Research on Enterprise Logistics Management Innovation Based on Supply Chain Management Environment

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Abstract: In order to promote the innovation of logistics management in China's enterprises, this paper analyzes the logistics industry in China in combination with the supply chain management environment, points out the current situation of logistics management in China, analyzes the existing problems, and puts forward the measures and development direction of logistics management innovation.

1. Introduction
The supply chain is a new concept that has only emerged in the past 30 years. In terms of relationship, supply chain management is part of logistics management, but with the development, the scope of supply chain management has exceeded logistics management. It is both a theoretical issue and a practical issue to analyze the development of logistics management in the supply chain management environment. At present, China's logistics management industry is developing very rapidly and is an important part of China's economic development. Promoting logistics management innovation is an important direction for the development of China's logistics industry. Based on the supply chain management environment, this paper sorts out the current situation of China's logistics management, and points out the problems in China's logistics, and then proposes suggestions. The structure of this paper is as follows. The first part is to sort out the research status of logistics management. The second part analyzes the relationship between logistics management and supply chain management. The third part points out the problems in physical management in China, and finally proposes the recommended measures.

2. Research review
Domestic and foreign research on supply chain and logistics chain is relatively large, and a relatively systematic theoretical system has been formed.

2.1. Domestic research
Taking the supply chain and logistics management as the key words, searching in China Knowledge Network and sorting out the results, we can analyze the research of logistics management and logistics chain in China.
Figure 1. Literature research on logistics management and supply chain at home and abroad

Through the above chart analysis, there are many researches on the supply chain. From 2014 to 2018, the average annual research literature has reached 7,000 or so, and the total amount has reached more than 30,000. The fields involved are very wide, including supply chain finance and supply chain. Comparison, supply chain technology, supply chain theory analysis, etc. Compared with the supply chain, there are relatively few studies on logistics management. There are about 1,200 articles per year, and the research fields are scattered. There are about enterprise logistics, industry logistics, and artificial intelligence logistics.

2.2. Foreign research

Practical research on logistics supply chain integration. Porte first proposed a supply chain to create value, and he pointed to process integration among supply chain partners. Gimanez (2005) studied the relationship between the logistics operations capabilities of Spanish fast-moving consumer goods companies and the external integration of co-sponsored chains, but did not further consider the integration of operations with terminal supply chain members. Germain.R (2006) proposes that supply chain internal integration has a positive correlation with logistics performance. SEM analysis proves that the higher the internal integration of the supply chain, the better the company's logistics performance will be. Nathalie (2008) studied the impact of supply chain integration (SCI) on supply chain performance from the perspective of logistics service providers (LSPs). Javant (2010) conducts research on the integration of third-party logistics service providers when implementing supply chain management, and uses information integration to evaluate enterprise performance. Research shows that the integration of third-party logistics service providers can improve the supply chain management level. Kun Liao (2011) and other factors, starting from the strain theory, combined with Porter's economic cluster theory to establish a three-stage network plan, found that when multinational companies expand internationally, the importance of suppliers to logistics costs makes enterprises need to integrate logistics system management as strategic management. This will enhance the value of the enterprise logistics system. Brvan (2017) uses information processing theory to link procurement and logistics integration with supplier performance, and uses multiple regressions to find that integration of procurement and logistics helps to improve supply.

3. Supply chain management and logistics management

3.1. Concept

Logistics management was proposed in the early 1980s and has a history of nearly 40 years. As part of
supply chain management, logistics management is not only a logistics chain, but also an information chain, capital chain and value-added chain. It is also an integrated management idea and method with supply chain as the core. It refers to the management method of planning, organizing, directing, coordinating, controlling and supervising logistics activities according to the law of material data entity flow, applying the basic principles and scientific methods of management, in order to improve logistics efficiency and economic benefits.

The core content of supply chain management mainly has four aspects. First, supply chain management covers many business contents. If one link is not properly managed, it may affect the overall supply chain management effect. Second, based on the coordination of business orders, the rapid response of logistics business orders is realized, thereby improving the rapidity of logistics enterprise supply chain business processes. Third, in the process of supply chain management, we should fully consider the final needs of customers and optimize the overall management process of the supply chain. The fourth is to control the cost of supply chain management and minimize the cost of supply chain management. There is a close relationship between supply chain and logistics management. The development of supply chain management originates from logistics management, but its development has surpassed logistics management.

3.2. The relationship between the two
Supply chain management includes the business process from the purchase of raw materials to the consumption of products. From the perspective of SCM, logistics is the bond of cooperation between enterprises. Without logistics, the use value of products produced by supply chain nodes cannot be reflected. Logistics management is ahead of supply chain management, and logistics management is now part of supply chain management.

From the perspective of management objectives, logistics management and supply chain management are consistent in the goal of serving customers.

But the nature of their work is not the same. The supply chain highlights and coordinates the relationships that exist between suppliers, manufacturers, distributors, retailers, and end users. Logistics management focuses on logistics workers with certain logistics production skills, using logistics facilities, logistics machinery and other labor segments to act on the production activities of logistics objects.
From the perspective of management content, logistics management includes logistics activities and other activities directly related to logistics activities. The content involved in supply chain management is more complicated. Supply chain management is a model that integrates suppliers, manufacturers, distributors, and retailers into a whole through information feedback. Supply chain management includes management of business flow, information flow, capital flow, and value-added flow, as well as logistics management. Logistics management is part of supply chain management.

From the perspective of management, supply chain management is based on e-commerce, and business flow, information flow, and capital flow can be easily realized through online transmission. And logistics activities are not directly possible through online transmission. In other words, logistics can operate under the same conditions of network technology.

3.3. Characteristics of logistics management
Modern logistics has risen to an important part of the business strategy. It has the following characteristics in terms of system concept, nature status, target concept, service object, and function positioning.

First of all, modern logistics management aims at the overall optimization of the enterprise. It is not a single production, sales department or enterprise, but also the joint activities of suppliers, wholesalers, retailers and other connected entities. At the same time, modern logistics management directs the logistics operations across the enterprise organization, and strengthens the relationship between all enterprises in the circulation process to achieve the optimal value and business behavior of the whole process of the product supply chain.

Second, modern enterprise logistics is customer service logistics. Customer service is the driving force behind the innovation of logistics management. The business philosophy shifts from product manufacturing to marketing and customer service, and extends to the upstream and downstream of the production process, emphasizing the differentiation between customer service and competitors.

Finally, the business goal of modern enterprise logistics management is to achieve the efficiency of the entire supply chain. Information is the core of logistics management. Modern logistics activities must timely understand and reflect the needs of the market, in order to ensure the correct production and management decisions and the smooth progress of reproduction.

4. Current situation and problems of China's enterprise logistics management
China's logistics market is huge, and the development prospects of modern logistics industry are broad. In recent years, logistics has developed rapidly in China. According to statistics, in 2017, China's total social logistics exceeded 90 trillion yuan, a year-on-year increase of nearly 50%. However, compared with western developed countries, the proportion of logistics costs to GDP is still too high, and the overall benefits of social logistics are poor. At present, the pattern of common development of logistics enterprises with different ownership forms, different business models and different scales has taken shape.

However, due to the backward management system reform, the development of China's enterprise logistics still has problems such as scattered operation, single function, low degree of automation, unreasonable logistics layout, and low logistics technology content.

4.1. Management concepts and methods affect the efficiency of enterprise logistics. Most enterprises in China still retain relatively extensive management methods. The functions of procurement, warehousing and distribution are not fully integrated, and integrated internal supply chain management cannot be implemented. As a result, the responsibility of logistics cost is unclear, and the benefits of logistics management are difficult to highlight.

4.2. The understanding of logistics services needs to be deepened. Many enterprises in China allocate limited logistics resources to all customers and all products when they develop logistics service elements and service standards, which affects the performance of specific logistics services. In
addition, the management of enterprise logistics services is only carried out by the logistics department alone, which affects the realization of the value of logistics services.

4.3. The management methods of enterprise logistics are backward. The infrastructure of China's enterprise logistics is still not perfect. The old storage facilities have a single function, the equipment operation efficiency is low, the information is scattered, and the information processing capacity is low. It is difficult to adapt to the needs of modern logistics industry operations. The lack of uniform and standardized standards for logistics infrastructure and equipment makes it difficult to achieve integration and flow throughout the entire process of transportation, loading and unloading and storage.

4.4. There is a shortage of enterprise logistics talents. Compared with the important role of modern logistics in the national economy and regional economy and its development speed, China's logistics education and personnel training are relatively lagging behind, especially proficient in import and export trade, customs business, e-commerce, procurement system, supply chain management, international law. The complex logistics talents are scarce and have a single structure, which is far from meeting the needs of the society.

5. Logistics Management Innovation Based on Supply Chain Management Environment

5.1. Develop and improve the strategic planning of logistics management. In the future market, it is no longer the competition of individual companies, but the competition between supply chains. It should be regarded as a long-term plan for enterprise management development, paying attention to customer needs, timely reflecting information to supply chain enterprises through customer suggestions, and constantly improving the supply chain. It is necessary to guide enterprises to cooperate with upstream and downstream enterprises to form a supply chain, fully apply the strong advantages of the supply chain to increase the market share of products, and achieve mutual benefit and win-win between enterprises.

5.2. Innovative logistics service concept. It is necessary to establish the concept of customer demand first, change the main idea of obtaining economic benefits by scale benefits in the past, introduce advanced logistics service concepts, and formulate market-oriented logistics service levels. We must focus on improving customer value by fully enhancing customer value as the goal of logistics services. It is necessary to promote the innovation of logistics service content, promote the extension of logistics basic services to value-added services, extend from logistics function services to management services, and extend from physical services to information flow and capital flow services.
5.3. play the role of modern information technology. The use of the Internet and information technology to complete the management and control of the logistics process and the integration of technology and logistics services is the trend of logistics management. China should actively use advanced logistics equipment, learn from foreign excellent logistics management strategies, introduce advanced foreign technology, and actively learn from abroad to improve China's logistics management level and shorten the gap with developed countries.

5.4. Increase the training of logistics personnel. The cultivation of talents is the key to the development of modern logistics. We must pay attention to cultivating our own unique corporate culture. By hiring relevant talents from peer companies, we will let the people with comprehensive quality stand out and inject fresh blood into the enterprise. The government should also pay attention to the cultivation of logistics talents, learn from foreign advanced logistics management experience, encourage universities to combine logistics theory courses with practice, and improve students' practical application ability.

5.5. Promote logistics management technology innovation. We must actively use high-tech logistics facilities and equipment, improve logistics management technology, and actively introduce foreign capital, advanced technology, and management experience to transform our logistics facilities, thereby narrowing the gap between China's logistics industry and modern logistics. To optimize supply chain management by using information network technology, we should optimize the traditional logistics business process through intensive and modern management based on network and e-commerce. It is necessary to promote the innovation of enterprise logistics management system, establish and improve the new logistics management system, and ensure that the logistics management function from the enterprise organization always runs through all aspects of logistics service construction, planning, organization and coordination.

6. Conclusion
The logistics industry is currently a sunrise industry and has an important position in China's economic system. Supply chain theory is a relatively new theoretical system. It is a practice of logistics management in China under the environment of supply chain management, which has promoted and enlightened China's economic development. Through the above analysis, it is concluded that the supply chain has a very important development space in logistics management, but how to implement the mailing and integration of supply chain and logistics management is still a problem that needs further research.

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