

Analyzing the Construction of the International Logistics Supply Chain Management Model from the Perspective of Cross-Border E-commerce

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Abstract: Cross-border e-commerce has progressively evolved with the deepening of economic globalization, and it now holds a significant place in the field of e-commerce. However, due to China's late entry into the international logistics supply chain, there are issues such as complex environment, uneven information technology, and disagreements on standards, resulting in certain cross-border e-commerce disadvantages in China. Therefore, in this context, this study analyzes the construction of international logistics supply chain management model from the perspective of cross-border e-commerce, so as to provide some reference for the development of China's international logistics supply chain.

Keywords: Cross-border e-commerce; International logistics; Supply chain management

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1. Introduction

Logistics supply chain, as a critical component of e-commerce, serves as the foundation and premise for the growth of the industry. The development of the logistics industry hinges on optimizing the logistics supply chain management model for the new form of cross-border e-commerce that has emerged as a result of economic globalization.

2. An analysis of cross-border e-commerce

2.1. A conceptual analysis of cross-border e-commerce

Cross border e-commerce refers to an international business activity, in which transaction subjects belonging to different customs territories complete transactions through e-commerce platform, conduct e-payment and settlement, as well as deliver goods through cross-border e-commerce logistics and remote warehousing ^[1].

2.2. An industry model analysis of cross-border e-commerce

2.2.1. Global

Cross border e-commerce is primarily based on the network, which is a media with features of globalization and decentralization without boundaries ^[2].

2.2.2. Intangibility

Digital products and services are mainly used for transmission in e-commerce through network-based

transactions. Digital transmission is concentrated in the global network environment through various types of media, including data, sound, and images, making cross-border e-commerce invisible ^[3].

2.2.3. Anonymity

Due to the decentralized and globalized characteristics of cross-border e-commerce, it is difficult to identify the identity and geographical location of e-commerce users. Trading consumers often do not reveal their true identity and geographical location, so anonymity is also an important feature.

2.3. The impact of cross-border e-commerce on logistics supply chain

In the context of economic globalization, although e-commerce is developing rapidly, it is still in its infancy. Due to the influence of transportation environment, time difference, and other factors, there is a certain delay in the transmission of logistics information. Moreover, cross-border e-commerce is mostly used across nations, but its information technology is uneven between different countries. This brings difficulties to logistics supply chain management ^[3]. Finally, logistics distribution channels are restricted owing to geographical constraints, which has a significant impact on the growth of the industry.

3. Analyzing the construction of the international logistics supply chain management model from the perspective of cross-border e-commerce

3.1. Optimizing the organizational structure and business process of logistics enterprises

When analyzing the construction of international logistics supply chain management from the perspective of cross-border e-commerce, the organizational structure and business process of logistics enterprises are the key factors. Only on the basis of scientific and reasonable internal structure and process can we ensure the improvement of international logistics. Therefore, in actual analysis, a good internal environment can be created by optimizing the organizational structure and business process as well as strengthening the cooperation between various departments within an enterprise, so as to provide the foundation and premise for international logistics supply chain management ^[4].

For example, in the process of optimizing the organizational structure, enterprise leaders should first change their own ideas, in order to achieve a breakthrough in the limitations of traditional thinking. In view of the developing cross-border e-commerce environment, they should strengthen their own inclusiveness and service by changing their own business ideas and taking the market as the guide, so as to provide some reference for international logistics supply chain management. Additionally, logistics enterprises can also improve external working departments and establish professional departments, such as international marketing department, international publicity department, international public relations department, and international service department, for international logistics business, so as to lay the foundation for the international logistics supply chain management model and thus effectively improve the quality and level of the supply chain ^[4]. In the optimization and improvement of business processes, it is crucial to understand one's own strengths, especially in a complex environment, such as cross-border e-commerce. Enterprises should define their main businesses and determine their core competitiveness through an understanding of their own strengths, so as to provide a certain basis for supply chain management under the international background. For example, an enterprise can focus on safety and speed as its strengths, in order to advance its brand in the chaotic international situation, and then effectively improve the level and quality of international logistics supply chain management on the basis of facilitating supply chain management ^[5].

3.2. Constructing an effective talent team

Effective talent advantages are incredibly important in such a complex environment if logistics enterprises wish to gain certain benefits, which is of significant importance to facilitate international supply chain

management and enhance the level of international supply chain management. Therefore, when analyzing the construction of international logistics supply chain management from the perspective of cross-border e-commerce, enterprises can make use of talent advantages to realize the optimization and development of their supply chain by improving the construction of their own talent team ^[6].

For example, in actual analysis, enterprises can improve and optimize their own talent team from two levels, so as to provide the backbone for the construction of the international logistics supply chain management model through talent advantages. Firstly, aiming at the improvement of the talent team, logistics enterprises should recruit talents with certain experience in international logistics supply chain management through targeted recruitment, so as to effectively improve their own supply chain management team and the construction level of the international logistics supply chain management model ^[7]. Moreover, logistics enterprises can also identify the management construction subject through talent drainage and senior talent recruitment, so as to improve the efficiency and level of the construction of the international logistics supply chain management model. Secondly, aiming at improving the quality of the supply chain management team, realizing new recruitment, and improving the management team is often not realistic for enterprises. This requires not only a hefty sum of investment, but also a lot of time ^[8]. Therefore, by improving their own logistics supply chain management team and cultivating the international logistics situation, knowledge, and skills, logistics enterprises can improve the level and speed of the construction of international logistics supply chain management.

3.3. Strengthening the application and improvement of electronic information technology

Both, cross-border e-commerce and international logistics rely heavily on electronic information technology ^[9]. However, due to China's late entry into the international logistics industry, most enterprises still use the traditional management model and methods, neglecting electronic information technology. Therefore, the efficiency and timeliness of management tend to be below par. When analyzing the construction of international logistics supply chain management from the perspective of cross-border e-commerce, it is possible to improve the efficiency and level of international logistics supply chain management by strengthening the application and improvement of electronic information technology as well as taking electronic information technology as the core technology in the management ^[10].

For example, in actual analysis, we can effectively improve the efficiency and level of international logistics supply chain management by strengthening the application and improvement of electronic information technology as well as utilizing the rapid interaction of information ^[11]. In the actual construction process, logistics enterprises can establish an internal information interaction system based on internet technology, so as to improve the timeliness and effectiveness of information interaction as well as the level of international logistics supply chain management. With the current development of 5G network in China, learn from the app mode of nailing and enterprise wechat, build an information interaction system within its own enterprise, and strengthen the information interaction between domestic and foreign sites in the international logistics supply chain, so as to effectively improve the quality and level of international logistics supply chain management ^[12].

3.4. Strengthening cooperation between cross-border enterprises

When analyzing the construction of international logistics supply chain management from the perspective of cross-border e-commerce, in addition to the optimization and improvement of domestic aspects, logistics enterprises can also strengthen cooperation with cross-border enterprises through the improvement of the supply chain management concept, the benefit distribution mode, and the application of product clustering, so as to effectively improve the efficiency and level of the construction of international logistics supply chain management model, as well as promote the optimization and development of China's national

logistics industry.

For example, in actual analysis, the first is to improve the logistics supply chain management concept of cross-border enterprises and effectively strengthen their competitive advantages as well as the response and adaptation to the international environment through mutual cooperation, so as to establish a management model with the overall situation in mind and thus enhance the competitive advantages of logistics enterprises in the international market. The second is to effectively learn from benefit distribution, make full use of the advantages of cross-border enterprises through the construction of information sharing platforms, and achieve a win-win situation, so as to provide a certain guarantee for international logistics supply chain management. Finally, by taking advantage of product clustering, the concentration of resources can enhance the development of enterprises, boost the strength of enterprises, and improve the construction level of the international logistics supply chain management model ^[13].

4. Conclusion

In the process of exploring the construction of international logistics supply chain management from the perspective of cross-border e-commerce, it is not only necessary to fully understand about cross-border e-commerce, but also the current situation of international logistics supply chain management, and then optimize the construction by using domestic and foreign ideas, so as to build a set of efficient and ideal international logistics supply chain management model, thus effectively improving the efficiency and level of management.

Disclosure statement

The author declares no conflict of interest.

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