Study on Development of Chinese Logistics Industry

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Abstract

China has become the second largest economy and its purchasing power ranks the first in the world. Logistics is the backbone of China's commodity economy. This paper starts with the development status of Chinese logistics enterprises, analyzes the problems existing in the development of the logistics industry, and puts forward corresponding optimization measures from the macro level and logistics enterprises, aiming at promoting the better and faster development of Chinese logistics enterprises.

Keywords

China; Logistics industry.

1. introduction

Online shopping has become the main transaction mode at present. E-commerce providers such as Amazon and Taobao are rising rapidly. Behind the rise of these e-commerce providers, a developed logistics system is needed to support the rapid and accurate delivery of goods to buyers. As a country with leading purchasing power and economic strength in the world, the development of China's logistics industry deserves attention.

Kisperska-Moron, D.[1] from the logistics policy, transportation development, logistics personnel training and other aspects of the implementation of the logistics project can promote the development of rural economy. The linkage between logistics industry and other industries makes the interaction between logistics development and industrial structure very important[2, 3], it plays a great role in optimizing industrial structure and guiding industrial transformation and upgrading. Zhang, Ming-Lai[4] used data envelopment analysis to measure the efficiency of Chinese logistics industry in 2016. The research shows that the efficiency of Chinese logistics industry has been kept at a high level, but technical efficiency has become the bottleneck of the development of comprehensive efficiency. Lan, S et al.[5] through correlation analysis and regression analysis, it is found that logistics industry is the catalyst of regional economy. The vigorous development of logistics industry can reduce market transaction costs, integrate market resources, and provide guarantee for the improvement of regional economic capacity. Suzart De Carvalho, P. P et al.[6] through the literature review and analysis of regional logistics and regional economy, it is found that in order to achieve more sustainable economic development, urban and environmental, social and economic sustainability must be adapted to the development mode. The above scholars have studied the importance of logistics development. On this basis, this paper reflects on the current situation of logistics development in China and the problems existing in the development, and puts forward corresponding optimization measures.

2. Logistics development status in China

With Chinese overall economy ranking second in the world and its purchasing power first in the world, logistics plays an irreplaceable role in Chinese economic development. The present development of Chinese logistics enterprises is a manufacturing and logistics strategic cooperation between enterprises, large leader enterprise supply chain management, foreign companies continue to enter the Chinese market, the logistics industry is in rapid development period, but the situation is not optimistic, international logistics is plural pattern in fierce competition, the third party logistics.

3. Problems existing in the development of logistics in China

Logistics enterprises in a good incubation environment, which also appeared many problems. For example, the market mechanism is not sound, the lack of efficient modern logistics system, many enterprises still maintain the traditional organizational mode of operation, logistics activities mainly rely on internal self-service to complete, this mode of logistics activities greatly reduce the efficiency of logistics; The growth mode of logistics industry is extensive operation mode. Although Chinese logistics industry keeps developing, compared with developed countries, the overall level of the logistics industry is relatively weak. The level of service and management needs to be improved. At present, most Chinese logistics enterprises can only provide simple transportation and storage services, which are less involved in circulation processing, inventory management and logistics cost control. Meanwhile, most enterprises engaged in logistics services lack necessary service specifications and internal management procedures. The strip-to-block model restricts the development of logistics enterprises, which is not coordinated among enterprises and has a single transportation mode. It not only wastes resources and leads to excessive competition, but also slows down the construction and development of comprehensive freight hubs, logistics bases and logistics centers, which have an important impact on the development of logistics industry. Backward infrastructure and equipment lead to low logistics efficiency and lack of clear and effective policies and measures. The government invests a lot in infrastructure and other hardware, but the investment in personnel training, technological innovation, development and research, market publicity and other aspects is obviously insufficient. The regional distribution of China's logistics industry is unbalanced and develops step by step. The spatial distribution of China's logistics industry shows that the eastern coast is obviously ahead of the central and western regions. Lack of professional talent.

4. Optimization measures for logistics development

Based on the analysis of the problems existing in the development of Chinese logistics industry, combined with the current research focus on logistics, this paper puts forward Suggestions on the development of logistics enterprises from micro and macro aspects.

At the macro level of logistics development, first of all, we should improve the logistics network, establish and perfect the logistics standardization system and mechanism, and give policy support. Reasonably plan the number, location and scale of logistics warehouses in the regional development, make clear the supply scope and hierarchical relationship between warehouses at all levels, supply and purchase quantity, and pay attention to the organic connection between warehouses at all levels, so as to promote the strategic alliance among logistics enterprises and improve the logistics network. We will accelerate the formulation of technical standards for logistics infrastructure, technical equipment, management processes, and information networks, so as to form a coordinated and unified modern logistics technology standardization system as soon as possible, and establish a set of standardized, serialized, and standardized logistics operational processes as soon as possible. For enterprises engaged in transportation services, warehousing services, freight forwarding services and wholesale and distribution business, on the basis of standardizing market access standards, encourage diversified investors to enter the logistics service market. Formulate relevant policies conducive to the development of logistics enterprises, and encourage logistics enterprises to cooperate across enterprises and regions.

At the micro level, logistics enterprises themselves should establish a sound logistics information management system, improve service functions, and train professional personnel. Through the application of bar code technology, radio frequency identification technology, global positioning technology, geographic information system technology, and so on, the automatic identification, sorting, loading and unloading, access of goods, improve the efficiency of logistics operations. By constructing a public logistics information platform, integrating the resources of new and old enterprises, giving play to the overall advantages of the logistics industry, fundamentally changing the status quo of the logistics industry, and realizing the sharing of logistics information and functions

among logistics enterprises and between enterprises and customers. According to market demand, and constantly on the segmentation, expand business scope, the development of value-added logistics services, with specialized services meet the personalized needs, improve service quality, but also through the way of provides the comprehensive service, maintain business relations with big clients, enhance mutual dependence, developing strategic cooperative partnership. The development of logistics enterprises needs a large number of talents who know professional knowledge and skilled business skills. Colleges and universities should be encouraged and allowed to set up modern logistics courses according to the market demand, so as to train senior management personnel and professional personnel for modern logistics. To encourage and guide enterprises, trade organizations and private educational institutions to participate in the training and education of modern logistics talents; To cultivate international logistics talents, we should not only pay attention to the imparts of theoretical knowledge, but also pay attention to the improvement and supplement of computer, network, international trade, communication, standardization and other knowledge.

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