

## Chapter 7

# Plan of Ecological Platform for Global Enterprise Cloud Market and Global Network Security

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### ABSTRACT

*This chapter introduces how the global economy could change through networking and puts forward a plan of an ecological platform for a global enterprise cloud market. The chapter introduces some theories and concepts about ecological platforms and how to design this ecological platform. Also, is a call for some entities in the world for creating this ecological platform. At last, this chapter puts forth some ideas about global network security through countermeasures for international cooperation in cyberspace global governance and the function of the United Nations to promote the implementation of global network security.*

### INTRODUCTION

With the deepening of globalization, the differentiation of the world economic structure is becoming more and more serious, and the problem of global economic imbalances is becoming more and more prominent. Since the financial crisis in 2008, the global economic imbalances, global rebalancing and global regional development have attracted great attention from both academia and policy makers. Cloud technology and internet of things has become a hot topic in the world. Many features of cloud technology will have a huge impact on the application of internet of things, to promote the development of the internet of things, the combination of cloud technology and internet of things will become an inevitable trend based on the ecological theory, the Belt and Road and the global community of destiny as a basis, this paper explore the ecological market using the current cloud platform through a global cloud technology and internet of things, to promote the development of economy and the global economic balance of enterprises. (Caballero, Farhi & Gourinchas, 2008)

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In the past few years, the international community has witnessed the rapid rise of global network security issues. Within countries, the discussion of network security issues, legislative activities and system construction are gradually increasing. At the international level, network security issues have entered the diplomatic agenda of major powers. Frequent international conventions have been signed. A large number of regions and global international organizations have also discussed the topic into their agenda and even discussed it as a priority issue. The issue of network security has not only caused various frictions between China, Russia and other great powers, but also deepened mutual strategic suspicion. It also exacerbated regional tension and turbulence in many other areas, such as the Middle East, North Africa and Europe. Today, network security has become a hot issue in the study of international relations. Scholars at home and abroad have made a series of theoretical discussions on network security, network security governance, network warfare and network deterrence as well as network security issues in Sino-US relations (Jiang, 2011).

## **BACKGROUND**

A joint product of the rapid development of internet technology is the spread of network fear. Internet fear refers to the psychological panic of ordinary people who are outside the internet technology experts to the vulnerability of the Internet society, internet dependence, and the loss of internet technology development. In the process of human evolution, the ability to perceive danger and respond is a product of severe selection, and fear is probably the essential psychological characteristic of human beings in this process. Fear is a safeguard mechanism for the survival and continuation of human beings. The study of social psychology shows that people are used to simple thinking rather than systematic thinking, which is the result of natural selection in the process of human evolution. In the field of network security, this way of thinking is expressed by people who tend to believe rather than asking politicians and media about the description of cyber threats. Based on logical judgement and objective facts, network security threat assessment is often not recognized or valued. For internet security companies, the fear of the internet is not a bad thing, but also provides a good opportunity for its profit. Some studies have pointed out that with the increasing number of internet users and the expansion of electronic transactions to every aspect in daily life, internet security companies have a lot of motivation to publicize the vulnerability of network security, and then sell their countermeasures.

This chapter is not only a plan for the global market ecosystem platform, but also involves many countermeasures for global network security, so that we can deepen the research of global network security and speed up the global market cooperation.

## **DESIGN THEROY AND SIGNIFICANCE**

### **Theory**

Cloud technology is based on cloud computing business model application of network technology, information technology, integration technology, management platform technology, application technology and so on, which can form a pool of resources. Cloud computing technology will become an important

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