

Current Situation and Operation Mode of Cross-border E-commerce Logistics in China

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Abstract: With the development of society, cross-border e-commerce develops rapidly in China, and the scale and speed of transaction are amazing, which brings a huge market to the logistics industry. In such a development environment, cross-border e-commerce logistics was born in China. The author analyses the current situation and operation mode of cross-border e-commerce logistics in China. And discuss the development status of cross-border e-logistics in China, and think about the development of cross-border e-commerce logistics in China. The research shows that although China's cross-border e-commerce has a short development time, its development speed is very fast and its development scale is also quite large. The development of cross-border e-commerce has brought new markets and challenges to China's logistics industry.

1. Introduction

Cross-path e-commerce refers to an e-commerce that realizes transactions on different platforms between different countries and regions. With the continuous development of society, global informationization, people's living standards continue to improve, and transnational e-commerce develops rapidly [1]. For example, UPS, DHL and other international logistics companies usually choose to cooperate with some small outlets [2]. The birth of cross-border e-commerce has changed the traditional logistics environment. As a new international logistics model, it puts forward higher requirements for the development of the logistics industry [3]. At present, China's cross-border e-commerce is developing very fast. From 2011 to 2015, the volume of cross-border e-commerce transactions in China is constantly rising. The scale and speed of cross-border e-commerce development in China is very fast. This idea can help us carry out cross-border e-commerce activities smoothly, and provide more accurate and effective external security for the new economic situation brought by E-commerce [4]. To meet the needs of market development, exploring and analyzing the operation mode of cross-border e-commerce logistics can start from all aspects of the industry, improve the physical service content of e-commerce, and fundamentally improve the service quality of China's logistics industry [5]. With the continuous development of transnational electronics, the problem of logistics distribution has gradually attracted people's attention. The quality of logistics distribution is directly related to the development of transnational electronic commerce [6].

2. Methodology

On Transnational E-commerce platforms, such as Dunhuang, Amazon and Global Resources, EMS is regarded as the most important partner to provide logistics services for customers at home and abroad [7]. But at the same time, the logistics system from managers to employees does not attach importance to the modern enterprise management system [8]. From the reality, we can know that most of the accounting e-commerce in our country is handed over to the international express company to complete the distribution [9]. However, international express companies are difficult to meet the large-scale demand for online shopping flow in China, especially in the shopping season, cross-border e-commerce logistics performance is very unsatisfactory, and there is often a backlog of express and warehouse burst phenomenon [10]. It involves the construction of warehousing, distribution, transportation, customs declaration and tax verification. It puts higher requirements on

the development level of China's logistics, imperfect logistics infrastructure, and it is difficult to meet China's growing cross-border The need for e-commerce. At present, China lacks large-scale, highly specialized companies that can provide cross-border logistics services. China has launched relevant international express delivery services, and no specialized cross-border e-commerce companies provide professional counterpart services. The main mode of development is carried out in an ordinary way. Therefore, it is very necessary to provide specialized third-party logistics service enterprises for cross-border e-commerce.

Although cross-border e-commerce business is still highly valued in China, it has also introduced corresponding policies to support cross-border e-commerce to provide convenience for China's retail enterprises to export and effectively promote the development of China's retail export enterprises. . Under this circumstance, there are great obstacles to the cross-border operation of China's e-commerce logistics. At present, China is very short of large-scale, high-professional enterprises that can provide cross-border electronic logistics transportation. If our country carries out international express delivery services, it can only be carried out by traditional logistics and transportation. Such a form of development has not been established with cross-border e-commerce supporting logistics services. Specific practices can be established at home and abroad, respectively, special logistics warehousing centers, so that enterprises in foreign alliances can transport goods to foreign warehousing centers. When domestic buyers place orders, foreign logistics enterprises can transport goods to domestic warehousing centers according to instructions. It is handed over by domestic logistics enterprises and transported to domestic buyers, and vice versa. Therefore, it is urgent to effectively save the corresponding cross-border e-commerce logistics costs.

3. Result Analysis and Discussion

Under the current policy, the development process of cross-border e-commerce in China has shown a sharp growth trend. I believe that under the "Internet +" drive, this situation will continue to increase. Nowadays, some cross-border e-commerce logistics have established logistics centers in many countries, which improves the efficiency of cross-border logistics. Cross-border e-commerce logistics requirements are very high, in this process there will inevitably be cross-border warehousing, transportation, distribution, nuclear tax and customs declaration and other services, which will put forward higher requirements for logistics services in China. Therefore, e-commerce under cross-border construction needs to be developed and built with the support of third-party logistics companies with professional transportation qualifications. However, at present, China has not yet issued specific policies to support related enterprises. Compared with foreign countries, China's policy support in supporting cross-border e-commerce development is not enough. This also restricts the development of cross-border logistics enterprises and cross-border e-commerce enterprises to a certain extent. So far, China has not transformed support policies into targeted cross-border e-commerce. This policy has supported the relative lag of development and, to a certain extent, brought certain developments to the current logistics enterprises and e-commerce development. Obstruction and restriction.

The most critical core advantage of this kind of logistics distribution is that it can integrate all the chains of the whole logistics, without considering the corresponding integration with the local logistics enterprises that receive the goods. For cross-border e-commerce companies, if logistics is operated alone, the logistics costs that enterprises need to bear are very high. However, if cross-border e-commerce companies can achieve logistics cooperation and establish logistics alliances, they can effectively reduce operating costs to a minimum. This method can integrate the parcels of different countries and then transport them in batches, which can save a lot of freight. The umbilical part of China's logistics industry is perfect, lacking of perfect infrastructure and few transportation hubs connecting different modes of transportation. Only in this way can we improve the service quality of cross-border e-commerce logistics companies and establish a good corporate image. In addition, the "teacher-apprentice system" education can be carried out for the new employees, so that they can not only constantly explore in practice, summarize experience, improve their professional accomplishment, but also learn the ideological experience and interpersonal

relationship under the guidance of "master", and ultimately develop together in theory and practice. Thus, the level of cross-border electronic logistics enterprises in China has been improved.

4. Conclusions

There are still many problems in China's e-commerce logistics work. The most critical solution is to enhance its own advantages, establish a rigorous and complete cross-border logistics transportation system, establish corresponding service standards, and work together. It also carries out strategic cooperation with foreign logistics enterprises, forms economic strategic alliances, and comprehensively improves the efficiency and service quality of Transnational E-commerce transportation in China. In order to solve the problems existing in cross-border e-commerce logistics in China, the main breakthrough is logistics enterprises themselves. In such a form, we need to think about its operation mode. If we can improve the cross-border logistics operation mode, we can effectively promote the development of cross-border e-commerce. In order to promote the development of cross-border e-commerce, it is necessary to take effective measures to develop cross-border e-commerce logistics in China. Domestic logistics companies need to shift the focus of competition, establish a standard service system, and establish a good corporate image. And improve the comprehensive quality of logistics enterprise staff, and constantly improve themselves, and establish cooperation with foreign logistics companies to form a strategic alliance to comprehensively improve the operational efficiency and service quality of China's multinational e-commerce logistics.

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