

Research on Innovation Model of Cross-Border E-Commerce Public Overseas Warehouse Service

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Abstract: With the rapid development of cross-border e-commerce industry, public overseas warehouse has gradually become the main choice of many small and medium-sized cross-border e-commerce enterprises. Based on the four-dimensional model of service innovation and the perspective of service innovation business operation, this paper constructs a four-dimensional model of cross-border e-commerce public overseas warehouse service innovation. Finally, cross-border e-commerce public overseas service innovation proposals, and then put forward the corresponding development strategy, designed to enhance the competitiveness of cross-border e-commerce public overseas warehouse to provide a reference.

Keywords: Cross-Border E-Commerce; Four-Dimensional Model; Public Overseas Warehouse; Service Innovation

1. Introduction

With the rapid development of cross-border e-commerce transactions, logistics development has become the main factor restricting its development. The traditional cross-border logistics model is mainly international postal parcels and international express delivery. International parcels have great restrictions on the volume, weight and shape of goods, and have long transportation time and high packet loss rate. International express delivery has disadvantages such as high price and inability to deliver special goods [1]. Since 2015, cross-border e-commerce companies have joined the construction of overseas warehouses, overseas warehouse construction throughout the world. The mode of cooperation with third parties is mainly through leasing overseas warehouses and cooperation in building overseas warehouses, which is relatively affordable for small and medium-sized cross-border e-commerce [2]. Public overseas warehouse has gradually become the main choice of cross-border e-commerce pilot cities and many small and medium-sized cross-border e-commerce enterprises. In the context of the rapid development of international economic and trade, the development of cross-border e-commerce is more closely related to the public overseas warehouse service, but the correlation and innovation ability of the public overseas warehouse service is still relatively weak, and the service mode is relatively single.

Therefore, based on the objective reality of the development of China 's cross-border e-commerce industry and the practical needs of the construction of China 's cross-border e-commerce public overseas warehouse, this paper constructs and analyzes the four-dimensional model of cross-border e-commerce public overseas warehouse service innovation, which helps enterprises engaged in cross-border e-commerce public overseas warehouse to find their own weak links in service innovation, provide service innovation paths and solutions to problems, in order to better promote cross-border e-commerce public overseas warehouse theory and practice innovation, and promote cross-border e-commerce public overseas warehouse service innovation has important theoretical value and practical significance.

2. Model construction

Service innovation research began in the 1980s, early research focused on technological innovation. Gadrey believes that, unlike the tangible nature of a manufacturing enterprise 's production, a new service is often created to find a solution to a problem or a measure, an operational process, rather than to provide physical products [3]. With the deepening of research, other scholars have a deeper understanding of the theoretical connotation of ' service innovation '. Bilderbeek, Hertog, Marklund and Miles put forward an integrated conceptual model of service innovation, which includes four key dimensions, so it is called 'four-dimension model.' This model is an integration of previous research results, which enables us to analyze and discuss the dimensions of service innovation from a more general perspective [4].

3. Analysis on Four Dimension Model Elements of Cross-border E-commerce Public Overseas Warehouse Service Innovation

Cross-border e-commerce public overseas warehouse service innovation contains complex content system, its core content consists of service concept innovation, service organization innovation, service function innovation, service process innovation and service technology innovation. Based on the four-dimensional model of service innovation and the perspective of service innovation business operation, the public overseas warehouse service innovation model consists of customers, logistics service providers and public overseas warehouse service platform, as shown in Figure 1.

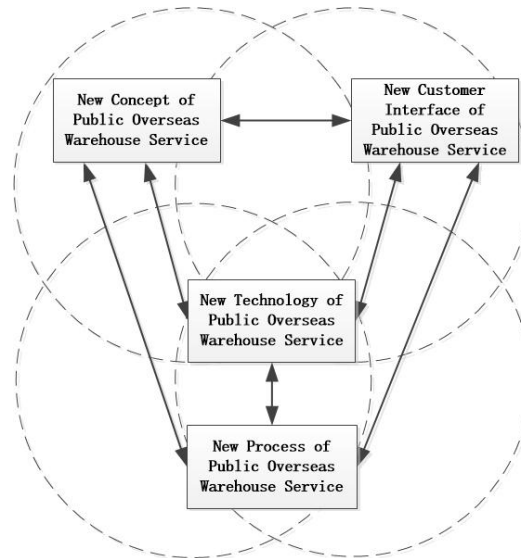


Fig.1 Four-dimensional model of cross-border e-commerce public overseas warehouse service innovation

3.1 New concept of cross-border e-commerce public overseas warehouse service

The core of cross-border e-commerce public overseas warehouse service concept innovation is to focus on the logistics service needs of cross-border e-commerce customers, through in-depth understanding of customer service needs, to provide customers with new service content and service methods, and create new customer value. The innovation of cross-border e-commerce public overseas warehouse service concept can provide customers with innovative supply chain financial services. Supply chain financial service innovation can effectively reduce the operating costs of cross-border e-commerce enterprises, improve the level of risk prevention and control, and enhance the trading ability of enterprises. First, third-party guarantee services can be provided for cross-border e-commerce enterprises. According to the available goods, logistics data information, as a third party to provide financing to both ' collateral management services ', and ' group purchase ' form to reduce financing costs, reduce bad debts. Secondly, public overseas warehouse enterprises can innovate commercial factoring services. Provide commercial factoring services such as trade financing, accounts receivable settlement, account management and collection, customer credit investigation and evaluation directly to cross-border e-commerce enterprises in the form of transfer receivables, reduce trade risks and accelerate capital turnover efficiency.

3.2 New Process of Cross-border E-commerce Public Overseas Warehouse Service

Under the existing public overseas warehouse service mode, cross-border e-commerce enterprises need to entrust relevant cross-border logistics enterprises to transport cross-border goods to public overseas warehouses, while cross-border e-commerce enterprises can only choose limited cross-border logistics service providers to carry out domestic collection, collection, customs clearance, cross-border transportation and other services. If one link in the supply chain is not well communicated, it will lead to damage, loss of goods, and unguaranteed logistics timeliness. Cross-border e-commerce public overseas warehouse enterprise service process innovation can provide integrated cross-border logistics services and one-stop customs clearance services for cross-border e-commerce enterprises. The three processes of transportation service, warehouse management service and local distribution service are not operated in isolation, but the whole process is controlled by the public overseas warehouse management system.

3.3 New customer interface of Cross-border E-commerce Public Overseas Warehouse Service

Customer interface dimension innovation is often referred to as user experience innovation, that is, through new digital information and interaction, to reshape the user experience, partners and employees, with digital transfer and enhance the value of public overseas warehouse services. Cross-border e-commerce public overseas warehouse enterprises can build cross-border e-commerce public overseas warehouse information management system. Gartner defines a warehouse management system as ' an application that helps manage the day-to-day operations of a warehouse or distribution center ' [5], but today 's cross-border e-commerce warehousing and distribution is a bit, wired, surface service link, not an isolated system, thousands of SKUs, snowflake-like orders, order cancellations, inventory, distribution, performance, settlement, logistics timeliness and other business cross-integration, breaking the boundaries of various functional systems of traditional logistics, linking the user interface, data model and business logic involved in supply chain execution. Public overseas warehouse is a variety of services and multi-link operation, need a full-featured professional information management system to support.

3.4 New technology of Cross-border E-commerce Public Overseas Warehouse Service

With the in-depth application of the Internet of Things, robotics, big data, artificial intelligence, and blockchain technology in the international logistics industry, the quality and level of cross-border e-commerce public overseas warehouse services have been greatly improved, triggering innovation in the public overseas warehouse service model. At the same time, service technology innovation provides strong support for service concept innovation, customer interface innovation, service function innovation and service process innovation, and has become a very important dimension in the service innovation architecture of cross-border e-commerce public overseas warehouse. For example, in the field of cross-border e-commerce public overseas warehouses, service technology innovation can apply intelligent identification systems. Intelligent identification system is a digital system which can automatically collect the commodity information in warehouse logistics operation through automatic identification technology and terminal. The technology used in intelligent identification system includes bar code automatic identification, RFID video automatic identification, wearable equipment and so on.

4. Epilogue

With the rapid development of cross-border e-commerce, the public overseas warehouse industry of cross-border e-commerce is also developing continuously. However, how to improve enterprise service innovation and enhance enterprise competitiveness has always been an urgent problem for public overseas warehouses. Based on the four-dimensional model of service innovation and the perspective of service innovation business operation, this paper constructs a four-dimensional model of cross-border e-commerce public overseas warehouse service innovation, and analyzes the service innovation model of cross-border e-commerce public overseas warehouse from four aspects: new concept of public overseas warehouse service, new service process, new customer interface and new service technology. The research in this paper is of great significance to promote cross-border e-commerce public overseas warehouse operators to better integrate into the overseas circulation system, reduce the total cost of cross-border logistics, and improve and optimize the overseas strategic layout of cross-border e-commerce.

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