

RESEARCH ON THE DEVELOPMENT OF CROSS – BORDER E – COMMERCE AND LOGISTICS ENTERPRISES

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Abstract

In recent years, with the popularity of domestic E-commerce applications, cross-border E-commerce concept in the country also caused great concern in the country. Whether it is the organization or the masses, are hoping to use cross-border E-commerce development and assigned to the cup of their own hope. Now, many E-commerce platform also opened a "global purchase" "speed tax" and other shopping channels, so that cross-border E-commerce provides a good social and technical environment. And E-commerce and logistics is an important part of modern service industry, is the pillar industry of national economic development. In the domestic E-commerce and logistics industry integration development integration and synergistic trend at the same time, cross-border E-commerce also need to have further integration with the domestic logistics enterprises, so as to make the two better cooperation and development. Of course, the domestic logistics enterprises in the service of cross-border E-commerce will encounter many difficulties, such as various facilities are not perfect, high logistics costs, slow transit, entry and exit procedures complex, to deal with various types of customer complaints and other special circumstances

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Imperfect and so on. Therefore, the integration of the two is not only for the people from the cross-border E-commerce to get more benefits, but also for the domestic logistics enterprises can take advantage of new business opportunities to enhance the original logistics operation mechanism and the competitiveness of enterprises to make it better To develop.

Key words: cross - border e – commerce, logistics enterprises, integration development

1 Research background

Nearly a decade, the rapid development of domestic E-commerce, from refusal to accept, and then to now crazy online shopping, fundamentally changed people's consumption concepts and consumption habits. Therefore, whether it is the organization or the general public are E-commerce in the context of this emerging industry, and international standards, that is, we said later cross-border E-commerce. The so-called cross-border E-commerce, E-commerce is a relatively high form of the process, refers to the different countries or regions, the two sides through the Internet and the relevant information platform to achieve the transaction, cross-border E-commerce There are B2C, B2B, C2C and other E-commerce, which is mainly B2C and B2B [1]. small and medium enterprises to seek development, entrepreneurs take this opportunity to achieve success, ordinary people can also from some foreign websites Amoy back their favorite items. Obviously, cross-border E-commerce has become a further development trend. After experiencing the 2008 global financial crisis, China is also constantly exploring new models of foreign trade, bid farewell to fixed customers, the closure of information and the use of traditional logistics machinery. And actively expand overseas markets, small and medium enterprises through cross-border E-commerce procurement, which not only improve the procurement costs, but also improve the procurement efficiency, making the company's inventory costs, the entire procurement process more convenient. At the same time, people will be in some foreign websites to buy their own needs goods, on the one hand because some of the goods from time to time there

will be promotional activities, and the quality of goods is guaranteed, compared with the purchase of domestic goods to reduce the cost of purchase ; On the other hand is because the public can accept the courier time, usually in about 2 weeks can get their own electronic platform in foreign countries to buy the goods. As a result, more and more groups or individuals are more dependent on relying on cross-border E-commerce to meet their needs.

Cross-border E-commerce model exports more types of goods, almost to meet the needs of all. Alibaba data show that in 2013, the daily received more than 10,000 cross-border E-commerce orders, the transaction amount of more than 30 million US dollars, the number of buyers growth rate of 7-10 times, which undoubtedly contributed to the trading platform Of the sustainable development, more affirmed the development prospects of cross-border E-commerce ^[2].

Logistics enterprises and the development of E-commerce industry is closely related to the rapid development of cross-border E-commerce at the same time, the most should make a change, the most can win the development of business opportunities is the logistics business. But the rapid development of cross-border E-commerce will also bring new challenges to the logistics business, changing environment, changing customers make logistics companies in this environment to do enough to understand and master the market In the cross-border E-commerce and logistics enterprises how to better integration of the development of the next step, and analysis of the integration process in the development of the problems, as well as China's logistics enterprises should be based on their own advantages to make a printed countermeasure To meet new opportunities and challenges.

2.The Status Quo of Researchers at Home and Abroad

With the continuous development of cross-border E-commerce in recent years, domestic and foreign scholars have also carried out a lot of research work. Morgan (1994) argues that the changing forms of global markets have led to the emergence of cooperation, and economic

development suggests that competition is no longer the only means of companies to develop the market, integration is more important. According to the Armstrong & Associates Inc data show (2014-2015), the rapid development of cross-border points to promote the Chinese logistics enterprises "going out", and is regarded as the recovery of traditional foreign trade enterprises and local enterprises "going out" a shortcut. Similarly, in China, Zhang Baoming and other scholars (2014) that in view of the existence of cross-border logistics bottlenecks, cross-border E-commerce needs and logistics integration development, through the integration to play their respective advantages while enhancing both international and domestic market influence, More customers. Wang Mengyan (2014) pointed out that cross-border E-commerce transaction volume rising for the development of the logistics industry to bring new opportunities, while logistics is also an important factor in the development of cross-border electricity business.

From the domestic and foreign scholars in the study we can clearly see that cross-border E-commerce and logistics enterprises are the development trend of convergence, not a temporary swept. Although scholars have supported the development of cross-border E-commerce and logistics enterprises, but in the development process will still encounter problems, the following we study the process of the problems and countermeasures.

3,Problems and Countermeasures in the Development of Cross - border E - commerce and Logistics Enterprises

With the economic globalization and the acceleration of the global information process, the Internet and E-commerce has become an important force to lead the economic and social development. In the first half of the year, the Prime Minister presided over the executive meeting held four major initiatives to promote the healthy and rapid development of cross-border E-commerce, with the "Internet + foreign trade" to achieve excellence, expand consumption, promote open economy upgrade, build New economic growth point ^[3] .

In recent years, China's cross-border E-commerce industry has also developed the following characteristics: (1) China's cross-border E-commerce market to maintain rapid growth; (2) Asia's cross-border E-commerce market development potential; 3) China's cross-border B2C market will be a substantial growth opportunities. In this way, the development of cross-border E-commerce business not only changed people's consumption concepts and consumption habits, but also on China's financial market have a certain impact. Of course, in this environment, we are on the logistics business requirements are relatively high, they need to have reliable facilities, improve the operating mechanism and satisfactory service. At present, China's cross-border electricity business export logistics is mainly through Hong Kong transit (Hongkong Post, Singapore Post), China Post package, China Post International E-mail, commercial express and overseas warehousing five forms, postal channel is cross Point the main channel of export logistics, accounting for more than 80%. According to the Shenzhen Municipal Government statistics of local cross-border electricity export logistics data show that: 70% through Hong Kong transit, 15% through China Post shipping, 10% by commercial courier for delivery, 5% for overseas warehousing mode. [4] which use Hong Kong transit mode can save more cost, China Post shipping way is to use the UPU channel convenient customs clearance process, commercial courier to meet the characteristics of fast aging, overseas warehousing is directly in the sale of land to build warehousing Shorten the physical distance between buyers and sellers in order to obtain a better customer experience. Due to the lack of logistics enterprises in China, and their respective advantages are different, so in the cross-border E-commerce and logistics enterprises in the development process will be a variety of problems.

1) The logistics infrastructure is not perfect

Logistics in China's late start, the overall level of logistics is poor, connecting different modes of transport hub less, a variety of supporting facilities have to be improved. Cross-border E-commerce involves cross-border warehousing, distribution, transportation, customs, tax and a

series of issues, in order to reduce transport losses, and faster, lower cost, you need to establish a reasonable logistics system, Of the logistics equipment. However, the current international express transport time is long, more procedures, high cost of cross-border E-commerce logistics is fast and convenient features, seriously hampered the further development of cross-border E-commerce [5] .

2) China's cross-border E-commerce logistics policy support

As cross-border E-commerce in recent years began, but its development is alarming, especially Alibaba. Although China has not yet introduced this support policy, but from the development point of view, cross-border E-commerce on China's economy is undoubtedly a new growth point. Prior to the introduction of the relevant policies for some small and medium enterprises to pierce this layer of paper, to bring them a better development opportunities.

In addition, the state actively established the basic information standards and interface norms, at present in some areas to achieve the customs, immigration inspection and quarantine, taxation, foreign exchange management and other departments and E-commerce enterprises, logistics supporting enterprises between the standardization of information flow. Compared with the developed countries, China's policy support is particularly inadequate, so to a certain extent hindered the cross-border E-commerce enterprises and the rapid development of logistics enterprises [6] .

3) the current speed of development of logistics enterprises and cross-border E-commerce needs do not match

China's cross-border E-commerce development is alarming, but with the supporting logistics enterprises are relatively small, basically by the international courier companies to bear the logistics and distribution business. The face of growing passenger traffic, only by the international express is not enough, especially in some holidays and other shopping season, there will be signs

backlog, damage, loss, etc., will also hinder the extent of cross-border E-commerce development of.

4) lack of third party logistics to provide professional services

China's logistics enterprises more, of which the proportion of third-party logistics enterprises higher, but the higher degree of specialization of third-party logistics enterprises are few and far, such as Po for logistics, Debon logistics. The vast majority of logistics courier are only serving the domestic market, there is no dedicated department responsible for cross-border E-commerce. Therefore, the need for such as FedEx, United Parcel Service, China Post courier logistics company such professional third-party logistics to provide services, so as to make our cross-border E-commerce in a favorable position.

In this regard, some need to put forward the corresponding countermeasures to solve this problem.

1) improve the cross-border E-commerce logistics laws and regulations

As the country has no sound E-commerce laws, but also in the development of cross-border E-commerce development of relevant laws and regulations more conducive to cross-border E-commerce and logistics enterprises integration, but also help to improve its operational efficiency. On the one hand is to protect both sides, and even the interests of many parties; on the other hand is to make this emerging industry healthy and rapid development.

2) The establishment of electric business enterprise logistics strategic alliance

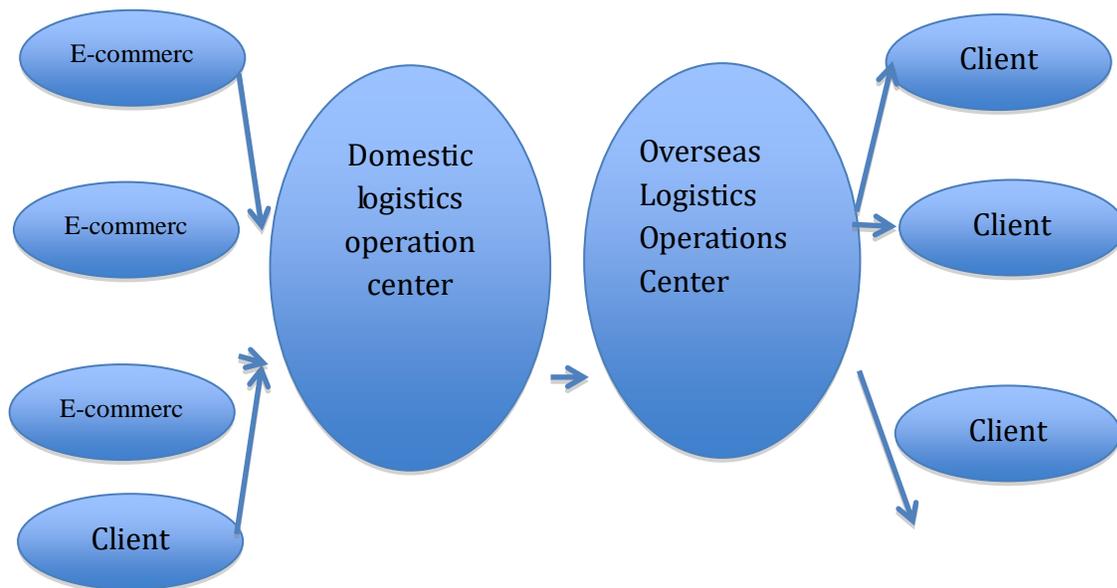
From the perspective of electricity providers, self-logistics will increase the cost of enterprises, but from the economies of scale, cross-border E-commerce enterprises can carry out logistics cooperation between the establishment of logistics strategic alliance ^[7-10]. more than electricity companies to receive orders when the goods are sent to the same logistics and distribution center, and then through the aircraft, ships and other means of transport to the overseas logistics and distribution center, and then by their distribution services.

3) Third-party logistics enterprises to provide professional services

Professional third-party logistics enterprises can provide customers with all-round, high-quality logistics services. Logistics enterprises to undertake cross-border E-commerce logistics services, will encounter customs inspection and other more complex issues, which requires a professional third-party logistics enterprises to provide professional services, you can improve the efficiency of logistics operations, reduce costs, More praise.

4) Select overseas warehouses or related transshipment companies

Overseas warehousing from the cost is more in line with the requirements of a logistics model. As many of the current sea Amoy friends, will choose overseas purchasing or some transshipment companies, because these individuals or companies can be the goods you need to focus on the final together back to the country, so that the first thing in the purchase of favorite goods at the same time also reduced The cost of each product of the transport, followed by the product to ensure the safety, and will not receive some received less, but also allow customers to enhance the satisfaction.



4. Conclusion

Although cross-border E-commerce in China appears a short time, but its development is very alarming, there are more customers to use and huge amount of transactions. The development of E-commerce has always been inseparable from the logistics enterprises, the same, the development of logistics enterprises have also promoted the development of E-commerce, so that cross-border E-commerce and logistics enterprises on the development of China's economic market has brought new blood, The vitality of our economy to better development.

In China, there are still many deficiencies in modern logistics enterprises, especially the lack of professional operation of domestic logistics enterprises, making the logistics costs are high, efficiency and other conditions. Only to learn professional logistics operation, in order to fundamentally solve the above problems, and constantly explore the new model of cross-border E-commerce, making logistics services more efficient, quality and quantity, low-cost services for the public, but also for cross-border E-commerce and logistics The integration of enterprises to provide good support to its healthy development.

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