

The Collaborative Development Path of Cross-Border e-Commerce and Logistics in the Data Environment

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Abstract: in the context of modern business globalization, cross-border e-commerce has its characteristics of large span and wide market, which promotes the rapid development of international e-commerce. Based on the background of the era of big data, this paper analyzes the collaborative development mechanism of cross-border e-commerce and logistics, analyzes the difficulties affecting the development of cross-border e-commerce and logistics, and proposes the collaborative development path of cross-border e-commerce and logistics in the data environment, so as to realize the core goal of promoting the collaborative development of both sides.

1. Introduction

Logistics operation is a systematic social network with strong overall integration. Therefore, for logistics management, strengthening the management of supply chain has become the core of logistics management. As for the logistics mode, the quality of service determines the development of logistics enterprises, and the quality of logistics depends on the logistics service chain, so as to see whether the core logistics service chain can communicate with each node well and achieve cooperation. [1]In addition, logistics should also show a good response ability, which determines the work efficiency of logistics in service. On the whole, strengthening the management of service chain and the connection of each node is the decisive factor affecting the development of cross-border logistics. In the process of developing the service chain, logistics can also cooperate with other enterprises, such as the cooperation with multinational enterprises. By taking advantage of such opportunities, the logistics industry can gain further advantages in the market competition by communicating and cooperating with foreign nodes. In this way, it not only promotes the development of logistics in a disguised way, but also improves its ability to cooperate with multinational enterprises, so as to better satisfy consumers' use of cross-border goods and improve the timeliness and service of logistics.

2. Difficulties Affecting the Development of Cross-Border e-Commerce and Logistics

2.1 Long Delivery Time

China's cross-border logistics mainly relies on postal parcels and international express delivery,

and the delivery time of cross-border logistics is relatively long. For example; The general delivery time is from 40 to 90 days for China post parcel or Hong Kong parcel to Russia and Brazil, and 16n to 35 days for cross-border logistics. There are also some cross-border e-commerce sellers who don't pay much attention to entering. [2]The country's regulatory system, or the customs barriers in the country of destination; Lead to customs seizure inspection, plus some countries need human clearance; Very inefficient; The e information system of cross-border logistics is not smooth.

2.2 The Service Link is Complex

Cross-border e-commerce service links are complex; When consumer disputes, because there are a customs supervision of cross-border logistics links, different national policy, legal environment, business environment, cultural environment, language environment, consumption habits and preferences, the respect such as tax policies lead to cross-border logistics distribution time is long, make business cost constitutes a complex, management risk is big, per item of reverse cross-border issues such as the high cost of logistics; The cost of safeguarding rights is high; This makes it difficult for cross-border buyers to get support for their return and replacement requirements.

2.3 There is No Correspondence between Supply and Demand

There is no perfect match between supply and demand for cross-border goods. For example, China's cross-border e-commerce sales to the top 10 categories in Russia are significantly different from the top 10 categories in the market demand of Russian buyers.[3] The reason is that cross-border logistics cannot deliver the goods needed to consumers; It can be seen that the timeliness and service of cross-border logistics will affect the experience. It determines the final performance of cross-border e-commerce in foreign countries and becomes the bottleneck of cross-border e-commerce. In addition, China's current domestic information degree is very high, but the information system of the connection between the outside and the inside is not smooth, especially some small language countries and logistics underdeveloped countries; This can make it difficult or impossible to track packages in real time.

2.4 It is Difficult to Return Goods

At present, the cross-border electricity faces an important problem, is the international logistics of the intermediate links, not only greatly extended the logistics time, also can produce more likely to have to return or exchange links, it is also an important restricting the development of cross-border electricity for e-commerce itself has certain virtual sex, many purchases Wells may not apply, the phenomenon of its return is more frequent in the international logistics, and is likely to be affected by the customs, commodity inspection, etc, [4]produced at the same time, the problem of loss of or damage to the goods abroad is rather distinct with the domestic cultural habits, especially for the European and American countries, The problem of returning goods without any reason often occurs, which leads to a high return rate of cross-border e-commerce. Many goods sent abroad are affected by customs and other reasons, so it is difficult to return to China. The cost consumed in the process may even exceed the value of the goods, which greatly restricts the development of cross-border e-commerce.

3. Collaborative Development Path of Cross-Border e-Commerce and Logistics under the Background of Data

3.1 Deepen Cross-Border e-Commerce and International Logistics Cooperation

With each other dependent relationship between e-commerce and logistics, both influence each other and promote each other, constitute a complete e-commerce ecosystem in cross-border trade, there is still not enough electricity companies and logistics cooperation closely question, therefore, to deepen mutual cooperation between the two, by building a perfect coordination mechanism, to achieve win-win situation on both sides, promote the common development of both sides in the mutual cooperation. Can through the establishment of close strategic alliance or strategic partners, to make the two sides have the same goal of development and strategic planning for cross-border between electricity and international logistics enterprises can form mutually beneficial mechanism, In this way, the synergy between the two sides can be promoted, so that the two sides can influence each other and develop together. [5]By improving the cooperation efficiency of the two sides, the level of foreign trade can be improved, and the relevant links can improve the overall evaluation of cross-border e-commerce and logistics.

3.2 Extensive Use of Third-Party Logistics Platforms

At present, the domestic many high level of development of the electric business enterprise, such as jingdong, has established a relatively perfect self-built logistics system, effectively reduce the electric business enterprise logistics cost compared to the domestic e-commerce trade, however, cross-border electricity business environment faced by more changeable, a higher degree of complexity, the advantage of self-built logistics system is hard to play, and take advantage of the domestic logistics resources will produce certain risks and disadvantages, therefore, can through the way of using third-party logistics platform, [6]part of the outsourcing of goods, to take advantage of its logistics system has grown up, the way to achieve more efficient logistics at present, Russia express and others are third-party platforms with high development level, well and perfect logistics system and resources, which can play an important supporting role in cross-border trade.

3.3 Localized Development of Cross-Border e-Commerce and Logistics

Many domestic famous brands, have not form a brand effect in foreign countries, and its popularity is low for customers, because the electronic commerce itself has certain virtual sex, the lack of the understanding of foreign goods more, it also makes foreign customers often produce distrust, thereby reducing the purchase desire, therefore, cross-border electricity and logistics enterprise can through the way of construction of localization, set up abroad overseas warehouse or border warehouse, on the one hand, can take advantage of the local resources in all aspects, well close cooperation with local enterprises, speed up the construction of overseas warehouse efficiency by using overseas storehouse platform combined with the third party logistics, [7]On the other hand, through the establishment of overseas warehouses, brand building can be carried out to gradually accumulate brand advantages, so as to enhance the purchase desire of foreign customers, thus providing a new development prospect for cross-border e-commerce and logistics enterprises.

3.4 Build a Global Cross-Border Logistics Data Service Chain

The construction of the logistics service chain, is a kind of all aspects of logistics capability, can rely on the mastery of a large number of global logistics information, understand their needs and service mode, and at the same time puts forward the requirements of logistics professional service provider, hope that through the development of the logistics, provide consumers with standardization, collectivize cross-border logistics. On the other hand, different products purchased by consumers will lead to different logistics service chains. To solve the current problems, logistics enterprises are required to provide comprehensive and professional cross-border logistics services.

Professional services can not only reassure consumers, but also rapidly improve the logistics enterprises themselves. The harmonious development of cross-border e-commerce and logistics cannot be separated from the integration of resources. Whoever can better grasp resources and create value with them can win the leading position in the competition and win the competition. The fourth party logistics service can be proposed for the global unified cross-border logistics big data, and the logistics service platform can be better constructed to provide the most effective service for the resources and information in the whole logistics service chain. In addition to doing a good job in the fourth party, we should also strengthen the contact with the logistics around the work, so that when consumers use cross-border logistics, they can know the traces of their goods.

4. Conclusion

Based on data time background, through the analysis of the current cross-border electricity and logistics development dilemma, that must be combined with large data, establish a cross-border electricity and the coordinated development of logistics enterprise mechanism, on the one hand, through large data resource sharing between the two sides, so as to enhance the level of cooperation between the two sides, on the other hand, through the use of third party logistics platform and the establishment of overseas warehouse, for cross-border electricity enterprises with diversified logistics mode. To promote cross-border electricity and the common development of logistics enterprises.

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