Concrete Concept of Business English

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Abstract: *Usually, business English mainly refers to the product of the combination of business and English. This subject includes the language application knowledge in all the aspect of business world in order to make sure the smooth going of all parts of business operation. Not only English language knowledge is needed, but also all the knowledge and abilities related to the business. The establishment of this risk assessment system solves the previous risk assessment of enterprises by Banks, which is mainly based on qualitative analysis and less on quantitative analysis, thus leading to the insufficiency of its relatively one-sided judgment standard. From the comprehensive strength and credibility of the two aspects of the study, extract five risk indicators to establish a risk assessment system. Among them, total input price and tax, total output price and tax, and profit rate are the evaluation criteria for the comprehensive strength of an enterprise. These indicators can analyze the production, sales and operation capacity, profitability and production and operation stability of an enterprise to reflect the comprehensive strength of the enterprise. The failure rate of the input transaction and the failure rate of the sales transaction are the evaluation standards of the enterprise's reputation. Such indexes can analyze the production management aspects such as the purchase planning of the enterprise's goods and the production quality management, to reflect the credibility of the enterprise. Therefore, the selection of these two aspects for analysis can fully evaluate the enterprise's credit risk.*

Keywords: Business English; Cross border e- commerce; Enterprise management.

1. INTRODUCTION

Abstract: e-commerce has become a unique development system. There are some language barriers in the development of cross-border trade, which are not conducive to the management and sustainable development of enterprises. At this time, the importance of business English is highlighted, and it has become the main way to effectively solve the problem of cross-border e-commerce trade communication. Judging from the current situation, most small and medium-sized enterprises mainly implement e-commerce transactions on third-party cross-border e-commerce platforms. Many companies cannot translate product descriptions and corporate information well due to their own English restrictions. Therefore, according to the current situation of cross-border e-commerce enterprises in the application of business English, this article analyzes the needs and paths of business English application in the management of cross-border e-commerce enterprises, and explores the future development direction. The consumption is an end in itself, and more consumption bring much enjoyment. Therefore, fans will spend more money, time, energy and emotion to meet their own needs, to make "productive use" of cultural goods of their idols, so as to develop different symbol systems as identification to distinguish "insiders" from "outsiders". They are doing the curatorial consumption similar to museums, to purchase and collect all items related to their idols, such as albums, concert tickets, photo albums, posters, endorsed products and jewelry, etc., as well as place them in special places to show their identity, to measure their qualifications as fans. the value brought by Fandom's consumption behaviors is unpredictable, but will undoubtedly promote the prosperity of the mass consumption society that may depends on indulging in the pleasure that was forbidden in the past without restraint, proposed by Jackson. Bourdieu, a French sociologist, believed that the contemporary consumption presents mainly as a symbolic activity, that is, people confirm their social identity more through the cultural meanings of consumption. For fans, idols and related texts have more symbolic meanings, and consumption for idols represents their lifestyle and taste.

2. QUESTIONS RAISED

With the development of globalization and the implementation of the "One Belt and One Road" national strategy, a new form of foreign trade, cross- border e-commerce derived from "Internet + foreign trade", has quietly emerged. It has gradually become a new model, new bright spot, and new trend in foreign trade. With the further breakthrough of cross-border logistics, payment and other links and the further improvement of the profitability of cross-border e- commerce companies, the cross-border e-commerce industry will usher in a golden period of development [1]. According to Nielsen, the total number of e- commerce transactions reached to US $105 billion in 2013 [2]. In 2014, the scale of cross-border e- commerce transactions in China reached a total of 4.2 trillion yuan,

with a growth rate of 35.48%, accounting for 15.9% of the total import and export trade. According to Alibaba's forecast report, the B2C e- commerce transactions in 2020 will reach to $994 billion [3]. It can not only bring more favorable opportunities for small and medium-sized enterprises, but also expand the absorption capacity of business English talents. Therefore, under the development trend of modernization, how to apply business English in the management of cross-border e-commerce enterprises? How to use business English more effectively to promote the development of cross-border e-commerce trade? It has become the focus of research under the current situation. There is no doubt that there are some religious behaviors between stars and fans on a certain scale. Taking Brixton's case as an example, fans regard the town where Bowie lived as a holy land, and the Ritzy cinema as a meeting place. At Bowie's concert, he would start with Rebel Rebel(1974). the scene that thousands of people chanted "Rebel! Rebel!" is undoubtedly very spectacular and bursting with passion. and the spontaneous pilgrimages that followed David Bowie's death, shaken by his death, brought people out of their ordinary lives into a sort of religious, that is, sacred procession, even if the 'saints', the 'holy places' and the pilgrims were absolutely secular. of the world [7]. But there is something to be said for such religious acts, as pilgrimages help to repair past wounds and alleviate suffering, such as bereavement, confusion and lack of self-awareness, and ultimately make the follower more complete.

2.1 Trade scale

According to Table 1 obtained from the database of the General Administration of Customs, PRC [4], it can be seen that the scale of China's soybean trade continues to expand, with the total import and export volume of soybeans increasing from 216.616 billion yuan in 2015 to 409.425 billion yuan in 2022. The import value of soybeans increased from 215.8441 million yuan in 2015 to 408.489 billion yuan in 2022, with an average annual growth rate of 18.9% since the COVID-19 epidemic in 2020. Exports increased from 775 million yuan in 2015 to 936 million yuan in 2022, with an average annual growth rate of 5.86%. It can be seen that soybeans are still mainly imported.

Table 1: China's soybean import and export volume from 2015 to 2022 (unit: RMB 100 million)

Year	Total export-import value	Import value	Import growth rate	Outport value	outport growth rate
2015	2166.16	2158.41		7.75	
2016	2253.61	2246.47	4.079855	7.14	-7.87097
2017	2693.83	2687.64	19.63837	6.19	-13.3053
2018	2509.87	2503.33	-6.85769	6.54	5.654281
2019	2443.8	2437.46	-2.6313	6.34	-3.0581
2020	2748.41	2743.48	12.55487	4.93	-22.2397
2021	3457.85	3452.36	25.83872	5.49	11.35903
2022	4094.25	4084.89	18.32167	9.36	70.4918

[a] Data are obtained from General Administration of Customs of the People's Republic of China database.

2.2 Yield

Since the beginning of 2017, Brazil's soybean planting area has surpassed that of the United States, becoming the country with the highest cultivated soybean area in the world, with a total sown area of more than 33.3 million hectares, followed by the United States and Argentina. However, in terms of soybean production, the United States is still the world's highest yield, which is also related to the degree of modernization and mechanization of their agriculture, so Argentina and Brazil have little difference in unit yield with the United States. Although China's soybean planting area is showing an overall trend of gradual decline, but China is very different from the top three countries, only two-thirds of the United States. In general, due to the impact of climate, geographical conditions and other factors, coupled with the differences in soybean varieties themselves, the differences between the United States, Brazil and Argentina are not outstanding in terms of yield per unit area, and the competition between the two major countries in recent years has been more fierce in the field of soybean planting and export, especially after Brazil's soybean planting area exceeded the United States for the first time in 2017. Brazil's soybean exports appear to have become a political bargaining chip with the world's main consumer of soybeans.

2.3 Consumption

In 2017, the world soybean consumption growth rate was 4.25%, China's soybean consumption growth rate was 7.78%, and the United States soybean consumption growth rate was 2.88%. Although the proportion of China's

soybean consumption in the total global soybean consumption shows a gradually increasing trend, although China's soybean consumption growth rate will continue to exceed the world soybean consumption growth rate and the United States soybean consumption growth rate, but China's soybean planting area is gradually reduced, domestic production is far less than the growth of demand, can only rely on imports. The United States soybean consumption growth rate is relatively low, but the total output is very high, so the United States and China on the contrary, their soybeans are mainly used to export to earn foreign exchange, which is also in line with the current international soybean trend, China's annual soybean imports accounted for more than half of the total exports of soybeans in the United States, and the United States annual soybean exports accounted for one- third of the total imports of soybeans in China. Therefore, the export volume of the world's major soybean exporting countries and related export policies will have a greater impact on China's soybean market.

Table 2: Profitability of Jinjiang Hotel from 2019 to 2022

Item	2019	2020	2021	2022
Return on Equity	0.0835	0.0085	0.0069	0.0068
Return on Total Assets	0.0324	0.0062	0.0069	0.0051
Net Profit Margin	0.0847	0.0242	0.0264	0.023

3. THE CURRENT SITUATION OF BUSINESS ENGLISH IN THE MANAGEMENT OF CROSS BORDER E-COMMERCE ENTERPRISES

Since cross-border e-commerce transactions are online, not face-to-face, language exchange and communication are particularly important. In the market of cross-border e-commerce, the competitiveness of some developed European and American countries is increasing. In the process of cross-border e-commerce transactions, only by more accurate understanding of the target country's language, culture, and trade habits, minimizing misunderstanding in translation or communication, and analyzing the effective communication between customer groups, can stable establish long-term relationship between customers and enterprises. Nowadays, the main cross-border e-commerce operation mode in China include: the platform of cross-border block trading, the platform of integrated portal cross-border e-commerce small wholesale and retail. In addition, it also includes some vertical cross-border small wholesale and retail modes, professional third-party service platforms, etc. [4]. Regardless of the type, the main value of business English applications is in the process of selling product and service on the platform. From a practical point of view, many platforms can be their own English websites or third-party cross-border e-commerce network platforms. For example: "Aliexpress", "DHgate" and so on [5-8]. In terms of export settings, most of them are English web pages, supplemented by third-party robot translation platform services. As time goes on, many enterprises have begun to equip professional business English team, which can help businesses to improve the level of product description and business communication to the maximum extent, and show a strong language service to customers. The combination of robot and business English translation can reduce the cost of translation to the greatest extent, obtain the hot spots in the market in a short time, and establish long-term customer relationship based on the actual situation of the enterprise, to meet the indispensable development needs. However, from another perspective, many English web pages in cross- border e-commerce platforms have some problems, such as the product description is not suitable and the company introduction is far from satisfied. The main reason is that the translation level of business English is insufficient, and the problem of literal translation has always existed. These problems are mainly caused by insufficient funds, the professional level of employees or other objective factors in the process of implementing cross-border e-commerce transaction process management. Therefore, the level of the translation of the products is far from satisfied which will of course influence the transaction amount.

Table 3: Operating Capacity of Jinjiang Hotel from 2019 to 2022

Item	2019	2020	2021	2022
Total Asset Turnover	0.382	0.255	0.261	0.232
Inventory Turnover	17.05	88.35	99.76	101.86
Accounts Receivable Turnover	14.03	8.863	8.629	6.461

3.1 The Challenge of Data Quality

Establish a data sharing and open platform to promote collaborative supervision and cooperation among the

government, tourism enterprises, and regulatory authorities, and promote the development of the tourism industry. It will contribute to collaborative regulation and cooperation among the government, tourism enterprises, and regulatory authorities, ensuring the orderly and healthy development of the tourism market. By sharing data and information, all parties can better understand the situation of the tourism market, identify potential problems, and take corresponding measures. In addition, data sharing and open platforms can also improve service quality and efficiency, providing tourists with a better travel experience. For enterprises, this platform also provides business opportunities and development opportunities, promoting innovation and upgrading. Overall, establishing a data sharing and open platform will bring enormous potential to the development of the tourism industry.

3.1.1 The Challenge of Unreliable Data Sources

Although big data applications have enormous potential in many fields, the reliability of data sources has always been one of the important challenges faced by applications. Due to the fact that big data comes from various sources, including public data, social media, sensors, and different functional departments, there may be information barriers and conflicts of interest when providing data. This may affect the reliability and accuracy of data information, thereby limiting the potential and practical effectiveness of big data applications.

3.1.2 The Challenge of Missing and Incomplete Data

The challenge of missing and incomplete data is that organizations may encounter situations such as data corruption, loss, or failure to update in a timely manner when organizing data, which can lead to incomplete and missing data. These missing or incomplete data can bias or mislead the analysis results.

3.1.3 Data Redundancy and Duplicate Challenges

In big datasets, there may be identical or similar data records, which can lead to duplicate or redundant analysis results, thereby affecting the accuracy and credibility of the analysis.

3.2 The Challenge of Data Analysis

Improving data security and privacy protection regulations is crucial. The government should strengthen the supervision of big data security and privacy protection in the tourism industry, and formulate stricter laws and regulations to regulate the data collection, storage, use, and sharing behavior of tourism companies and platforms. In addition, the government should also strengthen measures to protect the personal information of tourists, ensuring that their information is not leaked or abused. This not only protects the security and privacy of big data in the tourism industry, but also enhances tourists' trust in the industry and promotes its healthy development.

Table 4: Growth Capacity of Jinjiang Hotel from 2019 to 2022

Item	2019	2020	2021	2022
Revenue Growth Rate	0.0273	-0.3445	0.1456	-0.0344
Net Profit Growth Rate	0.0093	-0.8991	-0.087	0.1867
Non-recurring Net Profit Growth Rate	0.2069	-1.7505	0.818	-0.7902

3.2.1.The Challenge of Data Organization

The challenge of data organization lies in the fact that the tourism industry involves multiple data sources, such as travel booking data, flight information, hotel evaluations, etc. Integrating these data from different sources for analysis is a daunting challenge that requires addressing inconsistencies in data format and structure. In addition, the quality of data from different data sources also varies, and some data may have missing or incorrect issues, which can also increase the difficulty of data organization.

3.2.2.Challenges in Data Processing and Storage

The data scale of the tourism industry is enormous, including a large amount of order data, user behavior data, and complex correlation relationships. Therefore, processing and storage need to consider issues such as technology and storage costs, which is a significant challenge for the government.

3.2.3 The Challenge of Talent Shortage

One of the important challenges that the tourism industry needs to address is the lack of talent in big data analysis. In order to better meet user needs, the industry needs to utilize data mining and machine learning technologies to mine and predict user behavior and needs, and make corresponding decisions. However, due to the emerging nature of big data technology, the corresponding talent is relatively scarce, and it also faces high labor costs. How to attract excellent data analysis talents and retain them is a challenge faced by the tourism industry.

3.3 The Challenges of Data Regulation

The government should establish a unified platform for tourism industry data standards and norms to ensure that all relevant departments and institutions use the same standards and norms to collect, store, and share tourism industry data. This will help improve the quality and consistency of data, enabling the government to better understand the development trends and needs of the tourism industry, and provide more accurate data support for the formulation of tourism policies. At the same time, tourism enterprises can also obtain more market information and competition through this platform, providing data support for formulating more accurate marketing strategies and business decisions. In addition, the platform can also improve the circulation and sharing of tourism data among different departments and institutions, promoting innovation and development in the tourism industry.

3.3.1 The Challenge of Data Privacy

The challenge of data privacy lies in protecting the integrity and confidentiality of data to ensure that it is not accessed or abused by unauthorized third parties. However, as the complexity of data transmission and analysis increases, data work involves multiple institutions and personnel, which increases the risk of data leakage. In addition, the high commercial value of data can also induce some data workers to leak data for personal gain. At the same time, the frequent transmission and transfer of data also increases the risk of data workers leaking data due to work negligence.

3.3.2 Challenges in Legal Compliance and Ethical Issues

When using big data for regulation, the government not only needs to comply with data protection and privacy regulations to ensure that data usage is legal and transparent, but also needs to consider the ethical issues that may arise from data usage, such as the protection of personal rights. Government departments need to consider how to strengthen the promotion and enforcement of data privacy protection laws and regulations, establish data usage norms and transparency, and conduct relevant training to enhance the legal and ethical awareness of government officials. In addition, government departments also need to consider how to encrypt and desensitize data to protect security and privacy. This poses significant challenges for government regulation.

4. THE APPLICATION OF BUSINESS ENGLISH IN THE MANAGEMENT OF CROSS BORDER E- COMMERCE ENTERPRISES

The mass culture has created a breeding ground for the interpretation of texts by ordinary audiences. Due to the polysemy of symbols, the unique cultural taste and emotional needs of audiences will be reorganized and recreated due to the participation of fans, in the context of cultural industries, as a result, the moment when the text is accepted becomes the moment when the fan culture is produced. Fans cannot only keep the products they produce using mass cultural materials, but also form their own unique and lasting community culture, to construct an art world outside the control of media producers. Hence, fan culture highlights the vitality and potential of the subculture to some extent.

4.1 Enterprise and product information release

In the process of cross-border e-commerce enterprise management, some enterprises' introduction information or product introduction will be published in their own website. However, in the process of release, there will be some problems. For example, when introducing products, they don't use the correct keywords to describe it; when introducing their company, they did not show their brand advantages. In addition, when writing their company introductions, they only do word-for-word translation and do not adjust based on the language and cultural differences of the target country. An authentic English translation can increase the fluency of foreign customers' reading and shorten the time for customers to identify with the company.

Only when consumers have a sense of recognition with the company and have an interest in the product can they be motivated to place an order in the shortest time. While in the implementation of product description translation, many enterprises use the online translation which will have a certain error [6]. Therefore, while writing online product description or enterprise introduction, the enterprises not only need to ensure the accuracy of product or enterprise information, but also need to ensure the accuracy of product word categories. Because the right introduction of the company which will give deep impression to the customers and improve the brand recognition. Only when the value of business English is guaranteed can we attract more consumers and improve the conversion rate of orders.

4.2 Commodity promotion

In practical, in the enterprise management of cross- border e-commerce, the main purpose of the companies in cross-border e-commerce platforms is to sell product effectively. They must promote their commodities as widely as possible. The needs of cross-border e- commerce enterprises is related the abilities of rapid customer information mining, effective promotion of products, and good construction and application of their website. It is crucial to choose the keywords of the title accurately. Because the right use of keywords for the products will bring more search volume on the Internet on the cross-border e-commerce platforms, the attractive product descriptions can highlight product selling points which will lead more orders.
And the promotion of products can help businesses to grasp the customer needs in related market and gain more popularities. After that, the enterprises can combine the consumption concept of foreign consumers and formulate scientific promotion measures, so that cross-border e-commerce enterprises can get more orders in different website and gain more cooperation opportunities in foreign markets.

4.3 Transaction confirmation and logistics

In general, on cross-border e-commerce platform, the seller will automatically confirm the transaction after the order is paid. In these basic activities, enterprises need to use business English to communicate with consumers in order to avoid high return and exchange problems. In cross-border e-commerce transactions, disputes caused by logistics account for a relatively large proportion, mainly due to long logistics time and the different efficiency of the logistics system in different countries. In responding to customer questions about logistics, the use of language and the choice of wording are particularly important. In the process of using business English, if the service concept is expressed relatively stiff, then it will affect the further turnover rate, and even may cause adverse consequences.

4.4 Online communication

In the process of basic communication, it includes the main contents of pre-sale consultation, transaction communication and after-sales communication. Using cross-border e-commerce platform can increase the communication between the two sides and maintain timeliness. Generally, if the amount of transaction is not too large, then the demand for online consultation before sale is not too high. Many consumers can place their own orders according to the description of the products. However, the needs of business English application, mainly in online language communication, including accurate product introduction, deep understanding of company culture to ensure smooth shopping process and good shopping experience.

4.5 After sales service and information feedback

In the application of business English, after-sales service is mainly online communication. Not only do we need to keep in touch with our customers, but also understand the local market situation, buying habits and purchasing trends in the customer's words. At this time, we need to have a high comprehensive ability of business English, then we can establish a stable customer relationship and resolve the contradictions. From the perspective of the present stage, the demand of business English is mainly the demand of translation and writing, and when necessary, it also needs after- sales service to help customers solve the transaction problems and resolve the contradictions in communication. In other words, we need not only professional business English literacy, but also consider the language habits and language communication methods of consumers, express their apologies in the most sincere language, then solve problems in time [7].

5. THE APPLICATION OF BUSINESS ENGLISH IN THE MANAGEMENT OF CROSS BORDER E- COMMERCE ENTERPRISES

Performance in Brixton by fans continued, to express their feelings to Bowie and other fans. Meanwhile, there were also many works in honor of David Bowie, such as Low Symphony, Hero Symphony, Lodger Symphony, by Philip Glass, the mix- and-match fashion apparels by Kansai Yamamoto. Nonetheless, more significantly, the music of David Bowie has become a spiritual symbol in the movies by David Lynch, Wes Anderson and Woody Allen, et al. His works have become a medium of expression, which can arouse strong resonance on the basis of wide influences of Bowie. Had it not been for the fact that Bowie himself was a brilliant genius, or that he influenced the style and spirit of a generation, his fans might not have had such an expressive and empathetic quality. and it is the lasting respect to Bowie to this day that make him glow like a radio wave that never dies.

5.1 Application of business English reading in cross- border e-commerce enterprise management

From a practical point of view, business English reading has played an important role in the cross-border e-commerce trade. Whether you sell or buy product, you need to deal with a lot of business English materials. In these materials, you can see a lot of commercial advertising and product information, product transaction records and so on. And these contents require certain business English reading ability. Only through correct understanding can the reading be completed quickly. Sometimes the translator must understand a lot of professional terms and even its abbreviation. So, the translator has to collect terminology in specific industry and to know the latest industry trends, new technologies and processes. For example: in the transaction of mobile phones, enterprises will release some information about mobile phones in English. Some information mainly describes the brand, specifications, operating system, pixels, memory, and other related contents. These contents can be described directly in simple language. However, when it comes to some resolution or pixel professional issues, there will be big differences. Currently, it is likely to bring some difficulties to the sales of cross- border e-commerce. For example: QTY (quantity), GR WT (gross weight), Pd (CHARGEPAID), etc. [8]. Translators need to grasp these key points in a short period of time. Only by learning more business English knowledge, challenging new things, accumulating business English language knowledge, and constantly improving the ability to solve problems, can we meet the needs of modern development of cross-border e- commerce enterprise management. Shanghai Jinjiang International Hotels Co., Ltd. (referred to as Jinjiang or the Company) is a hotel and catering company. Its core businesses are limited-service hotel operations and management, food and catering services. It is one of the largest listed hotel and catering companies in China and highly competitive within the industry[1]. "Jinjiang Star" was recognized as a well-known trademark in China by the State Administration for Industry and Commerce Trademark Office in 2010. It was awarded the Best Economy Hotel Brand in Greater China by the TTG China Travel Awards Committee and honored as one of the Top Ten Hotel Group Brands and a China Excellent Green Hotel by the China Hotel Association[2].

As of the latest closing, the company's total market value is approximately 52 billion yuan, corresponding to a price-earnings ratio (TTM) of 145.08. The earnings per share (EPS) is 0.34 yuan. The direct controlling shareholder of the company is Shanghai Jinjiang Capital Co., Ltd., holding a 45.05% stake with 482 million shares. After penetrating the data, the ultimate controlling party is the Shanghai State-owned Assets Management Committee. Looking at the profitability indicators, the profit has declined significantly from 1 billion yuan in the previous two years to 100 million yuan in the last three years, with a negative value when excluding non- recurring gains and losses. It appears that the pandemic has had a significant impact on the company's fundamentals.

5.2 The application of business English writing in the management of cross border e-commerce enterprises

From a practical point of view, in the process of cross- border e-commerce trade, what needs to be used is business English writing. Business English writing is a two-way communication, which is not only the process construction between buyers and sellers, but also the basis of understanding business English writing ability. Only by carrying out effective research on the characteristics of the product, can we clearly introduce the specifications and attributes of the product in a clear way, so as to achieve effective negotiation. In business English, the most used writing is e-mail which used in negotiations. E-mail is the main way to contact business, communicate business information, and answer consultations. When writing emails, it is necessary to focus on language standards, be polite and decent, try to make customer have interests in the product. Only through skillfully use of business English, can we meet the needs of our customers, and promote our products to wider markets. At the same time, it is necessary to promote the construction of legal culture within digital platforms, and enhance the legal awareness and ability of digital platforms and their related staff by establishing a legal education system that conforms to the

self-regulation scenarios of digital platform information content, thereby providing conditions for promoting the legitimate fulfillment of the self-regulation responsibility of digital platform information content [3].

5.3 Application of business English translation in cross border e-commerce enterprise management

In the process of cross-border e-commerce transactions, relevant personnel of cross-border e-commerce will receive the seller's main documents, which contain a lot of industry information and industry terminology. For example: the orders of clothing often involve some terms about clothing technology, such as the style of the collar and the shape of the pocket. In the cross-border e-commerce company management, many companies are small and medium-sized enterprises, they don't have professional translators due to several reasons. Therefore, the export salesmen are required to be responsible for their own clothing terminology translation, and they also need to combine with the actual needs to develop their products to meet the target market standards. Once the translation of a terminology is wrong, it may lead to an inaccurate understanding of the produce process, and even lead to unsalable products. In this case, the demand for business English of employees is high, not only need to clarify the basic business language, but also need relevant personnel, combined with the needs of enterprises, constantly determine the relevant content. In the process of transaction, not only need to bring professional service experience to consumers, but also need to lay enough preparation for the long-term development of the company. Starting from the digital platform itself, strengthen the self-regulation of the platform and establish its own digital infringement risk prevention mechanism. We need to optimize the responsibility allocation of digital platforms, establish a mechanism for discovering and reviewing infringing information content, and improve the platform's handling and punishment mechanism for infringement behavior, achieving comprehensive prevention and governance of digital infringement behavior, reducing the occurrence of digital infringement behavior from within the platform, and thus accelerating the development of China's digital economy.

5.4 Application of business English online communication in cross border e-commerce enterprise management

With the continuous deep development of network technology, it is very common to use instant online communication tools in the implementation of the transaction process. Among many chat tools, WECHAT is the most widely used tool in cross-border e-commerce communication, followed by LETV'S Skype, Apple store's what's up, and ALIBABA'S TRADE MANAGER. Compared with emails, instant chat tools can provide timely feedback on customer questions. By using reasonable communication tools, the company can complete dynamic and effective construction and communication based on collecting information and keeping timeliness. At this point, we can essentially complete the extension of language. However, in most cases, it exists in the form of written communication. Companies can gain a lot of benefits by using instant chat tools, such as, it can increase the consumer stickiness and brand loyalty. In addition, companies can collect the feedback information of their products more effectively, such as the problems of online payment or goods defects, claim settlement and so on. After that, they have more time to adjust sales strategy or some adjust in their products. In that way, we can improve the business English knowledge and the application ability on the process of product introduction, price negotiation, customs clearance, and freight transportation. David Bowie said that he was more free and at ease than usual when he performed the famous seven roles he played. This way of creative interest and self-expression also quickly spread among his fans. So, on his tour, many youngsters dressed themselves up in costumes like Stardust Ziggy and the Thin White Duke, painted their faces and gave themselves various stage names. Different from the above two behaviors, Creation and Expression is more collective.

5.5 Development trend of business multi-language in cross border e-commerce market

With the continuous development of cross-border e- commerce, more and more consumers from non- English speaking countries join the trend of online shopping. Therefore, the number of languages that can be selected in online shopping platforms is also increasing. In the global trend, we can see that many well-known brands have begun to analyze the proportion of sales in multilingual areas based on C2C websites. Many small language countries have seen rapid growth in online transactions, such as the Italian and Brazilian markets. Many cross-border e-commerce platforms react quickly by provide small languages website. While shopping in ALIBABA, DUNHUANG, DALONG and other platforms' homepage, the customers can switch languages by click the designated button in the platform of ALIBABA'S, we can see that there are 13 languages involved, but the most basic international language is English. There are other cross-border business markets, business English comes first, but it has begun to expand towards the direction of diversification. From the trend of modernization, DUNHUANG.com introduces third-party translation, and can implement manual translation services for more

than seven languages, which not only increases the construction of languages, but also increases the experience of consumers. After the mobile cross-border trade app OSELL was presented to everyone, on the one hand, it solved the core problem of communication among businessmen from different countries; on the other hand, it also created instant messaging tools with translation function for more enterprises. It not only improves the quality of translation, but also meets the needs of customers and increases products' orders, which is good for the companies quickly increase its market share. For language learners, firstly, it is necessary to clarify the application of business English in cross-border e-commerce trade, and then they should constantly participate in the practice of business English actively, and extend in the direction of diversification. Based on proficiency in English, learners can also learn other small languages to lay the foundation for future business work. For example, business English learning students can increase their practice ability in cross-border e-commerce companies or some related fields, such as third-party language services. In addition, big cross-border e-commerce platforms such as Amazon, Aliexpress also become the main places to practice business English. In the process of practice, learners need to be familiar with every path and detail. In addition, the learners should also keep pace with the times to collect relevant information, keep up to understand the latest trends, enhance comprehensive literacy, enhance employment competitiveness, and extend to the direction of compound talents training. According to the development trend data at the end of 2019, first, the scope of online commerce has expanded rapidly, from Eurasia to Europe, Asia, and Africa. Secondly, cross border consumption is more frequent and categories are more diverse in recent years. Thirdly, there are big differences in the consumption markets of different countries, so we need to formulate the market layout pertinently. Finally, Under the influence of the "One Belt and One Road" policies, the volume of cross- border e-commerce transactions of related countries is increasing rapidly. Through cross-border e-commerce, Chinese products are sold to more than 100 countries and regions, including Russia, Israel, South Korea, and Vietnam, which have signed cooperation documents on the "One Belt and One Road" initiative. Business English learners need to have the comprehensive ability of application of different subjects, the ability to combine cross-cultural knowledge with modern cross- border business theory, the ability to combine Internet information technology with cross-border e-commerce platform construction. At the same time, business English learners also need to have the corresponding communication ability, team cooperation ability, innovation, and entrepreneurship Ability.

6. CONCLUSION

With the progress of society, more and more Chinese enterprises import foreign products through cross- border platforms, but there are also many Chinese enterprises exporting goods to all corners of the world. The importance of business English translation in cross-border e-commerce transactions is becoming more and more obvious, whether in pre-sale consultation, during transaction communication and after-sales services. Currently, it is not only necessary for business English related personnel to have a certain English foundation, but also need to have strong application abilities in reading, writing, translation, online communication and so on. Meanwhile, the translator should have a strong sense of business to dig out the customer needs in different groups to increase merchandise orders and strengthen brand building. They should also pay attention to cultural differences, optimize the organizational structure, optimize the language organizational structure with accurate business terms, and improve the business efficiency and corresponding transaction volume of enterprises. In addition, it is also necessary to combine business English, strengthen the learning ability of small languages, and improve the comprehensive market competitiveness.

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