The influence of e-commerce and modern logistics on regional economic structure and scope

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Abstract. With the rapid development of Internet and information technology, the space and time boundaries between regions have been broken. With the advent of the "Internet plus" era, the rapid development of e-commerce based on Internet and information technology has promoted the development of regional economy and modern logistics industry. The application level of e-commerce and the development of modern logistics also have an important impact on the regional economic structure and scope. Therefore, it is of great significance to study the impact of e-commerce and modern logistics on the scope of regional economic structure for promoting the coordinated development of e-commerce and modern logistics.

1. Introduction
Natural resources, human resources and transportation resources are the three important factors that determine the scope of regional economy and structure. In the process of e-commerce development, the application level of e-commerce and the degree of logistics modernization have become two new elements constituting the scope of regional economic structure in the future. E-commerce in the process of continuous development of the various industries become more closely linked, at the same time, relying on related industries to expand gradually. Therefore, the development degree of modern logistics determines the value structure of regional economy and related industries, and also determines the limit of regional economic scope. In the process of development, e-commerce industry is closely related to the first and second industry and logistics industry. The development of e-commerce can quickly promote the development of related industries and plays an irreplaceable role in the benign development of regional economy.

2. Basic concepts of modern logistics and regional economy
Modern logistics is the modern characteristics of logistics activities in the process of development. With the rapid development of Internet and information technology, the concept of "Internet plus" has penetrated into all fields, greatly facilitating the development of logistics modernization and informatization, and has formed a perfect link in logistics transportation, cargo handling, resource sharing, logistics and distribution, logistics and warehousing. Supply chain promotes the modern development of logistics and provides integrated services for users. Regional economy, which is mainly an aggregation economy, includes various elements of capital flow, business flow and people flow, and
gradually forms large-scale production. Regional economy represents the integration of economic activities in a geographical environment.

With the rapid development of Internet plus and modern electronic commerce, the global economy is gradually showing an integrated trend. Under such a background, modern logistics has gradually developed into a new organizational mode, which has greatly promoted productivity and reduced economic resources. Therefore, in the process of measuring the comprehensive strength of regional economy, modern logistics has become an important indicator. With the advent of the new century, modern logistics has gradually become a new growth point of regional economy, and regional economic integration has also promoted the modernization of logistics. Generally speaking, the development of modern logistics plays an important role in promoting regional economic growth.

3. Characteristics of regional economic structure and scope in China

3.1. The development law of regional economic structure
China has a vast territory and rich resources of all kinds. However, due to the large population base, the per capita resource share is relatively small. In addition, the cognition of regional economic development and the development of this model start late, the regional economic structure layout of our country is not reasonable enough. At present, China's regional economic layout presents the mode of industrial division of labor, and the regional economic structure, on the whole, coastal areas are better than inland areas, urban areas due to rural areas. From the industrial structure point of view, the industrial complex construction is obvious, the phenomenon of resource waste is more common, the development of the tertiary industry is not balanced, there are still your natural resources and human production factors as the main guidance of economic development in most areas.

3.2. Problems in regional economic development
First of all, China's regional economy has the problem of unbalanced development. Since the reform and opening up, the economy of China's coastal areas has taken off rapidly, but the economic development of the central and western regions has lagged behind due to the influence of geographical factors and relevant policies. The Yangtze River Delta and the Pearl River Delta are the center of China's manufacturing industry, while the central and western regions, due to geographical constraints, lead to the imperfect development of market mechanism and the lack of domestic demand. The emergence of these factors enlarges the regional economic differences in China. According to the relevant chart data, the regional economy in the eastern, central and western regions presents the characteristics of imbalance.

Secondly, the industrial structure of China's regional economy is homogenized. Due to the influence of related factors, China's regional economic structure layout is not reasonable, the phenomenon of regional industrial structure similarity is serious, lack of corresponding characteristics, the economic development of most regions mainly depends on natural resources, so there is the phenomenon of repeated construction. On the one hand, the phenomenon of repeated construction accelerates the consumption of natural resources, but also increases the construction cost, which also causes resource consumption, which has a negative impact on regional economic development, makes the phenomenon of regional industrial structure homogenization serious, leading to fierce competition among related enterprises and industries.

Finally, China's regional economy presents the characteristics of unbalanced urban and rural economic development. For a long time, China's urban and rural economy is in a state of segmentation. The dual economic structure leads to the imbalance of urban and rural economic development. The dominant resources are mainly concentrated in urban areas. The lack of characteristic industries in rural areas can actively promote economic growth, leading to the widening gap between urban and rural economic development.
4. The influence of e-commerce and modern logistics on the scope of regional economic structure

With the rapid development of e-commerce, various industries rely on e-commerce to form an industrial chain. At the same time, the degree of modernization of logistics and the application level of e-commerce have gradually become new factors affecting the scope of regional economic structure based on natural resources, traffic factors and human resources. Therefore, the impact of e-commerce and modern logistics on regional economic structure and scope is mainly reflected in the following aspects.

4.1. E-commerce has accelerated the gathering of industries

For the industrial structure, with the development of e-commerce, different industries can be linked together, and the relationship between different industries is closely linked, and the operation mode of joint cooperation is formed. In the process of development, e-commerce is taken as the core, and the full competition of the market is realized through industrial complementarity and regional economic exchange. In this process, the market resources are more reasonable. The development of e-commerce breaks the economic barriers between regions, breaks through the space-time boundaries of different regions, and forms a new development trend, which gradually becomes the main growth point of regional economy and accelerates the integration of regional economy.

4.2. E-commerce optimizes industrial structure

Through the above analysis, we can know that the fundamental factors leading to the imbalance of regional economic development and the imbalance of industrial structure development between regional economies. In the process of development, e-commerce has changed the traditional consumption structure and promoted the transformation and upgrading of the industry. E-commerce is a low-carbon development model, which provides support and direction for the adjustment of industrial structure. E-commerce relies on the Internet and information technology to carry out various economic activities, which has low requirements for human resources, natural resources and even space-time, so it meets the requirements of regional economic development. The traditional economic development has higher requirements for natural resources, which not only causes the problem of resource waste, but also hinders the economic development. In the process of development, e-commerce has lower demand for natural resources, which can break the boundaries of regional space-time, improve production efficiency and reduce energy consumption. Therefore, it can effectively promote the adjustment of industrial structure in the region.

4.3. The influence of modern logistics development

The development of e-commerce is inseparable from modern logistics, and modern logistics has gradually become the pillar industry of regional economy in the process of continuous development, which realizes the circulation of various enterprises and realizes the value exchange. Specifically, the impact of modern logistics in promoting regional economic development is mainly reflected in two aspects. First of all, the degree of modernization of logistics is positively related to the scope of products' outward radiation. The higher the degree of modern logistics development, the scope of products' outward radiation is also increasing. This characteristic takes the scope of regional economic influence gradually expanding. Secondly, the efficiency of modern logistics has a great impact on the speed of commodity circulation. If we cannot promote the modernization of logistics, it will affect the distribution scope of logistics, and affect the expansion and further development of regional economy.

5. Conclusion

To sum up, e-commerce and modern logistics have a very important impact on the regional economic structure and scope. In the process of discussing the influence, we should deeply study the characteristics of China's regional economic structure and scope, understand the law of the development of China's regional economic structure, and clarify the problems in the process of regional economic development. Only in this way can we further explore the impact of e-commerce and modern logistics on the regional
economic structure and scope, make a choice for the development of e-commerce strategy to promote regional economic development, make e-commerce and modern logistics develop in coordination, and effectively promote regional economic development in the process of strengthening the interconnection of industrial structure.

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