

How to Start a Business in Cross-Border e-Commerce

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With the rapid advancement of economic globalization and internet technology, the increasing use of digital payment systems and logistics services has significantly accelerated the growth of cross-border e-commerce (CBEC). While much of the existing research has focused on consumer behavior in CBEC, limited attention has been given to the entrepreneurial intentions of sellers.

This study aims to explore the key factors influencing CBEC entrepreneurship, specifically examining how individual characteristics and external resources impact sellers' entrepreneurial intentions. Grounded in the Theory of Planned Behavior (TPB), the research model incorporates additional perspectives from Cost-Benefit Analysis (CBA), Resource Dependence Theory (RDT), and individual-level traits. The study targets individuals who have a basic understanding of CBEC and are interested in pursuing CBEC ventures.

Data were collected and analyzed using structural equation modeling (SEM) to test the proposed hypotheses and validate the relationships among the constructs. Ultimately, this research develops a comprehensive model of sellers' entrepreneurial intentions in CBEC and offers both theoretical and practical contributions to the field.

Index Terms—Cross-border e-commerce; Entrepreneurship; Theory of Planned Behavior; Cost-benefit Analysis; Resource Dependence Theory