



Original Research Article

Research on the Promotion of E-commerce Website of Small and Medium-sized Enterprises in China

Wenjing Ding, Huabing Duan, Shijia Ye

School of Business Administration, Huangshan University Of Finance And Economics, Anhui, China

ABSTRACT

In the 1990s, a series of factors changed the role of logistics in most enterprises. Quality assessment and business reengineering enable enterprises to examine logistics from the entire process rather than from a single part, resulting in supply chain management that integrates control over commodities, information and capital. Supply chain management attempts to develop a unified process of commodity production and customer service, logistics is no longer just to minimize the cost of the opportunity, but the core components of corporate earnings. E-commerce logistics, also known as online logistics, is based on Internet technology, designed to promote the development of the logistics industry to promote the new business model; through the Internet, logistics companies can be a broader range of owners to take the initiative to find customers in the country and the world expand the business; trading companies and factories can more quickly find the most cost-effective logistics company; online logistics is committed to the world's largest number of logistics needs of the shippers and logistics services to provide logistics companies are attracted together to provide neutral, Integrity, free online logistics market, to help the logistics supply and demand sides to achieve a high transaction.

KEYWORDS: e-commerce logistics

1. Introduction

E-commerce logistics is a set of electronic logistics solutions, is the saying goes ERP system, electronic logistics and related operations, logistics or the need for machines and people handling. E-commerce logistics from the traditional logistics to start. At present, all kinds of logistics and distribution at home and abroad, although mostly across the simple door-to-door stage, but the level is still the traditional sense of the logistics and distribution, so there is a traditional logistics and distribution cannot overcome the various drawbacks and problems do not have or do not have the information, modernization, socialization of the characteristics of the new logistics and distribution.

In recent years, the development of e-commerce, expanding the scope of business sales, changing the traditional way of sales and consumer shopping, making the door-to-door logistics services become inevitable, and promote the rise of china's logistics industry. But at present, china's logistics level is still difficult to meet the needs of e-commerce.

1.1. E-commerce logistics enterprises

According to the nature of the logistics enterprises in our country at present and the different management methods, logistics enterprises can be divided into two categories: one is controlled logistics enterprises. Such enterprises are controlled by the central government or local government state-owned or collective enterprises, with industry, regional and traditional characteristics. For example, china's grain and oil storage enterprises, around the material storage and transportation companies and sinotrans companies. Such enterprises only carry out the traditional transport of goods, is a traditional, business single logistics enterprises or transport enterprises. But they have played a very important role in the history of china's economic construction. With the development of e-commerce logistics, this traditional single enterprise has begun to show that they do not meet the market economy development and reform and opening up the trend, many controlled logistics enterprises have begun joint-stock reform or other ways of restructuring.

The other is uncontrolled logistics enterprises. Such enterprises are designated by the market, according to the laws of the market operation of various types of private enterprises, joint ventures, foreign-funded enterprises and the form of joint stock directly created a new logistics enterprise. They are highly professional, highly automated and informative,

and smaller. Such enterprises not only operate the transport of goods, at the same time the logistics planning, distribution center planning, warehousing management, information exchange and other value-added services, and through roads, railways, maritime transport, air transport, the Internet and other products and services distribution to the rest of the world, Is the modern e-commerce logistics model of the enterprise.

At present, china's e-commerce logistics enterprises in the number already has a certain scale. More than 700 chain companies in the country, some of the larger chain has established its own distribution center. China's logistics industry involved in the listed companies have nearly 40. At the same time, due to optimistic about the accession to the WTO after the chinese logistics market, many foreign logistics enterprises and transport giants also beachhead in china. Japan-owned logistics company - japan's cruise ship to continue in shanghai, China set up branch offices, but also in tianjin, qingdao, guangzhou, dalian and other places to set up logistics branch. Now china has built a variety of distribution centers more than 1,000, they and foreign logistics enterprises to participate in china's logistics market, fierce competition

1.2. Logistics infrastructure status

In recent years, china's infrastructure construction has made great progress, which for the development of china's logistics industry provides the basic conditions. According to statistics: as of the end of 2001 china has a highway mileage of 1.698 million km, of which about 19,000 km highway, ranking second in the world; railway operating mileage of 5.87 million km, ranking first in asia ; water transport, the inland waterway mileage of 11.93 million km, the port's throughput capacity has greatly improved, ranked fifth in the world; civil aviation has also made great progress, civil aviation mileage of 1502,900 km, the recent new, expansion of a number of air transport capacity and quality has been greatly improved; pipeline transport mileage of 24,000 km; telecommunications network trunk cable more than 300,000 km; business, food, materials, supply and marketing and foreign trade and other areas of circulation of the warehouse area of more than 300 million square meters; china's independent development of the packaging equipment and handling machinery and equipment are as many as hundreds of handling machinery and equipment manufacturing industry reached an annual output value of 40 billion to 50 billion yuan

Overall, china's existing logistics infrastructure, although there has been great development, but for many countries is still relatively backward. According to the land area of the transport network density, china is only 1344.48 km/million square kilometers, while the united states for 6869.3 km/million square kilometers, germany is 14680.4 km/million square kilometers, india 5403.9 km/million square kilometers. In this regard, we not only lag behind the developed countries in europe and america, and india and other developing countries have a greater gap, if the population by the gap is greater. In addition, under the influence of the traditional mode of segmentation and long management, the planning and construction of various logistics infrastructure in our country lack the necessary coordination, the compatibility of logistics infrastructure, the compatibility is poor and the system function is not strong. There is less investment in the construction of hub facilities between the various modes of transport and the transport systems in different regions. A variety of integrated freight hub, logistics base, the slow development of logistics centers has a certain extent hindered the development of china's logistics industry.

Logistics infrastructure has a strong public welfare and efficiency, government departments at all levels should strengthen and attach importance to the construction and management of logistics infrastructure, and guide the construction of logistics infrastructure and national and regional logistics development plan convergence, and actively support the construction and development modern logistics necessary infrastructure and public information planning large-scale logistics park, large-scale logistics center and public logistics information network platform construction and in the local or sector fringe area 'node' construction. The government should participate in the appropriate investment through the appropriate way, and then take the lease, contract, people shares, installments and other forms, through the market bidding approach to business management. Should vigorously support the modern logistics enterprises to take a variety of ways to raise funds to encourage and guide diversified market participants to invest in building logistics infrastructure to expand the source of funds to develop modern logistics.

1.3. Logistics enterprise management capacity and service level status quo

Although the number of logistics enterprises in china has a certain scale, but can adapt to the modern e-commerce logistics business is still very small, small size, service awareness and quality of service is not satisfactory. In addition to a small number of enterprises, the majority of logistics enterprises technical equipment and management tools are still relatively backward, the service network and information systems are not perfect, greatly affected the accuracy and timeliness of logistics services. Most of the logistics enterprises are only in accordance with the user's instructions and requirements, engaged in a single function of the transport, warehousing and distribution, and rarely provide logistics planning, organization and depth to the enterprise production areas of the whole process of supply chain management, the logistics enterprises lack of logistics professionals is caused by the level of logistics enterprises is not an important reason for the high level. More importantly, the lack of knowledge of modern logistics operations and logistics

management of complex talents. At present, the domestic logistics senior personnel mainly from overseas students to return home. The shortage of talent is mainly the corresponding training system is not mature enough and not sound enough. According to the ministry of education statistics show that in 2002 enrollment directory of institutions of higher learning, the record set up logistics management professional institutions only 9, is planning the logistics of professional institutions only 20.

1.4. Status of government legal environment

At present, the major logistics laws and regulations and policies are: in march 2001, the state economic and trade commission, the ministry of railways, the ministry of communications, the ministry of information industry, the ministry of foreign trade and economic cooperation, the civil aviation administration of china issued the a number of opinions, the ministry of communications issued' on the promotion of transport enterprises to develop a number of integrated logistics, 'the ministry of communications, ministry of foreign trade and economic cooperation in november 2001 issued the' regulations on the administration of foreign investment in road transport, 'issued by the ministry of foreign trade in 2002 measures for the administration of foreign investment in international freight transport agents.

In addition, china in recent years has also introduced a number of logistics laws and regulations, such as the state council issued the 'people's republic of china sea shipping ordinance', the national people's congress amended by the 'people's republic of china customs law', the ministry of foreign trade promulgated the 'foreign investment regulations on the administration of modern logistics enterprises ', regulations on the administration of railway freight transport by the ministry of railways, the regulations on the administration of domestic land and water goods promulgated by the ministry of communications, the rules of the people's republic of china on international transport of civil aviation promulgated by the civil aviation administration of china.

The published national modern logistics standards have 'logistics terminology'. In addition, the 'china unicom general tray dimensions and tolerance', 'china intermodal tray technical conditions', 'china interchange general tray experimental method' and other related documents.

These laws and regulations and standards to regulate china's e-commerce logistics market, and promote the healthy development of china's e-commerce logistics industry is of great significance.

2. E-commerce logistics industry development trend

E-commerce era, due to the expansion of enterprise sales, business and commercial sales and the final way of consumer purchase changes, making the door-to-door business has become a very important service business, contributed to the rise of the logistics industry. Information, globalization, multi-functional and first-class service level, has become the e-commerce logistics enterprises under the pursuit of the goal.

2.1. The direction of the development of the logistics industry --- multi-functional

In the era of e-commerce, logistics development to the intensive stage, the integration of the distribution center not only provide warehousing and transportation services. But also must carry out the distribution, distribution and a variety of value-added circulation processing services, customers can also need to provide other services. Modern supply chain management that is through the supply chain from the supplier to the integrated operation of the supply chain to optimize the logistics.

Enterprises pursue a comprehensive system of integrated effects, rather than a single, isolated one-sided view.

2.2. The pursuit of logistics enterprises ---- first-class service

The key to the success of logistics companies is that they all attach great importance to customer service. In the e-commerce, the logistics industry is between the supplier and the purchaser of the third party, is the service as the first purpose. From the current status of logistics, logistics enterprises not only to serve the region, but also long-distance services. Because the customer not only want to get a good service, and hope that the service point is not one, but many.

2.3. The only way of modern logistics industry - information technology

In the era of e-commerce, to provide the best service, the logistics system must have a good information processing and transmission system. When the goods from the premises at the time of shipment, the customer can get from the company to reach the time to the park (shore) the exact location, so that the consignee and the warehousing, transportation companies to prepare, so that goods in the almost no stay situation, fast flow, direct destination. Large enterprises of the logistics company set up an information processing center to accept orders around the world; companies simply press the keyboard, you can connect the company orders, usually within a few hours can be sent to

the customer in the hands of the goods. A good information system can provide excellent information services to win the trust of customers.

In large distribution companies, often established ECR and JIT system. With them, you can do what customers want to produce what, rather than produce something to buy customers. Warehouse goods turnover of about 20 times a year or so, if the use of ECR system can be increased to 24 times. In this way, the throughput of the warehouse can be greatly increased. With the JIT system, sales feedback can be quickly obtained from retail stores. Distribution not only to achieve the internal information network, but also to increase the distribution of goods tracking information, which greatly improved the logistics business services, reduce costs.

In the e-commerce environment, commodity and production factors in the global context of the free flow of unprecedented speed. EDI and internet applications, so that the improvement of logistics efficiency depends more on information management technology, the general application of electronic computers to provide more demand and inventory information, improve the scientific level of information management, product flow easier and faster.

Logistics information, including the establishment of commodity codes and databases, transport network rationalization, sales network systematization and logistics center management of electronic construction, etc., are the rapid development of the logistics industry to provide a strong guarantee. It can be said that there is no modern information management, there is no modern logistics.

2.4. Trends in logistics competitive competition - globalization

As the emergence of e-commerce, accelerating the integration of the global economy, resulting in the development of enterprises tend to multi-national, global model. In the face of the trend of fierce competition in the world, one of the strategic strategies of the enterprises is to focus on the areas of their business, and strive to lead in the core technology; and the business is not good at the business is separated, entrusted to have expertise in the field of the trusted partner. This trend for the so-called third-party logistics, the development of the fourth party logistics to create the conditions. The following are the same as the '

The most famous example of this is the business model of shanghai to hong kong express DEII computer company, which only orders and final assembly, and the parts manufacturing and logistics system operations entrusted to partners through the supply chain management and restructuring, effectively reducing the inventory, shortening the production cycle, greatly improving the competitiveness. Nike shoes company also has a similar approach, there is no shoe factory only to do business and product design, and if the transport company to the cumbersome fee business entrusted to the card company to manage.

Enterprises tend to focus on the core technology of the logistics business from the separation of production enterprises, logistics enterprises to bring a good opportunity; logistics enterprises must also be in accordance with the same principles carefully develop their own business, improve service levels, and indeed ensure the interests of the client and the establishment of the enterprise Reputation. Now, the world's top 500 enterprises have more than 400 to enter the chinese market, the future will have more multinational companies, large enterprises to enter china's manufacturing and circulation industry. After entering the WTO, due to the integration of the world economy, china's economic modernization will accelerate the pace of development for the logistics industry will play a strong role in promoting, many multinational logistics companies in china in the future of the future of the future market to occupy a place, establish an office in china or establish a joint venture. This will pose a threat to the development of china's logistics enterprises, but also will accelerate the process of globalization of china's regional logistics network.

3. Problems in the development of China's logistics

Although china's logistics development is fast, but also just started, the overall level of development is still lagging behind, it is difficult to meet market demand, which does not pay attention to the problem. It will affect china's logistics industry fast, healthy and sustainable development.

3.1. Logistics enterprises 'more, small, less, weak, scattered, slow'

In recent years, with the 'logistics hot' logistics market competition intensifies, especially the traditional entry threshold is low, the function of a single, do not have the ability to integrate social resources, freight, storage and transportation enterprises survival and development has been greatly of the challenges, due to the lack of good management and resource integration capabilities, most of the current logistics enterprises have entered the homogeneous vicious competition stage, the means of competition and the base of the same surprisingly widespread use of low prices + public relations of traditional means of competition, resulting in lower profits , Because there is no higher profit guarantee, the lack of sufficient funds to enhance the competitiveness of enterprises (the introduction of talent to enhance the management level, transformation of equipment, information technology, etc.), so since the

formation of a vicious circle, also formed a 'low, weak, scattered, slow,' the characteristics of china's logistics business structure;' more 'refers to the function of a single transport enterprises, warehousing enterprises and more. On the surface, china's capacity, storage capacity is excess, oversupply, but this supply capacity is relatively surplus, really able to meet the needs of enterprises at a higher level of supply is also less; 'small' refers to the majority of enterprises alone, 'small' refers to the market share less, less service function, less operational experience, high-quality talent less. Most enterprises are only in accordance with the user's instructions and requirements, engaged in a single function of transport and warehousing, rarely provide logistics planning, organization and depth to the enterprise production areas of the whole process of supply chain management, value-added logistics services less. More importantly, the lack of knowledge of modern logistics operations and logistics management of the complex professionals, the quality of staff is not high, service awareness, business awareness and market requirements far apart, lack of market development initiative; 'weak' weak ability, weak information ability, weak financing ability and weak competitiveness. Many enterprises do not establish a more perfect modern enterprise system, most of the logistics enterprise technology and equipment and management tools are still relatively backward, the service network and information systems are not perfect, greatly affecting the accuracy and timeliness of logistics services; unstable supply and a single structure, network decentralized, operating order is not standardized. Although the domestic enterprises occupy land, warehouses, vehicles and other logistics resources, network layout is broad and basic reasonable, but these resources are actually in a decentralized node state, not been effectively integrated use, not a network, cannot constitute the core business competition force. 'slow' means slow response. Traditional storage and transportation is a static operation, not suited to the modern logistics pursuit of dynamic operation, rapid response requirements. These problems cause high cost of logistics enterprises in china, it is difficult to optimize the cost of their customers through the reduction of their own costs, the operation and management of low-level duplication, it is difficult to form characteristics, play brand. In general, most of our logistics enterprises in the start or transition stage, do not have the ability to cope with cross-border competition.

3.2. Logistics talent scarce

The shortage of logistics talent has become the consensus of everyone. In shanghai, individual logistics enterprises and even play an annual salary of up to 300,000 yuan to recruit senior logistics talent. According to the statistics show that china's logistics personnel, logistics planning staff, logistics management personnel, logistics researchers, logistics teachers comprehensive shortage. In 2010, college logistics personnel demand up to 30 to 40 million people. At present, the most sought-after logistics talent is to master the modern economic and trade, transport and logistics theory and skills, english, international trade and logistics management and management. At present, the scarcest logistics talent mainly has three kinds.

The first category is the macro management talent. Such as government agencies to develop policies, planning talent, including the corresponding teaching, research, training and other aspects of talent, which is the scarcest logistics professional teachers.

The second category is the logistics management personnel of all kinds of enterprises. In addition to logistics companies need such talent, many non-logistics enterprises also need such personnel engaged in logistics work. This is the logistics of talent in the largest one.

The third is the logistics business management personnel. This is the actual operation of the logistics business operators, including warehousing enterprises, transport enterprises and other management personnel.

3.3. There are obstacles to the logistics management system and mechanism

At present, a considerable part of china's market barriers between provinces and cities, so that the growth of network logistics services business has become very difficult. To vigorously promote the development of china's logistics industry, we must clean up china's logistics industry management system and mechanism barriers.

In the planned economic system, the various industries from top to bottom in the end, between the industry, the division between the management system is serious, in the process of transition to a market economy, habit forces still have a certain impact. The development of the logistics industry involves infrastructure, logistics technology and equipment, industrial policy, investment and financing, taxation, customs, service, and transportation standards, and the management of these problems belong to different government departments, modern logistics knowledge and lack of a unified and coordinated strategic thinking, logistics industry to become one of the major bottlenecks.

Due to the existence of the economic interests of the sector and regional defects, china's logistics industry in the management system and the coordination of the poor capacity. The logistics industry involves transportation, economic and trade, foreign trade, city management, public security, taxation, customs, commodity inspection and quarantine and other departments, these departments of the management functions, management and system, there are quite different in

the implementation of the logistics industry management process, due to the management between the institutional and institutional reasons, resulting in many difficulties in the development of the logistics industry.

The division of the planned economic system management system and the impact of the mechanism, many departments and enterprises have not yet achieved a real separation, which formed a multi-sectoral management of the bar between the interests of the division based on the state, so that the ability to manage due to segmentation subject to limitations and constraints, resulting in the management level of the increase is relatively slow. In addition, due to the regional economic interests, local management has become a manifestation of local interests, contributed to local protectionism, hindered the rapid development of the logistics industry.

3.4. Logistics legal environment is not perfect

China's existing types of logistics laws and regulations to develop, basically has been able to maintain the current economic order of the logistics industry, but still cannot meet the rapid development of the logistics industry needs, there are still some problems, mainly:

(I) The lack of systematic and specialized legal provisions in the logistics industry. At present, china's implementation of the laws and regulations on logistics from the content and industry management scattered in the land, sea and air transport, consumer protection, business management, contract management and the ministries were developed by the relevant procedures and management methods, at different times, different departments for different issues to develop, the formation of long and scattered situation, showing a chaotic state, the lack of logistics industry system of specific legal provisions, leading to the market mechanism is not perfect, disorderly order, price disorder.

(B) Directly with the operational logistics laws and regulations level is low, the legal effect is not. China's direct operation of the logistics laws and regulations by the central ministries and commissions, local promulgated, normative is not strong, the lack of legal liability constraints, mostly some of the regulations, methods, regulations and notices, many of which contradictory International practice, the lack of operational in the specific application, it is difficult to produce legal effect, most only as a reference for the trial basis of the court is not conducive to adjust the relationship between the logistics of the main body, the lack of constraints on the main behavior of the logistics role.

(C) Logistics laws and regulations lag. China's current implementation of some of the logistics laws and regulations or from the past planned economic system environment continued. They are based on the situation at that time, although at the time to promote the development of the logistics industry has played a positive role, but because of the differences in time and space has been the scope of application is wrong, regulatory content obsolete and legal cross, legal blank and other issues, difficult to adapt to the current market economic environment, the development of logistics, more difficult to adapt to china's accession to the WTO after the international development of logistics needs, need to add, revise and revoke. Logistics legal system from the technical generally lack of specific guidance and adjustment of logistics practice, macro-control capacity and lack of micro-constraints.

(D) Logistics laws and regulations between the uncoordinated. Logistics legislation involved in transportation, railways, aviation, commerce, supply and marketing and other departments, due to coordination and communication departments are not enough, there are laws and regulations 'fight' phenomenon, it is difficult to integrate logistics links between the various functions and the relationship is not conducive to the formation of industry advantages to promote the development of china 's logistics industry.

4. China's future e-commerce logistics development countermeasures

4.1. To improve the level of scientific logistics management

Through the development of information industry to promote e-commerce under the logistics management model innovation, rational and efficient allocation of logistics resources to promote china's information flow, logistics, business flow reasonable combination. Through the cultivation of high-quality personnel, the use of existing network advantages, to establish with the domestic and international logistics network linked to the logistics configuration center, to achieve e-commerce logistics and distribution of specialized management; logistics information processing modern management; establish and strengthen the e-commerce logistics management of the relevant laws and regulations. Logistics information management should be done:

(A) The use of new information technology, building a broadband domain, improve the information exchange platform, and jointly build e-commerce platform.

(B) The establishment of e-commerce logistics information control center, to achieve low-cost logistics management, high efficiency, improve the level of information logistics management.

(C) To cultivate a specialized in e-commerce logistics information management of high-quality professional personnel. At the same time to adjust the existing logistics management structure and organizational structure, the requirements of professional logistics management personnel must have the relevant professional knowledge.

(4) To establish the good external environment and conditions of e-commerce logistics management through modern information, realize the integration of logistics system, transportation mode, loading and unloading, warehousing, logistics and distribution, reduce the cost and risk of logistics and distribution, and improve the efficiency of logistics distribution. With the national macro-control measures to keep in line with the international advanced logistics network with the network, so that four:

1, Logistics operation systematization

Enterprise logistics is a kind of systematic economic activity. Mainly through the rationalization of logistics objectives, logistics operations standardization, integration of logistics functions, logistics technology integration to achieve.

2, Logistics services network

E-commerce development requires enterprise logistics not only at a lower cost to provide high-quality logistics services, but also requires logistics services to diversification, integration, network development.

3, Logistics management information

Logistics management is the most important through the information management to achieve. Application of modern information technology to change the traditional enterprise logistics management, logistics management information. The use of low-cost logistics information exchange platform, expand their business and market, a substantial reduction in production costs.

4, Logistics business globalization

As the development of e-commerce to improve the global business information exchange capacity, and promote the process of global economic integration, enterprises in the global logistics operations on the strategic positioning, the establishment of supply chain-based international logistics new ideas, to achieve logistics business resources of the global configuration. To establish in accordance with the international practice of logistics operations of the specialized agencies to achieve the scale of the development of logistics operations.

4.2. To speed up the improvement of logistics laws and regulations, open logistics market

The standardization and standardization of the logistics industry is an important basis for improving the logistics efficiency and reducing the logistics cost. The relevant departments of the state should strengthen the standardization and standardization of logistics, adjust the regional and departmental laws and regulations, formulate a national logistics law, the ministry of commerce of the state council and the implementation of the implementation of traffic, communications, customs, etc. Related departments of the coordination mechanism, so as to unify the national logistics market, logistics enterprises in the legal environment of equal competition, orderly operation, standardized management. At the same time, open logistics market, the introduction of foreign capital logistics enterprise capital, technology and management experience, to speed up with the international logistics market convergence.

The united nations International trade commission in 1996 adopted the 'electronic commerce model law', including 'electronic contract laws and regulations', 'e-commerce tax regulations', 'e-commerce logistics management regulations.' China has not yet a complete e-commerce logistics management regulation, the establishment of relevant laws and regulations is the basis for the development of logistics industry. We need to establish china's logistics laws and regulations in line with china's national conditions, that is, including the 'laws and regulations', 'administrative regulations' and 'sector regulations' of china's e-commerce logistics management regulations to promote china's logistics industry healthy and rapid development, as soon as possible china's logistics industry adapt to the needs of national economic development after china 's entry into.

4.3. To strengthen e-commerce logistics professionals training

China's logistics, talent is the key. Training e-commerce logistics personnel through the government, institutions, enterprises tripartite joint efforts to achieve. The government can formulate relevant policies to encourage and support tertiary institutions, scientific research institutions for the national training of teachers, hire domestic and foreign experts to teach and to foreign field trips; also through the establishment of logistics in colleges and universities to establish e-commerce logistics research and study system way to train modern logistics professionals, through the logistics industry associations to carry out logistics vocational education and dissemination of logistics knowledge, but also through the practice of qualified certification to encourage people to join in the logistics industry, improve the overall quality of logistics practitioners. At the same time, to strengthen the short-term training of logistics personnel. Through

the national labor sector, personnel departments of the relevant professional knowledge of the staff to conduct short-term training to meet our recent demand for logistics personnel.

4.4. To speed up the realization of domestic logistics and foreign logistics convergence

Network without borders, e-commerce competition is the beginning of the global launch. After china's accession to the WTO, this truly global integration of competition is not only related to the success or failure of the enterprise, but also related to the rise and fall of the country, one of the strategies to deal with this competition is the rapid realization of the internationalization of domestic logistics for our enterprises to participate in international competition lay a solid foundation.

E-commerce logistics is an important part of restricting the development of e-commerce, but also can really reflect the advantages of e-commerce key factors. In china, e-commerce logistics is still almost in a blank state, in a short time to fully solve the logistics problem of e-commerce is unrealistic. However, e-commerce logistics in china has a huge space for development, the development trend is very good. As long as we study and study seriously, combined with china's national conditions, develop feasible measures and effective countermeasures, bold exploration, we can speed up the development of china's e-commerce logistics, narrowing the gap between developed countries and the logistics industry.

5. Conclusions

With the rapid development of the Internet and the global economic integration, the status of e-commerce has improved, and the traditional logistics organizations have a great impact. With the development of its trend, in the next few years, e-commerce is bound to play an increasingly important role.

E-commerce and logistics as a modern circulation of the two means, have a close relationship between each other. Deepen our lives, play a more important role in economic transactions, when companies should grasp the situation to speed up the use of e-commerce in the logistics management to improve the level of service in order to be in the future development and competition in an invincible position.

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