

Construction of international logistics supply chain management model from the perspective of cross-border e-commerce

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Abstract: With the rapid development of Internet technology and the acceleration of globalization, cross-border e-commerce has become an important way to carry out economic and trade activities among countries. In this context, it is very important to explore the innovative mode of international logistics supply chain management in order to promote the innovative development of cross-border e-commerce in our country. This paper will analyze the status quo of international logistics supply chain management from the perspective of cross-border e-commerce and the construction strategy of international logistics supply chain management mode from the perspective of cross-border e-commerce, in order to provide reference for the development of cross-border e-commerce enterprises.

Key words: Cross-border e-commerce; International logistics; Supply chain management

Cross-border e-commerce refers to enterprises using Internet technology and platforms to conduct economic and trade activities with other countries or regions on a global scale. With the rapid development of information technology, cross-border e-commerce has become one of the main development directions in economic globalization. As an important part of cross-border e-commerce, the management quality of international logistics has an important impact on the economic benefits and development of enterprises. Based on this, all walks of life should constantly explore ways to improve the management of international logistics supply chain, so as to ensure the orderly development of cross-border e-commerce activities.

I. The current situation of international logistics supply chain management from the perspective of cross-border e-commerce

1. Cross-border e-commerce enterprises are weak in international logistics supply chain management

At present, many cross-border e-commerce enterprises mainly focus on business, hoping to invigorate their development by increasing business volume, but the management ability of international logistics supply chain is relatively weak. On the one hand, this is because many cross-border e-commerce enterprises are small in scale and do not have enough resources to create a relatively complete international logistics supply chain. Even the marketing staff or sales staff part-time international logistics management, thus can not achieve a full range of monitoring of international logistics trends. On the other hand, the cooperation between many cross-border e-commerce enterprises and international logistics companies needs to be improved. When choosing international logistics companies, some cross-border e-commerce enterprises pay too much attention to price advantage, and do not establish a scientific management and monitoring mechanism for the service quality and transportation efficiency of international logistics companies. As a result, the management quality of international logistics supply chain of cross-border e-commerce enterprises shows a downward trend, which further affects the operation and development of enterprises.

2. The international logistics supply chain management environment of cross-border e-commerce enterprises is complex

Different countries and regions have very different legal systems and standard procedures for the management of international logistics, which to a certain extent increases the difficulty of cross-border e-commerce enterprises to establish an efficient international logistics supply chain management mechanism. Enterprises need to fully understand the systems and standards of different countries in order to effectively carry out international logistics supply chain management. In addition, the cross-border e-commerce supply chain involves many links, including the enterprise itself, suppliers, international logistics companies, customs and other aspects. Only by coordinating the process work of each link can we ensure the smooth production of Liu Tongtong. However, due to too many links, it is always difficult to establish a scientific and efficient international logistics supply chain. At the same time, in the international logistics supply chain, cross-border e-commerce enterprises, suppliers and international logistics companies may have some differences in information and data, which will lead to cross-border e-commerce enterprises can not accurately understand the overall picture of the international logistics supply chain, which also increases a lot of difficulties and risks for the management decision of enterprises.

3. Lack of international logistics supply chain management professionals and technical support

Cross-border e-commerce supply chain management is an emerging industry in the Internet era, which requires high-quality talents with knowledge of international logistics as well as a full understanding of e-commerce business and international trade. However, many cross-border e-commerce enterprises in China lack professional talents in this field, which leads to the difficult work of international logistics supply chain management. Enterprises lacking professional talents and technical support may not be able to accurately evaluate the pros and cons of various logistics solutions, and then make reasonable choices, resulting in logistics delays, cost increases, customer satisfaction decreases and other problems. This requires enterprise decision makers to pay more attention to international logistics supply chain management related technologies and personnel training, through the recruitment of high-quality professionals and the introduction of international logistics supply chain management system, to provide high-level international logistics support for cross-border e-commerce,

so as to solve the problems and challenges in international logistics supply chain management of enterprises.

II. The construction strategy of international logistics supply chain management model from the perspective of cross-border e-commerce

1. Improve the logistics supply chain management ability of cross-border e-commerce enterprises

At present, some cross-border e-commerce enterprises have problems in international logistics supply chain management, such as weak logistics planning ability, low level of logistics informatization, and lack of systematic international logistics quality monitoring and improvement mechanism. In this regard, cross-border e-commerce enterprises should take a variety of measures to improve their international logistics supply chain management ability. First of all, enterprises should actively strengthen cooperation and exchanges with international logistics companies. As many cross-border e-commerce enterprises do not have specialized international logistics and transportation qualifications and capabilities, they are more likely to entrust their logistics and transportation business to third-party companies. In this context, cross-border e-commerce enterprises need to strictly select a third-party international logistics company, conduct in-depth research on the company's corporate reputation, timeliness of logistics and transportation and the safety and integrity of goods, and select the most suitable third-party cooperation company for the enterprise, so as to improve the international logistics supply chain management effect of cross-border e-commerce enterprises. Secondly, enterprises should continuously improve their level of international logistics supply chain management informatization. With the rapid development of information technology, it is impossible to complete the international logistics supply chain management of cross-border e-commerce by relying only on manual and basic office software. Enterprises need to introduce advanced international logistics information system to realize the timely transmission and sharing of international logistics information. This also facilitates enterprises to better monitor the trend of international logistics, so as to be able to find problems and solve them in time. For example, enterprises can check the delivery information, inventory and transportation status of relevant orders through the international logistics information system, so as to realize the visualization and control of the international logistics process. At the same time, enterprises can also use the Internet of Things technology to track the location, temperature, humidity and other information of special goods to ensure that food goods do not deteriorate and damage during transportation. In addition, enterprises also need to establish a scientific and reasonable international logistics transportation quality evaluation system, through standardized standards and indicators, the operation of the international logistics supply chain is regularly evaluated, in order to continuously improve the quality of international logistics supply chain management.

2. Establish exchanges and cooperation with other cross-border e-commerce enterprises

In the context of economic globalization, cross-border e-commerce is developing rapidly and market competition is becoming increasingly fierce. In such a competitive environment, cross-border e-commerce enterprises need to continuously improve their business capabilities and get more orders. It is also necessary to communicate and cooperate with other cross-border e-commerce enterprises, share resources and learn from each other, so as to promote the orderly operation of the international logistics of cross-border e-commerce. First of all, cross-border e-commerce enterprises should actively participate in cross-border e-commerce international logistics related associations and organizations. Industry associations are an important platform for cross-border e-commerce enterprises to understand the current development of international logistics policies and international logistics supply chain management models. Cross-border e-commerce enterprises can jointly formulate some industry norms and guidelines to make cross-border e-commerce international logistics more scientific and standardized. Secondly, cross-border e-commerce enterprises can share information and resources of international logistics supply chain through cooperation and exchanges with other enterprises, so as to realize the interconnection of international logistics and transportation. For example, cross-border e-commerce enterprises can share with enterprises the transportation routes and transportation practices of a certain country, so as to realize the exchange and sharing of international logistics information. At the same time, they can also regularly hold international logistics supply chain exchange meetings, seminars and other activities to learn from each other's excellent experience and share technologies, and jointly explore solutions to challenges and difficulties in international logistics and transportation. By promoting the progress of the whole industry, the development of specific enterprises can be driven. In addition, government support and encouragement is also an effective way to promote exchanges and cooperation among cross-border e-commerce enterprises. For example, relevant departments can provide preferential policies and services for cross-border e-commerce enterprises to attract more enterprises to participate in international logistics and transportation, thus stimulating the vitality of the industry and giving cross-border e-commerce international logistics supply chains more choices. In short, establishing exchanges and cooperation with other cross-border e-commerce enterprises can effectively improve the management effect of cross-border e-commerce international logistics supply chain, help enterprises reduce transportation costs and improve logistics efficiency.

3. Strengthen the training of professionals in international logistics supply chain management

In order to build a high-quality cross-border e-commerce international logistics supply chain, enterprises should continuously strengthen the training and development of professional talents. On the one hand, enterprises can optimize and improve their international logistics supply chain management by employing international logistics professionals. When hiring talents, enterprises need to test whether they have the knowledge and practical skills of cross-border e-commerce international logistics supply chain management involving international trade, logistics planning, transportation management and other fields. At the same time, enterprises can actively organize training courses, seminars and academic exchange activities related to international logistics, so as to provide a platform for practitioners

to learn and exchange. In these activities, well-known scholars and industry experts at home and abroad can be invited to share the latest theoretical research and practical experience, so as to improve the professional quality and skill level of international logistics practitioners. On the other hand, enterprises can also cooperate with universities to achieve a training model for international logistics professionals that integrates production and education, so as to deliver more high-quality international logistics professionals to the cross-border e-commerce industry. Colleges and universities can optimize relevant curriculum and teaching content according to the needs of enterprises, and enterprises can also provide internships and employment opportunities for colleges and universities, as well as practical experience and professional guidance for students. In addition, enterprises can jointly establish bases for industry-university-research cooperation with colleges and universities and provide case resources to improve the quality of practical teaching in colleges and universities. Colleges and universities can provide corresponding professional technical support and solutions according to the problems in the cases of enterprises. Finally, talent training needs an effective incentive mechanism. Only by giving talents a better career development can more talents actively carry out the innovation and reform of cross-border e-commerce international logistics supply chain management. In this regard, enterprises can set up such as the best logistics Manager of the year award, excellent logistics team award, etc., in order to reward those talents who have made outstanding contributions in the international logistics supply chain management work, and further stimulate their work enthusiasm and enthusiasm.

4. Carry out the optimization and innovation of international flow supply chain management technology

With the rapid development of cross-border e-commerce, international logistics supply chain management is also facing more technical challenges. Therefore, in order to improve the efficiency of international logistics supply chain management and promote the healthy development of cross-border e-commerce enterprises, enterprises should constantly explore the optimization and innovation strategy of international logistics supply chain management technology. In international logistics supply chain management, enterprises need to actively adopt advanced technology systems and platforms. Such as automated warehousing systems, logistics information systems, drone delivery, etc., to improve the efficiency of international logistics operations. At the same time, logistics information technology can also provide accurate data support for enterprises to make decisions on trade activities. In addition, international logistics supply chain managers should also actively apply the Internet of Things, big data analysis, artificial intelligence and other auxiliary tools in their daily work to improve the efficiency and accuracy of international logistics supply chain management. For example, with the help of big data analysis and artificial intelligence algorithms, the international logistics transportation routes and warehousing layout are optimized to achieve the reduction of logistics transportation costs while improving distribution efficiency. Cross-border e-commerce enterprises should also strengthen the standardization and standardization of international logistics supply chain management. For example, they should formulate international logistics management standards and norms and unify logistics operation processes. By establishing a complete set of standardized and standardized international logistics supply chain management system, more reliable and efficient logistics services can be achieved, thereby improving customer satisfaction and promoting the healthy operation and development of cross-border e-commerce enterprises.

III. Conclusion

To sum up, in the new era, strengthening the management of cross-border e-commerce international logistics supply chain has become one of the important ways for related enterprises to improve their economic benefits. Enterprises can promote the efficient operation of international logistics supply chain by improving their own logistics supply chain management ability, establishing exchanges and cooperation with other cross-border e-commerce enterprises, enhancing the training of international logistics supply chain management professionals, and carrying out optimization and innovation of international logistics supply chain management technology, so as to effectively enhance the brand image and competitive advantage of cross-border e-commerce enterprises. And promote the vigorous development of the cross-border e-commerce industry.

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