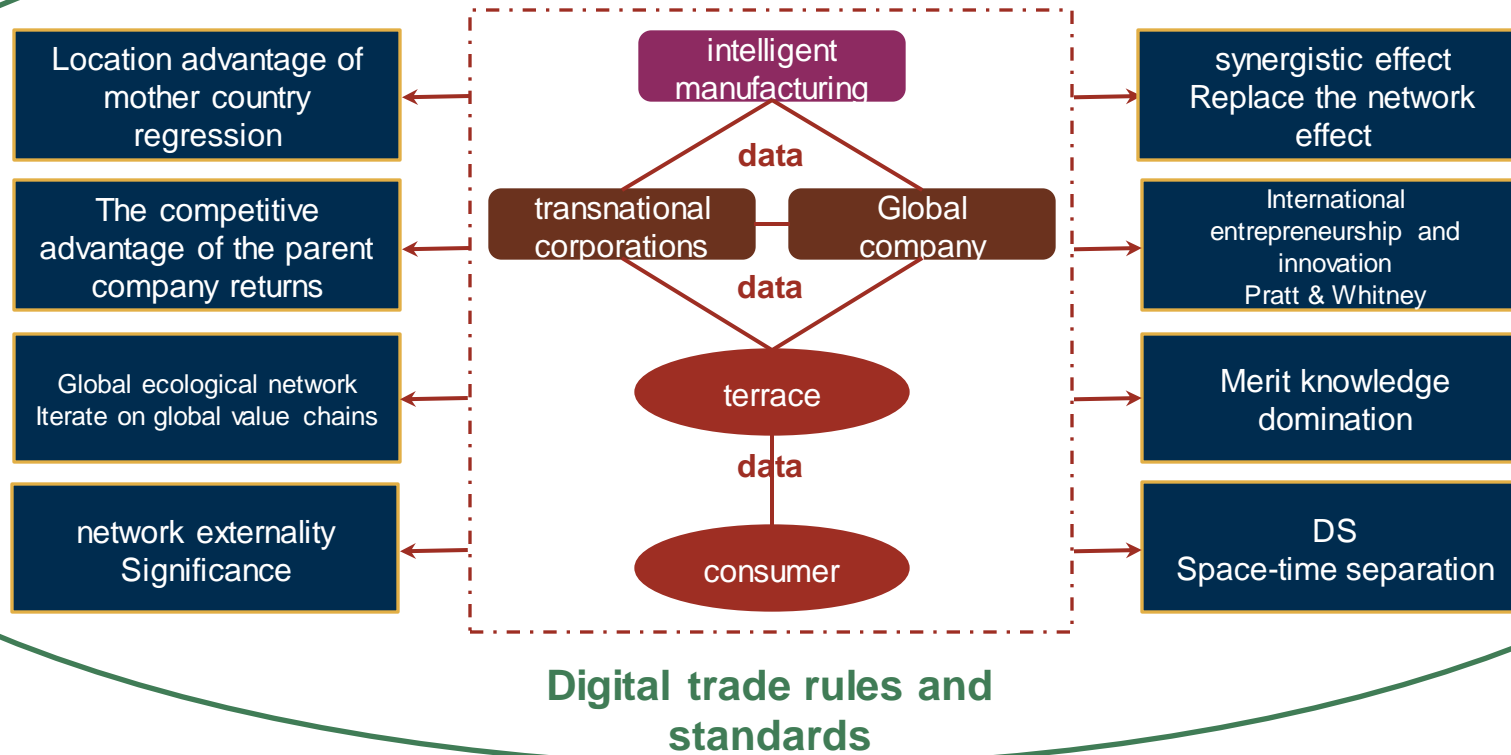
International Business Theory Research in the Era of Digital Economy: New Progress and New Discovery



In Foreign Social Sciences, No.1,2021

Demand-driven global corporate analysis framework

(Research Paradigm of International Business Theory
in the Era of Digital Economy)





标识性概念

A global company refers to a new form of enterprise organization that relies on the multilateral platform of digital trade, takes global operation as the strategic goal, and provides products or services for the global market. It is the product of the ambiguity of the market boundary.

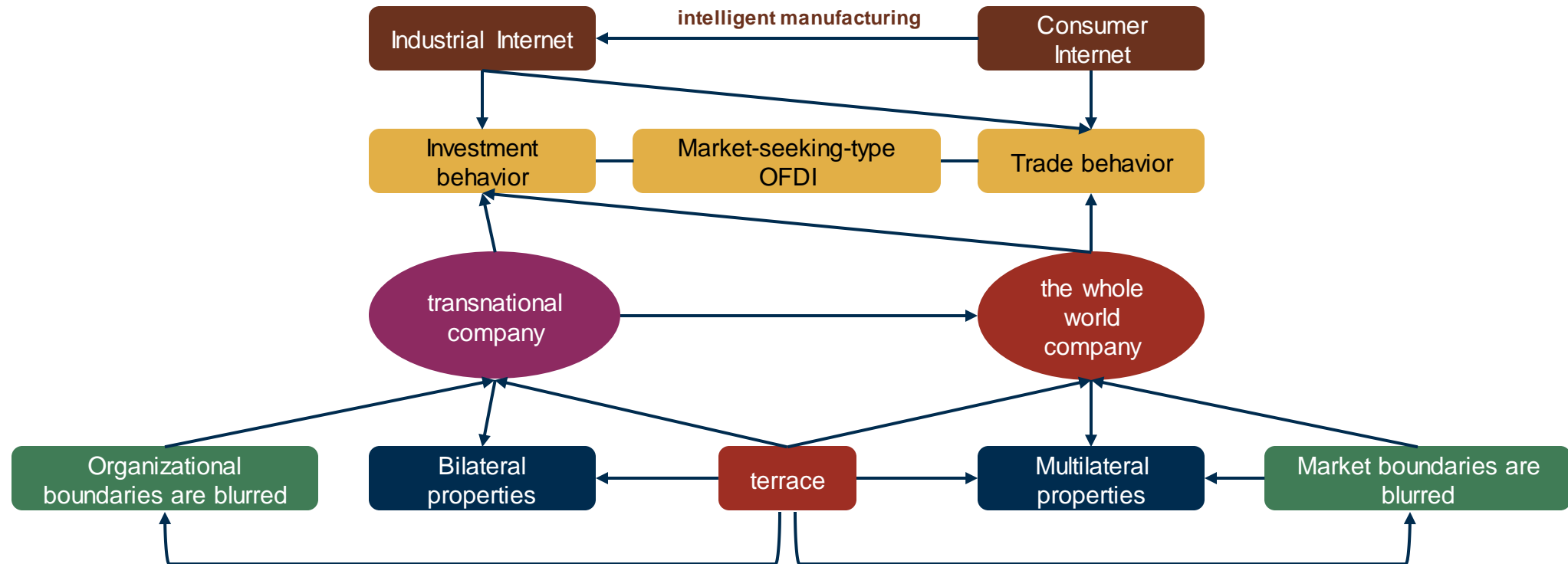
Global companies include five categories

- A natural global company founded in the form of a digital platform
 - A search engine platform represented by Google
 - Social network platforms represented by Twitter
 - A goods ordering platform represented by Amazon
 - Digital content ordering platform represented by Apple's App Mall
- From the digital transformation of e-commerce enterprises on the platform
- Third-party service providers that provide digital tools and means on the platform
- Traditional trading enterprises and digital trading enterprises are transformed by building independent stations and self-built platforms
- Traditional multinational companies are transformed by building independent stations and self-built platforms

Global companies include five categories

- The first three categories are all related to being born into global companies
 - Or they are born into a global company
 - Or build it on a natural global company platform
- The latter two categories are related to the digitalization, networking and intelligent transformation of enterprises
 - Or transform from trading companies
 - Or transform from a multinational company

The relationship between multinational companies and global companies



Thinking before the iteration from 1.0 to 2.0



- Is it to lock international business to continue to explore, or look to international trade and international business expansion?
- Is it the forward-looking research and judgment of the theoretical construction, or the timely combining of the existing results?
- Is it a fight alone, or a collective action?

Intermediate-level digital trade science

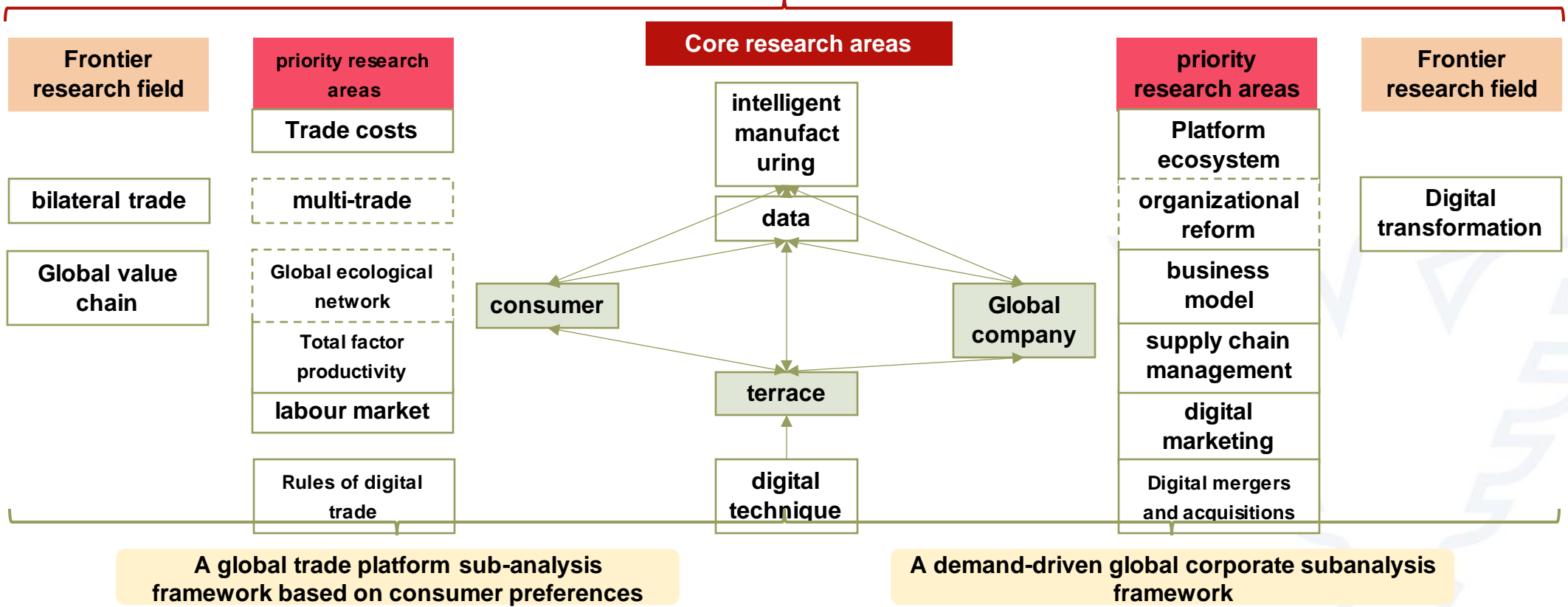


2.0

China Renmin University Press, 2024, 1st
edition

Digital trade master analysis framework and subanalysis framework

Main analysis framework of digital trade based on digital technology innovation







(1) Digital technology

- The mainstream view of the classical western trade and business theory
- The Original contribution of digital trade by Chinese scholars
- The relevance of the original contribution of Chinese scholars to the Chinese experience
- Frontier research and academic value of digital trade of western scholars

(2) Platform

(3) Consumers

(4) Global companies

(5) Data

(6) Intelligent manufacturing





Examples of marginal academic contributions that may contribute to the construction of China's independent knowledge system

research topic	International trade classic literature view	Our digital trade academic findings	Affiliate field
Trade distance (Geographic distance, cultural distance)	The gravitational model suggests that bilateral trade is inversely proportional to the trade distance between the two countries (Tinbergen, 1962; Poyhonen, 1963; White & Tadesse, 2008)	The law of gravity, no longer established, declares the "death of distance" (Ma Shuzhong and Fang Chao, 2021; Shuzhong Ma & Chao Fang, 2021; Shuzhong Ma, Xueyao Guo & Hongsheng Zhang, 2021)	bilateral (multilateral) trade
Trade intermediary	Trade intermediary is important, the supply chain is complex, and the product price bonus is frequent, which damages consumer welfare (Benjamin & Wigand, 1995; Feenstra & Hanson, 2004)	There is a "disintermediation" effect, simplified supply chain links, less price number of product markups, and improved consumer benefits (Ma Shuzhong and Guo Jiwen, 2019)	the whole world value chain (organism's habits network)
consumer Demand preference	The similar degree of bilateral consumer demand preferences affects international trade (Linder, 1961)	The degree of differentiation of unilateral consumer demand preference affects international trade (Guo Jiwen and Ma Shuzhong, 2022)	consumer
scale economy	Based on consumer diversity preferences (Krugman, 1980)	Based on the basis of differentiated consumer preferences, gather global personalized needs and form new economies of scale (Ma Shuzhong and Fang Chao, 2021; Guo Jiwen and Ma Shuzhong, 2022)	consumer



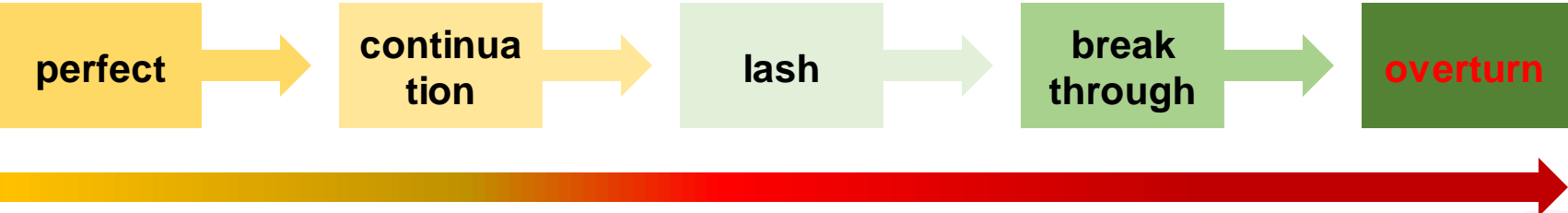
six. Demand-driven global Corporate research areas: Taking western classical business theory as the reference frame



Examples of marginal academic contributions that may contribute to the construction of China's independent knowledge system

research topic	International business classic literature view	Our digital trade academic findings	Affiliate field
consumer purchasing behavior	Affected by traditional factors such as income, quality, price and time (Dodds et al., 1991)	Affected by the commodity attributes of digital trade logistics information (such as flat mail or registration) (Ma Shuzhong, Liang Qihui and Zhang Hongsheng, 2020)	consumer
Social network	Strange effect exists (Grossman, 1996; Anderson & Van Wincoop, 2004); the immigration network can promote bilateral trade links, enhance the efficiency of information matching, and expand enterprise export (Gould, 1994)	The platform can collect multiple merchants and products to provide retrieval services for consumers, without unfamiliar effect (Ma Shuzhong, Fang Chao and Zhang Hongsheng, 2019); the platform search can replace immigration networks, promote consumers and enterprises to obtain overseas information, and reshape the social network theory of international business (Shuzhong Ma & Chao Fang; 2021)	terrace organism's habits system
marketing management	Companies often promote sales through quality competition (Porter, 1985) and price competition (Chamberlin, 1933); market segmentation is usually based on factors such as gender, age, geographical region and class (Smith, 1956)	Under the constraints of platform search cost and consumer attention, the ranking of goods in market segments is an important factor affecting sales. keyword search can directly depict the fragmented needs of consumers and form market segments (Ma Shuzhong and Pu Fangqing, 2022)	figure marketing





The progressive context of the construction of Chinese independent knowledge system







云海问道

Exploring Digital Economics





浙江大学中国数字贸易研究院
China Academy of Digital Trade, Zhejiang University



云海问道
Exploring Digital Economics

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2023年11月18日 中国·杭州



thanks
Please give advice



马述忠工作室
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