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Innovation and development of exhibition electronic-commerce based on the properties of electronic-commerce

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Abstract. There are two roadmaps of accomplishing exhibition electronic-commerce innovation and development. The first roadmap is that the exhibition organizers should seek mutual benefit cooperation with professional electronic-commerce platform of correspondent area with exhibition projects, thus help exhibitors realize their market object. The second roadmap is to promote innovation and development of electronic-commerce (Business-to-Customer) between both exhibitors and purchasers. Exhibition electronic-commerce must focus on innovative development in the following functions: market research and information service; advertising and business negotiation; online trading and online payment. With the aid of electronic-commerce, exhibition enterprise could have distinctive strengths such as transactions with virtualization, transparency, high efficiency and low cost, enhancing market link during enterprise research and development, promoting the efficiency of internal team collaboration and the individuation of external service, and optimizing resource allocation.

1 Introduction

There is a transformation that the modern exhibition relies much more on high-tech currently, rather than traditional huge-crowd strategy. The exhibition electronic-commerce is one of various professional electronic-commerce operation models, It refers to a kind of worldwide commercial activity taking place in an open environment of Internet based on browser/server in which people conduct a variety of business activities without face-to-face interaction. It makes online shopping by consumers, online transaction, online payment, financial activities, and relative services between merchants come true. [1] Exhibition as material and cultural exchange activity with heavy people flow, logistic flow, information flow and fund flow is becoming more efficient. The electronic-commerce development in exhibition industry of China has made a great breakthrough, but is also facing enormous challenges. By innovating and developing under the premise of clearly identifying elementary properties of electronic-commerce, people could overcome bottlenecks for it.

2 Two roadmaps of accomplishing exhibition electronic-commerce innovation and development

Common exhibition electronic-commerce model is a virtual website ancillary to the offline exhibition, and is set up by exhibition organizer in order to enhance service level and offline trading volume. This model has been widely used; virtually all the exhibition organizers in China choose to construct their own network platforms. When talking about innovation and development, exhibition electronic-commerce in China could be facilitated on two roadmaps.

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The first roadmap is that the exhibition organizers should seek mutual benefit cooperation with professional electronic-commerce platform of correspondent area with exhibition projects, thus help exhibitors realize their market object. With the aid of electronic-commerce, exhibition organizers effectively utilize click rate and industry information column of electronic-commerce to disclose exhibition forecast, while electronic-commerce platforms improve popularity and brand through exhibitions, and lay a foundation for future strategic cooperation. This new model reflects more refined modern social division and strengthens" professional people for professional duty"; also it is much in favor of providing personalized service for exhibition customers and data collection to realize optimization of exhibition operation.

The second roadmap is to promote innovation and development of electronic-commerce (Business-to-Customer) between both exhibitors and purchasers. [6] Medium and small-sized enterprises in China should insist on searching for product sales market for that the prospect of developing electronic-commerce (Business-to-Customer) involving exhibitors and purchasers is cheerful. Generally, electronic-commerce (Business-to-Customer) is a form by which purchasers directly approach to business affairs through Internet, which resembles electronization retails. In this model, exhibitors construct their own electronic-commerce websites. In the process of the interaction between exhibitors and purchasers, not only could purchasers take the initiative in determining quantity, quality, and price of products, but also exhibitors is able to quickly and accurately grasp datum leaving by purchasers after they browse websites. According to the datum, exhibitors could better understand preference of purchasers, and Forecast concepts of new products and advertising effects, which finally leads to purchasers participating in the design of the products. The core of innovation and development of electronic-commerce (Business-to-Customer) between exhibitors and purchasers is to achieve the keep on user-centered, and constantly optimize the user experience.

To realize the above two roadmaps, ecology should be considered to replenish the electronic-commerce between both exhibition organizers and exhibitors (Business-to-Customer) and enterprises and governments (Business-to-Government). Only in this way can exhibitors electronic-commerce obtain prosperous development in a perfect ecological environment. [4]

3 Innovative development of exhibition electronic-commerce

Exhibition electronic-commerce provides full service for online trading and management between for exhibitors and buyers, which require exhibition electronic-commerce should provide full-function service based on enterprise market requirement. Exhibition electronic-commerce must focus on innovative development in the following functions. [7]

3.1 Market research and information service

Market information is the key factor for modern enterprise success. As a result, exhibition electronic-commerce should further strengthen function of market research information service. For market research, exhibition electronic-commerce system should have the function of timely collecting feedback on commodity quality and service from customers using the ways of choosing and filling blanks on Web， then help enterprise improve product, find market opportunity, and make the enterprise operation form prosperous development circuit. [2] For information service, exhibition electronic-commerce should have the function of effectively logistic allo cation of commodity between local warehouses and warehouse in other places, and delivering the commodity to customers according to customer order information with no time lost.

3.2 Advertising and Business negotiation

Exhibition electronic-commerce platform must be excellent advertising platform in that it can help exhibitors prompt enterprise image and product information around the world with the assistance of relevant Web servers, network homepages and emails, and make purchasers quickly find commodity information using network browsers to realize matching and negotiating between sellers and buyer. [3] With respect to business negotiation, Exhibition electronic-commerce should further widely use tools such as non-real time emails, news group and real time chat group, whiteboard conference, bulletin

board and bulletin board system to push business negotiations between exhibitors and buyers for achievement of business.

3.3 Online trading and online payment

Online trading and online payment are the important part of Exhibition electronic-commerce with quite high professional requirement. For online trading, electronic-commerce helps customers realize online trading through interactive transmission of emails in Web. For online payment, credit card, electronic wallet, electronic check and electronic cash can be used between customers and sellers. The core issue in the innovative development of online trading and online payment for Exhibition electronic-commerce is how to guarantee the safety of the trading information of electronic-commerce customers by encryption to prevent customer disclosing of customer information, and how to better implement technical measures for customer certification, digital signature, date encryption to guarantee the safety of electronic account in electronic-commerce.

In a word, the advantages of electronic-commerce provide great benefits to exhibition operation, and china exhibition organizers should seek mutual benefit cooperation with professional electronic-commerce platform, prompt innovative development of Business-to-Customer commerce between exhibitors and buyers, and help China small and medium-sized enterprises become globally to realize global sale of China commodity.

4 Conclusion:electronic-commerce properties applied in exhibition

Electronic-commerce is a kind of social production and management form in support of Internet technology. In this respect, exhibition electronic-commerce is a way to realize innovation and transform in the whole exhibition industry using information technology, which leads to changes in the value chain of production and management model of the whole exhibition trade. As a greatest innovation in exhibition industry, there are superior properties in exhibition electronic-commerce.

4.1 Transactions with virtualization, transparency and enhancing market link during enterprise research and developmen

Exhibition electronic-commerce makes transaction virtualization come true. Two trading parties can complete a series of full-virtualization activities from trade consultation to signing a contract and finishing payment without face to face interaction by means of internet. Advanced technologies such as virtual reality, web chat, etc are utilized to communication and interaction by buying and selling parties, meanwhile, they can sign E-contract and finish payment by information pull and draw technology. The whole transaction is completed in a network virtual environment. Also, transparency is realized in the whole transaction process of exhibition electronic-commerce. Negotiation, signing of contract, payment and delivery of goods is able to be carried out on the internet by buying and selling parties. Unblocked and fast information transmission guarantees check of information, and prevents the fake information from releasing.

Exhibition electronic-commerce seamlessly connects creative products by enterprises with market, which contributes to the update of technology of medium and small-sized enterprises, and increases the market adaptability capacity of the products. Furthermore, electronic-commerce takes an active part in technology innovation and product upgrade since it accelerates transmission of new-style technology and idea providing instant information of enterprise products under development through the internet. Developers could take advantage of internet to research, get hold of needs of customers, and obtain feedback from market, in this way, they can upgrade products to meet the demands of customers to the most extent. [8] Additionally, decision-makers have access to valuable market information by internet; consequently, they could distinguish potential business relationship and acquire insight into the tendency for future, which results in the birth of more creative and more strategic decisions.

4.2 High trading efficiency, low cost, improved team cooperation efficiency inside enterprise

Electronic-commerce has high trading efficiency. Since business documents have been standardized in internet trading, those documents can be transmitted instantly around the world and disposed by computers, thus following processes can be realized in the shortest time without human intervention, including raw material purchasing, product manufacturing, demand and sales, bank money, insurance, cargo consignments and declaration. Compared to traditional trading mode, exhibition electronic-commerce overcomes those disadvantages of high cost, error prone and low processing speed and extremely reduce the trading time.

Advantages of exhibition electronic-commerce

Sequence	advantage
1	Low information transform cost, fast transmission speed, easy data storage
2	Direct trading between buyer and seller without brokers to reduce trading procedure and cost.
3	Product promotion through network platform by sellers with low cost and direct approach to potential buyers
4	Paper free trading by electronic-commerce is environment-friendly and economic
5	Timely communication of supply and demand information between buyers and sellers to realize zero inventory for production and sales and sharply reduce inventory cost
6	Paperless office is realized to improve information transmission efficiency within enterprise and reduce management cost
7	Electronic-commerce platforms and offline exhibition positions exist side by side and play a part together, leading to the enhancing of effect in attending exhibition and brand influence.

Furthermore, exhibition electronic-commerce improves the efficiency of enterprise teamwork. The boundaries of different departments are broken by exhibition electronic-commerce, hence the cross-functional team cooperation can be realized based on the market mechanism and the administrative Levels and the quantity of managers can be reduced. [5] The decision-making of decentralization brought by exhibition electronic-commerce improves staff's sense of participation and sense of honor, and makes decisions more scientific and more feasible, thus transforming the autocratic enterprise management model that the lower level subordinates itself to the higher level and the higher level administratively intervene to the lower level, resulting in improving of enterprise vitality.

4.3 Optimizing resource allocation, improving the personalized service of enterprises

Exhibition electronic-commerce optimizes resource allocation of market. Practice shows that the enterprises taking the lead in applying exhibition electronic-commerce are more likely to gain advantages in price, output, scale expansion, market share, and rulemaking. Those that do not, by contrast, would bear average cost much higher than average that of industry for the reason that social capital, manpower and material resources are influenced by combination of market mechanism and electronic-commerce, and would flow from the high cost enterprises to the lower, from the high utilization rate enterprises to the lower, and from the defective enterprises to those make profits, so that social resources can be allocated in a more reasonable and more optimized way. [9]

The global markets of Exhibition electronic-commerce are connected by internet, and the non stop operation of internet turns them into integrated market irrelevant to region and time. With the aid of large data collected by electronic-commerce, enterprise could analyze the preferences, demands, and habits of customers, development targeted and personalized exhibition products, and improve customer satisfaction and loyalty, finally resulting in profit growth.

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