

## The innovative direction of cross-border e-commerce logistics model

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**Keywords:** Cross-border e-commerce, Cross-border logistics, Synergy, Innovation path.

**Abstract:** At present, cross-border e-commerce has shown a rapid development trend on a global scale. However, the cross-border logistics model still does not adapt to the development of cross-border e-commerce, and there is no effective synergy between the two, which greatly affects and restricts the development of cross-border e-commerce logistics mode. Based on this, based on the development status of cross-border e-commerce logistics, this paper comprehensively and systematically analyzes the problems between cross-border e-commerce and cross-border logistics, and proposes to strengthen cross-border e-commerce and cross-border logistics. Cooperate with each other, promote the coordinated development of cross-border logistics networks, comprehensively adopt a variety of logistics models and other solutions, and hope to provide some reference and reference for the innovation and development of cross-border e-commerce logistics mode.

### 1. Research background

#### 1.1 Literature review

Yan Fang and Zhang Xiaheng defined the related concepts, introduced the types of cross-border e-commerce enterprises and types of cross-border logistics enterprises, analyzed the development status of cross-border e-commerce and the development status of cross-border logistics, and elaborated nine cross-border issues. The e-commerce logistics model and comprehensive analysis of cross-border e-commerce logistics model innovation and development trends (Ji and Zhang, 2015). Xia Chen zhao and Bai Yun expounded the concept of cross-border e-commerce and cross-border logistics, pointed out the problems between cross-border e-commerce and cross-border logistics, and proposed a series of countermeasures to promote the innovation and development of cross-border e-commerce logistics mode. Suggestions (Xia and Bai, 2017). On the basis of analyzing the development trend of contemporary cross-border e-commerce logistics, Cao Xuguang and other scholars systematically summarized the development of China's cross-border e-commerce logistics business model, and actively expanded cross-border e-commerce logistics platform-style business and continuously promoted cross-border electricity. Several innovative measures have been proposed in the diversification of commercial logistics services and the acceleration of the overseas warehouse + bonded warehouse integration model (Cao et al, 2015). Xie Wenfang analyzed the relationship between cross-border e-commerce and logistics model, and summarized the main logistics modes of two kinds of cross-border e-commerce, namely, single logistics mode and two-stage transit logistics mode, and proposed cross-development, upgrade packaging, and sound system. The path of e-commerce logistics model innovation (Xie, 2019). Fan Jing and Yuan Bin focused on the experience and enlightenment brought by foreign cross-border e-commerce logistics model to China, mainly including the following aspects: the need to promote the coordinated development of cross-border e-commerce and cross-border logistics and cross-border logistics network coordination, Adopt a variety of cross-border logistics modes to share, promote the upgrading of logistics outsourcing model represented by fourth-party logistics, realize the localization of cross-border logistics, and strengthen cooperation with local logistics companies (Fan and Yuan, 2016). Jia Huiwen pointed out that there are four standard models for cross-border e-commerce logistics, and analyzes the evolution direction of cross-border e-commerce logistics model (Jia, 2019). Wang Qiannan expounded the overall situation of cross-border e-commerce

logistics development, pointing out the factors that restrict cross-border e-commerce logistics mode development due to high cross-border logistics costs, long transportation and distribution cycles, and low level of informatization (Wang, 2017).

## 1.2 Purpose of research

Cross-border e-commerce and cross-border logistics are a unified whole, and the two are complementary. The rapid development of cross-border e-commerce can provide more development opportunities and greater development space for cross-border logistics, and the sustainable development of cross-border logistics can continue to promote the further development of cross-border e-commerce. However, the development of cross-border logistics lags behind the development of cross-border e-commerce. There are many problems between cross-border logistics and cross-border e-commerce. In view of this, this paper explores the development status of cross-border e-commerce logistics, the problems between cross-border e-commerce and cross-border logistics, and the innovative path of cross-border e-commerce logistics model, in order to innovate the cross-border e-commerce logistics model. Development provides a reference.

## 2. The development status of cross-border e-commerce logistics

As a new type of trade, cross-border e-commerce has shown a rapid development trend on a global scale. Cross-border e-commerce directly faces the end customers, relying mainly on fast Internet and developed international logistics to meet customer needs. It has the advantages of fewer links, short cycles, lower thresholds and lower costs. The booming cross-border e-commerce has also greatly promoted the development of cross-border logistics. However, cross-border e-commerce logistics has many problems in the development process, as shown in Table 1.

Table 1. Problems in Cross-Border E-commerce Logistics

Serial number	Problem	the reason
1	Slower logistics	Take centralized delivery
2	Cost too high	Use international express
3	Asymmetric logistics information	Unable to collect tracking logistics information in time

The first is that the logistics speed is slow. Due to the lower price, most cross-border e-commerce logistics companies use international postal parcels. However, the international postal parcel is more of a centralized delivery method, which results in a slower logistics and it is difficult to satisfy customers. The second is that the cost is too high. Some cross-border e-commerce logistics companies use international express delivery, while international express delivery prices are higher, especially in remote areas. As a result, merchants pass higher logistics costs to the price of goods purchased by consumers, resulting in expensive goods, thereby allowing consumers to choose to purchase goods locally. The third is the asymmetry of logistics information. Cross-border logistics has certain problems in collecting and tracking logistics information, which makes the logistics information between consumers and merchants asymmetrical, thus affecting the satisfaction of consumers (Wu and Dou, 2015).

## 3. Problems between cross-border e-commerce and cross-border logistics

### 3.1 Lack of synergy between cross-border e-commerce and cross-border logistics

With the sustained and rapid development of China's economy and society, China's cross-border e-commerce has also shown rapid development. On the one hand, the rapid development of cross-border e-commerce also requires higher and higher requirements for cross-border logistics. It is not only required to realize the spatial movement of goods, but also requires timeliness, better service and lower cost. On the other hand, cross-border logistics also affects the development of cross-

border e-commerce. The continuous improvement of cross-border logistics level can promote the sustained and rapid development of cross-border e-commerce. Conversely, if cross-border logistics has problems such as poor timeliness, high logistics costs, and low service levels, it will greatly affect and restrict the sustainable and healthy development of cross-border e-commerce. Therefore, the two belong to one whole, but there is a lack of synergy between the two. It is urgent to further strengthen the synergy between cross-border e-commerce and cross-border logistics to achieve mutual benefit and win-win.

### **3.2 Cross-border logistics and lack of effective cooperation in customs, commodity inspection, warehouses, etc.**

Compared with domestic logistics and transportation, cross-border logistics has customs and commodity inspection links in the transportation process, so there will be problems of transportation interruption. Customs inspections are complicated, and inspection standards and inspection requirements are inconsistent in different countries, and there are certain differences in the operational level and implementation requirements of customs and commodity inspection personnel, resulting in cross-border logistics that are more complex and riskier. In addition, China's cross-border logistics and customs, commodity inspection, warehouse and other aspects lack the necessary coordination and cooperation, resulting in the difficulty of giving full play to the overall value and advantages of cross-border logistics networks. At present, China's cross-border logistics should further strengthen coordination with relevant departments such as customs, commodity inspection, warehouses, etc., to ensure that goods can be quickly circulated, thereby avoiding waste of logistics costs.

### **3.3 Lack of effective connection between international logistics, domestic logistics and destination country logistics**

According to the different flow of goods, cross-border logistics can be divided into three major modules: international logistics, domestic logistics and destination country logistics. Due to certain differences between countries, traditional domestic logistics and destination country logistics have differences in logistics level, logistics basis and logistics management; international logistics uses land transportation, sea transportation and air transportation, between countries. The level of logistics is also different, which makes the lack of effective logistics linkage and cooperation between the three. Moreover, the three modules of cross-border logistics also lack synergy in terms of visibility, traceability and information transparency. Although consumers can timely query logistics information, it is difficult to timely query overseas logistics information. Therefore, the above reasons lead to the lack of effective logistics linkage and collaboration between cross-border logistics.

### **3.4 Cross-border logistics lacks synergy with logistics environments such as language, customs and policies**

Due to the large differences in language, customs, and national culture between different countries, there is a problem of communication barriers in the development of cross-border logistics. Moreover, different countries have different levels of logistics, payment technology and network development, which makes it difficult to connect and collaborate cross-border logistics networks, restricting and restricting the further development of cross-border e-commerce. In addition, countries' international taxes and trade barriers are quite different, and trade protectionism is prevalent in some countries, which also reduces the synergy of cross-border logistics networks.

## **4. Analysis on the innovation path of cross-border e-commerce logistics mode**

### **4.1 Strengthening synergy between cross-border e-commerce and cross-border logistics**

In order to promote the further development of cross-border e-commerce, it is necessary to continuously strengthen the synergy between cross-border e-commerce and cross-border logistics, mainly from the following aspects. First, cross-border e-commerce and cross-border logistics need

to cooperate from the source of supply chain, through supply chain integration work, continuously optimize the packaging, storage and transportation of goods to ensure that goods are delivered in the shortest time. In the hands of consumers, avoid waste of logistics costs. Second, relevant departments should further strengthen the application of mobile technology in cross-border e-commerce, increase the investment in mobile network information technology, and form an effective synergy between cross-border e-commerce and cross-border logistics. Third, the development goal of cross-border logistics should be based on the development of cross-border e-commerce, continuously improve and improve related supporting services, and continuously strengthen cooperation with overseas logistics companies to reduce logistics costs and improve logistics timeliness. Development goals, and thus promote synergy between cross-border e-commerce and cross-border logistics.

#### **4.2 Promote synergy between cross-border logistics networks**

The factors affecting the synergy effect of logistics network mainly include the development of new technologies, the complexity of supply chain, corporate strategy and communication mechanism. The cross-border logistics process mainly includes traditional domestic logistics, exit customs clearance, and overseas logistics. Cross-border logistics will also involve payment purchase, after-sales service, and tax payment. Since the overall operational process of cross-border logistics involves many countries and logistics companies, it is more complicated than traditional domestic logistics. From the perspective of many factors affecting cross-border logistics, relevant departments need to continuously promote the coordinated development of cross-border logistics networks, enhance mutual awareness of cooperation and strengthen communication with each other.

#### **4.3 Comprehensive use of multiple logistics models**

Cross-border logistics depends on the flow of goods and goods, including international logistics, domestic logistics and logistics in destination countries. Since cross-border logistics also involves exit customs and immigration customs, the logistics and transportation distance is longer, the logistics and transportation time is longer, and the logistics mode is more complicated. Compared with domestic e-commerce, cross-border e-commerce is difficult to achieve cross-border logistics through a single logistics transportation model. With the rapid development of cross-border e-commerce, cross-border logistics has gradually adopted a variety of logistics modes, using two or more logistics modes, such as international express delivery and overseas warehouses, international logistics lines and international postal and overseas. Warehouse and other logistics modes. According to the specific differences of different countries and different commodities, the appropriate multiple logistics modes are adopted to achieve resource sharing, thereby further improving the transportation and service quality of cross-border logistics.

#### **4.4 Continuously upgrade cross-border logistics outsourcing model**

With the rapid development of cross-border e-commerce, some cross-border e-commerce companies have established their own logistics systems for cross-border logistics distribution. However, such logistics operation systems and procedures are complicated. In some cases, it is still necessary to use third-party logistics for distribution. There are certain problems in the use process, which leads to slower logistics distribution and cannot timely deliver goods to consumers. In view of this, relevant departments need to continuously upgrade the logistics outsourcing model and develop the fourth party logistics transportation mode. In cross-border logistics, the fourth-party logistics model can integrate infrastructure platforms and domestic and overseas data, optimize cross-border logistics transportation routes, and provide differentiated and intensive cross-border logistics supply chain solutions for consumers. Stream, logistics, information flow and capital flow to further enhance the value-added of cross-border logistics chain.

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