

Innovation Strategy of Economic Management of Logistics Enterprises in E-business Economy Environment

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Abstract: E-business is a business activity that uses network and computer means to realize the exchange of goods by means of network platform. E-business focuses on customer needs, coordinates all stakeholders and pursues balanced development. E-business not only breaks through the geographical and time limitations of traditional business communication activities, but also realizes the deep integration of business and financial processes between different enterprises, which promotes the growth of the global economy. The financial management of an enterprise should adapt to the growth of the whole enterprise itself and the industry environment in which it is located, and it should also have the characteristics of continuous updating and continuous improvement in order to be conducive to the growth of the enterprise. As a new industry, logistics industry has many opportunities for development, but it also has many shortcomings due to its short development history, which requires logistics enterprises to adjust and improve themselves. This article mainly discusses the current internal management of logistics enterprises, analyzes the current management status of logistics enterprises, and finds out the existing problems and the places that need to be improved.

1. Introduction

Under the background of information age, computer network technology has been widely used in different fields, gradually becoming an indispensable part of people's study, work and life, showing the characteristics of rapidity, convenience and wide range, and also becoming a very important business tool in modern life [1]. E-business means that in commercial trade activities, buyers and sellers conduct transactions in the Internet environment based on the application of customers and servers. The growth of e-business has changed people's consumption consciousness and behavior, and endowed the logistics industry with a brand-new development model [2]. New development opportunities empower the logistics industry, and e-business also urges the traditional logistics industry to actively change its inherent operation mode [3]. For merchants and other enterprises, e-business has spawned many new business categories and opened up a long-lost market, so the logistics industry can be regarded as a derivative industry of e-business. The realization of e-business needs the support of logistics management, and modern logistics management is an indispensable part of e-business. The improvement of logistics management system will further promote the growth of e-business [4]. Logistics enterprises should also reform accordingly, innovate the existing economic management mode, clarify their economic management functions, build an intelligent distribution system, fully tap the advantages of 5G technology, improve distribution efficiency and enhance their own market competitiveness. E-business can bring broader development prospects for enterprises. However, with the growth of network platform, challenges are accompanied by opportunities, which puts forward stricter requirements for the security management of enterprise financial information. The main object of e-business is the transportation of logistics [5]. When the logistics industry is stagnant or inefficient, it will directly affect the growth of e-business. Practice has proved that e-business economy provides a good opportunity for the growth of logistics industry, and the growth of logistics industry further promotes the growth of e-business economy, so it is of great practical significance to analyze the development countermeasures of logistics industry from the perspective of e-business economy [6]. As a new

industry, the logistics industry has many opportunities for development, but it also has many shortcomings due to its short development history, which requires the logistics enterprises to adjust and improve themselves [7]. At present, the most important problem lies in how logistics enterprises improve their own management mode, perfect management loopholes and provide powerful help for the growth of e-business. E-business and logistics industry are inseparable, and the growth of e-business will also promote the growth of logistics industry, which complement and promote each other [8]. Perfecting the management loopholes of logistics enterprises is not only for the growth of e-business, but also for its own development.

2. Problems of logistics management in e-business economic environment

2.1. Insufficient management and control of logistics enterprises

E-business refers to the global business activities in the process, through the rational application of the network, using browsers, servers, and actively carry out business activities. Logistics management infrastructure construction mainly refers to communication equipment, storage equipment, transportation equipment and traffic equipment in the actual transportation and management process. However, these factors are still lagging behind, which directly affects the effect and level of the whole logistics management and makes the whole logistics enterprise in a backward and single development state. Based on the background of the Internet, the application of e-business to conduct business activities in an orderly manner not only applies information technology, but also promotes the rapid economic development as a social and economic revolution [9]. At present, the definition and understanding of logistics make people think that logistics is only the flow of goods, which is a single flow of goods. It is separated from the other two flows in e-business and does not need to be managed together. In the whole stage of logistics management, a set of scientific and reasonable logistics management supervision system has not been formed, which directly affects the safe and stable operation of logistics enterprises.

Because logistics enterprises are in different states of supply and demand for a long time, it is difficult to establish unified standards for supervision and management. Under the background of the vigorous growth of the Internet, logistics is no longer the flow of a single commodity, but needs to be managed in combination with the flow of funds and information. Only on the basis of the unification and complementarity of the three can we achieve the unification of service standards in e-business activities. Although e-business has been integrated into the whole stage of logistics management, there are still many logistics enterprises whose infrastructure construction, such as transportation, management, equipment and investment, is more chaotic, which hinders the growth of logistics management in China. Through the Internet, enterprises can actively collect relevant data and information according to their own actual development situation, and constantly optimize and adjust the management mode and management content according to the data content, which can make the enterprise's trade and economic management mode meet the current social development needs and ensure that the trade and economic management work is more international, standardized and networked.

2.2. Low level of logistics management information

Actively creating a good operating environment for e-business and creating favorable development conditions for e-business will help enterprises gain more development space. At present, although e-business in China has been widely used, the overall informatization development level and level are low, and the specialized knowledge and technical ability are not high, which seriously affects the innovation of the whole logistics management and cannot achieve the coordination and growth of various departments, regions and industries. In the era of e-business, enterprises need to show the advantages of networking when carrying out trade and economic management. Reasonable application of the characteristics of networking requires business operators to constantly improve management modes and means, and innovate and optimize traditional economic management methods.

Today, with the rapid growth of the Internet, the capital flow of e-business is efficient and fast, but there are still many problems in the information flow of many enterprises. The birth of e-business has promoted the rapid growth of enterprises and better met the actual development needs of enterprises. In order to promote the long-term growth of enterprises, it is need to optimize and integrate e-business and enterprise trade economic management system and build a perfect enterprise trade economic management system. Many enterprises do not make full use of the current internet technology, but rely on traditional telephone communication for information flow in e-business transactions, which greatly reduces the efficiency of information flow. Economic management is characterized by networking, which needs to better meet its own related needs. Enterprise managers should pay attention to innovating and improving economic management methods and means, actually make up for the shortcomings of traditional economic management models, and conform to the development trend of the times.

3. Management countermeasures of logistics enterprises in the era of e-business

3.1. Strengthen the management of logistics enterprises

Logistics is an important part of e-business activities, and management should not be neglected because of ignoring its importance. Enterprises need to enhance their understanding from the concept and combine logistics with capital flow and information flow activities. An important feature of knowledge-based economy is networking, and e-business appears to cater to this trend. On this platform, business-to-business mode, business-to-person mode and personal-to-personal mode can be realized [10]. In the e-business economy environment, in order to improve the efficiency of financial management, it is need to innovate its management model. That is to say, it is need to retain the advantages of the original financial model and effectively deal with many practical problems faced by enterprise financial management under the e-business economic environment. The planning stage of e-business logistics infrastructure is shown in Figure 1.

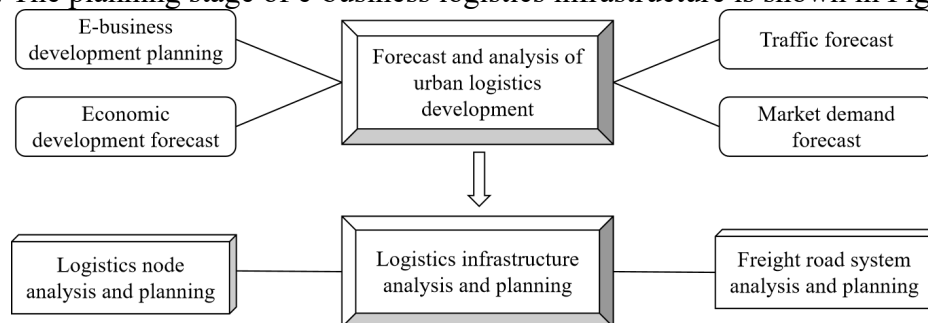


Figure 1 E-business logistics infrastructure planning process

Enterprises need to combine the current network technology to make the financial management mode adapt to the current e-business environment and change the decentralized financial management mode formed by geographical separation in the past. Enterprises should establish centralized financial management mode to promote the further growth of enterprise financial management. The financial management mode should not only effectively integrate the information and data of production, sales and finance of enterprises, but also realize the unified management of business and finance.

3.2. Building a modern logistics distribution system

On the basis of establishing the awareness of the importance of logistics, enterprises need to make in-depth adjustment and improvement of logistics management, which first requires the establishment of a series of modern and complete distribution systems. Networking makes the relationship between enterprises and internal departments of enterprises closer. This lays a foundation for the seamless connection between subsidiaries of various departments or enterprise groups. Under this background, the business philosophy, business model and management methods of enterprises have many significant and fundamental changes and differences with traditional

enterprises. Based on the growth of e-business economy, logistics enterprises must also actively build a network management platform to realize the dynamic management of logistics information by using the network management platform. The multi-dimensional collaborative classification of e-business logistics is shown in Figure 2.

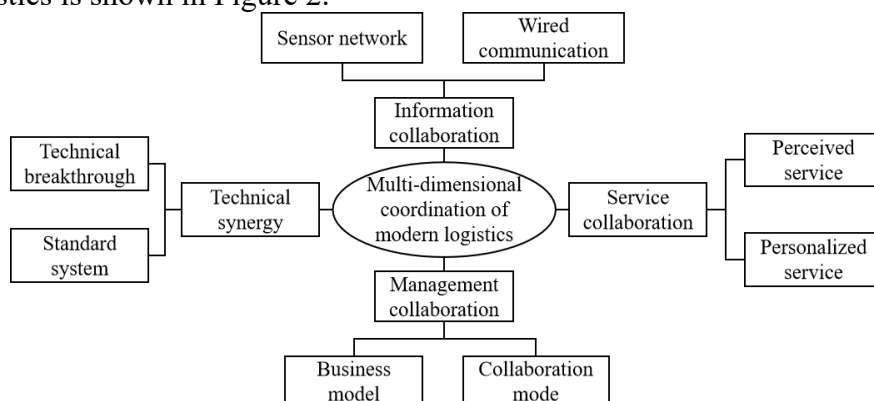


Figure 2 Multi-dimensional collaborative classification of e-business logistics

An enterprise branch can fully understand the dynamics and situation of enterprise economic management by transmitting enterprise financial data in different regions or countries. Through the scientific application of computer network technology, it can continuously optimize the economic management system and gradually improve the level of enterprise economic management. With the help of modern network technology, enterprises can also realize centralized processing of financial data and real-time accounting of funds, and improve the time value of financial management. In centralized financial management, the financial management of enterprises is based on centralized accounting, and centralized financial management of enterprises is realized through the statistics of financial statements of each branch. Through technical means, logistics big data can be deeply analyzed and further processed, and more valuable information beneficial to the development and operation of enterprises can be deeply excavated, so that enterprises can achieve more scientific and reasonable management.

4. Conclusions

In the e-business economic environment, the operating environment, working methods and organizational structure of enterprise financial management have changed greatly. In the e-business economy environment, in order to achieve the long-term safe, stable, sustainable and efficient trade and economic management objectives of enterprises, it is need to scientifically use e-business in the stage of carrying out trade and economic management of enterprises, fully display the application value of e-business, and help to continuously improve the overall operating efficiency of all links within enterprises. If logistics enterprises want to develop with the prosperity of e-business and remain invincible in the fierce market competition, they must strengthen their economic management functions and improve their service capabilities, so as to win the favor of consumers. In order to better conform to the growth of the times, it is need to formulate perfect optimization measures in combination with e-business when conducting business trade and economic management, which is conducive to continuously improving the level of business trade and economic management and thus promoting the all-round growth of enterprises. The logistics industry should combine the concept of economic management and logistics transmission, build a new concept of logistics economic management, and integrate the Internet of Things technology to promote the efficiency and effectiveness of logistics economic management in logistics enterprises.

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