

DEVELOPMENT STATUS AND COUNTERMEASURES OF TMALL DURING THE COVID-19 EPIDEMIC

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ABSTRACT:China's e-commerce enterprises have developed rapidly, among which Tmall has become one of the largest retail shopping websites in China. But in the past year, the Covid-19 epidemic has brought a huge impact to Chinese e-commerce enterprises, and Tmall is no exception. Therefore, the development status of Tmall in the new crown epidemic situation was analyzed, and the viewpoint was put forward: Tmall stabilized the situation in the face of the epidemic situation and made a very correct countermeasures. The influence of this epidemic on Tmall was deeply analyzed, and the conclusion was made: the new crown epidemic is both a challenge and an opportunity for Tmall.

KEYWORDS: Tmall; COVID - 19 outbreak ; The electronic commerce

I. INTRODUCTION

In the past year of 2020, there was a severe COVID-19 outbreak at the beginning of the New Year, a very rare major disaster that had a major impact on the whole world. With the continuous progress of the global economy and science and technology, China's e-commerce enterprises have developed rapidly and maintained a trend of rapid growth. Of course, all these are inseparable from the huge consumer group in China. During the pneumonia epidemic, China's e-commerce enterprises suffered a huge impact. As the representative of Tmall, it faces many difficulties and challenges. However, the epidemic has also brought many unique opportunities to Tmall. In the face of this serious global epidemic, Tmall has made a series of emergency measures to help the merchants of the platform to tide over the difficulties.

II. THE RESEARCH BACKGROUND

2.1 COVID-19 Outbreak

COVID-19 was first detected in Wuhan, Hubei province, in early December 2019, leading to a city closure on January 23, 2020. Around the middle of February 2020, the COVID-19 epidemic in China began to decrease from a high number. By the end of March, domestic transmission of COVID-19 had been largely artificially blocked. Starting from March 2020, China has entered a new stage, that is, "prevention and control of the epidemic" and "resumption of work and production". Our country has adopted a variety of economic policies at a time of crisis to combat the enormous impact of this COVID-19 epidemic. The government will take measures such as reducing taxes, reducing financing costs for SMEs and moderately increasing the liquidity of enterprises' funds, in order to reduce the pressure and burden on SMEs and guarantee the basic life of those families who are in difficulty. However, the COVID-19 epidemic still caused serious losses to all aspects of China's economy, and the economic development of all parts of the world suffered great harm. Many companies went bankrupt due to the pneumonia epidemic.

It is understood that in the first quarter of 2020, China's national economic growth rate has been reduced by 7%, among which the "primary sector" has been reduced by 3%, the "secondary sector" has been reduced by 9.5% and the "tertiary sector" has been reduced by 5.1%. The severe impact of this COVID-19 epidemic has seriously led to the negative growth of China's economy, which has never existed since China's reform and opening up. What makes this COVID-19 outbreak different from the normal health events of the past is that it has severely affected supply and demand in ways that would not have been possible in the past. First of all, from the perspective of demand, China's domestic demand has been greatly affected. As a result of the forced city closure policy, residents in some severe areas of China cannot do shopping, or even dare not to do so.

Then we look at the supply side, the COVID-19 outbreak has caused a large number of companies to not be able to get started, and the logistics side is at a standstill. Very not easy to return to work after, and because each region of our country COVID - 19 epidemic situation is not very same, led to the workers return home business companies will have a certain degree of delay, so caused a number of companies around the

country starts a serious shortage phenomenon is very common, which results in the stagnation of the level of the supply chain, Getting back to pre-epidemic levels of production is going to be hard to do quickly.

The consumption of Chinese residents during the epidemic period is obviously higher than the decline in production. There are two reasons for this situation. One is that the severity of COVID-19 epidemic in China has led to a significant increase in the expenditure on medical care, and the government has also provided a considerable number of public facilities. The second reason is that there are many industries in our country, which cannot be shut down again once they are in operation, so the inventory of some products has increased accordingly.

The COVID-19 outbreak is likely to affect the most densely populated industries such as restaurants and tourism, as well as labor-intensive industries such as labor and logistics. So as there are fewer people working in those industries, there are more of those same people out of work. The COVID-19 epidemic has seriously affected the delayed resumption of work and production of migrant workers, resulting in a serious shortage of employees in companies. Therefore, under this circumstance, there will be fewer new business subjects growing up, and the number of newly created jobs will also decrease.

If the supply of goods affected by COVID-19 is inadequate and its demand increases rapidly, then its price will skyrocket. However, when the demand for some goods decreases and the inventory increases, its price will maintain a state of decline in order to avoid excessive accumulation of goods. However, during this period, the level of daily consumption and investment in various types declined rapidly, which was obviously faster than that of production, so the overall inflationary pressure in China did not become particularly large.

In the early days of the Spring Festival in 2020, China launched a campaign to deal with the unpaid wages of migrant workers, which has achieved remarkable results. Some positions in China have not returned to work yet, and the basic salary is still paid to the employees to ensure the basic life of the people. The Chinese government has taken the spending that must give top priority to the protection of people's livelihood, and paid the pension and pension to the elderly on time, which is very important to ensure the basic life of some Chinese retirees during the epidemic. The government has pledged to give priority to ensuring the daily life of those who are living in difficulties and to increase support and assistance. At the same time, it will provide timely subsidies to people living on subsistence allowances and the disabled in both urban and rural areas without defaulting. It will also increase subsidies and assistance to people in areas severely affected by the epidemic.

2.2 E-commerce Platforms Are Developing Rapidly

In recent years, our country electronic commerce enterprise is developing at a very fast speed, has maintained a rapid growth trend, the electronic commerce has become China's enterprises and China's huge consumer groups an important part of daily life not the division, also is our country's economy, science and technology rapid development and so on various aspects of an important embodiment. With the rapid development of the Internet, China's traditional business and trade model is also undergoing tremendous changes. Such advanced science and technology as big data and cloud computing are added into the e-commerce model, which makes China's e-commerce model go ahead of The Times. Under such a background, China's cross-border e-commerce industry is rising gradually, and a batch of new vitality has been injected into China's economic growth. At the same time, one of the most important business models in economic life is the platform business model on which e-commerce depends. It is different from the traditional business model. With its unique development route and development speed, it has shown us its strong vitality. In recent years, the scale of China's e-commerce market has grown rapidly. As can be seen from the following chart 1, the scale of shopping was close to 4 trillion yuan in 2015, but it has exceeded 5 trillion yuan in 2016, an increase of 25%. In 2017, the shopping scale was close to 0.7 trillion yuan and exceeded 0.9 trillion yuan in 2018. It can be seen that the shopping scale of China's e-commerce market is growing steadily and rapidly every year. We learn, in this new era, the development of consumer groups in our country is very rapid, this is the rapid development of the Internet with us without, this new mode of shopping has been widespread in the crowd, and the importance of the electronic commerce development in our country, led to some of the People's Daily life, Have been greatly affected by the network, including their life concept is also changing accordingly. More and more consumers are changing their traditional shopping mode and shopping online.

III. THE IMPORTANCE OF TMALL E-COMMERCE PLATFORM IN CHINA

Tmall e-commerce platform, its original name is Taobao Mall, it is a comprehensive shopping website, separated from Taobao.com, it is a B2C website built by Taobao.com. The similarities between Tmall International and Taobao lie in their shopping process, and the users' own experience is similar in terms of the operation of the two platforms. The most important thing is that Taobao had accumulated a large number of users before Tmall appeared, so this is also the reason why Tmall was able to obtain a large number of customers in a short time later. In 2018, the domestic dealer market of cross-border electricity has been Tmall international account for 31.7%, and on a global scale, there have been dozens of countries and regions, by

Tmall international the electric business platform to contact our Chinese consumers, some is enough to see this Tmall the electric business platform in our country the status of electrical business is extremely high.

IV. TMALL 618 AND DOUBLE 11 STATUS DURING THE EPIDEMIC

In this era when almost everyone is shopping online, "618" is a very special day for most people, and it is a very important and busy day for e-commerce enterprises in a year. However, due to the COVID-19 epidemic, "618" 2020 has become a more special online shopping festival than ever before, because "618" 2020 is the first major online shopping festival since the COVID-19 outbreak, so this day is of great importance to both Chinese consumers and e-commerce enterprises. Therefore, it is not difficult for us to find that the "618" this time is more sufficient than before in terms of promotion intensity or subsidies to sellers. During the "618" in 2020, Tmall platform, together with many local brands, issued the largest amount of shopping coupons and subsidies to Chinese people since 2020, which laid an important foundation for the success of "618" later. I know from the Tmall official website that in the first hour of the morning on June 18th, 2020, Tmall's sales volume on "618" has more than doubled that of last year. Such data is very impressive. So we can expect such a high growth rate that BBB 0 will reach a new record of 618 in 2020. Among the sales of Tmall "618" in 2020, the world's famous super brands have exceeded 160. At present, Tmall "618" in 2020 is bound to be the most special one, because it is the first national shopping event since the COVID-19 outbreak. This event represents the overall consumption level capacity of China in 2020 to some extent, and it also acts as a barometer in the economy. In fact, we all know that the current Tmall "618" is not just the ordinary business promotion activities of the past. Now it relies on Alibaba's advanced capabilities in all aspects, Tmall "618" is conducting commercial and technical innovation and optimization, to add a force to Alibaba's digital commercial foundation.

Influenced by the COVID-19 epidemic, the focus of Tmall "618" activity this year was placed on e-commerce live broadcast. Of course, such a novel and progressive form can be fully recognized by the public and become more intuitive. Another point worth paying attention to is that this Tmall "618" activity is linked with various platforms and online celebrities from all walks of life to drive people's consumption. In the just past Tmall "618" activity, we can find that the global shopping heat and desire, seems to become more fierce than before, even can be said to be a "revenge consumption". What will the Tmall platform do in the coming Singles' Day 2020?

Half an hour after the "Double 11" event in 2020, Tmall officially announced its first important report, with a turnover of 372.3 billion yuan within 30 minutes. Who would have thought that just half an hour's achievement was already the whole day's achievement of last year's "Double 11"? The following is a series of statistics released on Tmall's official website: In just 10 minutes on Singles' Day 2020, Xiaomi paid more than 490 million yuan at Tmall's official flagship store. Behind these "terrible" statistics, it is not difficult to find: in the past year of 2020, the national enthusiasm for shopping has become more and more intense. We know that in this era of rapid development of e-commerce platform, many e-commerce enterprises tend to use attractive offers to launch larger sales promotion. In such shopping carnival days, consumers tend to become impulsive. I think this is the best reason to explain the perfect ending of online shopping activities in 2020. Tmall's Singles' Day in 2020 has far more sales than previous Singles' Day deals.

V. PROBLEMS FACING TMALL DEVELOPMENT UNDER COVID-19

In 2020, the COVID-19 epidemic will sweep across all regions of China in a short time, and it will quickly spread to all parts of the world, severely damaging People's Daily life, and severely affecting all industries. Enterprises and merchants are faced with an endless stream of problems: offline stores can not operate normally, the survival of enterprises is the most serious problem they face, and even some enterprises do not have enough cash to maintain their long-term operation and development, the difficulties they are faced with make them have no way out. How will businesses survive the COVID-19 epidemic? As a business enterprise, it is necessary to analyze the current situation, make rational judgment and pay close attention to the current situation. At present, after the digital operation system is constructed by the enterprise, it can truly integrate online and offline to a certain extent and realize the digitization of reshaping the business. Online consumption replaced offline consumption. Influenced by the COVID-19 epidemic, the vast majority of stores were forced to suspend business. In order to avoid contact with people, a large number of people reduced the frequency of going out, resulting in a sharp decrease in customers of all offline stores, leading to forced business suspension, etc. However, it is worth noting that during the epidemic period, those retail platforms focusing on fresh products, such as Ding Dong Buy Food, saw a significant increase in the transaction volume and orders on their platforms. Many related companies also occupied the online market one after another, replacing offline consumption with online consumption scenarios. Such an online mall solves the problem of businesses. Through small programs, the public number, community and other forms of business are integrated, and the vast number of users constantly precipitate to create the private flow pool that belongs to the businesses themselves, thus solving the business problems.

The new retail of products creates a smoother offline product experience and greatly reduces the conversion loss. It can be said that it is applicable to all industries. The original distribution and marketing fission, accurate and intelligent data analysis, and the real data-oriented management can be realized to create a unique online mall.

The self-operated platform of takeout has created a "non-contact delivery" mode, which is more acceptable to consumers. In this era severely affected by the epidemic, what is most needed is trust and dependence, which is also what we call a sense of security. The small program focuses on non-contact distribution, self-distribution to ensure safety and health issues and other information, to enhance the user's trust.

VI. THE EFFECT OF COVID-19 ON TMALL

6.1 The Effect of COVID-19 on Tmall

Under the influence of COVID-19 epidemic in 2020, it can be seen that many offline stores are facing serious difficulties, that is, people almost dare not go out frequently, which leads to a small number of customers in offline stores, and many offline stores are facing bankruptcy.

Therefore, in turn, we can find that the offline customers almost all flowed into the online shopping platform, and many online shopping platforms maintained a good development prospect during the long COVID-19 epidemic. Especially those fresh electricity business industry, can be said to be in short supply every day, do not need buyers out of the door of the non-contact distribution method has been accepted by many users, it is fortunate that there is no collective buying of the wave of daily necessities.

During the epidemic period, people stayed at home. The official platform of Tmall took this opportunity to form a linkage mode with some online entertainment platforms, marketing Tmall products through online "We Media" platforms, and at the same time, it also brought some spiritual entertainment to people. The Tmall platform can also use this COVID-19 outbreak to discover its gains and losses in various aspects, so as to further optimize its platform.

6.2 Negative Impact

Although the epidemic has brought more customers to e-commerce enterprises, e-commerce enterprises are also faced with many serious problems, that is, the production of their own manufacturers and the express delivery of logistics companies. The problem of insufficient staff is the one that needs to be solved most, and the distribution problem in terms of logistics has also become more intense, adding some uncontrollable elements. In this case, the operation of the supply chain is not too synchronized with the actual demand, resulting in a series of operations such as production and distribution efficiency greatly reduced. In the early stage of 2020, China was mainly fighting against the epidemic, so this situation led to the shortage of commodity inventory in some overseas channels. By mid-to-late March 2020, China gradually resumed the export of goods. Despite this, it still formed a sharp contrast with the decline in transport capacity. Some countries have had to change their local logistics routes, create new routes and affect delivery times due to the severe expansion of COVID-19, which has become very troublesome. In addition, during the COVID-19 outbreak, small and medium-sized e-commerce sellers spent almost all their savings to maintain the operation of their platforms, and the cash available was even more limited. The process became more difficult in all aspects. It can be found that in February 2020, the inventory of e-commerce platforms cannot be supplemented accordingly, and the pressure of available cash overwhelm them all of a sudden. In march, e-commerce companies can only go to open the production factory to buy with cash for the required goods, but it is precisely because such a situation, the goods is very likely because of the fierce competition between the price of supply tension and peer, cause to the e-commerce operators caused a lot of trouble and stress. Another is the current Tmall business is also more difficult to enter, the new business requirements are more strict, they need to provide a variety of procedures to be complete.

VII. MEASURES TAKEN BY TAMLL UNNDER THE EPIDEMIC SITUATION

7.1 Support for Businesses

The COVID-19 epidemic will affect the world in 2020, and businesses will be very distressed because the impact of COVID-19 on the country is likely to be greatest for bricks-and-mortar businesses. Among them, many e-commerce enterprises have launched various policies to tide over the difficulties, of course, Tmall is no exception. In the face of the epidemic, Tmall has repeatedly launched the incentive policy of logistics. On February 10, 2020, Tmall again launched seven initiatives to support businesses in dealing with the COVID-19 epidemic.

The annual Tmall service fee of these merchants registered on Tmall from February to July 2020 has been reduced or even waived by the platform, and then these waived fees will be gradually returned to the merchants on the platform, basically after the annual fee is settled. Tmall E-commerce Platform In order to help merchants in Hubei to overcome the current huge difficulties, their Tmall premium star service provides free transportation services for these merchants for three months. During the COVID-19 epidemic period, commercial banks provided a series of financial services free of charge for small and medium sized businesses

to help those eligible businesses raise the funds needed for their business opening more quickly. In order to solve the capital turnover problem of merchants, commercial banks have provided loans to merchants in Hubei on e-commerce platforms such as Taobao and Tmall with a total amount of 10 billion yuan and interest-free loans. In order to relieve the financial pressure of merchants, commercial banks have provided credit loans of 10 billion yuan to small and medium-sized merchants on e-commerce platforms such as Taobao and Tmall, and can enjoy 20% discount interest. During the COVID-19 epidemic, the Tmall e-commerce platform provided some rules to reduce the possibility that some merchants would be punished, paid money or even shut down their stores for not delivering goods. The necessary shop decoration tools of Tmall e-commerce platform were charged before, but changed to free of charge in order to reduce all daily expenses of merchants on the platform. The above seven policies are launched by Tmall. Many measures this time make some businesses in difficulties see the dawn of hope, and it is more likely to bring new businesses to enter the platform.

7.2 Platform Activity

This year's Tmall "618" campaign had a very clear goal set from the very beginning, which was to make it the most affordable "618" ever. Tmall e-commerce platform in order to stimulate their own domestic demand to take a very important measure is to allow merchants to issue shopping coupons on the platform. Therefore, during the "618" campaign of Tmall's e-commerce platform in 2020, the Chinese government and local businesses jointly issued more than 14 billion yuan of consumer vouchers and shopping subsidies to our huge consumer group, which is also the most "generous" subsidy campaign in history. A large number of cash consumption vouchers issued in this Tmall "618" campaign enabled a large number of consumers to experience various interesting activities to entertain themselves during the boring period of COVID-19 epidemic, and at the same time, they were able to buy their favorite goods at a greater discount. This initiative not only enables the platform merchants to promote their exquisite goods, but also enables the huge consumer groups in China to have a stronger shopping desire. According to official data, more than 100,000 merchants from Tmall e-commerce platforms have signed up to participate in the Tmall "618" campaign in 2020, double the number of people from last year's "618" campaign. The number of products participating in the "Double 11" campaign on Tmall e-commerce platform in 2019 is similar to the number of products participating in the "618" campaign in 2020. Tmall's e-commerce platform and many small and medium-sized businesses in its platform invested a lot of human and financial resources in this "618" activity, but also in order to better promote the consumption desire of Chinese residents. We can see that in this Tmall "618" campaign in 2020, a very novel installment service has been introduced, that is, "6 instalments free payment for one installment". As long as the products participating in this activity can be paid to our consumer groups in 6 installments and the first installment is free, then it is equivalent to a 20% discount and paid in installments, so that the buyers can better allocate their own funds to purchase. In order to explore the vast consumer market in China, Tmall, an e-commerce platform, has launched so many preferential activities, such as issuing a large number of consumer vouchers, vouchers and a series of very preferential full reduction activities. Around 200,000 of the platform's merchants have been granted the right to use coupons for purchases made in their stores, which can be seen in Tmall's official figures. The concentrated appearance of these preferential activities not only brings huge customer flow and capital source to the merchants in the COVID-19 epidemic, but also gives Chinese residents a more favorable choice when shopping.

The following is the coupon policy of Tmall official platform: Tmall "618" full activities have a specified threshold, reduction in their platform set up shopping orders need to meet their price threshold to enjoy, it also can be seen to some extent this is Tmall e-commerce platform in order to attract consumers and at the same time increase the intensity of their own sales, basically is a win-win situation. The "618" voucher not only supports full or reduced payment within a single store, but also supports cross-store use with the same full or reduced threshold. In the latter case, the use of shopping coupons is generally determined according to the amount of "618" shopping coupons that consumers get, and the amount of discount that buyers can enjoy is calculated in accordance with a certain proportion.

Some categories of shopping coupons, Alipay red envelopes, cash red envelopes, single item coupons, store coupons and so on can be used together with the "618" shopping coupons issued by Tmall e-commerce platform, so consumers default priority to use single item coupons and store coupons when making payment. If an order can use the "618" Coupon and Category Coupon issued by the official Tmall platform, it can only be used if it meets the conditions of the "618" Coupon and Category Coupon rules. Tmall's "618" activity can do "every full reduction", and this "618" activity issued coupons are not capped. The platform merchants participating in Tmall "618" activities have no right or reason to refuse consumers to use the "618" shopping allowance issued by the platform until the buyers have used up all the coupons. Tmall's "618" activity during the specific commodity preferential conditions are subject to the payment after our consumers place orders, because part of the preferential measures may not take effect, then on the contrary, there may also be new preferential measures, which are determined by the specific situation.

VIII. CONCLUSION

Although the COVID-19 epidemic has not completely dissipated, it is believed that after one year of experience, Tmall, a big platform known all over the world, has achieved a more advantageous position than before. Tmall has done very well both in terms of its performance in fighting against the epidemic and in terms of the measures it has put forward. In the face of the epidemic, Tmall did not succumb to difficulties and setbacks, but firmly grasped the opportunities brought by the epidemic, which can be seen from the outstanding performance of "618" and "Double 11". Of course, these are also inseparable from the strong shopping desire of consumers. And have to say, Tmall to take a series of measures are very worthy of other electric business platform for reference.

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