

The Research on the Path of Poverty Alleviation of E-Commerce: A Case Study of Jing Dong

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Abstract—China faces a big challenge since there are 55.75 million poor people in rural areas until 2015. The 13th five-year poverty alleviation plan has involved E-commerce into system. The rural E-commerce could improve the awareness and abilities of poor people through income, health, education and ecological environment measures. It has important theoretical and practical significance to research the path of poverty alleviation of E-commerce from enterprise perspective. Interview method is employed to illustrate the specific measures and achievements of Jing Dong. As a result, in 2016 the cooperation business of Jing Dong in poor areas has grown 78%; it has trained 50 thousand people for E-Commerce, provided 20 thousand positions and loaned RMB 200 million to poor counties. In summary, this paper gives two solutions for B2C business to reduce poverty: increasing income and Multidimensional poverty alleviation. Furthermore, some suggestions are given to improve the performance of E-commerce.

Index Terms—E-Commerce, path, income increase poverty alleviation, Multidimensional poverty alleviation, Jing Dong

I. INTRODUCTION

E-commerce stands for electronic commerce, which includes broad and narrow sense. The term E-Business refers to using various electronic tools, including telephone, television, computer, mobile communication to engage in business activities; while E-Commerce refers to the use of Internet to engage in business activities. Regardless of E-commerce in broad sense or narrow sense, both E-Business and E-Commerce includes two main ideas, firstly the Internet used as the platform and secondly commercial activity is taken as the purpose.

In China E-Commerce started in 1990s. Until 2000, it gradually started from traditional industries (business to business i.e. B2B) to enter into sustainable development period and after 2010, it entered into period of mature development. E-Commerce has brought revolutionary changes in China, including Urban and rural areas. In

2014, China State Council officially included “E-Commerce poverty alleviation” in the policy system, and it was taken as one of “Ten key projects of targeted poverty alleviation” and has been implemented since 2015. In 2016, 2017, No.1 Document issued by the CPC (Communist Party of China) Central Committee took the E-Commerce poverty alleviation as a vital measure, so that E-Commerce played a major role in the poverty alleviation. According to China Rural Poverty Alleviation Development Outline (2011 – 2020), the poverty alleviation methods in China mainly includes special, industrial, social and international cooperation poverty alleviation. E-Commerce poverty alleviation belongs to innovative poverty alleviation.

Rural E-Commerce is developed usually because of two major problems i.e. difficulties in farmers' income growth and the agricultural products sales. Industrial products consuming can save farmers' spending, and agricultural products saling can increase farmers' income. E-Commerce from top to bottom is developed usually based on the dilemma that it is difficult to sell agricultural products, while rural E-Commerce, from bottom to top, is developed usually based on the dilemma that it is difficult to increase farmers' income. Rural E-Commerce development relatively lags behind because farmers' production is dispersed, low education, poor infrastructure and the difficulties in standardization and branding of agricultural products.

The government, platform and market are indispensable elements in the process of E-Commerce development. In China Since the establishment of the nation, the traditional relief-type poverty alleviation has been gradually developed to development-type poverty alleviation. At present stage, E-Commerce poverty alleviation pays more attention to the role of the market. Evolving from giving someone a fish to teaching how to fish, and then to building fishery is the change of poverty alleviation thoughts. “12th Five-Year Plan” period is the period in which rural E-Commerce developed faster, rural E-Commerce will continue developing rapidly during the 13th Five-Year Plan period, lead to the “adult stage”. The primary task of rural E-Commerce development is to establish native rural E-Commerce service system by combination of online and offline, and

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connection of high-level and grassroots implementations (Wang Xiangdong, 2016).

With the implementation of E-Commerce poverty alleviation, a series of modes continuously appears. With the support of the government of “rewards substituting subsidies, technical training and subsidized loan”, Longnan takes walnut sales through the Internet as the sally port, and becomes the earliest E-Commerce poverty alleviation pilot. Good Logistics, industrial chain and informatization development gradually forms E-Commerce ecology, accumulating effect and scaling effect in local area (Zheng Ruiqiang, Zhang Zhemeng, et al, 2016). Main problems for the less developed E-Commerce include: Firstly, Physical capital i.e. the poor infrastructure, less Internet coverage and access, and poor logistics facility; The second one is the Human capital i.e. ignorance to E-Commerce, and the skill to use the computer, operate online store and pay online; Thirdly Lack of related service support such as financial service; Lastly shortage of competitive goods, small scale, unguaranteed and untraceable commodities.

Most of researchers generally analyze in the view of rural E-Commerce poverty alleviation mode and barely focus on rural E-Commerce enterprise poverty alleviation. Thus, this paper takes a case study of Jing Dong, to analyze rural E-Commerce enterprise poverty alleviation path.

II. REVIEW OF THE LITERATURE

E-Commerce is provided with the characteristic of Three High i.e. high additional value, high technical content, high human capital content and Three New, i.e. new commercial activities, new technique, new ways. With the advantages of market globalization, continuous transactions, lower cost, resource intensivism (Li Hongxia, 2015). It can be known from E-Commerce market globalization characteristic that cross-border E-Commerce, namely transaction subjects in different customs frontiers, will become the key component of international trade. According to the statistics, from 2008 to 2016, the proportion of cross-border E-Commerce of China accounting for the scale of imports and exports was increased from 5% to 20%, and there is the tendency of sustainable growth (Guo Weiping, Wang Lixia, 2015). There are not only advantageous conditions existing in the development of cross-border E-Commerce, such as, mature E-Commerce and service platform, gradual increase in related talents, more national policy support, but also the disadvantages, including imperfect logistics system, high product frequency, low value, miscellaneous category. Furthermore, there are threats, including appreciation of the RMB, more transaction friction and big transaction risk (Guo Weiping, Wang Lixia, 2015). The key to get rid from poverty lies in promoting awareness of development, motivating internal motivation through information poverty alleviation among farmers (Zheng Ruiqiang, Zhang Zhemeng, et al, 2016). E-Commerce provides the new path to implement targeted poverty alleviation, which can change the market behavior of impoverished people, increase the

opportunity of entrepreneurship and employment of impoverished people, fully excavate rural development potential (Hong Yong, 2016). Lin Guangyi (2016) argued that the poverty alleviation mechanism of rural E-Commerce is divided into three levels of increasing income, reducing costs and farmer empowerment. Poverty alleviation subject makes the effect on poverty alleviation object through three indirect modes of E-Commerce environment, local enterprises and local industries. Poverty alleviation work shall guarantee two channels i.e. information channel, logistics channel, three services of industrial service, talent service, enterprise service, and three guarantees of planning guarantee, organizational guarantee and assessment guarantee.

In 1984, International Telecommunication Union proposed to get rid of poverty through developing telecommunications infrastructure. In 2003, in the international congress of “information and communication technology and poverty reduction”, the information and communication technology was used to sprout poverty alleviation thought. The two conferences of world information society summit (2003 and 2005) confirmed the information technology as the means to implement the goal of development of “Millennium Declaration”, and pointed out “unswervingly endowing the ability to the poor, especially the poor living in remote and border areas, rural area, peripherization urban area, and use information and communication technology to obtain information, for poverty reduction”. Sumanjeet (2009) argued that the application of information and communication technology had greater effects on education, poverty reduction, employment opportunities. E-Commerce poverty alleviation can improve health, education and human capital, poverty reduction, gender equality, employment opportunity, community information acquisition conditions. Brie Katherine Rehbein (2013) pointed out that the limited market access, deficient human capital, and insufficient government support were the primary causes that ICT and E-Commerce are difficult to become the realistic choice of rural artifice improving livelihood framework. Rita Rahayu and John Day (2016) took sample of 292 middle and small-sized enterprises in Indonesia, based on the view of income, finding that the enterprise with high E-Commerce acceptability obtained more income; These enterprises took marketing and procurement activity as the principal function. They take E-Commerce for enlarging market boundary, increase quantity of sale, improving external communication, promoting corporate image, increasing production speed, increasing labor force production rate as the main income index. Carmen Leong and Shan L. Pan (2016) took the two villages of Suichang and Jinyun for research, in the view of digital empowerment, they analyzed how Grassroots Leaders, E-retailers, E-supply Chain Partners, Third-Party E-Commerce Service Providers and Institutional Supporters use ICT to develop, expand and update e-commerce. it can reach the conclusion that the E-Commerce development was likely to cause the

peasant go out for work or entrepreneurship, rural environment deterioration and cut-throat competition.

Recently E-Commerce poverty alleviation research mostly started with current situation, development advantage of E-Commerce, the challenge, but there is lack of empirical analysis based on E-Commerce enterprise, so this paper focus the role and impact of Jing Dong in E-Commerce poverty alleviation in the view of E-Commerce enterprise, and, which conclude the effect path of self-support enterprise E-Commerce poverty alleviation.

III. JING DONG POVERTY ALLEVIATION CASE ANALYSIS

In the tide of developing rural E-Commerce, rural market, Jing Dong, as the fourth largest Internet listed company of China, is a typical self-support B2C (Business-to-Consumer) enterprise. In the second half of 2014, the poverty alleviation was included in the development system. In January 2016, the poverty alleviation development leading group office of the State Council signed E-Commerce Targeted Poverty Alleviation Strategy Cooperation Framework Agreement with Jing Dong Group in Beijing; to jointly explore three modes of “industry poverty alleviation, entrepreneurship poverty alleviation, employment poverty alleviation”, This give play to the advantage of Jing Dong E-Commerce platform, and assist national “targeted poverty alleviation” strategy by means of E-Commerce.

A. *Jing Dong poverty alleviation path*

“2016 annual forum on E-Commerce targeted poverty alleviation” issued Top Ten Innovation Cases for E-Commerce Targeted Poverty Alleviation (2016), incorporating “Jing Dong agricultural loan” and “Jing Dong poverty alleviation running chicken” of Jing Dong. They are the model of financial poverty alleviation and industry poverty alleviation in E-Commerce targeted poverty alleviation. Since signing the Agreement, Jing Dong has mainly carried out industry poverty alleviation, entrepreneurship poverty alleviation, employment poverty alleviation and consumption poverty alleviation.

1. Industry poverty alleviation path

(1) “Raising chickens costing nothing” project

Jing Dong poverty alleviation running chicken paradise for the poor family, Jing Dong released “Jing Dong poverty alleviation running chicken paradise” project. On May 9, running chicken poverty alleviation raising loan pilot project was started in Wuyi County, Hebei Province. Jing Dong cooperated with local cooperative in Wuyi County, most members of which are from the poor families. Jing Dong directly provided the poor families with chicken, and regularly provided feed without mortgage and guarantee. In this process, the local government and cooperative provided the guarantee for the poor family. The raising cycle of running chicken is 160 days. After completion of cycle, Jing Dong repurchased them at the price of more than RMB 100 each chicken (RMB 128, RMB 168, RMB 188 at present). By November, 10,000 slaughtered chickens have been sold out. Before cooperation with Jing Dong, each

large-scale breeding chicken of the peasant in Wuyi County only sold RMB 30 on average; at present, through Jing Dong sales, emphasizing on safety, green, free-ranging, nutrition. Peasant can obtain the profit of RMB 30 for each chicken, each household increases income to more than RMB 3,000 on average.

In addition, Jing Dong plans to expand the scale in the northern Jiangsu area, Guizhou and Hebei, and continues implementing “Jing Dong poverty alleviation running chicken paradise” project.

(2) “Farming costing nothing” project

Jing Dong, through cooperation with merchants, made pilot projects for “Farming costing nothing” in Fugou and Linying autonomous counties of Henan. At the beginning of the year, Jing Dong provided the peasants with seed and chemical fertilizer for free, free plant protection in the medium term, and free harvest at a later stage. After harvest, Jing Dong purchased at price of 3 cents higher than the market price per jin (Unit of weight in China), sold the products on its own platform. From agricultural capital to finance, from brand to market, agricultural products form a closed loop in Jing Dong platform.

According to Jing Dong, through this project, peasant can get RMB 90 of direct income and indirect income from each mu of land. Before implementing this project, peasants’ average income from per mu in Henan area was RMB 30, that is to say that this project can increase income per mu by 30% for peasants, and each household can gain additional RMB 1,200 to RMB 1,300 on average. In addition, Jing Dong is predicted to expand to 500,000 mu by from 2017 to 2018 in Henan, and provide fine breed for 100,000 mu wheats in Northern of Jiang Su province, so the peasants in each household can save the investment into production by about RMB 300 on average.

(3) “Raising sheep costing nothing” project

Jing Dong provides capital credit of above RMB 60,000,000 to Puyang County, a provincial level poor county of Henan, which benefits 12,000,000 poor households. In the same manner, they provide peasants with lamb. After the lamb is mature, Jing Dong will purchase it according to the protective price of the market, and sell it in E-Commerce platform. In the next three years, Jing Dong will provide 10,000 peasants in Puyang County with credit scale of 1,500,000 sheep, to help the peasant household get rid of poverty and become better off.

(4) Jing Dong agricultural loan project

In September 2015, Jing Dong finance issued rural credit brand “Jing Dong agricultural loan”, including “Pioneer Jing Dong agricultural loan” and “Renshou Jing Dong agricultural loan”. These two schemes, which respectively meet credit demand of means of production in the agricultural capital purchase link and credit demand of agricultural products in the agricultural products purchase link, with the characteristic of fast loan speed, long loanable cycle, high limit, no mortgage, low interest, and in cooperation with the World Bank, DuPont Pioneer, Yonghui Supermarket, Kingenta, Mai MaiBao

and other partners. On June 1, Jing Dong carried out Jing Dong agricultural loan project in Yanling, Henan, with a total of 1,300 household peasants and 20,000 mu wheats involved in. Peasants can save harvest cost of RMB 50 for per mu of wheat, increase sales revenue by RMB 30. It will continue adding 500,000 mu this year in Henan. Jing Dong provides fine breed for 100,000 mu wheat in Sihong County, and helps each household reduce the investment into means of production by about RMB 300 on average.

2. Entrepreneurship poverty alleviation path

Jing Dong unites UNDP, People.cn, China Foundation for Poverty Alleviation, China Social Entrepreneur Foundation and other organizations, through Jing Dong Business School, Jing Dong rural ecosystem E-Commerce center and other social training agencies, to adopt "Jing Dong executives' poverty alleviation breakfast meeting". E-Commerce talents assist poverty alleviation by taking temporary posts, E-Commerce poverty alleviation special curriculum and other ways, and have provided about 50,000 grass-roots cadres, enterprise personnel and poor youth in poor areas with E-Commerce poverty alleviation training. In addition, Jing Dong has driven about 1,000 poor people to use E-Commerce platform for the implementation of entrepreneurship.

3. Employment poverty alleviation path

Jing Dong, through three modes of recruitment, cooperation merchant recruitment, village promoter part-time job, carries out employment poverty alleviation in 832 national level poor counties throughout the country. At present, 15,922 employees have been recruited in 832 national level poor counties throughout the country. Meanwhile, Jing Dong has encouraged about 5,000 cooperation merchants of the poor counties to recruit about 5,000 employees.

4. Consumption poverty alleviation path

Jing Dong Group unites with China Social Entrepreneur Foundation and TouTiao.com to set up consumption poverty alleviation date, to seek to help create poor county agriculture products with superior quality, mobilize urban consumers to purchase, and make the full participation of whole society in poverty alleviation come true. Crowd-funding project of the first consumption date has launched original ecology pure natural goods in 60 poor counties, with crowd-funding funds of RMB 20,000,000. All specialty product halls of 61 poor counties, about 100 stores and over ten thousand SKUs participated in, with overall output sales of RMB 20,000,000.

B. Jing Dong poverty alleviation effect

1. Cooperation merchants in poor areas have increased greatly

Up to 2016, Jing Dong had 100,000 existing cooperation merchants, 5,000 of them are in 832 national level poor counties, constitute 5%. In 2016, the average speed of growth in E-Commerce industry was 39%, and growth speed of entire trading volume of Jing Dong was 50%. Cooperation merchants in poor areas increased by 78% on year-on-year basis, which indicates that the

growth speed of cooperation merchants of Jing Dong in poor areas not only exceeds average speed of Jing Dong, but also exceeds the growth speed of the whole industry.

In 2016, sales volume of the food, agricultural local product, artifact, costume, home furnishing, bags and suitcases sold by cooperation merchants of Jing Dong in poor areas reached to 10 billion, with an increase of 124% on year-on-year basis, which was much higher than the average speed of growth of the industry. It indicates that online sales growth potential in poor areas is huge.

2. Online products quantity have increased continuously

China's Social Participation in Poverty Alleviation and Development is the network platform established by Poverty Alleviation Office of the State Council and brings in the goods in several major E-Commerce platforms. The network advocates the whole society to purchase goods for poverty alleviation for the purpose of poverty reduction. At present, online product quantity of China's Social Participation in Poverty Alleviation and Development is 1,190,000, and online merchant quantity is 1,900, of which, online product quantity of Jing Dong is 1,180,000, and that of cooperation merchants of Jing Dong is 1,700, occupying the vast majority.

3. Sign contracts with the poor counties

The Poverty Alleviation Office of the State Council assigns 200 poor counties for Jing Dong. In addition, Jing Dong has also selected 128 poor counties. Among the total of 328 poor counties, 100 have signed a contract with Jing Dong. Among the 100 poor counties, there are 64 having online specialty halls, with nearly 30,000,000 products online and amount of sales in each month between 20,000,000 and 30,000,000 RMB.

4. E-Commerce training effect

E-Commerce training of Jing Dong includes direct training and indirect training. County territory economy class and poverty alleviation training are the main direct training forms. The indirect training refers to the training carried out by training institution accepted by the organization cooperating with Jing Dong and Jing Dong Business School. In 2016, Jing Dong carried out E-Commerce training by means of direct and indirect forms, and trained nearly 50,000 grass-roots cadres, enterprise personnel and poor youth.

5. Effect on getting rid of poverty by employment transfer

At present, there are 130,000 employees in Jing Dong; the total quantity of employees in national level poor counties hired through recruitment and cooperation has reached to 16,000. Each of the 5,000 cooperation merchants in poor counties generate one vacancy on average annually. From a comprehensive view, Jing Dong solved the problem of employment of nearly 20,000 people in poor areas in 2016. In addition, Jing Dong has recruited rural promoters in 832 poor counties, with part-time job posts reaching 60,000.

6. Financial poverty alleviation effect

In 2016, Jing Dong cumulatively loaned RMB 200 million for the projects of national level poor counties and provincial level poor counties via the "farming

costing nothing, raising chickens costing nothing, duck breeding costing nothing” monetary program.

IV. E-COMMERCE ENTERPRISE POVERTY ALLEVIATION PATH ANALYSIS

In order to achieve the goal that all impoverished people get rid of poverty under current poverty standard in 2020, E-Commerce should play an active role. At the present stage, China E-Commerce enterprise, as a special business, not only possesses the characteristic that the enterprise pursues profit maximization, but also must undertake the social responsibility of targeted poverty alleviation during specific period, which is an inclusive business. Ma Yun, the President of Alibaba said that the social responsibility of enterprise poverty alleviation shall be undertaken by means of business and taking the attitude of public benefit. The role of E-Commerce in poverty alleviation is greatly different from the government and peasants (Nie Fengying, Xiong Xue, 2017). The positioning of E-Commerce is the operator, who generally carries out product purchase, sales, after-sales service; the positioning of the government is the administrator, who generally performs the responsibility to guarantee institutional environment, legal supervision, and provide foundation services

facilities; the positioning of the peasant is the producer, who can provide means of production and key labor elements. But the positioning of the three is not always unchanged It is possible for them to overlap and even play multiple roles. For example, when peasants conduct self-employment, they will serve as operators at the same time.

As shown in the figure 1, which corresponds to income poverty and many dimensions of poverty, the poverty alleviation path of E-Commerce enterprise starts from “income increase poverty alleviation” and “many dimensions poverty alleviation”. For income increase poverty alleviation, namely, the impoverished people get rid of poverty by increasing the income. The specific measures are industry poverty alleviation, entrepreneurship poverty alleviation poverty, employment poverty alleviation and financial poverty alleviation. Multi-dimensional poverty alleviation means that the impoverished people are able to enjoy competitive opportunities and living standard the same as the non-impoverished people by being endowed with the lacking capacity, and to get rid of poverty. This can be achieved by educational poverty alleviation, health poverty alleviation, ecological poverty alleviation and consumption poverty alleviation.

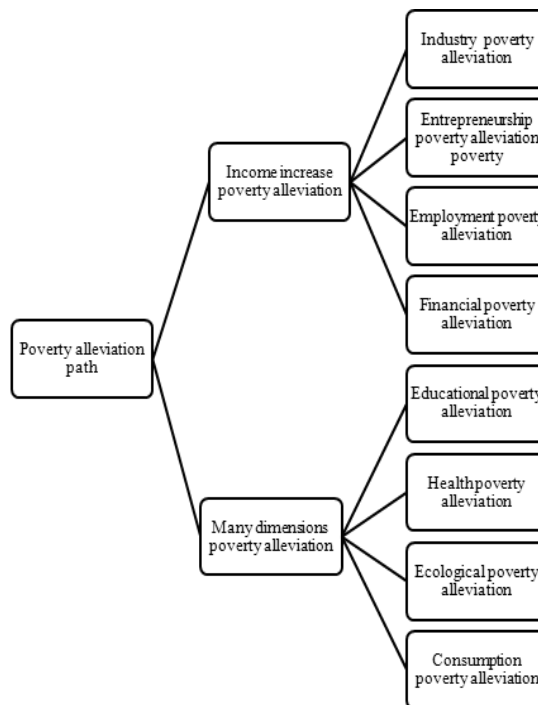


Figure 1. E-Commerce enterprises’ poverty alleviation path

A. Income increase poverty alleviation path

In income increase poverty alleviation measures, “Raising chickens costing nothing, raising sheep costing nothing, farming costing nothing” project implemented by Jing Dong falls within the scope of industry poverty alleviation. Productive process supervision is guaranteed by providing free chick, lamb, fine breed and other means of production. After chick, lamb and crop are mature,

Jing Dong conducts unified purchase, builds brand and emphasizes ecology, green and health, to realize product appreciation and increase income level of peasant households. Relying on planting industry, breeding industry and other industries, the impoverished people can get rid of poverty.

Secondly, Jing Dong unites with UNDP and other organizations, through Jing Dong Business School, Jing

Dong rural ecosystem E-Commerce center and other training agencies, to adopt “Jing Dong executives poverty alleviation breakfast meeting”, E-Commerce talents assistance poverty alleviation by taking temporary posts, E-Commerce poverty alleviation curriculum and other ways to conduct E-Commerce training for peasants, to help them with self-employment, and increase their income, which is in the scope of entrepreneurship poverty alleviation.

Furthermore, Jing Dong solves the problem of employment of nearly 80,000 in poor areas through recruitment in national level poor counties, cooperation merchant recruitment and rural promoter part-time job, most of whom are poor people provided with corresponding poverty cards by recording poverty level. The poor people get rid of poverty by increasing general household income through employment, which is in the scope of employment poverty alleviation.

In the aspect of financial poverty alleviation, Jing Dong loans to poor people in the way of no mortgage, low interest in agricultural capital and agricultural products sales, through “Jing Dong agricultural loan” project, to solve the problem of financing difficulty of peasants in the process of agricultural production, help them complete agricultural products sales, and increase income level of peasants, for the purpose of getting rid of poverty. This practice is in the scope of financial poverty alleviation.

B. Multidimensional poverty alleviation path

Educational poverty alleviation is an important measure of multi-dimensional poverty alleviation, Jing Dong, in direct and indirect ways, adopts county training class, cooperative training and other forms to train peasants, with 50,000 E-Commerce talents trained in total. In addition, Tencent’s WeCountry project and WeCountry class, regularly guide the children in suburb. Some mobile phone training meetings are also provided, making many villagers learn to use smartphone. These are the measures to promote human capital of poor people, in the scope of educational poverty alleviation.

In the aspect of health poverty alleviation, Tencent’s WeCountry project has established WeCountry medical treatment in some villages. Urban doctors can inquire rural patients through online video for some chronic diseases, and then take measures. When Jing Dong and other E-Commerce enterprises provide peasants with seed, chick, chemical fertilizer, pesticides and other means of production, they have a certain requirement on dosage at the same time, under the scientific guidance, so that the health threat caused by pesticides to peasants will be reduced relatively, which is also in the scope of health poverty alleviation.

In the aspect of ecological poverty alleviation, Jing Dong reduces the damage on soil and air pollution and improves rural ecological environment by such measures as restraining fertilizer amount and dosage of pesticide. On the other hand, if an E-Commerce enterprise can recycle and dispose animal waste, and even guide peasants to keep sanitation and cleanness of growing environment of animals when they breed livestock, it will

benefit the improvement of ecological environment. These measures are in the scope of ecological poverty alleviation.

In the aspect of consumption poverty alleviation, Jing Dong, through establishing consumption poverty alleviation date, builds agricultural product brand in village, to attract city people to purchase and connect urban demand chain and rural supply chain to solve the problem that agricultural products are short of markets and difficult to sell. On the other hand, after peasants learn to shop online, they can find out many cheap and fine goods or services lacking in local area. The demand that could not be realized in the past due to long distance, tight time and high cost can be met materially now through the Internet, E-Commerce, thus improving the low living standard to a certain degree. These measures are in the scope of consumption poverty alleviation.

In conclusion, in the modes of income increase poverty alleviation and multi-dimensional poverty alleviation, E-commerce increases peasants’ income, reduces their expenditure and endow more capabilities to them as far as possible when participating in rural industry chain, to increase peasants’ sense of self-identity and satisfaction and to thoroughly mobilize their intrinsic power of getting rid of poverty, transforming poverty alleviation from passive to active. In such way poverty alleviation can proceed stably.

V. CONCLUSION AND SUGGESTION

A. Conclusion

On the basis of combing necessity, current situation and existing problem of E-Commerce poverty alleviation, this paper takes Jing Dong as the example, to interpret specific measures in industry poverty alleviation, entrepreneurship poverty alleviation, employment poverty alleviation and consumption poverty alleviation, and illustrate poverty alleviation effect of Jing Dong in 832 national level poor counties, and draws a conclusion that the E-Commerce enterprises, as the inclusive business, carry out poverty alleviation from two paths of income increase poverty alleviation and many dimensions poverty alleviation. Wherein, income increase poverty alleviation measures include industry, entrepreneurship, employment and financial, and multi-dimensional poverty alleviation measures include educational, health, ecological and consumption poverty alleviation. Income increase and multi-dimensional enabling aim at activating peasants’ subjective consciousness and making them take the initiative to get rid of poverty, to achieve sustainable development.

However only the path of poverty alleviation of B2C model was analyzed in this paper, further research could be made on other business models like C2C and the difference among them.

B. Suggestion

This paper proposes the following suggestions from the perspective of E-Commerce enterprise for reference.

First of all, E-Commerce enterprises should participate in the whole production chain by relying on specific

industry in villages, to guarantee two channels of agricultural products ascending and industrial products descending, and realize win-win of income growth of the peasants and enterprise profit, thus peasants getting rid of poverty can be realized. The biggest potential of E-Commerce poverty alleviation lies in the development of industrial products descending market in one aspect, but the more important is to discover specific agricultural products in village, to realize agricultural products ascending. It is not only the inexorable road of peasants to get rid of poverty, but also the strengthen demand of urban residents, as the biggest opportunity of E-Commerce enterprises.

Secondly, training of peasants is the inevitable choice of E-Commerce enterprises, and shall serve as priority among priorities in E-Commerce enterprise poverty alleviation. Human capital is directly related to production efficiency of peasants, and plays a vital role in E-Commerce enterprise profit, meanwhile, it also has a direct influence on disposable funds and operation efficiency. Energetically carrying out training is without question; the state shall subsidize and motivate E-Commerce enterprises and peasants in this aspect.

Finally, E-Commerce enterprises, in financial aspect, can give play to social force through crowd-funding mode, to call on everyone to participate in poverty alleviation; on the other hand, low interest or interest-free loan can be carried out for peasants, to help poor peasants solve the problem of insufficient money.

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