Research on Logistics Management in Electronic Commerce

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Abstract. The new model of e-commerce puts forward higher requirements on all aspects of logistics efficiency and speed service. Traditional logistics can’t keep up with the pace of development of e-commerce. What kind of strategic delivery and management system to establish and how to build it will have great significance for the development of a new business model. This paper studies the problems faced by the strategic distribution and transportation under the e-commerce environment in China’s Internet era and puts forward corresponding countermeasures for each issue. The e-commerce model in the Internet age is the direction of the trending. Whether the logistics problem is solved or not depends on the success or failure of the future development of e-commerce.

Introduction

The new era of e-commerce in the Internet era has brought about a lot of benefits to businesses and consumers. At the same time, shopping patterns have also been profoundly changed. According to the latest CNNIC statistics, as of June 2017, the number of Internet users in our country reached 751 million, with a total of 19.2 million Internet users newly added in six months. Internet penetration rate was 54.3% [1]. Latest statistics show that in 2016 China’s e-commerce market transactions 20.2 trillion, up 23.6%, of which 23.9% growth in online shopping, which has become an important thrust of the development of e-commerce [2]. With the rapid emergence of this new business model of online sales, strategic distribution and transportation, that is, logistics, has also reached an unprecedented new height. The new business model puts forward higher requirements on all aspects of logistics efficiency and speed service.

The traditional strategic delivery and transportation must keep up with the development of this new business model of e-commerce. And, we should improve the logistics under the new business model. For enterprises, the transaction cost can be further reduced, enabling enterprises to have more efficient transport efficiency, which can get more economic and social benefits, and comprehensively promote economic development [3]. All in all, what kind of strategic transportation and management system to establish and how to establish it can catch up with the pace of e-commerce is what we need to thinks. This will also have important implications for the development of this new business model.

Logistics in E-commerce

E-commerce on the Logistics Impact

The impact of e-commerce on logistics is mainly reflected in the following four aspects, the logistics efficiency [4], the logistics sector, the level of logistics technology and logistics competition [5].
Logistics Activities on the Impact of E-commerce

Improving the level of logistics is the basis for the development of network sales. The level of logistics system efficiency directly affects the level of network sales, the specific impact of logistics activities on Internet sales is mainly reflected in which includes logistics level to promote the development of online sales [6] and logistics expand e-commerce market [7].

E-commerce Logistics Model

1. Third-party logistics (TPL) is one of the most prevalent strategic distribution and transportation modes. Third-party logistics refers to the logistics service provided by logistics enterprises outside the supply and demand sides [8].

2. Logistics integration refers to the supply chain integration and systematization. The supply chain includes manufacturing enterprises, logistics enterprises, sales enterprises and consumers. The core of the whole system is the logistics system.

3. Self-distribution model is a way of strategic self-built delivery and distribution. Strategic logistics and transport preparation, organization and implementation of commodity circulation process is the responsibility of the enterprise itself [9].

4. Logistics Alliance (Logistics Alliance) is a loose network organization with complementary advantages, risk sharing and benefit sharing formed by various agreements and contracts between two or more enterprises in order to achieve their own logistics strategic objectives.

5. New logistics includes fourth-party logistics, fifth-party logistics, e-logistics, green logistics, lean logistics, etc.

Problems in Logistics and Logistics Management

Low Level of Logistics Specialization

The low level of logistics specialization is mainly manifested in the low degree of enterprise information, automation and imperfect distribution facilities. Highly automated logistics is a highly specialized logistics, but at present, strategic distribution and transportation industry relies on manual sorting, which is not only time-consuming and laborious, but also serious waste of material and financial resources, low distribution facilities, and strategic delivery and transportation system is not perfect [10]. Network sales environment put forward higher requirements to the strategic delivery of transport industry, the current status of the network hinder the development of the sales industry.

The Imperfect Basic Facilities of Strategic Distribution and Transportation and the Network Facilities

For the strategic distribution of transport infrastructure, the state's capital investment is not enough. China is a developing country, and strategic distribution and transportation development started relatively late with a low level of modernization of storage and an underdeveloped transportation industry. At the same time, distribution centers, container transport and bulk cement have been developing more slowly. In the process of delivery and transportation, the chances of the goods being damaged are great, so that the human and material resources and the financial resources spent on the circulation of goods are relatively large [11]. In our country, the backward network infrastructure, limited bandwidth and excessive internet access have all become the factors constraining the development of strategic distribution and transportation under the online sales environment.

Professional Network Sales Logistics Talent Shortage

Strategic distribution and transportation under the network sales environment is an emerging comprehensive discipline that requires a comprehensive talent who knows both online sales and strategic distribution and transportation. At present, due to the fact that there are not many schools offering online sales or strategic delivery and transportation in our country, and few of them are
schools that integrate online sales and strategic distribution and transportation, professionals in this field are relatively scarce.

**The Imperfect Laws and Regulations Related to the Logistics**

The legitimacy of the electronic contract was passed by the National People's Congress in March 15, 1999, which was confirmed by the electronic signature method and the Chinese People's Republic contract law. [12] In spite of this, the formal law related to strategic distribution and transportation under the network sales is still not clearly promulgated in our country. In such a lack of legal protection conditions, criminals will cherish the opportunity to drill the loopholes in laws and regulations, so that buyers and sellers have suffered unnecessary losses. Therefore, the lack of relevant regulations also becomes an important factor for the slow development of strategic distribution and transportation in the environment of network sales in China.

**Lack of Large Social Integrated Logistics Center**

The lack of a large-scale social integrated logistics center has become one of the reasons that the strategic distribution and transportation industry can’t provide consumers with satisfactory logistics and distribution services under the network sales environment [13]. In our country, the logistics centers’ scale is small and the service level is low. The scale of logistics is difficult to play the survival of majority of logistics enterprises. At the same time, passively in accordance with user requirements, provide a single warehouse and transportation business is the status quo of most logistics enterprises. There are very few enterprises that can provide logistics value-added services and integrated logistics services [14].

**Countermeasures and Suggestions**

**Speed up the Improvement of Logistics Standardization**

The rapid development of online sales poses a challenge to the traditional logistics industry, putting forward new requirements for the efficiency and service of strategic delivery and transportation. The speed of strategic delivery and transportation should be increased, the scope of distribution should be expanded, the response capability should be enhanced, and the service level should be further improved [15]. The improvement of the development of modern strategic distribution and transportation industry needs to rely on Internet technology [16]. Internet information technology is an important technical support to improve the efficiency of strategic delivery and transportation services and constitutes an important part of the modern strategic delivery and delivery system. Therefore, it is suggested to improve the standardization of logistics by strengthening the government's macro-guidance and policy control, to improve logistics specialization through the acceleration of logistics information system.

**Strengthen the Construction of Logistics Infrastructure**

The improvement of the strategic distribution and transportation infrastructure is related to the level of the development of network sales [17]. Therefore, it is very important to strengthen the construction of strategic distribution and transportation infrastructure for the development of network sales. The strategic distribution and transportation system in developed countries has gone far beyond our country. The current situation of logistics in China is also unable to catch up with the rapid development of network sales. Therefore, our country should strengthen the mechanization, automation and modernized construction of the distribution of logistics enterprises [18]. To sum up, the government should increase investment in strategic distribution and transport infrastructure construction, and improve strategic distribution and transportation system as soon as possible, formulate relevant strategic delivery and transportation standards and introduce relevant policies. Enterprises should also increase the investment in the construction of strategic distribution and transportation infrastructure [19].

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Focus on Training E-commerce Logistics Personnel

Talent is the key to the development of China's logistics. The cultivation of professional talents can be accomplished through three aspects of government, enterprises and universities. The government can introduce relevant policies, encourage and guide the cultivation of network marketing strategy under the distribution of talents. Enterprises can strengthen the capital investment of professional talents training. Colleges could add professional teachers and guidance. From this, we should cultivate the professional talents of strategic distribution and transportation under the network sales to improve the lack of professional talents in our country.

Improve Logistics Laws and Regulations

We should perfect the laws and regulations of strategic distribution and transport, and establish a perfect legal system for strategic distribution and transportation. At present, our country has not formed a standard of the related technology of strategic distribution transportation under the network sales. Due to the fact that our strategic distribution and transportation enterprises have not yet been properly defined, there is no uniform identification of strategic distribution and transportation under the network sale in industry and commerce departments, which seriously limits the development of modern logistics industry. Therefore, the relevant departments of our country can formulate a national unified standardized logistics law according to the status quo. In this way, through legal constraints, we can standardize strategic distribution and transportation under network sales, form a unified market and make the logistics enterprises compete fairly, which not only promotes the development of social economy, but also couldn’t give an opportunity to lawless elements.

Establish a Large-scale Social Integrated Logistics Center

Constructing a logistics network system in China based on large-scale socialized integrated logistics center, Strong financial support is the guarantee of self-built logistics center. But, under the current situation in our country, it is not suitable for the development of self-built logistics mode. Therefore, under the current conditions in our country, it is not appropriate for online sales enterprises to adopt self-built logistics and distribution center, but they should take the third-party logistics model and build a large-scale integrated logistics center.

Conclusion

Whether the current situation of our country's logistics management or the opportunities and challenges that our country's logistics management faces, we can no longer neglect the importance and urgency of improving the level of logistics management.

The development of online sales in China needs to be supported by standardized modern strategic distribution and transportation. Only modern strategic distribution and transportation industry walk in front of the times, can promote the development of network sales in our country. We should increase the construction of strategic distribution and transport infrastructure, strategic distribution and transportation center planning a reasonable layout. We should establish and improve laws and regulations related to strategic distribution and transportation, and promulgate corresponding policies to provide a safe and reliable platform for the development of strategic distribution and transportation under the network sales. We also should strengthen the construction of e-commerce talent pool. Actively explore the e-commerce talent education in-depth model of the combination of production and learning, improve the positioning clear, level clear and closely linked to the training and support system to promote the sustainable development of complex e-commerce talent.

E-commerce development in China is more rapid, the logistics industry has not kept pace and there are many problems. But, information technology and other aspects are rapidly progressing in China. In the near future, e-commerce in China will be in the forefront of the times, and logistics industry will reach a new height.
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