

Analysis on Modern Enterprise Logistics Based on Integrated Supply Chain Management Mode

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Abstract: Along with the rapid development of science and technology, China's modern logistics industry has been rapidly iteratively upgraded, and gradually formed an integrated supply chain management model to effectively improve internal service levels and management quality. Compared with the traditional management mode, the modern logistics enterprise integrated supply chain management model has the advantages of quick effect, convenient management and high information level, which can realize the unified management of logistics information. Therefore, this paper analyzes the problems existing in the actual operation process of modern logistics enterprises, and then innovates and constructs the integrated supply chain management mode of modern logistics enterprises, and points out the corresponding implementation path.

1. Research background

1.1 Literature review

Guo Xiao hui used the integrated supply chain theory to study the operation mode of modern logistics enterprises. It is found that the integrated supply chain can be used to optimize the design of modern logistics enterprise business model, and then realize the macro control and management of the overall logistics system. In the enterprise logistics integrated supply chain management mode, it can promote the coordination of internal logistics system, customer system and procurement system, and improve the level of enterprise logistics management (Guo et al, 2013). Chu Meng xue deeply analyzed the operation mode of modern logistics enterprises in green supply chain management, explained the implementation basis and problems encountered by relevant models, and then put forward corresponding suggestions, which is conducive to the rapid development of logistics industry (Chu, 2016). Xue Chao ying first analyzed the management characteristics of modern logistics enterprises, and took coal enterprises as an example. Based on the management problems existing in the integrated supply chain system, the problems in the process of enterprise logistics management were analyzed. Finally, relying on the idea of integrated supply chain management, the paper proposes an innovation strategy for enterprise logistics model, which plays an important role in improving the operational efficiency of enterprises (Xue, 2017).

1.2 Purpose of research

The modern logistics integrated supply chain management model is an advanced management model based on the traditional logistics management model (Li, 2015). Especially in the current era of large amount of information, in the face of complicated information data, modern logistics enterprises need to use an advanced management system to regulate and process huge user information and improve the service level of enterprises (Zhan, 2019). Compared with the traditional logistics supply chain model, the modern logistics integrated supply chain management model has significant advantages in both capital chain management and internal staff management. This management mode can realize the integration of massive information, and then carry out the split analysis. While ensuring the maximum utilization of each information flow, it can also enhance the internal management mode of the enterprise, which plays an important role in the development of the enterprise. Modern logistics enterprises have advanced integrated supply chain management

mode, which not only can improve the internal operation level of the enterprise, but also improve their overall competitiveness, which is of great significance to the development of the enterprise. Therefore, this paper is based on modern logistics enterprises, researching the integrated supply chain management mode of modern logistics enterprises, and puts forward the corresponding implementation path is of great significance.

2. Construction of integrated supply chain management mode of modern enterprise logistics

Within the modern logistics enterprise, the main goal is to realize network and data integration. According to the actual operation rules of upstream and downstream enterprises in the supply chain, through the integration of various operational nodes, and promote the application of e-commerce and related information platforms on different nodes. To achieve the transformation of the original management system. In this context, this paper innovatively constructs a modern enterprise logistics integrated supply chain management model, as shown in Figure 1.

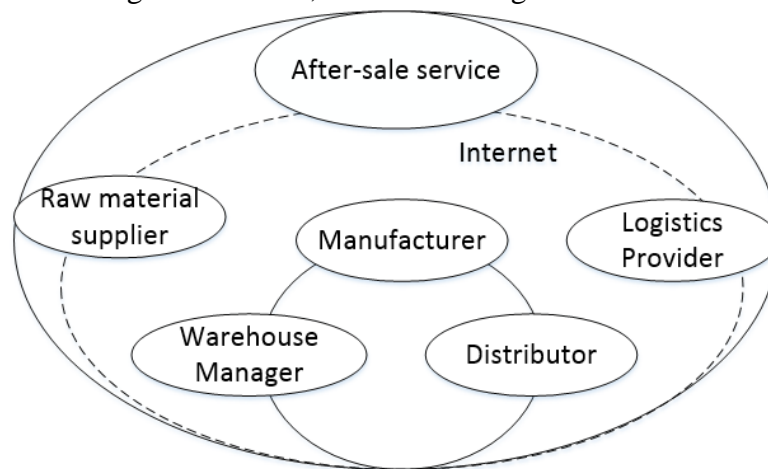


Figure 1. Modern Enterprise Logistics Integrated Supply Chain Management Model

It can be seen from Figure 1 that the modern enterprise logistics integrated supply chain management model mainly includes three basic elements. They are implementation plans that reflect the objectives of the integrated supply chain, solutions that reflect the content of the integrated supply chain, and solutions that reflect the implementation of the integrated supply chain data system. In the modern enterprise logistics integrated supply chain management model, these three basic elements are mainly to meet the basic functional requirements of the system management system operation. Different basic elements play different roles in the enterprise management process by means of different information platforms, which is beneficial to the integrated management of relevant data. At the same time, the three basic elements are mainly to analyze the relationship between the upstream and downstream enterprises and the enterprise, and then connect the different nodes of the supply chain to each other within the enterprise through the docking supply chain relationship, which is conducive to the internal matching between the supply chain and the enterprise. Sex. Specifically, the modern enterprise logistics integrated supply chain management model can be analyzed from both horizontal and vertical directions.

In terms of horizontal direction, the modern enterprise logistics integrated supply chain management model regards the entire enterprise management network as a vector network, and realizes the linkage of enterprise logistics management links. Among them, each link will take the previous link and the next link as the basic unit, the last link is the follow-up unit, and the latter link is the supply unit. Through the business flow between different units, the internal integrated management of the enterprise is realized. Within the enterprise, only need to control each logistics link, it can realize the control of the entire supply chain, which is conducive to the orderly distribution of different nodes and improve the management level of the enterprise.

In terms of vertical, the operation of modern logistics enterprises has a greater correlation with the management of internal logistics systems. The modern enterprise logistics integrated supply

chain management model is mainly built on the network platform of each link. Through the integration of different links of data information, and the in-depth interpretation of the functions of different links, the corresponding business processes are regulated and the logistics is unified. management. Along with the changes in the supply chain, the modern enterprise logistics integrated supply chain management model can treat each node in the supply chain as a virtual and corresponding information identification through the computer, and then describe and express the corresponding business instructions. Maximize the convenience of enterprise management.

3. Implementation path of integrated enterprise logistics integrated supply chain management mode

3.1 Improve the professional operation level of logistics management

Under the modern enterprise logistics integrated supply chain management mode, relevant business operations need to meet the actual development needs of enterprises, and ensure the orderly and scientific operation of the overall supply chain. Under this circumstance, modern logistics enterprises should continuously improve the professional operation level of logistics management to realize the effective application of enterprises to the modern enterprise logistics integrated supply chain management mode. Enterprises should solve their own actual conditions, establish a set of effective standard and standard, continuously optimize the internal supply chain management process, and promote the internal management of the enterprise to gradually develop in a systematic manner through the form of talent training. At the same time, modern logistics enterprises should combine the operational operability of the modern enterprise logistics integrated supply chain management model and increase the application of relevant professional technologies, which is conducive to the company's continued competitive advantage in the fierce market competition. In addition, enterprises should continuously strengthen the application of science and technology, which not only enables enterprises to keep pace with the development of the times, but also enables enterprises to create their own value and improve market economic benefits in the switching of different business models.

3.2 Integrated logistics management and supply chain system

As a new era, the modern enterprise logistics integrated supply chain management model, as the main mode of enterprise supply chain management, can not only meet the requirements of the development of the times, but also comprehensively consider the actual situation of the enterprise and improve the internal service quality of the enterprise. Therefore, enterprises should continuously integrate the logistics management and supply chain system to effectively link the information between the enterprise supply chain operation system and the logistics system, thus laying a good foundation for the subsequent management work. In the process of supply chain operation management, modern logistics enterprises flexibly apply modern emerging technologies to each supply chain node and effectively combine some key technologies and functions, so as to improve enterprise work efficiency while minimizing enterprise management. risk. In the process of specific application of logistics integrated supply chain management mode, enterprises should also grasp the application process of related technologies and formulate long-term development goals based on their own development. Moreover, in the process of development, the concept of logistics service is constantly innovated, and consumers are the center to establish a new type of logistics management system, which can promote the continuous innovation and development of the enterprise management model and match the increasingly diversified needs of consumers.

3.3 Improve data management model

In the implementation process of the modern enterprise logistics integrated supply chain management model, the application of data information is the foundation. In view of the current problem that modern logistics enterprises are not perfect for data applications, enterprises can improve the application function of data in the supply chain by improving the data management

mode, and then exert the maximum utility of different data information. In this process, modern logistics enterprises should flexibly adopt emerging technologies such as big data to make decisions about the data information involved in each link of the supply chain, give full play to the effectiveness of big data technology for data mining, and provide basic guarantee for the later management of enterprises.

3.4 Expand enterprise logistics management functions

At the moment of rapid development of science and technology, modern logistics enterprises will gradually expose many problems and affect the development process of enterprises in the actual operation process. In order to better adapt to the development of the times, modern logistics enterprises should continuously expand the logistics management function, and optimize the internal functions of the internal and external management by optimizing the specific functions and usage processes of different functions. Modern logistics enterprises should, in light of actual conditions, implement corresponding reforms on relevant technologies in the modern enterprise logistics integrated supply chain management model, and promote the process of enterprise reform. Therefore, enterprises should rely on big data technology to improve the technical level of logistics management. Enterprises can continue to train relevant personnel through new technical means to promote the internal management personnel's own capabilities and meet the requirements of enterprise management. In addition, modern logistics enterprises should actively introduce high-end equipment and advanced technology by learning from the technology of foreign advanced enterprises. If necessary, they can connect foreign technology application processes and increase the training of employees to achieve the background of different times. For the effective use of massive resources, promote the long-term healthy development of enterprises.

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