Research on Integration and Optimization of Cross-border E-commerce Logistics Based on Supply Chain Vision

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ABSTRACT
The efficient development of cross-border e-commerce has promoted the transformation and upgrading of cross-border logistics. And maximize value of the cross-border e-commerce supply chain. Due to perspective of supply chain, the paper analyses relevant content of cross-border e-commerce logistics integration. Specifically, it conducts in-depth research from four different dimensions of producers, distributors, retailers and consumers to explore the integrated operation mode between logistics and supply chain, and the advantages and disadvantages of different roles in cross-border e-commerce. The research results show that the construction of logistics integration is very important in supply chain management. However, there are relevant problems in five roles such as suppliers, among which consumers are the most uncontrollable factors, which hinders the construction of logistics integration. Finally, based on the research status of e-commerce logistics integration, the optimization approach of cross-border e-commerce logistics integration under the supply chain is summarized, which has practical significance for the stable development of the industry.

Keywords: *Supply Chain Construction, Logistics Integration, Cross-border E-commerce.*

1. INTRODUCTION

1.1. Research Background and Motivation

Cross border e-commerce is a necessary part of trade activities between countries. It can effectively overcome the obstacles brought by space and time distance to enterprise production and consumption, and is conducive to the physical movement of materials in international economy and trade. This is the inevitable requirement of social development and economic globalization, in addition to one of the important accomplishment of the development of modern information [1]. Under the new situation, international trade is the core factor related to the national development level and directly affects the development direction of enterprises. Affected by the globalization of enterprise market and production, cross-border e-commerce has sufficient conditions and foundation, and is rapidly promoted and expanded. Under the development trend of international logistics, the production and operation activities of enterprises have been deeply affected by economic globalization. The increasing complexity of the market environment makes the user's demand level upgrade continuously, and the demand structure tends to be diversified gradually. This makes the enterprise competition develop into the competition of supply chain management [2]. The sustainable development of enterprises puts forward new requirements for enterprise supply chain management.

Under the continuous development of e-commerce technology, it has brought many new industries to China, and cross-border e-commerce has brought widespread attention to itself in this development process. In the current international trade atmosphere, cross-border e-commerce has assumed a very important responsibility in foreign trade. However, with the sustainable development of cross-border e-commerce, the key to ensuring its benign and stable development lies in whether there is logistics that matches it. The technology of cross-border e-commerce has been continuously improved in modern society, which has gradually put forward new requirements for cross-border electronic logistics, requiring the development of cross-border e-commerce to have the characteristics of intelligence and informatization. Therefore, the previous logistics model cannot match the current development of cross-border e-commerce logistics. In addition, it is also necessary to try to ensure the harmonious development between cross-

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border e-commerce and cross-border logistics, in order to ensure that it achieves a completed logistics chain and ensures the normal operation of the entire e-commerce industry, that is, logistics integration [3].

1.2. Literature Review

Supply chain in the early 1980s received academic attention, Kaisi (1982) in the "Logistics Renewal Strategy" for the first time proposed supply chain management, which laid the foundation for subsequent supply chain related research. With the continuous deepening and development of supply chain research, logistics integration has become the direction of academic research. Yang Jing (2022) believes that with the development of the Internet and the rapid development of information technology, whether it is wholesalers or retailers, and even overseas consumer groups, they have begun to bypass traders and directly use cross-border e-commerce to buy overseas goods, and this phenomenon has had a certain impact on China's past international logistics development. The efficient development of cross-border e-commerce has gradually increased the demand for cross-border logistics business, so a comprehensive study of cross-border e-commerce logistics models plays a vital role in cross-border e-commerce and the logistics industry [4]. Zhu Xinqiu (2022) analyzed the factors affecting the elasticity of suppliers in the three stages before, during and after the occurrence of risk events, extracted the elastic factor indicators for supplier selection based on the perspective of supply chain risk management, and combined with the conventional supplier selection indicators to form a complete index system, providing a system for enterprises to select suppliers [5]. Fang Fang (2019) and others believe that there are many problems in the optimization of logistics costs for cross-border e-commerce enterprises, and they need to update their concepts, enhance their awareness of logistics cost control, strengthen cooperation with third-party logistics to reduce hidden logistics costs, improve the reverse logistics system, integrate logistics supply chain management to optimize logistics costs, and enhance the international competitiveness of cross-border e-commerce [6]. Wen Zhenglian (2019) pointed out that if logistics companies want to gain a place in this exciting market, they must continue to reform and innovate the global development business model of logistics and create a global logistics supply chain system model [7]. Ministry Yuling (2019) and others believe that China should promote the application of overseas warehouse logistics models, develop professional third-party logistics enterprises, improve the level of informatization of cross-border logistics enterprises, promote the transformation and upgrading of cross-border logistics, improve service quality and efficiency, and promote the continuous deepening of the coordinated development of cross-border e-commerce and cross-border logistics[8]. Zheng Jixing (2021) and others believe that if enterprises want to retain customers and enhance their willingness to repurchase, they need to improve the quality of supply chain management and enhance the shopping experience of customers, and explore the impact of the supply chain management quality of cross-border import e-commerce companies on customers' willingness to repurchase, providing a new idea for cross-border e-commerce platforms to enhance the competitiveness of enterprises [9]. Qi Fei (2020) compared the advantages and disadvantages of various cross-border e-commerce international logistics models, and found that cost, timeliness and reliability are important considerations in the selection of cross-border e-commerce international logistics models. From the perspective of logistics integration of cross-border e-commerce international logistics model integration, the optimization of international logistics model needs to pay more attention to the matching degree of logistics mode [10]. Du Zhengbo (2019) believes that international logistics and cross-border e-commerce have an interrelated and mutually influencing relationship, and in the face of the development of cross-border e-commerce, China should also continue to innovate in the international logistics model, and promote the sharing of resources through effective coordination between the two[11].

1.3. Research Contents and Framework

In the early 1980s, the supply chain was valued by the academic circles. With the continuous deepening and development of supply chain research, logistics integration became the direction of academic research. Based on the existing research results, this paper conducts a detailed analysis of the content from the four perspectives of suppliers, distributors, retailers and consumers, and attempts to summarize the future development countermeasures of the supply chain. The framework of this paper is as follows, the first part is the introduction, the second part is the method, the third part is the results and discussion, and finally the conclusion.

2. METHODOLOGY

As an innovative business that has been widely concerned by commercial banks at home and abroad, supply chain finance not only brings new markets and profit models to commercial banks, but also attracts increasing attention from the business community because it effectively reduces the cost of supply chain management [9]. Supply chain finance is developed with the "Internet +" strategy. Compared with traditional financial lending business, supply chain finance has the advantages of broad borrowing conditions, simple business processes, and low capital supervision costs. Financing difficulties for SMEs[10]. The supply chain of cross-border e-commerce mainly includes suppliers, manufacturers, distributors, retailers, domestic and

foreign consumers, which are an indispensable part of the e-commerce chain, and the carrier of management work is to integrate and analyze the funds and information generated in the chain. For the e-commerce supply chain, logistics is an important link, mainly used for various entities in the service chain. In this regard, in the context of the new era, logistics enterprises must fully penetrate into the end-to-end chain operation and management work, so as to optimize and innovate the supply chain model, so as to form a new operating system, so as to highlight the coordination function of the logistics industry in the entire supply chain.

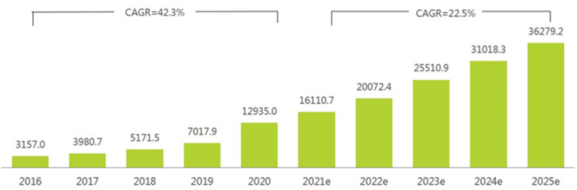

Figure 1 Scale of China's cross-border export e-commerce logistics market (unit: 100 million yuan)

2.1. Supply Chain Management from the Perspective of Suppliers

Supplier selection is a key part of the supply chain operation, m high-quality suppliers for the realization of the strategic goals of the enterprise is crucial, because the acquisition of raw materials, the level of benefits and costs, the harmony of the cooperation process and many other factors related to the company's own interests are closely related to it, good suppliers are the guarantee of normal production and operation of enterprises. Therefore, many factors must be considered when choosing suppliers in order to make scientific and reasonable decisions.

First, in the era of big data, under the background of the frequent impact of emergencies such as the new crown epidemic, the factors that need to be considered in selecting suppliers based on the perspective of supply chain risk are mainly divided into three dimensions of flexibility, namely: The supplier's ability to predict before the risk occurs, the supplier's adaptability when the risk occurs, and the supplier's ability to recover after the risk occurs. Second, from the perspective of risk, when building a supplier selection index system, not only consider quality, cost, delivery, service, etc In addition to the conventional supplier selection indicators such as reputation, it is also necessary to consider the supplier selection requirements in the context of supply chain disruption risk, that is, available resources, the degree of improvement of information systems, and the speed of decision response Thus formulating a set of more scientific and complete evaluation index system. Third, the intuitive fuzzy set method based on the entropy rights method is used to select suppliers, which reduces the influence of subjective factors to a certain extent, effectively improves the correctness of the selection, and verifies the feasibility of the method based on the actual data of the enterprise.

2.2. Supply Chain Management from the Perspective of Distributor

2.2.1. Deficiencies in the Distributor Ring Section

The uncertainty of demand, the root cause of many cross-border e-commerce problems is the uncertainty of demand, and the incongruity between supply chains and uncertain demand, which requires forecasting future demand. The main goal of demand forecasting is to accurately predict the demand for a certain commodity in a specific area and at a specific time point (segment) in the future. For example, an online retailer wants to estimate the number of smartphones in demand for a certain style of smartphone in order to be able to smoothly implement orders for the upcoming holiday sales season in a city or urban area of a country. Typically, demand forecasting relies on statistical estimates of historical data types and trends for sales or orders. Forecasting demand should take into account as many factors as possible that can influence historical data types and trends so that the factors affecting demand can be considered more comprehensively.

There are more logistics pain points, and there are more problems in cross-border logistics, first of all, the lack of logistics infrastructure, pure cross-border e-commerce companies have to rely on third-party logistics companies (3PL), or logistics service providers. However, outsourcing logistics services is very expensive because not only does it require more coordination, but it also relies on unreliable external businesses. To this end, large cross-border e-commerce companies often have their own physical warehouses and delivery systems. In addition, some online retailers may form alliances with logistics companies with their own logistics systems or experienced mail order companies. In addition, there are also problems such as slow distribution speed, high delivery cost, difficult tracking, slow customs clearance, easy damage and loss, limited overseas markets with collection scope and coverage, and difficulty in after-sales service. Capital flows are inefficient, and there are problems in supply chain systems that need to be improved not only in logistics, but also in information and capital flows. Among them, the flow of funds includes pricing, payment, collection and so on.

Information sharing is insufficient, the flow of information and goods in the supply chain is as important as the flow of services, and all parties and systems in the supply chain rely on the flow of information in the information system to interconnect and coordinate. In actual business operations, when the supply chain is against the current, from retailer to distributor to supplier

to producer level by level, the mismatch of information will be exacerbated, so that the data on inventory and safety inventory is constantly changing. Supplier selection is a key part of the supply chain operation, m high-quality suppliers for the realization of the strategic goals of the enterprise is crucial, because the acquisition of raw materials, the level of benefits and costs, the harmony of the cooperation process and many other factors related to the company's own interests are closely related to it, good suppliers are the guarantee of normal production and operation of enterprises. Therefore, many factors must be considered when choosing suppliers in order to make scientific and reasonable decisions.

2.2.2. Distributor Ring Section Management Solution

Build a warehouse management system, whether it is a domestic warehouse or an overseas warehouse, you can use the warehouse management system. Warehouse management system refers to a software system that can help manage warehousing work, consisting of warehousing functions, inventory functions, resource management, outbound functions, third-party logistics/ The support department is composed to reduce inventory and reduce the number of sudden stockouts. The system is also effective in managing the inventory of goods to be repaired, repairs can be completed quickly, and it also facilitates picking from the containers In the warehouse, the receiving point receives the goods and automates the warehousing operation. For example, a production-to-order program can provide suppliers with timely and correct demand information, thereby minimizing inventory and out-of-stock events, and the most satisfactory result is zero inventory.

The use of robots in warehouses, in warehouse management, can be with the help of advanced technologies such as artificial intelligence, such as the use of robots. The use of robots to pick up goods from warehouses has been around for many years, and the widespread use of robots is the future trend of e-commerce. In 2017, Amazon's 20 logistics centers are now equipped with a total of 45,000 robots, a 50 percent increase over the same period in 2016.

The application of radio frequency identification technology can be used and read at any point in the supply chain system. Therefore, RFID tags can be affixed to most of the flowing goods in the supply chain, and can be tracked and detected in all aspects of the supply chain. RFID technology can help improve supply chain visibility, asset visibility, production tracking means, recoverable asset tracking, and manage internal supply chain.

2.3. Supply Chain Management from the Perspective of Retailers

Adopt advanced methods to control procurement costs and warehousing costs. Enterprises can use the JIT indexation method to reasonably calculate the goods to be purchased to cope with the uncertain purchase needs of customers. JIT indexation is based on the evolution of JIT, which not only requires the appropriateness of the quantity and time of purchased goods, but also requires that the quantity and time of purchased goods should change with the changes in the overall needs of consumers. In this way, it can not only reduce procurement costs and reduce the hoarding of goods, but also improve the turnover of goods and the speed of working capital flow. The best way to reduce storage costs is to use the "ABC analysis method". The core idea of this method is to distinguish the primary and secondary relationships of all the factors that determine the cost of warehousing, in this way, the goods can be classified and managed, the structure of the inventory can be rationalized, thereby reducing and optimizing the cost required for the storage link.

Establish a reasonable frequency of shipments. The frequency of delivery greatly affects the cost of logistics and transportation, and the frequency of transportation should be adjusted. According to the delivery process of overseas e-commerce companies, it is more reasonable to ship twice a month, in order to reduce the cost of delivery, it is best to adopt the mode of sea freight delivery. Most of the cross-border e-commerce companies are not production enterprises, and their products are purchased from suppliers across the country. Cross-border e-commerce enterprises need to spend a certain amount of time to reserve goods in local warehouses, and the location of suppliers, product supply and demand, supplier strength, and negotiation ability will all affect the time of local warehouse reserves. The frequency of shipments will be affected by the purchase time of the local warehouse. In addition, the frequency of distribution will also be affected by the dynamics of the goods market, inventory turnover, capital turnover, picking, packaging, and the choice of transportation agents. Jointly with a number of cross-border e-commerce enterprises and third-party logistics for joint distribution, effectively reduce intermediate links and non-essential processes, thereby effectively improving logistics efficiency and reducing related costs, which is the key to the realization of cross-border e-commerce logistics cost optimization goals. Many cross-border e-commerce companies are facing the problems of many SKUs, scattered goods, and high delivery costs. It is difficult for a single enterprise to make a difference in the reduction of cross-border e-commerce logistics costs, but if the strategic alliance of different enterprises in the industry is realized, it is not the same[12]. Continuously optimizing the competitive environment, enhancing the

comprehensive competitiveness of enterprises in the industry, and establishing strategic alliances with supply chain, information exchange and technological innovation as the main content is an important way for the e-commerce enterprises to reduce related costs.

Cooperation with third-party logistics systems should have certain conditions and processes. First of all, cross-border e-commerce companies negotiate with third-party logistics to clarify the goals and ways of both parties to increase logistics services and reduce returns and bad goods. Secondly, the establishment of a joint warehouse and the use of modern management system ERP to quickly classify goods can save large inventory costs. Since cross-border e-commerce companies have their own brand culture and brand recognition, they must use independent packaging on packaging to highlight the characteristics of enterprises. When the goods of several cross-border e-commerce companies are packaged and sorted uniformly, the number of goods in the same place will increase a lot, so as to obtain more benefits to enhance services. It is also conducive to improving the efficiency of warehouse utilization, reducing inventory costs, enabling cross-border e-commerce enterprises to meet the pursuit of related services and brands, enhancing the image of enterprises in the minds of customers, improving customer loyalty, and effectively promoting the development of enterprises. Due to the existence of joint customers, the volume of goods will be greatly improved, bringing huge profits to enterprises, and then promoting their continuous improvement of service quality, logistics companies will also carefully consider when selecting customers, and the service attitude will be greatly improved.

2.4. Supply Chain Management from the Perspective of Consumers

2.4.1. Problems in the Consumers Link

Under the intelligent management system, the enterprises first use big data, cloud computing and other digital technologies to dig deep and process data such as the number of views and purchases of goods, understand the preferences and changes in demand of customers, and make predictions in advance to formulate procurement plans. It is guaranteed to provide customers with the products they need, while customers buy fewer products and do not occupy inventory due to over-purchase, which accelerates inventory turnover. Under the "self-operated" mode of procurement, the procurement of enterprises is generally direct procurement from the source, and the procurement is carried out by signing an agreement directly with the brand owner or manufacturer, skipping the middleman. In the "platform" model, the brand owner or manufacturer opens a flagship store, and the source of goods is directly provided by the brand owner or manufacturer. Agents open specialty store, need to obtain brand authorization, and then purchase themselves.

Warehousing cross-border e-commerce warehousing mainly has bonded warehouse and overseas warehouse two modes, bonded warehouse is approved by the customs special storage of bonded goods in the country of the warehouse, customers can immediately declare customs clearance after placing an order, and then rely on domestic logistics distribution. Overseas warehouse is to store goods in the country of origin of the warehouse, customers place an order directly back home, customs clearance after delivery. Distribution is an activity that delivers goods to customers and is a microcosm of the logistics field. There are mainly self-operated delivery and third-party distribution models. T-mall International belongs to the third-party distribution model, through cooperation with third-party logistics companies to complete the delivery, the goods delivered to the hands of customers. Since the operation process of cross-border e-commerce involves overseas, the after-sales service of cross-border e-commerce is more complicated than that of traditional e-commerce, and it does not better meet customer needs. For example, cross-border e-commerce generally cannot provide seven days without reason to return goods, because cross-border goods need customs clearance, but at present, customs does not support reverse operations, so it is more difficult for customers to return goods.

2.4.2. Consumer Link Management Solutions

It is planned to strengthen the upgrading of intelligent technology and improve the agility of cross-border e-commerce supply chain management. With more and more users using cross-border e-commerce, the platform has increasingly high requirements for collecting, storing, analyzing and processing massive amounts of dynamic data. Cross-border e-commerce companies need to accelerate the pace of building intelligent supply chains, constantly update intelligent technologies, and improve the accuracy of predicting the demand for goods, so as to achieve intelligent scientific selection. At the same time, enterprises should continue to expand the scope of users, accumulate data for intelligent algorithms, enhance the learning ability of intelligent machines, improve their prediction accuracy, and enhance the agility of the supply chain. Procurement ensures the source and quality of goods for cross-border e-commerce enterprises the reliability of supply chain management. Cross-border e-commerce platforms need to be strictly supervised and achieve full quality control in order to avoid any link. In this regard, enterprises can adopt the self-operation method of direct procurement from the source, and reduce middlemen and agents by directly cooperating with brand owners or manufacturers, which is convenient for flat management. Besides, it is important to strengthen the supervision of third-party settled

merchants, require authoritative certification, and implement irregular sampling inspections for third-party settled merchants, innovate the traceability mechanism of commodities, and ensure the authenticity of the source and the quality of products. Increase the intensity of penalties for merchants selling counterfeits, increase the cost of selling counterfeits, and make every effort to protect the quality of goods and the rights and interests of consumers, so that customers can buy with peace of mind.

Warehousing accelerates the establishment of bonded warehouses and overseas warehouses to improve the responsiveness of supply chain management. After the establishment of bonded warehouses and overseas warehouses, they can be shipped directly from the warehouse, shortening the logistics cycle and improving the logistics speed. On the one hand, cross-border e-commerce enterprises can increase the number of self-operated warehouses, thereby expanding the storage coverage area; on the other hand, enterprises can also innovate the warehousing model to achieve sinking warehousing coverage in third- and fourth-tier cities. For example, JD International has established a bonded collaborative warehouse, that is, cooperating with a third-party warehouse source to increase the coverage of the bonded warehouse. It can also improve the integration of warehouse distribution, reduce storage costs, and improve warehouse management efficiency.

In the distribution process, the logistics service can be optimized to improve responsiveness, and the reliability can be improved by realizing the whole process of supervision. Logistics is the most important link for customers to feel the quality of supply chain management, so enterprises should be careful of the optimization of logistics distribution. First of all, it is necessary to improve the speed of distribution, shorten the logistics cycle, and reduce the time cost of customers. Secondly, to provide customers with a variety of distribution methods to meet the demand of different customers; finally, to develop the service quality of cross-border e-commerce enterprises, take appropriate logistics packaging, timely response to customer orders, etc. In addition, enterprises should realize visual supply chain management, realize the whole process of monitoring from the procurement stage to the final delivery of customers, and ensure the safety and quality of goods in transit. The logistics information is updated in real time, so that customers can always grasp the location of products, as well as the delivery track and estimated arrival time, to ensure that products are delivered to customers accurately, timely and completely. After-sales service to improve the quality of after-sales service of enterprises, improve the return and exchange mechanism, improve reliability. Reasonably set the return and exchange costs to improve the economy. First of all, formulate and strictly implement after-sales control measures to improve the quality of after-sales service. Secondly, in view of the difficulty of returning and exchanging goods, enterprises can improve the return and exchange mechanism while increasing the establishment of bonded warehouses, because this can directly return goods to the bonded warehouse, rather than overseas, shortening the cycle of return and exchange. In addition, enterprises should reduce logistics costs, set reasonable return and replacement costs, avoid customers alone to bear the freight, so that their economy is reduced, and thus dissatisfied, thereby reducing the willingness to buy again.

3. RESULTS AND DISCUSSION

From the perspective of suppliers, supply chain construction is more inclined to the construction of strategic goals. Suppliers are the source of supply chain construction, whether suppliers can stabilize production, stable supply is related to the stability of the entire supply chain. Therefore, the selection of the supply chain is crucial, and the industry usually uses the relevant indicator system to select suppliers to ensure the stability of the supply chain and improve the pressure resistance of the supply chain. The establishment of a more scientific and complete evaluation index system is more urgent. From the perspective of distributors, the turbulence faced by the construction of the supply chain is more obvious, and under the influence of the bullwhip effect, the demand faced by distributors is uncertain, which also leads to inaccurate decision-making and inefficient capital flow. Information sharing between supply chains is important for distributors to avoid overstocking due to mismatches. Distributors themselves also need to build a warehouse management system, using information technology such as the Internet of Things to provide more cargo information and ensure information sharing between supply chains. From a retailer's perspective, the cost of warehousing is the biggest cost they face. In order to face the unpredictable demand of the market, retailers often buy ahead of time, that is, stockpiling a large number of goods to meet market demand, which leads to a significant increase in the storage costs required by retailers. Cross-border e-commerce retailers also need to face relevant changes in international policies, which makes them face greater pressure. Because retailers need to actively cooperate with local third-party logistics, enhance warehouse turnover, reduce procurement costs and warehousing costs, and form strategic partnerships to better meet the needs of consumers. From the perspective of consumers, meeting consumer needs and establishing stable customer relationships are the difficulties in supply chain construction. Enterprises can understand consumer preferences and consumer needs through digital technologies such as big data, which can greatly accelerate the inventory turnover rate and reduce the inventory pressure faced by retailers. Although some of

the problems related to retailers have been solved, the current imperfect after-sales links of cross-border e-commerce have not been solved, which has caused turbulence in the supply chain to a certain extent. Reverse logistics in the supply chain is an urgent part of the consumer link. Because the customs does not yet support the reverse logistics of consumers, the cost borne by consumers is large, which hinders the construction of the supply chain to a certain extent, so enterprises should actively solve it from the source, such as ensuring the quality of commodity sources, building bonded warehouses and overseas warehouses, etc., reducing the cost of consumer returns and enhancing their re-purchase of hospitals.

4. CONCLUSION

With the process of global world, cross-border e-commerce has gradually been an important part of global trade, and logistics construction is the basis of realizing cross-border e-commerce. On account of the perspective of supply chain management, this paper analyzes the impact of each role on logistics integration from the main components of logistics integration, and finds that consumers are the most uncontrollable factors for enterprises in logistics integration, while other roles are more stable, and the impact of national policies is the most important for the construction of international logistics integration. Therefore, cross-border e-commerce should ensure the stability of the supply chain as much as possible, pay attention to relevant tariff policies in real time, understand consumer needs in a timely manner, and build a more stable logistics integration. This paper studies the role of logistics integration in supply chain management, and better analyzes the importance and existing problems of each role in supply chain construction. This will help cross-border e-commerce companies to improve steadily in cross-sea transactions, ensure the normal operation of enterprises with the help of a stable supply chain, improve their ability to cope with unknown crises in the future, and achieve their strategic goals.

In the future, this paper will continue to study the problems of each link and the influencing factors on the creation of the supply chain from the perspective of logistics integration, and supplement the influencing factors of the manufacturer for the construction of the supply chain. In the future, we will continue to study the significance and influence of manufacturers in logistics integration, and better help cross-border e-commerce to construct a stable supply chain.

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