

Study on the Construction of the Development Model in the New Logistics Park

Ningning Yan^{1, a *}

¹School of Business Administration, JingDeZhen Ceramic Institute, Jiangxi Province, China

^alsemail2008@163.com

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Abstract. Emerging patterns in the development of the logistics park construction, does not take the road of the development of traditional logistics park, on the development model of the target, in addition to considering the economic goal, should also consider the park to undertake social and environmental goals. Around these three objectives, the construction of the development model of the new logistics park must follow a series of principles and meet a series of standards. In the type of development model, combined with the characteristics of the development of new logistics park, can show two kind of seek common ground while reserving differences characteristic mode: government led market driven and government dominated the continuation of the traditional type. In the specific mode of choice, the emerging logistics park to have a clear strategic positioning, scientific concept of development, according to its own characteristics to choose the appropriate and not the best model, to protect emerging logistics park can in a short period of time to achieve rapid development.

Introduction

In the era of economic globalization, the emergence of new industries has become the new normal. This kind of knowledge innovation and cooperative innovation in the direction of the development of advanced industries show new features. Specific characterization is the emerging industry clusters in different types of body of knowledge innovation through cooperation gradually develop and grow, based on the features, with flexible and win-win cooperation management, according to the needs of enterprise clusters, with university and other research institutions continued cooperation, exchange, communicate repeatedly. University and other research institutions to research on the enterprise cluster, and university and other research institutions to promote the industrialization of the results, the emerging industrial clusters which continues to develop; from the current point of view, whether in the channel of knowledge cooperation and innovation or management, academic circles has been the hot issue launched a study more. The emerging industrial clusters in the face of economic globalization, integration at the same time, but also to deal with the ecological environment is complex and changeable, enterprises cluster only the constant self-learning and knowledge cooperation, in order to effectively cope with. The diversification of learning organization, strategic alliance and virtual enterprise to the industrial agglomeration has brought new opportunities and challenges to the different subjects of knowledge cooperation. The knowledge cooperation and innovation of new industrial clusters are the fundamental of the main body of innovation, and also the foundation of the strategy of knowledge flow and knowledge sharing.

The development model of logistics park is different with the maturity of logistics park, which is the model of the newly established logistics park. China's logistics industry has developed from the start of the 20 years ago to the current growth period, the competition between the logistics enterprises gradually from the means of price to a variety of non-price means, such as improving speed, improve service, etc.. Therefore, under the new situation emerging logistics park development mode cannot be simply followed traditional park single mode (such as market driven), but should be a set of exogenous and endogenous motivation of mixed mode, and in the new model, the guidance of the government play a key role.

The Construction Target of the Development Model in the New Logistics Park

Emerging logistics park development model in a certain extent that is emerging logistics park construction and development goals, in the logistics industry to establish new logistics park and select the corresponding mode guarantee their development is to promote the rapid development of the emerging logistics park, enhance its social contribution, achieve the economic goals of the emerging logistics park, social goals and environmental goals.

(1) Economic target

The construction and development of new logistics park mode, will greatly improve the local logistics park infrastructure, improve the work level of investment and living environment, enhance the city competitive ability, promoting regional economic development and social construction; improve the park with high technology and high value-added logistics project output value proportion, is conducive to enhancing the competitiveness of the logistics park the upgrading of structure, conducive to regional logistics industry; form a complete industrial chain through the development of the upstream and downstream enterprises of mutual benefit, reduce the cost, improve the economic benefit and competition ability, achieve mutual promotion and common development purposes; can bring the pulling function for supporting the industry, providing opportunities for energy, transportation and other related to promote the development of industry, a large number of industrial.

The emerging logistics park mode in addition to promote economic development in the macro, micro scale economy effect, to make the enterprise with the development mode of the park and logistics park brings the economic effect of scope and external economic benefits, in their own enterprise scale and production capacity in low cost operation to achieve expanding; with the whole logistics park and regional economy GDP sustained growth, boost the enterprise long-term development vision; with technical innovations emerging in Logistics Park atmosphere, enhance the ability of independent research and development, increase the added value of their products, to enhance the ability of enterprises to withstand market risks; to establish the park enterprises competition consciousness, constructing the harmonious development between the enterprise and the situation industry and region.

(2) Social objectives

With the development mode of logistics park, especially a new model for emerging logistics park construction and operation will gradually improve emerging logistics park of economies of scale and the overall competitiveness of the, resist the influence of tax reform may bring, maintain the emerging logistics park value-added tax and export tax rebate large profit level, maintain the healthy development of the emerging logistics park, and Realization of tax amount of steady growth.

Employment is related to the people's livelihood and social stability, the new logistics park provides a lot of opportunities for the community. After the financial crisis in 2008, to ensure full employment, not only is the responsibility of the government is the responsibility of enterprises. The construction and development of the model of the new logistics park must be one of the goals of achieving employment and maintaining social stability. With the development of the new logistics park, more and more logistics enterprises or production bases appear gradually, this is bound to provide more jobs. Emerging logistics park in the enterprise in accordance with the needs of production and business activities, open up the channels of employment, providing jobs, skills training, placement of the disadvantaged groups in employment, to achieve a breakthrough in "zero employment families", the professional employment of rural labor as the focus, solve the new population employment and local laid-off workers again obtain employment problem, and ultimately full employment.

Enterprise as one of the basic elements of society, in the community to accept the various resources and enjoy the benefits, at the same time, bear the corresponding social responsibility, to realize the social value is inevitable. And in the past many traditional logistics park region of government leading, enterprise person in charge, were not aware of the social responsibility of role of logistics parks and enterprise sustainable development, and cannot take the initiative to the corresponding social responsibility related work. Such as employees, emerging logistics park in constructing the

development model is from a long-term perspective consider planning problems in living area, the foothold for the employees of the enterprises in the park a perfect living conditions, protect employees have good working state, while also reducing the operation cost of logistics enterprises in the logistics park. In view of the existing industrial workers, only the formation of respect, understanding, caring people's atmosphere, in order to provide a cohesive, creative, competitive team for the park and enterprise.

(3) Environmental protection objectives

Since the reform and opening up, especially since the 90s of the 20th century, China's logistics industry achieved great development, all regions have to build logistics park, have made great contributions to local economic development and the development of logistics industry in our country. But due to various reasons, the local government did not pay attention to the industrial development planning and policy guidance, enterprises in order to their own economic interests of the pursuit of short-term development, the extensive mode of operation. In recent years, emerging logistics park, the seat of government at all levels strengthen the ecological construction and environmental protection work, through the adjustment of industrial structure, establish eco industrial parks, promoting clean production and other measures, in saving energy and reducing consumption, comprehensive utilization of resources, and achieved some results. The construction and development of the new logistics park must consider the clean production, energy saving and emission reduction.

The Principle of the Construction on the Development Model in the New Logistics Park

In the construction of the development model, the new logistics park comprehensively considers the above factors, and the following principles must be followed in order to realize the corresponding objectives:

(1) Taking government control as the leading

Construction of the emerging logistics park mode of the first thing to consider is dominated by the government, from the regional economy, logistics industry and macro control, programming design and between the existing industry supporting the development, organize to establish working system, the emerging logistics park and the mode of construction work as a key project of the government to grasp, unified workflow and responsibilities of various departments, forming the management system of "government -- Management -- a new logistics park", by emerging logistics park mode to promote the construction and development of the industry. Under the mechanism of "government's macro control" and "micro control of the market", through the participation of enterprises, the operation level and efficiency of the new logistics park model are improved.

(2) To market regulation as the core

Development and the development mode of the emerging logistics park construction and selection must rely on the market to adjust, the government in which cannot be as specific "game players", only as a "rules of the game making, games in the guidance and assistance". In determine emerging logistics park development mode of the whole process, to adhere to taking the market as the center, in the environment of market operation mode, in the market environment in test mode, to allow the market to become a new logistics park development model to build the basic platform. Emerging logistics park development model, under the guidance of the government and logistics enterprises can make full use of traditional logistics technology advantages and location advantages, the introduction of a large number of advanced logistics technology and equipment, and in the transformation to be localized, for the long-term development of the logistics park to lay a solid foundation.

(3) The concrete mode of concrete analysis

Different types of logistics park development mode has different competitive advantages, its formation and development also has a different social and economic background, different regions of the emerging logistics park should be according to their actual situation, learn from the successful experience of global logistics park development, creative construction characteristics of the development of the park mode, and not the pursuit of the so-called "success" model, "classic" mode.

Moreover, any development model has a certain deficiency and its application conditions, the purpose of building a development model is to make up or reduce its negative impact, to lay a good foundation for the development of the new logistics park.

(4) Open and innovative development

A park development model to maintain vitality and power must be in the open and innovative aspects of a difference. Park Development Model of avoid by all means is not closed, if too closed the emerging logistics park enterprises lack of competition and exchanges with the outside the park, regional and international similar enterprises between, this certainly will lead to the weakening of the emerging logistics park innovation capacity, reducing their competitiveness. On the other hand, the innovation ability of the emerging logistics park if not strong, unable to adapt to the changes in the external environment, which leads to the emerging logistics park development model to optimize the process is slow. Therefore, the construction of the development model of the new logistics park should be based on the open and innovative development of logistics parks. If the traditional logistics park, if blindly continue to take the road of the original development model, it is bound to be replaced by other logistics areas.

(5) Taking into account the gradual and long-term objectives

Any industrial park development model is designed to establish a long-term sustainable competitive advantage, the new logistics park is no exception. Therefore, in the emerging logistics park development mode of construction and choice, not only need to consider the current mode to construct and implement, but also consider the emerging logistics park (including the sustainability of the development of enterprises in the park) and regional economic development requirements. Such as in the overall layout of the new logistics park should give full consideration to environmental factors, can be used "moderately diversified and relatively concentrated layout concept, supporting enterprises and production enterprises should be rational layout, mosaic, interval and regional distribution distance, and not only consider now a lot of logistics enterprise agglomeration.

In summary, according to the principle of emerging developing mode of logistics park construction, and the logistics park development status and stage of the life cycle. The results are compared with the reference different evolution stages and different park development model of market structure characteristics, suitable for the development of the park mode is the choice of each emerging logistics Park.

The Essential Factors of the Construction on the Development Model in the New Logistics Park

The development model of the new logistics park is restricted by many factors, such as its own conditions and external environment, among which the most critical factors are the following four:

(1) Factor of production

Production factors refer to the resources necessary to carry out the activities of production and operation. The production factors of the new logistics park include logistics raw material, electric power, human resource and technical equipment. The factors of production can be divided into primary production factors and advanced factors of production, the primary factors of production including logistics of raw materials, electricity, water and fuel, such as natural resources and advanced factors of production, including the modernization of logistics technology and equipment, and to learn advanced knowledge and skills of the professionals.

(2) Market

Market has a basic role in the allocation of resources. Huge logistics market demand is the driving force to promote the development of the new logistics park. As the main body of market competition of logistics enterprises, to the demand of the market rule and the trend of the development of careful study, analysis and forecast, make the allocation of resources, production and business activities more targeted, thus to meet the market demand at the same time, to obtain more economic returns, in order to achieve development.

(3) The government

The development of the new logistics park cannot be separated from the support of the government, and these support and support must be in compliance with the laws of the market as a precondition. This has put forward new and higher requirements to the government. The government should voluntarily give up many of the pipe or tube not specific affairs, the concentrate is committed to create good environment of policy formulation, macroeconomic regulation and control, social public service, infrastructure construction and educational training work for the development of the emerging logistics park.

(4) Related industries and institutions

In the international economic integration today, the emerging logistics park to survival and development must according to their own advantages and conditions and the surrounding environment and the needs of the market, and strive to seek and related industry, scientific research, service, cooperation and exchanges, to build a research platform, we obtain their lack of information, technology, personnel and other resources, and optimize the resource combination, to form and continue to maintain the vigor and vitality.

Summary

After determining the feasibility of the project, according to the actual situation of local resources, energy, scientific and reasonable to carry out industrial planning. To highlight the characteristics of the emerging logistics park in the overall planning, and adhere to three principles: one is the overall coordination, the development of logistics park planning to association and the city planning phase adaptation; two is a reasonable layout, should be based on land saving and reasonable land "on the development of logistics park land the total control, to increase the base integration efforts to break the boundaries of administrative areas, the base, township and location advantage aggregation, avoid" small, low productivity layout, scattered "; three is to improve the facilities, according to the need of logistics park function area development planning, production area, business area, logistics area, comprehensive the service area and living area, and consider the construction of infrastructure. In addition, the design and distribution of a large number of questionnaires to the logistics enterprises, through the statistical results of the questionnaire, analysis of the possibility of logistics enterprises to enter the park, to understand the needs of enterprises in the park and hard environment.

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