Research Article

Logistics Supply Chain Management Mode of Chinese E-Commerce Enterprises under the Background of Big Data and Internet of Things

Xiao Han\(^1\) and Jingyi Wang\(^2\)

\(^1\)Free Trade Office, Administrative Committee of Chongqing Liangjiang New Area, Chongqing, China 401122 
\(^2\)Economic Operation Bureau, Administrative Committee of Chongqing Liangjiang New Area, Chongqing, China 401122

Correspondence should be addressed to Xiao Han; 19403590@masu.edu.cn

Received 3 August 2022; Revised 18 August 2022; Accepted 24 August 2022; Published 19 September 2022

With the development of information technology, the logistics supply chain of Chinese E-commerce enterprises still has the problem of backward industrial model and low product quality. It is necessary to deeply integrate the logistics supply chain with big data and Internet technology and develop a logistics intelligent supply chain management model in order to meet the needs of Chinese E-commerce enterprises for logistics supply chain. The management mode of the logistics supply chain of Chinese E-commerce enterprises will show the development trend of diversification and simplification, standardization and normalization, and intelligence and efficiency in the future.

1. Introduction

1.1. The Rise of Big Data and the Internet of Things. With the rapid development of information technology, big data and the Internet of Things came into being [5]. The two complement each other and promote the rapid development of information technology industry. E-commerce enterprises are also affected by the third industrial wave represented by big data and Internet of Things technology [1]. The rapid generation of big data can meet the needs of real-time data in all aspects of E-commerce logistics supply chain and increase the sustainability and efficiency of E-commerce enterprises. The electronic tracking system of Internet of Things can track the “order” status in real time and improve the control ability of E-commerce enterprises to the logistics supply chain cargo flow. The seamless connection between big data and the Internet of Things and the subsequent big data capture and analysis technology have promoted the reform of the supply chain management mode of E-commerce enterprises. More and more E-commerce enterprises [6], such as Dangdang and Suning Yibu, have abandoned the traditional “order” management mode, reformed the internal industrial structure of enterprises, and constructed the intelligent and efficient supply chain management mode of intelligent logistics.

1.2. E-Commerce Enterprise Logistics Supply Chain Management Model Drawbacks Appear. Electronic commerce enterprise logistics supply chain each link independence is strong, and information sharing is not high [7]. E-commerce enterprises have the problems of weak information sharing awareness and weak integration awareness in all aspects of logistics supply chain. Each link pays more attention to own benefit and neglects the overall benefit maximization [8]. Some high-value information cannot be timely dredged and fully utilized in all aspects, which often affects the implementation of the subsequent supply chain management mode, thus affecting the operation of the entire supply chain system. In order to solve this problem, Chinese E-commerce enterprises should vigorously promote the reform of intelligent logistics supply chain management.
2. Investigation on the Construction of Smart Supply Chain in Chinese E-Commerce Enterprises

2.1. Investigation Purpose. We investigate the major E-commerce enterprises in the Chinese market to understand their logistics supply chain management mode and their willingness to build smart logistics supply chain management mode based on big data and the Internet of Things.

2.2. Survey Object Design. Selection of survey objects: major E-commerce enterprises in the Chinese market control of the number of survey: since there are many E-commerce enterprises in China, 220 E-commerce enterprises are selected by filling out questionnaires, as shown in Table 1.

2.3. Survey Significance. Preliminary understand the logistics supply chain management mode of major E-commerce enterprises in the Chinese market, clarify the advantages and disadvantages of the current logistics supply chain model of E-commerce enterprises, and understand the understanding and application willingness of E-commerce enterprises to big data and the Internet. Due to the large number of samples taken in the process of investigation, it has a certain guiding significance for the reform of China’s E-commerce logistics supply chain management model. After fully understanding the problems of logistics supply chain management mode of Chinese E-commerce enterprises, this paper puts forward targeted solutions and predicts the development trend of logistics supply chain management mode of Chinese E-commerce enterprises [10].

2.4. Questionnaire Implementation of the Survey

2.4.1. Investigation on the Original Logistics Supply Chain Management Mode of E-Commerce Enterprises. At present, the common logistics supply chain of E-commerce enterprises is enterprise open logistics mode, joint distribution logistics mode, and third-party logistics mode, but these supply chain models have their own advantages and disadvantages. The current supply chain management model used by E-commerce enterprises in China market is shown in Table 2. Enterprise open logistics mode enterprises own warehouse, not only responsible for the parent company’s logistics services but also to provide logistics services to the community. But its disadvantage is high cost and needs management personnel with high logistics supply chain management ability. The joint distribution logistics mode is excessively dependent on the distribution center. Once the distribution center is paralyzed, the entire logistics system will collapse. The third-party logistics mode outsources logistics services to logistics companies, which reduces the burden of E-commerce enterprises, but cannot directly contact users and cannot obtain feedback from users [11].

2.4.2. Survey of E-Commerce Enterprises’ Understanding of Big Data and the Internet of Things. The rapid development of big data and Internet of Things provides an opportunity for the change of the management mode of logistics supply chain in E-commerce enterprises. The sensor of Internet of Things technology can provide real-time data for the management of logistics supply chain. The analysis technology of big data can analyze massive data and facilitate real-time monitoring of all aspects of logistics supply chain. The Internet of Things is a network of people connected and things connected. Through the Internet of Things, things are connected to make all aspects of logistics supply chain management confidentially connected and integrated into an organic whole. The third industrial wave represented by big data and Internet of Things helps to comprehensively grasp the logistics supply chain management mode in the Chinese market [12].

2.4.3. Survey of the Willingness of E-Commerce Enterprises to Establish a Smart Supply Chain. To promote the transformation of logistics supply chain management mode in E-commerce industry, we must start from a single E-commerce enterprise. Nowadays, some large E-commerce enterprises with their own logistics system have established intelligent logistics, but it is difficult for small E-commerce enterprises to establish intelligent logistics supply chain management model because of technology, manpower, capital, and other factors. In the investigation, investigating the reasons why it is difficult for small enterprises to establish logistics supply chain is of great help to promote the establishment of intelligent logistics supply chain management model.

2.5. Presentation of the Survey Results

2.5.1. Different Scale E-Commerce Enterprises Have Different Demands for Logistics Supply Chain Management Mode. In order to study the relationship between the scale of E-commerce enterprises and the satisfaction of E-commerce enterprises with their existing logistics supply chain management mode, variance analysis is conducted on the two, and the results are shown in the table. Table 3 shows that when P value > 0.05 is known by statistical knowledge, the original hypothesis should be rejected. That is, there is a correlation
between enterprise scale and logistics supply chain management mode. This survey results are echoing the abovementioned large E-commerce enterprises to establish intelligent logistics supply chain management system, but small E-commerce enterprises cannot establish [13].

This result tells us that different scale enterprises have different demands for logistics supply chain management mode. For small- and medium-sized enterprises, due to the limitation of capital and industrial scale, choosing third-party outsourcing companies to outsource their logistics business, or using the traditional “order” management mode, is sufficient to meet the logistics supply chain management of these enterprises; however, for large enterprises, it is necessary to establish a diversified streamlined, standardized, intelligent, and efficient intelligent logistics supply chain management mode to meet the daily operation of the logistics needs of enterprises [14].

2.5.2. Strong Will of E-Commerce Enterprises to Develop Smart Logistics Supply Chain. It can be seen from Figure 1 that most E-commerce enterprises do not know about big data and the Internet of Things, but nearly 80% of E-commerce enterprises want to develop smart logistics supply chain management mode. It shows that E-commerce enterprises have realized their backward logistics supply chain management mode and want to use the Internet of Things and big data to realize intelligent logistics supply chain management and solve the dilemma faced by enterprises.

This survey also statistics the 220 E-commerce enterprises supply chain management model facing many problems, concentrated as shown in Figure 2.

As shown in Table 4, the logistics supply chain management of most E-commerce enterprises is faced with the problems of low product quality, high input cost, and low order processing efficiency [15]. Due to the fact that logistics supply chain of E-commerce enterprises is based on the “order” to deal with, in the process of goods transportation, the flow of goods and information flow is not synchronized, with a certain lag, and information sharing is low, which also leads to the low efficiency of order processing. The location information of goods cannot be updated in real time, resulting in the failure to track goods in real time in the process of goods circulation, which increases the possibility of goods being wrong in the transportation process, resulting in the problem of low product quality. These problems are in the final analysis because the traditional logistics supply chain management mode has certain disadvantages. To solve these problems, it is necessary to establish the intelligent logistics supply chain management mode.

According to the experimental results, the 220 enterprises surveyed have strong willingness to participate in the establishment of intelligent logistics supply chain management mode. Among them, small- and medium-sized enterprises have the strongest willingness to participate in improving their competitiveness, followed by large enterprises.

2.6. Reliability Analysis of the Survey Results. Reliability analysis is a common method to test the reliability of the survey results. Specifically, the questionnaire is used to repeatedly measure the subjects, and the consistency of the results is obtained.

Reliability analysis of Cronbach’s alpha in the experiment

\[
\alpha = \frac{K}{K-1} \left(1 - \frac{\sum S_i^2}{S_x^2}\right) 
\]

In this survey, the value of \(\alpha\) is 0.88, according to the provisions of the Cronbach’s alpha, when \(\alpha > 0.7\) can be accepted, so the results of the survey have high credibility.

3. Current Situation of Logistics Supply Chain Management Mode in Chinese E-Commerce Enterprises

As shown in Figure 3, the four major factors that restrict the logistics supply chain management model of China’s E-commerce are talents, product quality, the effectiveness of
3.1. Limitations of Traditional "Order" Supply Chain Management Model. Big data and Internet of Things are developing rapidly, but the logistics supply management mode of small- and medium-sized E-commerce enterprises still stays in the traditional mode. "Order" is the core of this mode, the only recorder of goods information, and the only way to transfer information between E-commerce enterprises and node enterprises. In this mode, the market reflects the demand of customers on orders, and orders reflect it to each enterprise in the supply chain. This traditional logistics supply chain management mode can operate stably under the management of high-quality logistics personnel. However, due to the lack of human and material resources, small- and medium-sized enterprises cannot attract high-quality talents, leading to the use of traditional supply chain management mode by small- and medium-sized enterprises not only has no advantages but also worsens. Big data and Internet of Things can provide technical support for the construction of new intelligent logistics supply chain management mode, which is of great significance in promoting E-commerce enterprises to abandon the original management mode and turn to new intelligent logistics management mode.

3.2. Limitations of Low Timeliness of Data Management [14]. The perfection of data management mode is an important factor restricting the development of logistics supply chain management mode, so the managers of E-commerce enterprises pay more attention to the logistics supply chain data management mode and strengthen the understanding of logistics supply chain data management. In the process of E-commerce enterprise operation, the amount of data generated by various activities is huge, such as supplier supply information, order processing, and customer demand information [15]. In the traditional order-order logistics supply chain management mode, the huge amount of data generated by each link will directly affect the turnover time of goods in each link, thus indirectly affecting the efficiency of logistics. The correctness of data processing is also a major factor hindering the development of logistics supply chain management mode. Correctness is the premise of efficient data processing, and correct data can ensure correct order processing. At present, the correctness and efficiency of data management mode in E-commerce enterprises are the two core of data processing mode reform. Big data and the Internet of Things play a very important role in improving the timeliness of data management and promoting the smart logistics supply chain management mode of E-commerce enterprises.

3.3. Product Quality Needs to Be Improved. E-commerce enterprises have developed rapidly in recent years, but due to the short development time, they still face many problems. Many E-commerce enterprise supply chain management level needs to be improved, management scope needs to be expanded, and product quality needs to be improved.
Product direct contact with customers, product quality is an important problem that E-commerce enterprises must solve. The most important business of E-commerce enterprises is sales; many E-commerce enterprises focus on distribution, but do not care about the quality of products. Product quality plays a decisive role in the development of E-commerce enterprises, and the control of product quality must be strengthened.

3.4. Lack of High-Quality Talents in Logistics Supply Chain Management in E-Commerce Enterprises [16]. For E-commerce enterprises, the development of logistics supply chain management mode plays a decisive role in the overall development of enterprises. Science and technology are the first productivity; in order to promote the comprehensive development of E-commerce enterprises, we must introduce advanced science and technology. The vigorous development of big data and the Internet of Things in the third industrial revolution is of great significance for upgrading the enterprise logistics supply chain management mode and building a diversified and simplified, standardized and standardized, and intelligent and efficient logistics supply chain management mode [18].

4. Solutions to the Problems in Supply Chain Management of Chinese E-Commerce Enterprises

4.1. Integration of Logistics Big Data and Internet of Things. Big data and Internet of Things have great advantages in the realization of intelligent logistics supply chain management. Sensors based on Internet of Things can synchronize and share information and can realize positioning tracking and effective monitoring of products in the production and transportation process. The replacement of manual management with machine management saves a lot of manpower, material, and financial resources and reduces the loss caused by human subjective errors.

4.2. Build Standardized Intelligent Logistics Supply Chain Management System

4.2.1. Real-Time Information Management System. “Order” is the cell of an E-commerce enterprise’s running process. After the customer orders, the management personnel transfer goods from the warehouse, through many aspects of the logistics supply chain and finally reach the user. This process is very complex, and items need to go through a lot of circulation to enter the hands of users. Item information real-time management system, using big data and Internet of Things technology, through the noncontact information collection of moving objects, the location information and state information of objects in different links are collected to realize the automatic management of objects in different links, so as to realize the automatic management of objects. The system can be used to monitor the information of goods, prevent accidents, and ensure product quality.

4.2.2. Intelligent Storage System. The traditional mode of supply chain management warehouse adopts manual management; warehouse administrator is only responsible for guarding warehouse. However, the modern logistics supply chain management mode adopts the intelligent warehousing system and adheres to the important task of the warehouse. The warehouse administrator is responsible for integrating the process and coordinating the upstream and downstream of the supply chain. The intelligent storage system uses big data and Internet of Things technology to store the goods in the warehouse, which reduces the cost of manpower and material resources and improves the quality and efficiency of product supply [3].

4.2.3. Intelligent Storage and Automatic Sorting System. Two important factors restricting the development of logistics supply chain management mode are the timeliness of logistics and product quality, so it is necessary to set up an intelligent sorting system. The replacement of a large number of manual sorting with automated sorting technology not only reduces the cost but also greatly improves the efficiency and accuracy of sorting operations, making the traditional manual-based logistics business process gradually shift to intelligent and intelligent. The development of intelligent

The visualization management of logistics supply chain can be realized through network. After locating the location information of an item through the network in the management process, the information of the item can be identified through the sensor of the Internet of Things and then transmitted to the general server, saving time for staff management [2]. At the same time, machine recognition is nondelay, which can timely and efficiently transfer information to the general server and improve the operation speed of the logistics supply chain [17].

Big data and the Internet can help optimize workflow. The two most important flows in logistics supply chain are goods flow and information flow. With the help of goods flow and information flow to monitor the flow of goods, the existing resources can be integrated efficiently. Build efficient intelligent logistics supply chain management mode.

Figure 3: The restricting factors of E-commerce logistics supply chain management mode development.
logistics supply chain management mode is the common aspiration of e-commerce enterprises. It is bound to build a diversified and simplified, standardized and standardized, and intelligent and efficient intelligent logistics supply chain management mode.

4.2.4. Intelligent Decision System. Intelligent decision system is the brain of logistics, which is in charge of the context of the whole logistics supply chain system.

The logistics supply chain contains many links; if there is not a “commander” of many links of the logistics supply chain information flow, goods flow and many other flows will be chaotic. Internet of Things sensors get a lot of information in each link of the logistics supply chain, and the information accumulation of multiple links forms a super-large database. After analyzing a large amount of data produced by big data analysis, the intelligent decision-making system carries on machine learning according to the results of big data’s analysis, gradually constructs its own knowledge base, and finally develops to be able to make decisions according to different decision-making environments. The intelligent decision-making system can be the “head” of each subsystem and control the operation of other subsystems. Once the intelligent decision-making system collapses, the whole logistics system will collapse. In order to develop the logistics supply chain management model, E-commerce enterprises should take the construction of intelligent logistics supply chain management model, and the information accumulation of multiple links forms a super-large database. After analyzing a large amount of data produced by big data analysis, the intelligent decision-making system carries on machine learning according to the results of big data’s analysis, gradually constructs its own knowledge base, and finally develops to be able to make decisions according to different decision-making environments. The intelligent decision-making system can be the “head” of each subsystem and control the operation of other subsystems. Once the intelligent decision-making system collapses, the whole logistics system will collapse. In order to develop the logistics supply chain management model, E-commerce enterprises should take the construction of intelligent logistics supply chain management model as the first priority. Intelligent decision-making system deeply integrates the relevant technologies of big data and the Internet of Things and is the core system for E-commerce enterprises to develop logistics supply chain management model.

5. Conclusion

The development of intelligent logistics supply chain management model is the common aspiration of E-commerce enterprises. In the future, it will be established with diversification and simplification, standardization and normalization, and intelligence and efficiency as the main characteristics of intelligent logistics supply chain management model. Standardization and normalization are the foundation, diversification and simplification are the premise, and intelligence and efficiency are the purpose.

5.1. Diversification and Simplification of Management Mode. Diversification refers to diversified development, and simplification refers to streamline management. Diversification emphasizes all-round development, not single development, to go hand in hand in production, logistics, sales common development. Logistics supply chain plays a key role in the production and operation of enterprises. Simplification emphasizes the simplification of logistics supply chain management mode, improves the quality of core management personnel, and develops the management mode to intelligence. Replace human operation with machine operation. Man is only responsible for the management of core work and the development of core technology needed by the system [4].

5.2. Standardization and Normalization of Management Model. ISO is an internationally recognized standardization organization, and it has issued a number of international standards, among which there is no special logistics standard. Standardization in a narrow sense is the supply chain process standardization, in a broad sense is to establish a set of international logistics standards. Normalization refers to standardizing the behaviors of logistics supply chain management, clarifying the rights, responsibilities, and interests of each link, dividing the functions and responsibilities of each link, establishing the norms of information transmission in each link, and establishing a standardized logistics supply chain management model. Standardization and normalization of logistics supply chain management mode complement and promote each other and jointly promote the improvement of logistics supply chain management mode.

5.3. Intelligent and Efficient Management Mode. Intelligence refers to the combination of logistics supply chain management mode of E-commerce enterprises with big data technology and Internet of Things technology based on big data and Internet technology. Develop logistics information tracking system, intelligent storage system, real-time information monitoring system, and other intelligent management systems. In the process of building intelligent logistics supply chain management mode, synchronous information sharing is realized, the burden of management personnel is reduced, visual data management mode is realized, and the efficiency of logistics supply chain is improved. High efficiency refers to improving the operational efficiency of the supply chain without reducing product quality and ensuring the correctness of orders. Intelligence is the premise of efficiency, and the continuous pursuit of logistics supply chain management efficiency will promote the development of intelligent.

Data Availability

The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

Conflicts of Interest

It is declared by the authors that this article is free of conflict of interest.

References

[1] P. Qian, “Discussion on the management mode and construction of international logistics supply chain from the perspective of cross-border e-commerce,” *Mall modernization*, vol. 17, pp. 46-47, 2018.
[2] L. Rui, “Research on supply chain management of logistics enterprises in the era of big data,” *China market*, vol. 6, pp. 179-180, 2021.
[3] H. Yue, “The impact of big data technology on supply chain management,” *Chinese business theory*, vol. 2, pp. 108-109, 2021.
[4] J. Shuo, "Research on the construction of intelligent logistics supply chain system based on Internet of things," Computer Products and Circulation, vol. 11, p. 172, 2020.

[5] C. Juanjuan, "Innovation of enterprise logistics and supply chain management under the environment of e-commerce," Modernization of shopping malls, vol. 18, pp. 66-67, 2020.

[6] Z. Le, "Management and science and technology of small and medium-sized enterprises (mid-issue)," Contemporary economy, vol. 24, pp. 40-41, 2019.

[7] H. Le, "Discussion on the innovation of enterprise logistics and supply chain management under the environment of electronic commerce," Management and Technology of small and medium-sized Enterprises (first ten days), vol. 12, 2019.

[8] C. Xinyi, "Probe into the risk generation mechanism and early warning mode of agricultural product logistics supply chain," Modernization of shopping malls, vol. 18, pp. 66-67, 2020.

[9] H. Mei, "Discussion on the innovation of enterprise logistics and supply chain management under the environment of electronic commerce," Economic Forum, vol. 12, pp. 55-59, 2019.

[10] C. XiangYu, "Research on the development and innovation path of China’s cross-border E-commerce under the background of big data," Management and Technology of small and medium-sized Enterprises (first ten days), vol. 12, 2018.

[11] Z. Xiaoping, "Rational view of enterprise supply chain management under the environment of e-commerce," Management and Technology of small and medium-sized Enterprises (first ten days), vol. 12, p. 19, 2019.

[12] S. Changyu, "Supply chain management and its innovation under the environment of electronic commerce," Contemporary economy, vol. 20, pp. 40-41, 2019.

[13] L. Wang, "The financing mode of enterprises making use of third-party e-commerce platform," Journal of East China University, vol. 19, no. 4, pp. 101–104, 2002.

[14] Z. Rui, "Research on the application of big data technology in cross-border E-commerce industry chain," Science and Technology Entrepreneurship Weekly, vol. 4, pp. 92-93, 2020.

[15] B. Jiahao, "The reform of supply chain management under the environment of e-commerce," Modernization of shopping malls, vol. 18, pp. 66-67, 2020.

[16] H. Hui, "Cross-border e-commerce based on the background of big data," Business Economics and Management, vol. 20, pp. 89–99, 2018.

[17] Y. Li, "Analysis on the coordinated development of cross-border E-commerce and logistics in the era of big data," Science and Technology and Management, vol. 4, p. 672, 2021.

[18] S. Huan, "Supply chain management and its innovation in E-commerce environment," Science and Technology Entrepreneurship Weekly, vol. 4, pp. 92-93, 2020.