Research on Crowdsourcing Model of Express in Colleges and Universities

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Abstract: In recent years, the rise of online shopping has led to the development of express delivery industry, and the scale of express delivery in colleges and universities is constantly expanding. College express delivery has produced a variety of distribution modes. Express crowdsourcing mode embodies many advantages. Studying crowdsourcing model, analyzing existing problems and putting forward solutions are conducive to promoting the development of crowdsourcing model.

1. Introduction

In recent years, the scale of College Students' online shopping is expanding. This has led to the rapid development of University Express industry. Because of the large market of express delivery in Colleges and universities, it has become the main direction of competition in the express industry. The crowdsourcing mode has emerged in the development of express delivery in Colleges and universities. Studying this mode and analyzing its characteristics will help to further improve crowdsourcing mode.

2. Contents of crowdsourcing mode of express delivery in colleges and universities

2.1 What is crowdsourcing mode

College express delivery embodies the characteristics of fixed distribution location, concentrated time, diversified goods and large quantity of goods. In addition, colleges and universities also have the characteristics of dense student residence, relatively independent and closed distribution area, so it is especially suitable for crowdsourcing mode. Crowdsourcing model applied in Colleges and universities can achieve high efficiency of distribution. Crowdsourcing originated from the Internet economy. Crowdsourcing embodies the cooperative relationship of network time. This mode can be understood as changing the traditional contracting service into a mode of wide participation for the public by means of network communication technology, crowdsourcing realizes the public participation. Crowdsourcing mode has innovated the source of service population and realized the innovation of service mode, which has changed the development mode of many industries. In the logistics industry, crowdsourcing has changed the service mode of express delivery compared with traditional logistics, and the original terminal distribution in logistics has been realized by the public. [1]

2.2 What is the crowdsourcing mode of university express delivery

Through innovative crowdsourcing mode, express delivery in Colleges and universities has upgraded the standard of express service. Crowdsourcing, by virtue of the fixed mobility of a large number of personnel in Colleges and universities, can effectively exert the advantages of campus human resources and realize the delivery of express in Colleges and universities on campus. The development of crowdsourcing mode is due to the basic condition of mobile interconnection, and the existence of information platform can realize the intelligent management of logistics. The implementation of express crowdsourcing mode in universities also needs the support of relevant platforms. Therefore, the key to the realization of crowdsourcing mode is to realize the platform for the exchange of crowdsourcing information and resources. With the help of the platform, campus express delivery can achieve high efficiency, and the use of human resources and the flow of goods

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are more reasonable. Teachers and students on campus can engage in express delivery service after being certified by the platform. The establishment of the platform can provide two kinds of services. One is to realize the connection of express delivery resources. The realization of distribution includes both the contractor and the receiver. With the help of the platform, teachers and students can put forward the demand information of the delivery. The crowdsourcing courier in Colleges and universities can provide express delivery services according to the information issued by the platform, and charge a certain service fee. Therefore, crowdsourcing also reflects the characteristics of explicit incentives, which is an important basic condition for the realization of express delivery services; secondly, it can realize the delivery of supermarket shopping on campus, as well as the purchase and delivery of off-campus shopping. The issuer (the demander) can publish the relevant parties that need shopping by means of the platform, and the receiver (the server) can choose the relevant tasks according to its own ability, and get remuneration while completing the agent purchase service. The amount of remuneration will be determined by the quantity, weight and distance of the goods purchased. With the help of platform, online payment can be realized. Because of the realization of buy-on-behalf and buy-on-behalf, crowdsourcing mode in Colleges and universities reflects the characteristics of the campus. Because of the existence of large-scale express delivery service, the establishment of crowdsourcing platform can create conditions for the flow of commodities, and the outsourcing party and the contractor communicate with each other through the platform. [2] Express delivery in Colleges and universities has increased distribution channels, and campus business has achieved rapid development because of the support of express delivery. In addition, crowdsourcing interactive platform also has the function of data analysis. It can mine the data of purchasing services on behalf of customers, and analyze the potential information of commodity demand, including commodity types, varieties, purchase frequency and so on. Campus supermarkets can provide more consumer-friendly commodities through data analysis. With the help of crowdsourcing mode, express delivery in Colleges and universities has the following characteristics: firstly, because of the large number of express delivery, the fixed direction of commodity flow and the ease of carrying commodities, express delivery can be made while receiving express delivery; secondly, crowdsourcing mode achieves efficient distribution, reduces the accumulation of express delivery and improves the speed of Express delivery; thirdly, crowdsourcing has excellent manpower in campus application. Potential, can improve the accuracy of distribution, can solve the problem of goods lost in distribution.

3. Key problems to be solved by campus express

3.1 Insufficient regulatory mechanism

At present, the rise of online shopping has led to the rapid development of logistics industry. Crowdsourcing as a new form of express delivery has many advantages, but this mode still needs to be improved, especially the lack of relevant regulatory mechanisms for distribution. As crowdsourcing system is not yet mature, we also need to use regulatory mechanisms to promote its normative development. Although crowdsourcing is conducive to solving the high efficiency of express delivery, the legitimacy of crowdsourcing still lacks clear provisions. Because of the potential institutional risks and lack of supporting regulatory mechanisms, the quality of service of crowdsourcing is difficult to guarantee. In the development of crowdsourcing express delivery in Colleges and universities, many companies have been suspended because they do not have the qualification of express delivery. In addition, crowdsourcing express lacks a standardized management system, security issues in the process of express delivery lack of safeguards, crowdsourcing errors, cargo damage and other issues lack the basis for responsibility identification, and the results are controversial. [3]

3.2 Risks of crowdsourcing model

The crowdsourcing mode of express delivery originates from the Internet, which reflects the characteristics of sharing economy and changes the traditional logistics mode. The crowdsourcing

mode reflects the low-cost advantage of "employing people without supporting people". Because it reflects the advantage of low entry threshold of the industry, crowdsourcing is developing rapidly. But at the same time, there are many potential risks in this model, such as no corporate culture, homogeneous competition and disorderly development. Faced with competition, crowdsourcing platforms appear to grab orders, and express delivery employees have malignant phenomenon of bill brushing. In addition, the platform, courier and franchisee are also prone to conflicts due to the distribution of interests. During the operation of crowdsourcing express delivery service, it is difficult to guarantee customer loyalty, so customer orders are difficult to guarantee. Express delivery personnel prefer crowdsourcing platforms with multiple lists, which intensifies the competition among platforms.

3.3 Management system of crowdsourcing platform

How to effectively manage the express delivery personnel and how to ensure the quality of service, this aspect of the problem is the shortcomings of crowdsourcing platform. In crowdsourcing mode, the registration and auditing links have the advantage of low entry threshold, so the standardized management of express delivery personnel is difficult to guarantee. Some crowdsourcing platforms can participate in distribution services only by means of simple processes such as authentication, uploading photos, reading terms and so on. Many express delivery personnel are registered on multiple platforms, so the phenomenon of order grabbing occurs from time to time, which leads to the disorder of crowdsourcing market. There are also technical constraints on crowdsourcing platform. Merging orders, unreasonable pricing control, overtime warning and other factors affect the experience of couriers. The inadequacy of customer service system capabilities, crowdsourcing platform management capabilities need to be further improved. Crowdsourcing platform for express delivery personnel credit evaluation is limited to the client, because of the asymmetry of performance capacity of both sides, the express delivery person appears more passive, express delivery personnel affected by objective reasons (such as traffic congestion caused by distribution overtime) by customers malicious complaints, the system judged as poor evaluation, express delivery personnel credit rating reduced, complaints difficult to succeed. These problems show that crowdsourcing platform management needs to be improved. [4]

3.4 Moral hazard of crowdsourcing personnel

Because of the low admission standard of personnel in the crowdsourcing mode of express delivery in Colleges and universities, most of the employees are students in school, and crowdsourcing is part-time. The relationship between students and crowdsourcing platform is not a contractual relationship in the traditional sense, and there is no subordinate labor relationship. Therefore, the control effect of express delivery personnel is difficult to guarantee. It will be difficult to guarantee the moral level of express personnel and their mastery of express service. In the mode of express crowdsourcing, there is the disadvantage of information asymmetry, so there are many uncertainties in the development of express delivery. The auditing and training of campus couriers are lack of standardization. It is difficult to guarantee students' distribution literacy and experience. It is also difficult to guarantee the continuity of students' distribution services. These problems will lead to moral hazard of express delivery personnel. For example, the low quality of distribution services, the occurrence of single-sheet behavior and so on.

4. Measures to improve crowdsourcing model

4.1 Improving the supervisory mechanism

Express crowdsourcing mode is a new kind of thing under the condition of Internet, which has changed the traditional logistics distribution mode. In view of the characteristics of this mode, we need to improve the relevant regulatory mechanism. The main content of express crowdsourcing mode is to implement necessary supervision on crowdsourcing. Supervision should eliminate unreasonable factors existing in express crowdsourcing mode, standardize express delivery behavior,

and create a fair and reasonable express market. Express crowdsourcing, as a new logistics terminal distribution mode based on Internet, needs to solve its controllability. Therefore, the regulatory authorities should introduce a management system aiming at crowdsourcing service process and service quality, eliminate the drawbacks of crowdsourcing service, promote the healthy development of crowdsourcing model, realize differentiated development, create a standardized logistics model, and eliminate the drawbacks of blindly duplicating business model. In line with the attitude of sustainable development, we should improve the access threshold of crowdsourcing services, regulate and restrict the behavior of crowdsourcing practitioners, and clarify the responsibilities and rights of different subjects in crowdsourcing services. [5]

4.2 Focus on risk management and control

The establishment of express crowdsourcing platform has realized the interaction of logistics information and increased the channels of information acquisition. Crowdsourcing platform plays a key role in the process of express delivery. It can connect all relevant parties of express delivery, create a logistics ecosystem that is conducive to improving efficiency and exerting human resources. Because of the establishment of express crowdsourcing platform, it is necessary to solve the problem of improving the service quality of logistics crowdsourcing express. In the management mechanism and method, we should pay attention to eliminating the influence of technical barriers, analyze the balance conditions of order and capacity with the help of big data mining, and improve the customer service system to enhance the effect of guarantee service. Crowdsourcing platform should combine potential risks, strengthen the management of credit and delivery, and pay attention to controlling the phenomenon of malicious robbery and irregularities. In the aspect of risk management and control mechanism, considering the credit risk of express crowdsourcing platform, it is necessary to strengthen the authentication of identity information and further guarantee the effect of credit evaluation by strengthening audit. In view of the existing customer malicious complaints, the mutual evaluation between customers and couriers can be implemented. Through the mutual evaluation system to reduce operational risk, we can also use the client to implement the integral quantitative management of distribution service quality, as the credit rating standard of express delivery. In addition, express crowdsourcing platform can also cooperate with banks, which helps to reduce the risk of capital and ensure the safety of bank credit card funds. For delivering goods, we can use password mechanism to complete the pick-up, so as to reduce the loss of deliveries. In view of the malicious behavior of robbing and brushing orders, it is necessary to improve the identification criteria, reduce the incidence of misjudgments by means of manual links, and expand the way of information acquisition of crowdsourcing platform. [6]

4.3 Improvement of management mechanism

Logistics distribution service based on express crowdsourcing mode needs a supporting management mechanism. The management mechanism should form a management system that is conducive to improving quality. Most of the couriers in Colleges and universities are students. The management of these personnel should take into account the characteristics of students, and the supervision system issued by logistics management departments should be based on strengthening risk control. Supervisory authorities should set up management and control mechanism according to the operation characteristics of crowdsourcing platform. Combining with the moral hazard management of express delivery personnel, we can adopt reward and punishment mechanism, implement scoring system combined with personal credit, set performance incentives according to service efficiency and quantity of order grabbing, and use effective incentive mechanism to enable express delivery personnel to participate in crowdsourcing services with standardized behavior. For those who violate the rules, they can disqualify according to the blacklist system and increase the cost of dishonesty. For low-quality distribution service providers, training or other means should be used to improve the standards of employment, and different levels of incentives should be set according to individual performance.

4.4 Establishment of compensation mechanism

The demander of express business is the ultimate service object of e-commerce logistics platform, so the quality management of crowdsourcing service should be based on the demander. The overall process of express crowdsourcing service should focus on the development quality, and the express process should be optimized. Express companies should standardize the specific process of distribution work to achieve efficient and high-quality operation of express service. In order to realize that the demander can obtain high quality express service, in view of the problems existing in express delivery, it is necessary to establish a matching compensation mechanism and set up practical channels so that customers can get corresponding compensation when their interests are damaged. For example, Cloud Bird Platform for compensation issues introduced flash compensation services, Dada for damage to enhance the premium compensation. For goods that are difficult to be guaranteed by freight insurance, customers can insure the price of the goods when they purchase them. If the goods are damaged, insufficient in quantity and wrong in type, they can apply for refund and exchange service or compensate by means of standardized channel flow. The insurance compensation mechanism established for customers is an important basis for guaranteeing the service quality of crowdsourcing express delivery.

5. Conclusion

Because of the expansion of College students' online shopping scale, a new mode of express, crowdsourcing mode, has emerged in China. The campus express service has the advantage of large number of distributors. In relatively independent and closed areas, it can enhance the pertinence of distribution, so universities are suitable for the development of crowdsourcing model. Crowdsourcing model has many advantages, but there are still some problems to be solved. Solving these problems is conducive to promoting the development of crowdsourcing model and improving the development quality of express industry.

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