

Economic Management Strategies of Logistics Enterprises under the Background of E-Commerce

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Abstract: The rapid development of e-commerce, while bringing development opportunities to China's logistics enterprises, but also put forward higher requirements for them, enterprises want to gain a firm foothold in the fierce market competition, it is necessary to constantly strengthen the importance of economic management, through effective economic management measures to promote the improvement of business efficiency and economic benefits. In the research, this paper further analyzes the problems existing in the economic management of logistics enterprises, combined with the development mode of e-commerce, puts forward the economic management strategy of logistics enterprises under the background of e-commerce.

Keywords: Electronic Commerce; Logistics Enterprises; Economic Management Strategy

1. Introduction

Under the background of e-commerce, logistics enterprises must strengthen their own construction if they want to better play the function of economic management, so that they can better carry out business activities in the market economy environment, so as to enhance their market competitiveness. As an important part of modern economy, logistics enterprises can not only provide goods distribution services for our customers, but also provide a good platform for the development of enterprises. In order to enable logistics enterprises to have better development in the market economy environment, it is necessary to constantly strengthen their own construction, so that they can have more economic support in economic management work. Therefore, in the actual economic management process, it is necessary to analyze the problems existing in the development of logistics enterprises under the background of e-commerce, and put forward targeted measures for the problems existing in the economic management of logistics enterprises, so as to promote the better development of logistics enterprises^[1].

2. The problems existing in the economic management of logistics enterprises under the background of e-commerce

2.1 The function of the economic management information system is backward

At present, there are still many problems in the information management system established by logistics enterprises in our country, which can not meet the needs of the development of economic management of logistics enterprises^[2]. Specifically, there are many defects in the economic management information system established by logistics enterprises. First of all, the economic management information system established by the logistics enterprises in our country has a great lag, and can not analyze the market in a timely and accurate way. Secondly, the economic management information system established by logistics enterprises can not effectively control logistics costs, and can not fully grasp the financial status and operation of enterprises. In addition, China's logistics enterprises in the process of economic management, the lack of advanced management concepts and technology, especially the application of information technology, resulting in logistics enterprises can not achieve information development.

2.2 Backward economic management logistics service model

Under the background of e-commerce, the development of logistics enterprises has got great opportunities, but there are some problems in the development process of logistics enterprises. For example, in the context of e-commerce, the service model of logistics enterprises is relatively backward and cannot meet the needs of e-commerce development. In the context of e-commerce, logistics enterprises must

constantly update their service model in order to improve their competitiveness and market share. In the traditional service mode, logistics enterprises only transport goods to the destination, but in the context of e-commerce, logistics enterprises must track and manage the goods, but in the traditional service mode, it is impossible to achieve this goal. In addition, in the context of e-commerce, traditional logistics enterprises are also facing huge competitive pressure. Although some logistics enterprises have adopted advanced operation and management mode, most of them only stay on the surface, but do not fundamentally improve their core competitiveness, and cannot meet people's demand for logistics services in the era of e-commerce^[3].

2.3 The team of economic management professionals is not scientific

With the development of China's economy, logistics enterprises have been greatly developed, but in the process of the development of logistics enterprises, there are still problems that the team of professional talents is unscientific. For example: the construction of talent team is not perfect, the idea of economic management is backward and so on, which has a certain degree of impact on the economic management of enterprises. Logistics enterprises are capital-intensive and technology-intensive enterprises, so the demand for talents is also very large. However, in the process of the current development of logistics enterprises in China, there is no perfect mechanism of talent selection and training. Therefore, many logistics enterprises have problems of insufficient quantity and low quality of professional talents, which affects the improvement of the economic management level of logistics enterprises. In addition, logistics enterprises have not established a sound performance appraisal mechanism and incentive mechanism, so it is unable to attract and retain outstanding talents.

3. The economic management strategy of logistics enterprises under the background of e-commerce

3.1 Building a sound economic management information system

First of all, enterprises should build a sound financial system and business management system, so that enterprises in the economic management more convenient and efficient. The logistics information system is a system that collects, processes and transmits the goods and related information inside the enterprise, which can effectively integrate the resources inside the enterprise. Enterprises should build a perfect information collection system, collect and analyze logistics information in time, and grasp market dynamics, customer needs and other information. At the same time, logistics enterprises should establish a perfect financial control system to achieve comprehensive control of financial activities. Secondly, if logistics enterprises want to realize the efficient development of economic management, they must take information technology as the basic support. The information technology of logistics enterprises mainly refers to computer network technology, communication technology, sensing technology, identification technology, etc. Through the construction and application of these information systems, real-time transmission and sharing of information can be realized, so that logistics enterprises can accurately understand the changes in customer demand, and then adjust business strategies in time. For example, in terms of customer demand analysis, logistics enterprises can use e-commerce platforms to understand and analyze customer demand, so that logistics enterprises can timely understand the specific needs of customers for products or services. Finally, in terms of capital management of logistics enterprises, the information technology platform can be used to track and supervise the capital of logistics enterprises in real time, so that they can find problems in time and solve them in time. Therefore, the construction of economic management information system can realize the efficient development of economic management in logistics enterprises^[4].

3.2 Optimize the construction of modern logistics service models

First of all, in the process of e-commerce development, logistics enterprises should change their own development concept, actively conduct market research, optimize the construction of logistics service mode according to market demand, and use modern information technology means to improve their own service quality and level. Logistics enterprises should pay attention to the application of information technology, such as: the use of ERP system and other information systems to achieve the effective supervision of transport vehicles, loading

and unloading, warehousing and other links. Secondly, to actively expand the scope of service, in the context of the rapid development of e-commerce, logistics enterprises should continue to expand the scope of service, to provide customers with more comprehensive and better service, improve customer satisfaction. Finally, it is necessary to continuously optimize the logistics process. In the process of continuously optimizing its own service process, logistics enterprises can provide customers with more efficient and high-quality services and enhance customers' trust.

3.3 Attach importance to building and reserving specialized personnel

First of all, logistics enterprises can adopt a combination of introduction and training of personnel training, through the introduction of high-level, highly educated logistics personnel, to provide adequate professional and technical support for the development of enterprises. At the same time, we should also pay attention to systematic training of employees to help employees learn the latest management concepts and technical means. Logistics enterprises should establish a sound talent training mechanism to provide a good platform for talent training. Through pre-job training and on-the-job training for existing employees, the comprehensive quality of employees can be improved, so that employees can have stronger working ability and play their own advantages in work. Secondly, logistics enterprises can also cooperate with colleges and universities for training and training. While strengthening the professional and technical level of employees, it is also necessary to improve their professional quality, so that they can contribute to the development of the enterprise.

4. Conclusion

To sum up, in the context of the rapid development of e-commerce, logistics enterprises need to actively change their own development concepts, keep up with the development trend of e-commerce, actively learn advanced management concepts and technical means, innovate logistics management mode and content, improve the core competitiveness of enterprises, so as to achieve sustainable development. In the context of e-commerce, if logistics enterprises want to achieve their own development goals, they must innovate the construction of modern logistics service mode, so as to improve their core competitiveness. Through the construction of perfect economic management information system, construction of perfect economic management information system, pay attention to the construction of professional talent team reserve and other strategies, better improve the quality of economic management of logistics enterprises.

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