Innovation and Reform of Logistics Management in E-commerce Environment

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Abstract: With the development of computer and Internet technology, a new form of economic and trade is electronic commerce. The transformation of economic development mode promotes the further realization of informatization and functionalization in all fields of society. And with the increasing demand for living standards and quality, people's requirements for e-commerce and its logistics management are also getting higher and higher. In order to make customers satisfied, relevant enterprises need to effectively innovate the logistics management system in the e-commerce environment. This paper analyzes the logistics management innovation under the e-commerce environment, combined with the current scientific management mode, under the e-commerce environment, and conducts an in-depth research on logistics management and logistics distribution to achieve innovation in logistics management, in order to improve the overall quality of logistics management personnel, improve the logistics management concept and organizational structure, build a logistics management platform and control system, and promote the development of logistics management to information and intelligence.

1. Introduction

At present, under the increasingly frequent market environment of electronic trade exchanges, various kinds of logistics companies are gradually emerging in China. With the increasingly fierce market competition, in order to seize the market opportunity, various companies have begun to upgrade and innovate their own business model and logistics management mechanism [1]. Through the establishment of a sound management system to achieve the goal of service and economic benefits, so as to promote the e-commerce environment, to achieve efficient and sTable logistics management innovation and development [2]. Logistics management in the e-commerce environment is achieved by adopting the corresponding network technology and combining its own platform characteristics to achieve effective development within the system of production and sales [3]. For the whole system, its management consists of integrating logistics distribution, tracking and collecting information, and feedback information analysis for effective management. For inventory, its management lies in effectively sorting inventory and integrating service and inventory. Relationship [4]. Only by promoting innovation in logistics management can we promote the healthy development of e-commerce.

E-commerce has brought huge influence to the commercial field, transformed the face of China's economic development, provided more convenient channels for China's trade and sales, and achieved the goal of conducting business activities without leaving home [5]. In the e-commerce environment, the traditional business model and logistics management model of enterprises face enormous challenges and changes. As an important operational link in the e-commerce process, logistics management has many shortcomings and lagging phenomena, which affects the e-commerce economy. Development [6]. In order to promote the sustained and healthy development of e-commerce economy, logistics management must change the service concept and improve the management system. In this context, if logistics enterprises want to stand firm in the fierce market competition, they must fully respond to the requirements of the transformation of e-commerce environment, concentrate on all technological means and independently carry out the innovation and transformation of existing management mode [7-8]. At present, the main measures

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are to strengthen the energy efficiency of various policy support and guidance in the logistics industry, and to introduce modern technology and facilities quickly to ensure the smooth implementation of the logistics enterprise intelligent operation control objectives [9].

2. Methodology

At present, many leaders of logistics enterprises in China are still using traditional management concepts and methods in their actual management. There are still some prejudices and shortcomings in their understanding of e-commerce logistics management in the new era, and even some leaders know little about modern logistics management policies. In this environment, compared with traditional warehouse management, warehouse management pursues zero inventory management [10]. The so-called zero in logistics management does not mean that there is no inventory point, mainly to send the inventory to the agent, when the need for how much goods to buy from the supplier to achieve zero inventory. The continuous innovation and optimization of logistics management can maintain and develop customer sources. The innovation of logistics management is based on the needs of customers. Only by accumulating and collecting customer needs for a long time can we realize the maximum profit return through analysis and forecast. Therefore, the relevant business executives must increase the logistics transportation rate and reduce the amount of input costs through different channels, so that customers can get the most needed products in time.

Because consumers are more and more distributed, consumer information is more difficult to collect than manufacturers. Therefore, the advantages of e-commerce are even more prominent in logistics. Table 1 below shows the relationship between e-commerce and logistics.

Table 1 The relationship between e-commerce and logistics

E-commerce function	Objectives of Reverse Logistics
Collect message	Collect product and consumer information of reverse logistics through network.
Market survey	Through online questionnaires, this paper analyses which products in reverse logistics are more popular.
Ad	Publicize the products of reverse logistics.

Under the environment of e-commerce, the core of rapid economic growth is informatization. People use business information when choosing goods, need financial information when making electronic payment, and still need to realize informationization in the process of logistics management. The whole logistics system needs to build a complete information processing and transmission system. Users can query the logistics service process on the network at any time. Therefore, in order to keep pace with the times, the current enterprise logistics management has put forward higher requirements for professional logistics management personnel, requiring professional logistics managers to master rich logistics management related knowledge, economic and trade and very skilled logistics operation skills. This has led to the emergence of more relevant enterprises, but the lack of truly capable talents has led to the failure to meet the requirements for the management and development of enterprises, resulting in the extent of the relevant enterprises not achieving effective development and normal operation. Moreover, the monopoly of the industry and the region is closed. Optimizing inventory management is a key factor in promoting logistics management innovation under e-commerce. Only high-quality inventory management can provide a strong guarantee for corporate profitability.

The order and return operations are as follows. Previously, finished products were transferred from factories to commodity centers. These goods are then sent to the point of demand, which in turn collects returns. The returned goods are processed and repackaged in the commodity centre and then sold as normal commodities. The mode of operation is shown in Figure 1.

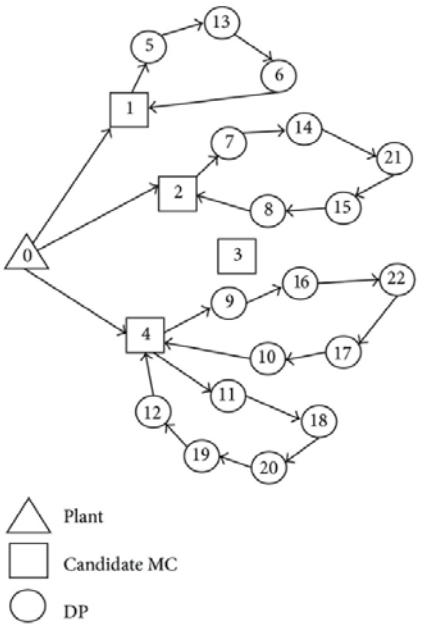

Fig.1. Specific network diagram

In order to smoothly implement the goal of innovation and transformation of the modern logistics management model, as the modern professional logistics supervisor, it is necessary to inculcate the “customer center status” service concept for the internal grassroots staff. At the same time, it actively combines the market mechanism and customer feedback content, re-adjusts the development mode of existing logistics operations, and ensures that any possible problems arising from the advancement are accurately predicted and based on joint practical experience to implement appropriate prevention and control measures. And users can also use the information system to keep track of when and where their goods arrive. The information processing system based on computer and Internet technology can collect and process logistics information through data, realize the automatic retrieval function of logistics information, and facilitate users to conduct personalized inquiries. From the perspective of electronic commerce and trade in the new situation, we should find out the similarities, differences, strengths and weaknesses of logistics industry and traditional logistics transaction mode, and compare and study them, so as to promote enterprises to fully grasp the future development trend of logistics industry, so as to make scientific management decisions for management issues.

3. Result Analysis and Discussion

Because of the short history and lack of experience of logistics industry in China, the management and development system of logistics is not perfect. In addition, because the professionals trained by colleges and universities can not meet the needs of the development of logistics industry, there are fewer professionals in physical management and distribution, resulting in the emergence of few talents who can really play an effective role in the management of logistics industry. Information is the most important factor in logistics management. It is the premise and foundation to provide good service for customers and improve their satisfaction. Therefore, only with good information processing and transmission system, can logistics system meet the needs of customers. In the process of formulating the innovative logistics management plan, it is necessary to jointly stage the performance indicators, and carry out detailed audit and evaluation of the internal and external environmental logistics processes to ensure the implementation effectiveness of different types of development plans, avoiding signs of profound errors with the pre-set normative indicators. In order to win the trust of more customers. This promotes the development of the logistics management model to a more comprehensive, more systematic and optimized multi-functional service model.

At present, only a few leading companies are using real extended PM systems, which can measure not only the performance of enterprises, but also the activities within the supply chain. Most companies are still in the internal or integration phase of the maturity model (as shown in Figure 2).

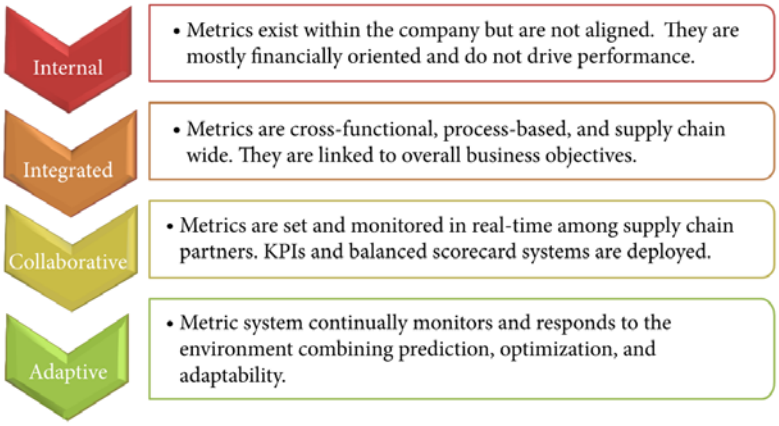

Fig.2. Supply chain performance measurement maturity model

Secondly, in terms of personnel training, enterprises must actively cultivate innovative talents. Human resources, as the most important core element in the management of logistics enterprises, its role is not to be underestimated. Therefore, logistics companies can make appropriate adjustments to the enterprise post mechanism and talent hiring mechanism based on their own operations. In addition, we must combine the science and technology of the Internet, use advanced and professional management talents, and effectively build and improve the logistics management system under the e-commerce environment under the global model, so as to improve the management of the logistics industry. Health and advancement go hand in hand. The information-based logistics management mode can enable logistics enterprises to update their logistics status in time. Customers can also grasp their logistics status at any time, understand the arrival time and location information of goods, so as to prepare for receiving goods in time, improve the efficiency of goods transportation, and make them arrive at their destination more accurately and quickly. So far, it has laid a foundation for the substantial improvement of the core competitiveness of enterprises.

Under the environment of e-commerce, logistics management gradually realizes intellectualization, modernization and scientificalization. Innovation and development of logistics management mode involves many advanced science and technology and subject theories, such as electronic information technology, communication technology, economic management, transportation, human resources management, etc. Therefore, logistics managers need to have strong comprehensive quality and rich professional knowledge. Knowledge. Logistics management innovation under e-commerce environment needs to make use of modern science and technology to make logistics enterprises intelligent. Enterprises can learn from the introduction of foreign advanced technology, optimize innovation on this basis, and provide effective technical assistance. Logistics companies not only provide services such as warehousing and transportation, but also have new functions, namely, distribution, distribution and some other high value-added services. Meeting the requirements of customers is their ultimate goal. In terms of talent quality and skills training and transformation, the leaders9 of logistics enterprises can fully cooperate with the government, universities and other institutions to carry out the required professional e-commerce logistics talent cooperation training, to ensure that the frontline staff of logistics can retain the most high-end logistics management expertise.

4. Conclusions

Under the e-commerce environment, if logistics companies want to achieve vigorous

development, they need comprehensive support from technology, talents, capital and specialized division of labor. Although the development system has also revealed the disorder of management system, the low quality of management personnel and the weak degree of technological innovation, as long as the enterprise itself improves the management concept, it implements innovation in management form. At the same time, we have intensified efforts to cultivate innovative talents for logistics management. These measures are conducive to fundamentally solving the innovation problems of logistics management. Professionals need not only knowledge of logistics management, but also all the knowledge and capabilities involved in logistics, and can effectively integrate with the international community to achieve a comprehensive talent strategy. As a high-quality government and business executives, we need to increase the support of cost investment in this field through different channels, and constantly revise the existing reform and development programs, which can reduce the distance between China's logistics industry and developed countries, and further provide unlimited support and guidance for the orderly blooming of China's e-commerce intelligent operation performance.

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