Research on the Development Path of Modern Ship Enterprises Based on Legal Protection

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Abstract: In the development process of modern shipbuilding enterprises, the power of law should be used to optimize the shipbuilding enterprise management system and familiar with the legal provisions, and improve the electronic informationization level of shipbuilding enterprises. Based on the analysis of the historical trend of the development of Chinese shipbuilding enterprises, this paper analyzes the problems existing in the legal protection of modern shipbuilding enterprises and proposes the development path of modern shipping enterprises. It is pointed out that in the development process of Chinese shipbuilding enterprises, it is necessary to create a high-quality talent team with ship legal knowledge, establish an efficient work operation system that conforms to legal protection, strengthen the management and training of talents, build a modern ship logistics model, and build a modern ship enterprise electronic business platform.

1. Research Background

1.1 Literature review

The export volume of China's shipbuilding industry has been increasing year by year, and the scale of various modern shipbuilding enterprises is developing rapidly. This puts higher requirements on the stability, safety and high quality of China's shipbuilding and navigation industry. Zhu Zhi believed that the management system of Chinese shipbuilding enterprises is one of the core competitiveness of enterprises in the international market. It analyzes the problems existing in the ship management mode, and puts forward the policies of shipbuilding enterprises to improve the management system and improve the efficiency of work operations (Zhu, 2018). Traditional shipbuilding design forms and concepts With the great reform and innovation of the modern market environment, Xue Hai elaborated on the difficulties and design priorities in ship design, and deeply analyzed the development status of ship design. It also proposes a scheme to improve the working system and development of the shipbuilding model (Xue, 2015). Yang Hongpeng, Xu Dapeng and Xue Wenping proposed reform and innovation of ship enterprise management programs for modern ship management modes and working methods. For example, to improve the work of shipbuilding enterprises, to enhance the efficiency and practicability of shipbuilding management, and to establish a sound management and control plan (Yang Xu and Xue, 2018). Li Yuren studied the development prospects of Chinese shipbuilding enterprises, interpret the current development status and future prospects of the ship logistics industry, and propose a new model for the future demand for ship logistics in China's ships and enterprises (Li, 2013). Taking the development of China's shipbuilding industry as the research background, Sun Rong analyzed and interpreted the historical progress, current situation and tasks of China's shipbuilding industry, and found the problems encountered in the development of the shipbuilding industry according to the characteristics of China's shipbuilding industry, and proposed China's ship logistics. The two directions for the future development of the enterprise are to create a large-scale ship logistics group, and to establish an e-commerce platform and to study the relationship (Sun, 2014). With the rapid development and automation of modern shipbuilding enterprises, higher standards are put forward for the practicability and economy of marine power systems. Du Fusai made an entry from the composition and functional requirements of the ship's power system, looked

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forward to the future development direction of the ship's power system, and proposed a plan to promote the development of the ship's power system (Du, 2016).

1.2 Purpose of research

Shipbuilding companies are international companies with technical and capital characteristics. A variety of advanced technologies are gradually applied to shipbuilding enterprises, and ships are gradually becoming automated to promote the development of the hull manufacturing industry (Xu, 2015). Shipbuilding enterprise management should gradually improve its comprehensive quality in the market environment, and at the same time face opportunities and challenges in safety management (Ding et al, 2016). However, the Chinese shipping enterprise is an old and traditional enterprise. The managers of the shipping enterprises are deeply influenced by the traditional corporate management thinking, and the information network system is not consistent with the era technology. Since the opening of information management in Chinese shipping companies, corporate management culture information has entered government planning and planning. To be in line with the international market, modern shipbuilding enterprises must inevitably rely on laws and regulations to conduct business and develop enterprise scale. It is very important to use legal weapons to conduct compliance trade development in the international market.

2. Historical trends and problems in the development of Chinese shipping companies

In the 1970s, Chinese shipbuilding companies mainly built military and civilian boats, as well as repairing hulls. More than 70% of the ships produced were military ships. The average annual production of ships is only two hundred thousand load tons. In the mid-1980s, with the support of Chinese policies, relying on China's large-scale cheap labor to reduce costs and opening up the construction of export vessels, after more than 20 years of rapid development, China's shipbuilding industry has quickly emerged on the international stage. China's shipbuilding industry has been able to produce millions of tons of work in a year, and has ranked the top five in world shipbuilding output for many years. Chinese shipbuilding companies are in the form of large-scale single-piece and small-volume manufacturing when producing vessels, which is embodied in the design and manufacture of products by shipbuilding companies according to customer requirements. The constraints and combinations of the various parts of the ship's products are strictly required, and the quality and duration of the equipment are key steps in the manufacture and control of the shipbuilding enterprise.

When a large-scale single-piece production is carried out by a shipping company, it is usually designed on time and while the product is being designed, and the production is also modified at the same time. Even in this case, there is a problem of a long production cycle. From the characteristics of the shipbuilding company's construction of ships, the shipbuilding enterprise is a large-scale single-piece production enterprise that can usually operate in the assembly mode. The cost of purchasing spare parts for ships accounts for more than 60% of the cost of manufacturing vessels. Therefore, whether the raw materials for shipbuilding can be timely and in place determines how long it takes to build a ship. Ship logistics is one of the forms of logistics. In an environment where the overall level of logistics in China is not high, ship logistics is backward or even unable to meet the normal needs of shipbuilding enterprises. In addition, the modern shipping enterprises still continue the business plan of the planned economy period. After receiving the new ship orders, they first hold an order meeting, select the main materials needed for shipbuilding in the order meeting, and find the materials of the appropriate suppliers and then purchase them by the purchasing department. Under such circumstances, Chinese shipbuilding enterprises generally purchase materials through ship logistics. Ship logistics has shortcomings such as slow speed, high cost, inconsistent standards and difficult management, which causes shipbuilding enterprises to increase production costs and reduce service quality in shipbuilding.

Some Chinese shipping companies have problems in their specific work that do not use legal protection or do not understand legal protection, resulting in failure to ensure the effectiveness of the work of the enterprise and improve the work level of the enterprise. First of all, some

shipbuilding companies lack professional staff who understand the legal protection of ships. The existing personnel do not understand the maritime laws and cannot master the laws and regulations concerning shipbuilding enterprises, resulting in slow progress. Secondly, the law enforcement capabilities of the relevant departments are not in place. It is impossible to manage all kinds of work of shipbuilding enterprises in a scientific way. It is impossible to use scientific law enforcement forms to manage and control the relevant activities of shipbuilding enterprises, resulting in a decline in the efficiency of shipbuilding enterprises. Finally, in the actual development process of the shipbuilding enterprise, there is no effective work decision for guidance, it is difficult to improve the efficiency of the enterprise, and the efficiency of the work of the shipbuilding enterprise cannot be reflected.

3. The development path of modern shipbuilding enterprises under the protection of law

3.1 Create a team of high quality ship legal protection talents

Shipbuilding enterprises shall join outstanding talents with legal protection professional ability, form a high-quality legal protection team, and cultivate staff members' legal protection awareness. The introduction of the front-end marine machinery and equipment will enhance the overall skill level of the staff, facilitate the standardized operation of the overall shipbuilding enterprise team under the legal protection, and adapt to the development needs of the shipbuilding enterprise in the international environment. For the legal protection of modern shipbuilding enterprises, professionals with relevant legal knowledge should be selected to supervise and protect the enterprises, so as to ensure that in the process of creating a high-quality talent team, each employee has a clear working goal and content. Through reasonable training methods, the staff of shipbuilding enterprises can improve the professional ability of the whole team and promote the long-term development of shipbuilding enterprises in the international environment. To a certain extent, shipbuilding enterprises also need to carefully interpret laws and regulations, clarify the work flow of enterprises, and standardize the daily production work behavior of shipbuilding enterprise personnel.

3.2 Establish an efficient work system that is legally protected

In the operation process of contemporary shipbuilding enterprises, an efficient work system for innovative enterprises will be established to ensure that shipbuilding enterprises can carry out relevant work smoothly and safely, and form a modern and compliant operational mechanism. In the actual development path of shipbuilding enterprises, ensure that the enterprise management system conforms to legal standards, and use the automation standard work technology to operate and innovate, and play an important role in modern technology. The shipbuilding enterprise group has established a basic workflow plan to give full play to the scientific role of information technology. At the same time, in the process of establishing a work-operation system that conforms to legal protection, it is also necessary to improve the efficiency and scientificity of the work of the enterprise according to the concept of efficient management of the working mechanism. While meeting the current economic and trade requirements of the ship market, it will improve the work efficiency and quality of enterprises and enhance the navigation operation management standards. In addition, in the actual management process of the shipbuilding enterprise, the shipbuilding enterprise needs to comprehensively enhance the work effect of the shipbuilding enterprise and promote the technical and legal capacity improvement of the enterprise staff. The quality and effectiveness of the work of shipbuilding enterprises are gradually improved, which can effectively promote the good operation of enterprises under the protection of laws, thereby reducing the occurrence of accidents and hidden dangers.

3.3 Enhance management and talent development

Chinese shipbuilding enterprises are becoming more and more fierce in the fierce international market. To improve the overall quality and effectiveness of the work of shipbuilding enterprises, it

is necessary to be familiar with the latest laws and regulations to ensure that the proposed ship enterprise work process plan is perfect and practical. Shipbuilding enterprises establish high-quality legal talents and ship technical talents teams, and strengthen the standard management of talent teams. In the working process of shipping enterprises which can directly implement the operation, enterprises create a good promotion space for outstanding talents, which helps to improve the normative system and management mechanism of modern shipping enterprises. This will promote the efficient completion of the work of shipbuilding enterprises, promote the sound development of Chinese shipbuilding enterprises in the international market, and meet the actual needs of their own development.

3.4 Constructing a modern ship logistics model

In terms of shipbuilding, shipbuilding enterprises are the overall assembly of hulls, which encourages shipbuilding enterprises to move towards a specialized development path, and gradually relies on the upstream and downstream enterprises in the industrial chain. Management supply chain is a priority for modern ship logistics. It abandons the idea of traditional management of local events and manages ship logistics through systematic methods and thinking. The main task is to organize and merge the ship logistics system to achieve the optimal effect. Under the ship supply chain model, suppliers, manufacturers and wholesalers of hull materials are no longer developed on their own, and a joint group can be formed according to the logistics organization model, which enables enterprises to jointly obtain profits, common development and common progress. Ship companies supply their own information and synchronize cargo information between supply chains to achieve the goal of cooperation and win-win, timely delivery of goods and high-quality services. Each company in the hull supply chain can be handed over to a third-party ship logistics company for high-quality logistics, including protection measures, planning, operation and design of hull materials during transportation. The third-party ship logistics enterprise is an industry that integrates multiple industries. To further develop, it is necessary to solve the problem of insufficient concentration of resources. At the same time, as a large-scale logistics group, third-party logistics companies can integrate internal resources, coordinate internal departments to work together efficiently, and promote enterprise development and progress.

3.5 Building an e-commerce platform for modern shipping companies

The core competitiveness of modern shipping companies is the information system of enterprises. The business of shipping companies involves the procurement department, manufacturing department, marketing department, financial center and information transmission department. Chinese shipbuilding companies need to conduct business dealings with logistics companies many times in the shipbuilding process, and there is an economic settlement relationship. This requires shipbuilding enterprises and ship logistics enterprises to have a comprehensive e-commerce platform to improve the efficiency of cargo transportation and enterprise management, and to meet the standards of the shortest logistics time, intact goods, reduced costs and high quality services. Enterprises in the shipbuilding industry chain can check the inventory information and demand information of both parties through the e-commerce platform, which can effectively reduce the backlog of the producers and reduce the overall cost of the shipbuilding enterprise. However, it is difficult to complete the construction of an e-commerce platform by relying on one enterprise alone, and eventually the construction plan will be stopped because the input of material resources, manpower and time costs are too high. Even if a certain enterprise completes the construction of an e-commerce platform, it is difficult to interface with other enterprises' e-commerce platforms. The information is still closed and non-circulating, resulting in a large waste of market resources. The e-commerce platform can be built by the ship's third-party logistics companies, so the marginal cost in network technology is infinitely reduced, because with the increase of users, the cost will become smaller and smaller. In addition, third-party logistics companies serve a number of enterprises in the shipbuilding industry chain, which can better count market information and promote market information and resource sharing.

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