

Research on the Construction Path and Strategy of High-level Professional Group of Modern Logistics

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Abstract: With the rapid development of economic globalization and information technology, logistics has become an important part of modern economy. In order to meet the market demand and improve the competitiveness of enterprises, the construction of high-level professional group of modern logistics has become an inevitable trend. Based on the study on the construction of the high-level professional group of modern logistics, this paper discusses its path and strategies, and provides reference for the development of Chinese logistics industry.

Keywords: Modern logistics; High-level professional group; Construction path; Strategy

The logistics industry is an important link between production and consumption, and a basic industry to ensure the stable development of national economy. In recent years, with the continuous development of Chinese economy, logistics industry has been rapidly developed, but at the same time it also exposed some problems, such as low efficiency, low value added and so on. Therefore, the construction of high-level professional group of modern logistics has become an important measure to promote the development of logistics industry.

1. Basic meaning of high-level professional group of modern logistics

Modern logistics high-level professional group is an alliance composed of a group of logistics enterprises, universities and research institutions with advanced technology and management capabilities. Through cooperation and collaboration, these members jointly promote the development of the logistics industry, and play an important role in improving the quality and efficiency of logistics services, promoting the transformation and upgrading of the logistics industry, and promoting regional economic development. Specifically, the construction of high-level professional groups of modern logistics aims to integrate superior resources, form an innovation ecosystem, realize the integration of production, learning and research, strengthen cooperation and exchanges among logistics enterprises, and promote the transformation and upgrading of logistics industry from traditional to intelligent and digital. At the same time, the high-level professional group of modern logistics is also one of the effective ways to realize the “Internet + logistics” strategy, which can promote the improvement of logistics informatization and intelligent level, improve the quality of logistics service and supply chain efficiency. In conclusion, the construction of high-level professional groups of modern logistics is of great significance to promote the development of logistics industry, improve the quality and efficiency of logistics service, and promote the development of regional economy. It is an important way to realize the transformation and upgrading of logistics industry and sustainable development

2. The significance of the construction of high-level professional groups of modern logistics

The construction of high-level professional groups of modern logistics can effectively promote the transformation and upgrading of logistics industry from traditional to intelligent and digital. By integrating superior resources, an innovative ecosystem integrating production, learning and research can be formed to improve the technical level and management level of logistics enterprises. The construction of high-level professional groups of modern logistics can strengthen cooperation and exchanges between logistics enterprises, realize information sharing, avoid repeated construction, and improve the quality and efficiency of logistics services.

In addition, the construction of high-level professional groups of modern logistics can promote the complementary development of logistics enterprises in the region and even the whole country, make the logistics industry and other industries integrated development, and promote the rapid development of regional economy.

3. Practical case analysis and path planning of the construction of high-level professional groups of modern logistics

3.1 Practical case analysis

3.1.1 High-level Professional Group of modern Logistics in Shunde District, Foshan City, Guangdong Province

With “one city, two ports and three hubs” as its core, the group has enhanced the quality and efficiency of logistics services by establishing an integrated cooperation mechanism of industry, education and research, strengthening information sharing and technological innovation. At the same time, with the help of policy support and financial support, the group has continuously promoted the coordinated development and promoted the rapid development of the local logistics industry.

3.1.2 High-level professional Group of modern Logistics in Zhengzhou Aviation Port Area, Henan Province

Relying on Zhengzhou Airport Economic Comprehensive Experimental Zone, the group takes “airport integration, customs clearance mode, cross-border e-commerce” as its main development direction. By strengthening cooperation with universities and research institutes, the group has realized the organic combination of air logistics, railway logistics, road logistics and other transportation modes, and built a global leading regional logistics center.

3.2 Path Planning

The construction of high-level professional group of modern logistics should be oriented by market demand, pay attention to top-level design and planning, strengthen the management of demand side, and improve the market competitiveness of the group. The construction of high-level professional groups of modern logistics needs a large amount of capital support. The government should improve the relevant supporting policies and improve the efficiency and accuracy of capital investment.

The construction of high-level professional group of modern logistics should establish a standardized management mechanism, strengthen the management of each member within the group, improve the coordination ability among groups, and form organic complementary development. The construction of high-level professional group of modern logistics should promote the deep integration of industry, university and research, and establish innovation platforms such as innovation alliance and technology transfer center. Through technological research and development, personnel training and other cooperation to achieve common development.

4. Problems and solutions in the construction of high-level professional groups of modern logistics

4.1 Problems existing in the construction of high-level professional groups of modern logistics

4.1.1 Shortage of funds

Modern high-level professional groups of logistics need a lot of capital support. However, in the background of the development of the logistics industry, many groups are difficult to promote effectively due to lack of financial support, which leads to the resistance of some group construction. Therefore, the government should increase the investment in the construction of high-level professional groups of modern logistics, formulate more favorable tax policies and loan conditions and other supporting measures.

4.1.2 The shortage and loss of talents

Modern logistics high-level professional group involves relatively complex technology and management, and needs a large number of high-quality, highly skilled personnel support. However, at present, there exist some problems such as unreasonable structure of talents in logistics industry, low overall quality and obsolete education mode, which make it more difficult to introduce and cultivate talents. In addition, due to the fierce competition and serious brain drain, technology exchange and sharing between enterprises can not proceed smoothly.

4.1.3 The group synergy effect is not obvious

Due to the different interests and development directions among the members, there is a certain degree of difficulty in coordination within the high-level professional group of modern logistics, and the cooperation effect among the members is not obvious. Therefore, it is necessary to strengthen group management, increase the participation of members, and promote the positive interaction among members by formulating reasonable incentive policies.

4.1.4 Insufficient policy support

The construction of high-level professional group of modern logistics is faced with many policy restrictions and constraints, and the lack of effective support in land use, tax support and other aspects has affected the normal operation and development of the group.

Therefore, the government should formulate more favorable policies and measures to provide better environment and conditions for the development of high-level professional groups of modern logistics.

There are still some problems in the construction of high-level professional groups in modern logistics, such as lack of funds, lack of talents, lack of group synergy, and lack of policy support. These problems pose challenges to the strategic planning and goal realization of the group.

4.2 Countermeasures for the construction of high-level professional groups in modern logistics

4.2.1 Solving the problem of shortage of funds

In order to solve the shortage of funds in the construction of high-level professional groups of modern logistics, the government can formulate more favorable tax policies and loan conditions and other supportive measures. At the same time, we can increase the funding source of the group by attracting social capital and introducing venture capital.

4.2.2 Strengthen personnel training and introduction

In view of the shortage and loss of high-level professionals in modern logistics, relevant departments should carry out training and introduction of talents in the logistics industry nationwide. In addition, more attractive salary packages and development opportunities can be adopted, and the professional title evaluation and promotion system can be improved to retain and attract more high-quality talents.

4.2.3 Improve group synergy

In order to improve the synergy effect of high-level professional groups in modern logistics, reasonable incentive policies can be formulated, member structure can be optimized, and project management can be strengthened. At the same time, the awareness of cooperation and effectiveness of cooperation among members can be enhanced by enhancing communication and sharing resource information.

4.2.4 Strengthening policy support

In order to solve the policy restrictions and constraints in the construction of high-level professional groups of modern logistics, the government can timely introduce more favorable policies and measures to provide logistics enterprises with better support such as land use and tax support. At the same time, we should increase the investment in the construction of high-level professional groups of modern logistics, so as to provide a better environment for group development.

In order to fundamentally solve the problems existing in the construction of high-level professional groups of modern logistics, it is necessary to take a variety of targeted measures, such as increasing capital investment, strengthening talent introduction and training, optimizing organizational structure and management mechanism, strengthening policy support, so as to promote high-level professional groups of modern logistics to move towards a higher level.

Conclusion:

The construction of high-level professional group of modern logistics is an important way to promote the transformation and upgrading of logistics industry and achieve sustainable development. However, in the process of construction, there are still problems such as policy obstacles, lack of talents and lack of coordination. Therefore, it is necessary to strengthen the support of the government, strengthen the training and introduction of talents, and strengthen the management and coordination within the group to achieve common development.

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