

Research on the Innovation and Development of Cross-border E-commerce Logistics Model under the Background of Digital Economy

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Abstract: Driven by the rapid growth of the global digital economy, cross-border e-commerce has become a key driver of international trade growth. This study aims to deeply explore the innovative development of cross-border e-commerce logistics mode in the digital economy environment, exhaustively analyze its current impact of the digital economy on cross-border logistics and the challenges it faces, and put forward effective innovation paths and strategies accordingly. The purpose of the study is to lay a solid theoretical foundation for the future development of cross-border e-commerce logistics and guide practice.

Keywords: Digital economy; cross-border e-commerce; logistics model; innovative development

Introduction

The digital economy, underpinned by technologies such as the Internet, big data, cloud computing and artificial intelligence, is gradually reshaping the global economic architecture. In this field, cross-border e-commerce plays a central role, which utilizes network platforms and technological tools to realize the electronic trading and circulation of goods and services across national borders, and greatly promotes the convenient, diversified and balanced development of global trade. Nevertheless, the logistics link of cross-border e-commerce, as a key part of the whole industry chain, still faces many challenges, including high costs, low efficiency and information mismatch. In the context of digital economy, exploring and innovating cross-border e-commerce logistics model is particularly critical.

1. Impact of the digital economy on cross-border e-commerce logistics

The innovation and development of cross-border e-commerce logistics model is particularly critical in the context of the booming development of the digital economy. With the arrival of the digital economy, the convenience of global trade has been significantly improved, expanding the huge market potential for the cross-border e-commerce field. In the e-commerce transaction process, the logistics link plays an indispensable role, which not only significantly affects the efficiency of the transaction, but also has a direct impact on the cost.

1.1 Digital economy provides technical support for cross-border e-commerce logistics

The extensive use of cutting-edge technologies such as big data, cloud computing and artificial intelligence has provided a solid technological foundation for the cross-border e-commerce logistics sector. This has not only greatly improved the operational efficiency of cross-border e-commerce, but also brought a smoother shopping experience to consumers. With the help of these technological advances, cross-border e-commerce companies are able to connect directly with end consumers through online platforms. After placing orders on the platform, consumers can not only conveniently make electronic payments, but also track logistics information in real time. The integration of digital technology has significantly optimized the logistics and distribution process, improved transportation efficiency, and enhanced customer satisfaction and experience. In addition, upstream suppliers are able to respond to order processing and inventory management in a timely manner based on the outbound information provided by the platform, effectively reducing logistics costs and improving the transparency and traceability of the supply chain.

1.2 Digital economy promotes cross-border e-commerce logistics model innovation

The arrival of the digital economy era has driven the continuous innovation and upgrading of cross-border e-commerce logistics models. From the initial courier service, cross-border e-commerce logistics has developed into a diversified logistics model including overseas warehousing and comprehensive pilot zones. Meanwhile, the integration of blockchain, IoT and other cutting-edge technologies in logistics has injected new vitality into the supply chain. Advances in digital technology have not only optimized the efficiency of the global supply chain, but also shortened the distance between brands and consumers. With the deep mining of big data and artificial intelligence technology, we are now able to more accurately realize intelligent, efficient and green logistics planning and management from the supplier to the consumer side.

1.3 Digital economy expands market for cross-border logistics services

With the development of the digital economy, global consumers have become increasingly receptive to online shopping, which has driven the rising demand in the cross-border e-commerce market. This trend has created a broader service market space for cross-border e-commerce logistics. Relying on the Internet, e-commerce enterprises are able to distribute a wide variety of commodities across the globe through different cross-border logistics modes, enabling users to transcend geographic boundaries and be free from the constraints of local commodity choices. Through various cross-border platforms, consumers are able to choose goods across space. The globalized nature of the digital economy not only enhances consumers' shopping experience in different regions, but also brings a larger market size for cross-border e-commerce logistics services.

2. Challenges faced by cross-border e-commerce logistics

2.1 Challenges in cross-border customs clearance

Cross-border e-commerce logistics covers a number of stages, of which customs clearance is a particularly complex one. Due to significant differences in government policies, laws and regulations, and tariff policies in different countries and regions, cross-border e-commerce companies need to prepare a wide range of complicated certificates and documents when clearing customs. This results in customs clearance procedures that vary from country to country and are often complex, posing considerable challenges for cross-border e-commerce businesses to ensure that their goods reach their destination countries and are successfully cleared through customs.

2.2 Data security and customer privacy protection

In the context of the digital economy, the progress of the cross-border logistics industry greatly depends on the strong support of data. In their daily operations, cross-border e-commerce companies must deal with the task of collecting, storing and transmitting a large amount of data covering consumers' personal information, transaction order details and logistics dynamics. Proper protection of this information resource is essential to prevent leakage of consumer data, thereby avoiding negative impacts on the consumer experience.

2.3 Cross-border logistics service quality

The logistics chain of cross-border e-commerce is extremely complex, covering international transportation, customs clearance, warehousing and other links. In recent years, with the quality improvement and cost increase of overseas warehouses, logistics costs have been rising, while the overall efficiency has not been significantly improved. Therefore, cross-border enterprises must face the challenge of reliability of logistics service quality. There are large differences in the services provided by logistics service providers in different regions, and these differences are reflected in the mode of transportation, timeliness, service scope and other aspects. In addition, the problem of information asymmetry prevails in the logistics process of cross-border e-commerce, which not only reduces logistics efficiency and customer experience, but also may weaken customer loyalty and even lead to customer loss.

2.4 Low degree of greening of cross-border logistics

In recent years, the rapid rise of cross-border e-commerce has been accompanied by the expansion of the scale of goods going overseas, which in turn has pushed up the demand for cross-border logistics. In the process, the practice of over-packaging is often adopted to ensure the safety of commodities in transportation, which results in a large amount of wasted packaging materials. Meanwhile, in the return and exchange process, complicated procedures and high costs often lead to commodities being directly discarded or destroyed, and these behaviors eventually evolve into environmental pollution problems.

3. Suggestions for the innovative development of cross-border e-commerce logistics model in the context of digital economy

3.1 Strengthen the application of technological innovation in cross-border e-commerce logistics

The cross-border e-commerce logistics field should increase the research, development and application of digital economy technologies such as big data, cloud computing and artificial intelligence, so as to improve logistics efficiency and service quality. For example, with the help of artificial intelligence technology, we can realize the functions of predictive maintenance, intelligent warehousing and drone distribution, effectively reducing operating costs and enhancing logistics efficiency. At the same time, through the integration of big data and artificial intelligence technology, we can optimize distribution routes and further improve the efficiency of distribution. Analyzing consumers' purchasing behavior and logistics data, we can predict consumer demand, thus realizing the rapid distribution of goods. In addition, the application of blockchain technology will be an important means to enhance the trust of cross-border e-commerce logistics. The decentralization of logistics information with the help of blockchain technology can not only prevent information tampering, but also guarantee the security of transactions.

3.2 Optimize logistics network layout

Cross-border e-commerce logistics needs to optimize the layout of its global logistics network and build a more robust warehousing and distribution system through cooperation with foreign logistics companies. The establishment of warehousing bases and logistics centers in major markets around the world can effectively reduce delivery time and enhance customer satisfaction. At the same time, strengthen cooperation with local logistics enterprises to realize resource integration and complementary advantages. By sharing information with local logistics enterprises and understanding the customs clearance policies of the destination country, it can smoothly handle complicated customs clearance procedures and ensure that goods can be delivered to consumers smoothly. In addition, the cross-border e-commerce logistics tracking system is promoted to increase the transparency of logistics. Consumers can check the status of goods and obtain logistics information at any time, thus enhancing the shopping experience.

3.3 Strengthening cooperation and synergies with States

In order to promote the globalization and standardization of cross-border e-commerce logistics, we should actively strengthen cooperation with various countries and regions, and jointly build a new mechanism for resource sharing and rule coordination. By creating a multi-party international cooperation platform and mechanism, we can not only promote the internationalization of the logistics industry, but also further standardize its development. In addition, close cooperation and frequent exchanges with international trade organizations will also be crucial, which will help to jointly promote the continued prosperity and progress of global trade.

3.4 Optimize logistics packaging and promote green development of cross-border logistics

Leveraging advanced digital intelligent computing technologies and strictly adhering to the regulations of major platforms, we are committed to meticulously designing products and their packaging in order to reduce unnecessary packaging usage. On this basis, while ensuring product safety, we prioritize the use of environmentally friendly materials for packaging, thereby alleviating the burden on the environment while also satisfying consumers' demand for green and eco-friendly products. Furthermore, we integrate product packaging with the core selling points of the product, making it easier for consumers to understand and perceive the product's advantages during the purchasing process, thereby reducing the frequency of returns and exchanges. This approach not only enhances consumer satisfaction but also elevates the brand image and market competitiveness of the enterprise.

In summary, through digital intelligent computing and adherence to the regulations of major platforms, we meticulously design products and their packaging, utilizing eco-friendly materials, and fusing packaging with the core selling points of the product to achieve multiple goals: alleviating environmental burdens, satisfying consumer demands, and enhancing corporate competitiveness. In our future development, we will continue to uphold this philosophy and contribute to protecting the environment and enhancing consumer experience.

3.5 Innovative financial services for cross-border e-commerce logistics

Financial services play multiple roles in cross-border e-commerce logistics, including the provision of financial support, risk management, payment and settlement, and information support. By establishing cooperation with financial institutions, we can optimize cross-border fund settlement services, thus facilitating the rolling settlement of the storage and logistics costs of exported goods and the payment for exported goods. In addition, strengthening cooperative relationships with financial institutions not only provides enterprises with convenient financing and settlement services, but also accelerates the return of funds. Cross-border e-commerce enterprises should also address the capital problems encountered in the logistics process and reduce operating costs by working from multiple perspectives, including optimizing financing and lending services, innovating cross-border payment and settlement methods, strengthening risk management and compliance, and enhancing logistics efficiency and the speed of capital return.

4. Conclusion

In the era of rapid development of the digital economy, exploring the innovative development of cross-border e-commerce logistics models has become particularly important and urgent. We can achieve this by strengthening technological innovation and applied research to continuously upgrade logistics technology; improving logistics network layouts, optimizing transportation routes and warehousing facilities; promoting the independent website model to enhance brand influence and market competitiveness; strengthening cooperation and collaboration to achieve information sharing and resource integration throughout the upstream and downstream of the industrial chain, thereby driving cross-border e-commerce logistics towards intelligence, efficiency, and green development. Looking ahead, with the continuous development of the global digital economy and the continuous expansion of the cross-border e-commerce market, cross-border e-commerce logistics will face broader development spaces and opportunities. In this process, China's cross-border e-commerce logistics industry needs to keep up with the trend of the times, seize development opportunities, and continuously innovate and upgrade its models to meet the ever-changing market demands and achieve sustainable development of the industry.

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