

Modern Logistics Management Strategy based on New E-commerce

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Abstract

People are becoming more and more interested in e-commerce as a result of the social economy's ongoing growth and the rise in living standards. Now they can buy most of the goods they need without leaving home. Society has entered the era of information explosion, and e-commerce has developed rapidly. Against this background, how to keep up with the growth of e-commerce and realize first-class service management has become the goal pursued by logistics enterprises under e-commerce, and it is also essential to reform and modernize the management mode. This paper discusses how to improve logistics management in an e-commerce environment, how to realize the value-added service of logistics, and logistics management in B2C and B2B environments.

Keywords: *E-commerce, Logistics management, Business activity*

1. Introduction

Today, with the integration of the world economy and the rapid growth of the network economy, China's e-commerce enterprises are thriving, which is both an opportunity and a challenge for the logistics industry. At present, there are three logistics modes adopted by e-commerce enterprises: self-operated logistics, third-party logistics, and logistics strategic alliance. Self-operated logistics can develop smoothly under the condition of adequate capitals and talents, and e-commerce enterprises can carry out logistics activities alone to ensure efficiency and competitiveness; Third-party logistics enterprises can improve good services for e-commerce enterprises so that e-commerce enterprises can focus on their core business, reduce costs and achieve cross-regional development; Logistics tactical alliance is the combination of e-commerce enterprises and logistics enterprises, which ultimately achieves the goal of "win-win". The bottleneck in e-commerce which is the logistics has evolved into a new fundamental competitiveness that e-commerce companies are motivated to achieve due to the intense rivalry in the sector [1]. At one time, some people even shouted, "Logistics wins the world." It is not difficult to see that in today's continuous development of e-commerce, the quality of logistics directly affects the development of e-commerce, and the development of e-commerce will also stimulate the innovation of logistics concepts and models, and the relationship between e-commerce and logistics will become closer. How to strengthen modern logistics management in an e-commerce environment is a key area that needs to be studied [2].

1.1. The development of e-commerce in China

Online shopping by consumers, online business transactions among merchants, and online electronic payments, as well as a variety of other business activities, trading activities, financial activities, and related comprehensive activities, are all examples of e-commerce. E-

commerce is typically referred to as a new business method of operation in which consumers and sellers execute various business activities without meeting each other in an extensive variety of business activities around the globe under the open network environment of the Internet. Governments, academics, and businesspeople from many nations have provided a wide range of definitions in accordance with their positions and varying perspectives and levels of involvement in e-commerce. B2B, B2C, C2C, B2M, M2C, B2A (specifically B2G), C2A (specifically C2G), O2O, and other categories make up e-commerce.

E-commerce is a commercial action with information network technology as the means and product exchange as the center. The terms "e-commerce" and "electronics" refer to a particular technology and a tool, respectively, and "commerce" is the main objective for which all tools are created. A person who employs contemporary information technology, such as computer and network technology, to complete associated tasks is known as an e-commerce division [3][4].

Throughout the growth of e-commerce, it can be divided into three historical stages:

The first period is the initial stage (1997-2002). Although the Internet is an exotic product, it is eagerly anticipated by people. In addition, the rise of the Internet craze in the United States at this time has also prompted the rapid development of the Internet in China. China Chemical Industry Network, 8848, Alibaba, eBay, Dangdang, American Business Network, and other well-known e-commerce websites have quickly developed in the first few years. The public still doesn't grasp e-commerce, and most e-commerce websites are struggling as a result of China's slow rate of information development during this time. The experience of this time period has however provided a solid foundation for the growth of e-commerce in China and fostered a positive social climate.

The second period is the period of rapid development (2003-2007). The rise of e-commerce has benefited from a unique historic chance at this time, and infrastructures and policies enabling its growth have also been established. Alibaba has successively established Taobao and launched Alipay. The country has also issued some important measures to endorse the improvement of e-commerce, such as the Eleventh Five-Year Plan of the State Council General Office on Accelerating the Development of E-commerce, which has pointed out the direction from the policy level.

The third period is the period of innovation and development (2008-present). Despite the impact of the international financial crisis, China's e-commerce has been growing at a high speed since 2008. The internet user base and the logistics express industry have grown quickly, there is major rivalry among e-commerce businesses, and the platform situation has just begun to take shape. These are the features of this period in China's e-commerce history.

1.2. The development status of e-commerce in China

In the China market, as of December 2022, the number of online shopping users in China reached 845 million, accounting for 79.2% of the total number of netizens; At the same time, the number of mobile shopping users in China reached 810 million, accounting for 95.9% of the total online shopping users [5]. These data show that the Internet e-commerce industry in China has entered a mobile era.

According to the analysis of the market scale, platform development, and consumer behavior of the Internet e-commerce industry, combined with the latest data and research at home and abroad, Champ Consulting believes that in 2023, the industry will show that live e-commerce will continue to maintain rapid growth, community group buying will enter a

rational development stage, new retail will further integrate online and offline, and cross-border e-commerce will usher in new opportunities and challenges.

At present, the retail market in China can be classified into online and offline channels. Thanks to the mature Internet infrastructure and the rapid development of the e-commerce economy, online channels are a rapidly growing sector in the market, with a compound annual growth rate of 26.5% from 2017 to 2021, from 2.7 trillion Yuan to 6.9 trillion Yuan. Offline channels account for most of the market, increasing from 12.3 trillion Yuan in 2017 to 14.4 trillion Yuan in 2021, with a compound annual growth rate of 4.1%. With the increase in the cost of acquiring and staying customers in online channels and the deeper and more concrete customer experience in offline channels, it is expected that the scale of the offline retail market will still be larger than that of the online retail market, and it is expected to reach 17.0 trillion Yuan by 2026, with a compound annual growth rate of 3.3% from 2021 to 2026, while the online retail market is expected to grow to 12.2 trillion Yuan by 2026, with a compound annual growth rate of 11.9% in the same year. The scale of the retail market in China is shown in the following figure.



Figure 1. The scale of the retail market in China from 2017 to 2026

The commercial end of consumer behavior is continually being rebuilt due to e-commerce's quick expansion, and users' online buying routines have been developing over time [6][7]. China currently leads the global online retail business in terms of the volume of transactions conducted via the internet because of recent growth. According to the statistics of the National Bureau of Statistics, the scale of e-commerce transactions in China has increased from 26.1 trillion Yuan in 2016 to 37.21 trillion Yuan in 2020, with a compound annual growth rate of 8.9%. China Commercial Industry Research Institute predicts that the scale of e-commerce transactions in China will reach 42.93 trillion Yuan in 2022. The scale of e-commerce transactions in China from 2016 to 2023 is shown in [Figure 2].

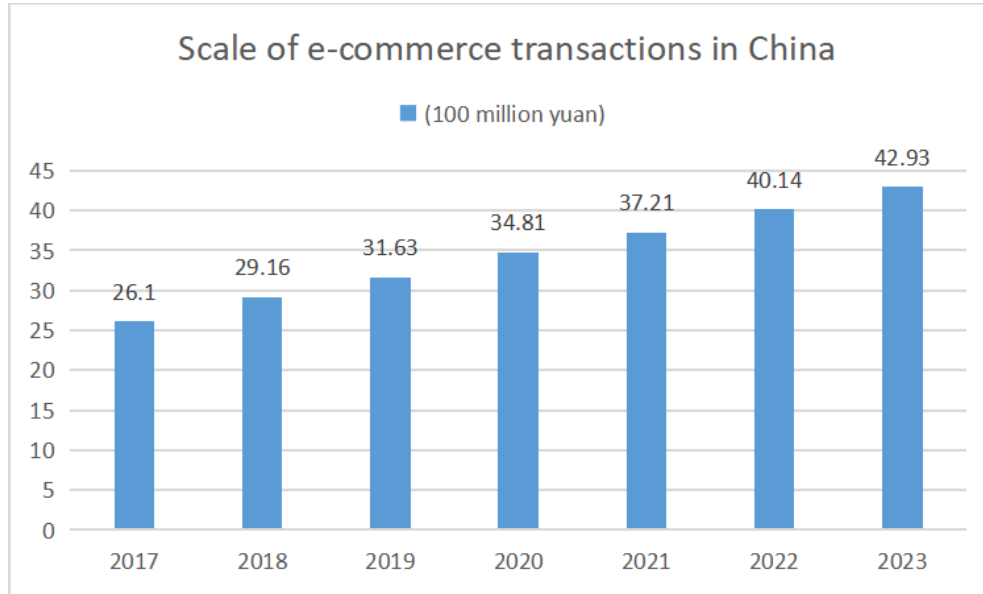


Figure 2. The scale of e-commerce transactions in China from 2016 to 2023

The B2B industry has not changed much in the past few years, including the fact that the growth rate of numbers is not doubling year by year like the Internet mentioned in the past. These miraculous numbers are hard to see in the current environment, especially in the B2B industry. The average growth rate of Baidu users is 48% a year, but the growth rate of the transaction scale of the whole B2B industry is around 10%. In 2023, the number of e-commerce purchases of enterprises nationwide will reach 15 trillion Yuan. 30%-40% of enterprises in China have online marketing appeal, which is to reach more customers in need through online platforms and realize more brand exposure. At present, the most upstream B2B online platforms in China are Baidu Aigou and 1688 Alibaba. The data shows that the market scale of enterprise online marketing is gradually expanding and will further accelerate after 2025.

1.3. Development status of modern logistics

Our government and businesses place a high value on modern logistics, demonstrating its explosive growth. The government views the advancement of contemporary logistics as an essential approach that will promote economic growth that is sustainable, enhance the environment for investment, enhance social and economic benefits, lower social costs, and make the most of social resources. Production companies view logistics as the third profit stream and a strategic chance to get an edge over the competition. The evolution of contemporary logistics is seen by conventional logistics (transportation, warehouse, etc.) businesses as the strategic objective of reviving businesses, looking for new profit growth opportunities, and realizing rehabilitation. The subsequent areas are where China's modern logistics growth trend is most clearly visible.

(1) Integration of logistics operations

The essence of modern logistics lies in the concept of system integration, that is, integrating the traditional operation fields, integrating the scattered activities across various

enterprise departments, such as production, sales, packaging, loading and unloading, transportation, storage, distribution, and logistics information processing, and managing them as a system, to effectively combine all operation links of logistics activities, form a comprehensive ability focusing on serving customers, save circulation expenses and develop circulation competence and usefulness.

(2) Logistics management information

The logistics system is a long-span system, and the logistics activities not only have a wide range of activities and involve many departments, but also are in the process of dynamic change. With the integration of the global economy, commodities and production factors freely flow around the world at an unprecedented speed, and the scope and speed of logistics activities have also entered an unprecedented development stage. The rise of globalization social media, and informationalization of the logistics sector are driving its growth. The use of EDI and the Internet has increased the reliance on data management technology for the enhancement of logistics efficiency. The widespread adoption of computer and bar code technology has increased the availability of demand and inventory data, enhanced the scientific level of information management, and sped up and simplified the flow of commodities at various demand levels. The foundation of logistics operations and the engine for logistics innovation are now information technology.

(3) Logistics management automation

Based on informatization, the core of automation is mechatronics, the external performance of automation is unmanned, and its effect is labor-saving. Currently, industrialized nations use a variety of logistics automation tools, including automatic identification systems that use bar codes, speech, or radio frequencies, automatic sort systems, automatic access systems, automatic guided vehicles, and automatic cargo tracking systems. China is also studying, developing, and popularizing these automation facilities. The application of automation facilities can expand logistics operation capacity, improve labor productivity and reduce logistics operation errors.

(4) Intelligent logistics management

This is a high-level application of automation and informatization, and the logistics operation process involves a lot of operations and decisions, such as the determination of inventory level, the selection of transportation, distribution and handling paths, the running track and operation control of automatic guided vehicles, the operation of automatic sorters and the decision support of logistics distribution center management, etc., which need a lot of knowledge to be solved. With the popularization of expert systems, robots, and other related technologies in the world, in the process of logistics automation, intelligence will surely be a development trend in modern logistics.

(5) Logistics system networking

Based on informatization, there are two trends in the networking of modern logistics: ① the networking of computer communication of logistics distribution system, including the networking between distribution centers and suppliers and manufacturers, and the networking between distribution centers and downstream customers, and the ordering process will be automatically realized using network communication with the help of EOS and EDI on VAN; (2) logistics organization networking, that is, organizing all kinds of manufacturing resources, demand resources, supply resources, and human resources on a global scale to make full use of them.

(6) Socialization of logistics resources

With the development of the market economy and socialization, the specialization division of labor is becoming more and more detailed, and the cooperation between professions is getting closer and closer. Most of the raw materials, intermediate products, and final products needed by manufacturing enterprises and retail industries are provided by different logistics centers, wholesale centers, and distribution centers, to realize fewer inventories or even zero inventory. The trend of modern logistics socialization is the inevitable result of the development of social and economic activities, the economic benefits of logistics scale, and the comprehensive utilization of logistics resources. It has become a common phenomenon that modern comprehensive or professional logistics parks, logistics centers, and logistics bases appear in big cities.

(7) Logistics system integration

Modern logistics is inseparable from transportation and storage. Warehouse modernization requires a high degree of mechanization, automation, standardization, and informatization to organize efficient human, machine, and material systems; The modernization of transportation requires the establishment of a comprehensive transportation system of railways, highways, waterways, air transport and pipelines, which is a necessary condition for the survival and development of modern logistics.

(8) Third-rate integration

According to the general circulation law, commercial flow, logistics, and information flow are separated into three streams. Business flow can realize the use value of material data, and after business flow, material data changes ownership; Logistics solves the displacement of material data from its production area to its consumption area, and cannot change the ownership of material data; Information flow solves the information transmission between circulation subjects. In modern society, due to the transfer of different materials, products, or commodities, different circulation modes and marketing forms are formed. To adapt to this change, logistics centers and distribution centers in many developed countries have realized the unification of business flow, logistics, and information flow. In addition, the implementation of the agency system also makes modern logistics more scientific and reasonable, because this kind of circulation system is more conducive to the implementation of "three-in-one". "Three-in-one" has become one of the important symbols of modern logistics.

2. The change of logistics mode under e-commerce

With the continuous development of the social economy and the continuous improvement of people's material life, the rapid development of e-commerce has been promoted [8]. At the same time, people's requirements for e-commerce services are getting higher and higher, among which logistics delivery service is an important link. It can complete logistics distribution accurately, quickly, and with high service quality, which can bring more customers and orders to e-commerce enterprises [9].

JD.COM Mall, a well-known e-commerce company, will be pointed to by everyone when it comes to its core competitiveness. Logistics divides the mainland market into seven regions-North China, East China, South China, Northeast China, Central China, Southwest China, and Northwest China, and has been established in seven central cities: Beijing, Shanghai, Guangzhou, Shenyang, Wuhan, Chengdu, and Xi 'a logistics center also set up a central warehouse, and at the same time set up pre-warehouses in Jinan, Nanjing, Chongqing,

and other cities to store goods with fast turnover, which effectively speeds up the response to users in cities below the second and third lines and enhances the user experience.

Through powerful logistics information management, modern logistics enterprises connect warehouses with different owners scattered in different regions through network systems to form virtual warehouses, and then manage and allocate them in a unified way. This can greatly improve work efficiency, reduce management costs, increase customer experience, and provide strong logistical support for the development of e-commerce.

2.1. The impact of e-commerce on modern logistics concepts

The traditional concept of logistics mainly refers to the physical movement of goods from suppliers to demanders, including packaging, handling, storage, storage, transportation, and distribution. For the logistics industry in developed countries, the domestic logistics industry is still in the development stage. The main characteristics are as follows: First, enterprise logistics still accounts for most of the logistics activities in the whole society, and the demand for specialized logistics services has only begun to appear in recent years. In recent years, with the formation of the buyer's market, enterprises have a profound understanding and understanding of the "third profit source" existing in the logistics industry. Reasonable adjustment of internal logistics management and cost reduction has become the biggest requirements of most domestic enterprises. This shows that the development level of China's logistics industry is still very low, and strengthening internal logistics management is an important part of the development and activities of the global logistics industry. Moreover, the demand for specialized logistics services has emerged and has developed extremely rapidly in recent years. First, multinational companies have great demand for efficient and professional logistics services in the process of production and operation activities, marketing activities, distribution activities, and procurement activities in China, which is an important market foundation to promote the development of the domestic logistics industry; The second is the demand of domestic excellent enterprises for specialized logistics services. Second, specialized logistics enterprises have appeared in recent years, and diversified logistics services have developed in recent years. Many logistics enterprises in China are composed of three parts: First, international logistics enterprises. The second is a logistics enterprise transformed from a traditional transportation, storage and transportation, and wholesale trade enterprise. Third, emerging specialized logistics enterprises.

With the rapid development of e-commerce and its wide application in the logistics industry, the concept of logistics has changed accordingly. Logistics not only includes the packaging, handling, storage, transportation, and distribution of goods but also includes the process of information transmission and exchange. E-commerce has created a virtual space for logistics, and various functions of logistics can be expressed virtually. Information plays a controlling and leading role in the integration of the supply chain, and information is the environmental basis of the supply chain operation of the logistics system. Nowadays, the competition between enterprises is often manifested in the information alliance competition based on logistics systems, and the management of logistics systems has also changed from the management of tangible assets inventory to the management of intangible assets information. In addition, logistics pays more attention to personalized demand services to meet the needs of consumers as much as possible.

2.2. E-commerce will change the operation mode of logistics

Due to the limitations of methods of communication and leadership styles, data movement and logistics are rapidly conveyed in the traditional logistics link. Information on supply and logistics is passed from sources to producers to distribution to users. Details on product sales and consumer information can be rapidly and precisely gathered over the network in the real operation of e-commerce. Arrange product production and distribution to merchants in accordance with the information gathered, which can successfully achieve real-time control and logistics rationalization. At the same time, now enterprises should provide customers with personalized demand services while pursuing the lowest total cost of logistics operation, and the logistics system has changed from supply-driven to demand-driven.

2.3. E-commerce will promote the improvement of logistics infrastructure

With the globalization of e-commerce, logistics is required to improve the transportation network, communication network, and other infrastructure and improve logistics technology. At the same time, without an effective, reasonable, and smooth logistics system, the advantages of e-commerce can hardly be effectively brought into play. Therefore, only by improving the logistics infrastructure and establishing a scientific and reasonable management system can we ensure the smooth operation of logistics and promote the development of the logistics industry.

2.4. Problems in logistics management under e-commerce

First of all, the institutional environment and logistics management system needed for the distribution development of logistics enterprises are not perfect. Such as financing, property rights transfer, talent use, market access and exit, and social security system, are still far from meeting the needs of the reform of the market economic system operated by enterprises;

Secondly, e-commerce enterprises usually attach importance to the transaction link and neglect the distribution link of goods, and are equipped with insufficient manpower and physics, which causes the packaging, delivery, and distribution services of goods to fail to keep up with the development of other links, resulting in poor customer experience, which may lead to returns and even the loss of customers;

Thirdly, the infrastructure of e-commerce logistics enterprises is not perfect. After years of development, China has made some progress in transportation, storage facilities, information and communication, cargo packing box handling, and other logistics infrastructure equipment, but there are still many e-commerce enterprises that use shelves, forklift equipment, and manual sorting, which is far from meeting the needs of modern e-commerce development.

3. Logistics management strategy under e-commerce

3.1. B2C logistics management strategy

B2C is a form of business-to-consumer e-commerce. This form of e-commerce is generally dominated by online retailing, which mainly relies on the Internet and independent online shop system software to carry out online sales activities, and is also a new form of enterprise or brand promotion. With the rapid development of the Internet and social economy, the B2C model has developed rapidly. Although it is relatively mature, there are still many problems. Many factors affect its development, such as logistics problems, the security and payment of

information and funds, the imperfect corresponding laws and regulations, the implementation standards, and the credit of both parties.

At present, the logistics distribution under the B2C mode is mostly undertaken by third-party logistics enterprises. Third-party logistics, also known as outsourcing logistics or contract logistics, refers to a professional logistics company that provides logistics-related services to other companies with substantial assets, such as transportation, warehousing, inventory management, order management, information integration, and added value or cooperates with related logistics service providers to provide more complete services. However, the existing third-party logistics services cannot meet the requirements of the continuous development of modern B2C due to some factors, such as the lack of talent in logistics companies, out-dated facilities, poor management level, strong traditional concepts, inadaptability to the pace of the modern market, prominent self-management logistics, small enterprise scale, serious fragmentation, weak service awareness, incomplete service functions, and insufficient logistics channels.

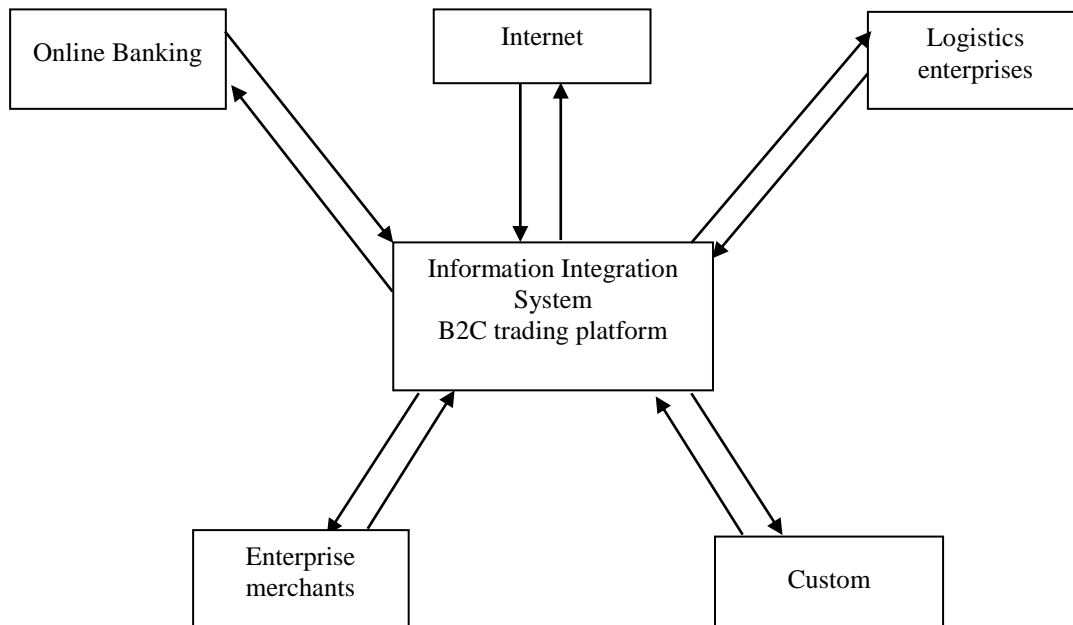


Figure 3. Flow chart of B2C transaction mode

As shown in [Figure 3], the flow of B2C transaction mode, logistics, businesses, online banks, customers, etc. occupies the same important position in e-commerce, which is an indispensable and important link. How to realize the main innovation of logistics management mode in a B2C environment is very necessary, and we will discuss it from the following aspects:

(1). Reconstruct the logistics distribution process.

Logistics informatization requires fast, timely and accurate information flow, and the workflow of logistics distribution is directly related to the process of information generation and flow. Specifically, when carrying out the logistics distribution process group, we should focus on transforming the existing unreasonable and unsmooth business parts. Mining logistics information and perfecting the whole logistics distribution system. In a word, the improvement of logistics distribution operation level lies in the informatization of logistics.

Logistics informatization inevitably requires the reorganization of the logistics distribution process. Logistics informatization has become an effective way to reorganize the logistics distribution process.

(2). Establish a socialized e-commerce logistics distribution network.

Third-party logistics is the result of economic development and social division of labor, and it is the inherent requirement of specialization and scale development. The proportion of third-party logistics services in Europe is about 76%, and that in the United States is about 58%. The boundlessness of the Internet leads to the dispersion and uncertainty of e-commerce customer areas, and logistics is regarded as the "third profit source". Only by carrying out socialized and specialized logistics can distribution resources be appropriately concentrated to form a scale, thus reducing the unit distribution cost? 3 Establishing a logistics network e-commerce system Modern logistics management is a management activity based on informatization. It is no exaggeration to say that there would be no modern logistics management without the support of information. An information system is the nerve center of an enterprise, which organically links the operating systems of the whole enterprise, such as purchasing, sorting, processing, packaging, storage, transportation, and distribution. To this end, enterprises should strive to build a network e-commerce information management system, and realize information and scientific management as soon as possible.

(3). The principal-agent mechanism of third-party logistics should be innovated.

Through technical means such as information management and data mining, customer credit management module, contract management module, and BPR module are implanted into the B2C trading system to realize the innovation of logistics management mode.

(4). Based on highly centralized information, integrated information flow and logistics should run through the whole economic activity.

Integrated information flow is spread in the form of information, which is an effective integration of business flow, information flow, and capital flow. It has the characteristics of accurately capturing information, classifying information, processing information in time, accurately and quickly and integrating information. It is provided to customers in the form of integrated packages, which is beneficial for customers to find the products they need in a short time. When customers order products, third-party logistics enterprises will immediately obtain all kinds of relevant information they need through information support platforms. At this time, the logistics have calmly broken through the regional restrictions and achieved global logistics integration.

3.2. B2B logistics management strategy

A business model known as "business-to-business" (B2B) refers to transactions between businesses that take place over public or private networks. Through B2B websites or mobile clients, it combines enterprise intranet and enterprise products and services with customers, improving customer service through the network's quick reaction and fostering the growth of businesses.

At present, B2B is widely used in China, and it is also a relatively mature e-commerce model. B2B involves information infrastructure, credit relationships, means of payment, and other factors, as well as the relationship between enterprises and governments involved in business transactions. However, there are also shortcomings in the B2B trading mode, mainly in the following aspects.

(1). Most trading modes cannot comply with the requirements of the basic principles of buying and selling relationships.

(2). Most trading platforms only provide general products and the personalized needs of customers cannot be met.

(3). The existing B2B model lengthens the supply chain, which makes it difficult for manufacturers to link with the supply chain.

(4). For the buyer, the current transaction pays more attention to the price factor, while other factors are less considered.

(5). Enterprises usually attract buyers' attention with ultra-low prices, and the bidding of various enterprises is very fierce. Unfair competition and obvious bias towards buyers make the seller's profit very small, and too small a profit will affect the seller's survival and development.

How to make both parties have the same important position in the B2B trading mode, and both parties can get the value-added benefits, which can only be achieved by reducing the transaction cost. At present, it is found that the transaction cost can be reduced by reducing the logistics cost. How reduce this logistics cost is mainly achieved through the following ways:

(1). Build an enterprise internal e-commerce platform, publish the information of commodity trading through the platform, and collect useful customer information at the same time, so that the enterprise can establish extensive network contact with suppliers and buyers, realize information sharing at all times, and gradually realize paperless trade (EDI), that is, online ordering, online trading, electronic payment, and other modern office means.

(2). Optimize the enterprise logistics network system. Dr. Don Ratliff of the United States put forward 10 basic principles of logistics optimization, arguing that enterprises can obtain business opportunities to reduce logistics costs by 10%-40% through the optimization of logistics decision-making and operation process. This cost-saving will inevitably translate into an increase in the return on investment of enterprises.

(3). Establish a logistics center and logistics distribution system suitable for B2B development.

(4). Introduce the fourth-party logistics and integrate it into the B2B trading system through information technology. The fourth-party logistics have super-large scale, strong specialization, and high information characteristics, to realize the innovation of logistics management mode.

As shown in [Figure 4], the process B2B transaction mode, through the analysis of B2B transaction mode, we can see that the innovation of this transaction mode is mainly through the fourth party logistics.

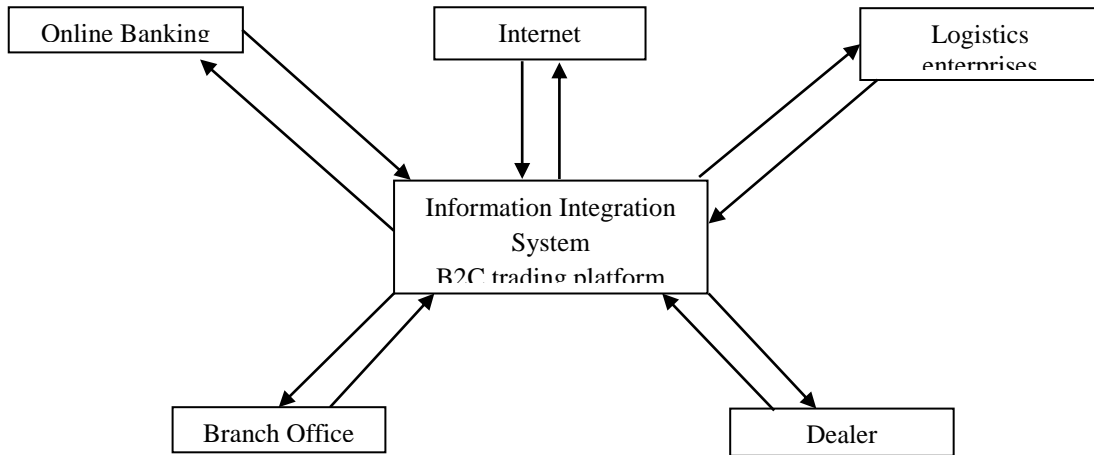


Figure 4. Flow chart of B2B transaction mode

The essence of the fourth party logistics is a supply chain integrator, who mobilizes and manages the resources, capabilities, and technologies of the organization itself and complementary service providers to provide a comprehensive solution. The fourth-party logistics is an intermediary business consulting organization. The fourth-party logistics provides an e-commerce trading platform or provides navigation for enterprises to choose logistics service providers, and effectively manages this supply chain process. The fourth party logistics has the characteristics of professionalism and guidance and can be quickly applied to practice. He is an expert in integration, with a super-strong integration function, integrating useful resource information such as logistics enterprises, suppliers, and customers, to create a super-large virtual market, which is regulated by special personnel. The development of the fourth party logistics has largely solved the problem of supply chain integration, thus making the supply chain process develop in a stable and orderly direction.

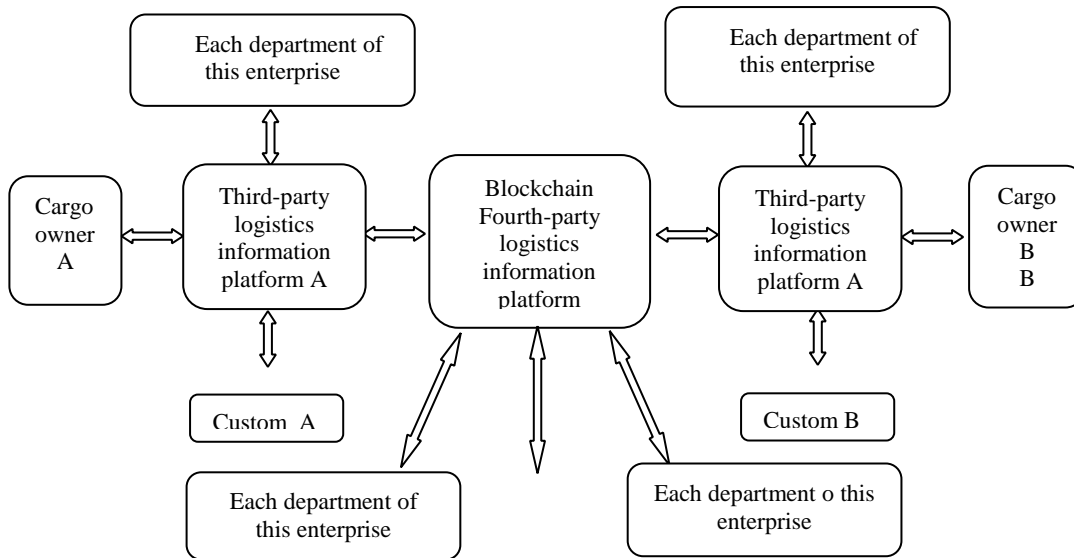


Figure 5. Schematic diagram of fourth party logistics

4. Conclusion

First of all, e-commerce promotes the improvement of logistics infrastructure and the improvement of logistics technology management level. The high efficiency and global characteristics of e-commerce require logistics to have good infrastructure such as a transportation network and communication network as a guarantee, which will promote the progress of logistics technology. The development of e-commerce needs rational and efficient logistics and the level of logistics management directly determine and affects the level of logistics efficiency.

Secondly, e-commerce is a platform for modern logistics information processing. The characteristics of logistics determine that there is an inseparable relationship between logistics and information flow. Modern logistics includes transportation, inventory, loading and unloading, handling, and packaging activities, which are carried out in different places for the flow of goods. In particular, the main function of logistics services is to shorten the transit time of goods, achieve or approach zero inventories, timely supply and maintain the continuity and stability of supply and sales, which requires keeping information flowing in the circulation of goods. As an important component of logistics, information provides an indispensable basis for the normal operation, management, decision-making, and strategy formulation of logistics. Improve the efficiency of logistics, objectively require the smooth flow of information, and accurate feedback on the information of all aspects of logistics, at the same time, the continuous progress of information technology creates conditions for the timely and large-scale transmission of information, and promotes the improvement of logistics capacity and efficiency.

Finally, e-commerce promotes the socialization of logistics. Under the condition of e-commerce, the key is logistics distribution after online ordering and online payment. It is very difficult for small and medium-sized enterprises to complete the distribution work entirely by their ability, so the socialization of logistics is an inevitable requirement to adapt to the development of e-commerce. The development of e-commerce will promote the development of traditional logistics to socialized logistics.

The development of e-commerce promotes the innovation and development of logistics management, which will completely change the management concept of modern logistics. The development and expansion of logistics management promote the development of e-commerce, and the two complement each other to form a good promotion.

E-commerce promotes the development of the social economy, increases the effective output and reduces cost, optimizes the allocation of social resources, and promotes social economic growth. In short, e-commerce has a far-reaching impact on the management process of logistics, providing more entrepreneurial employment opportunities for society, and at the same time, the development of e-commerce has driven the growth of more employees, especially the development of cross-border e-commerce, which has also directly or indirectly driven the rapid growth of the number of e-commerce employees. It is very necessary to introduce the management concept of the fourth party logistics in the B2C and B2B environments and to develop together with e-commerce in modern logistics management concepts and strategies.

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