



Based on the New Media Background of Logistics Management Innovation Research

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Abstract. Due to the popularization of new media, the logistics industry has been developed rapidly, resulting in increasingly sound logistics management system. Only by fully utilizing the new media technology and innovating the logistics management mode can we effectively improve the logistics management level. In the paper, firstly, the SWOT analysis of logistics management in the context of new media is carried out, secondly, the innovative development of SF Express driven by new media applications is analyzed, and the new applications of new media in the logistics management of Jingdong are analyzed; finally, the innovative countermeasures and suggestions of logistics management in the context of new media are put forward, aiming at promoting the sustainable and healthy development of the logistics industry to provide some references.

Keywords: new media, logistics management, innovation research

1 INTRODUCTION

Different from the traditional logistics management, logistics management under the background of new media aims to improve the informationisation and efficiency of logistics management, and operates based on network information technology. Under the environment of continuous advancement of globalisation, new media technology will bring greater impact to China's logistics industry. Media is a tool for disseminating information, and today's new media has become a relatively broad concept of network technology rather than a single concept.[1] The new media has become a relatively broad concept of network technology rather than a single concept. Through devices such as computers or mobile phones, users are able to access the latest information in real time, a process that is extremely fast.

2 SWOT ANALYSIS OF LOGISTICS MANAGEMENT IN THE CONTEXT OF NEW MEDIA

2.1 Strengths Analysis

The advantages of the new media are mainly manifested in the following two aspects: first, the ability to process data at high speed. Logistics management work is very tedious, difficult and heavy, but it is also necessary to aim at high efficiency and focus on the standardization of work[2]. The use of digital new media to logistics management, can effectively improve efficiency, save a lot of time, so that logistics enterprises in a relatively short period of time to achieve higher efficiency, to achieve the purpose of maximizing the interests of enterprises.

Second, the establishment of good cooperative relations. Traditional logistics management needs to reach a stable cooperative relationship with each supplier, but due to the influence of many factors, the link between the two is relatively unstable.[3] The traditional logistics management needs to reach a stable cooperative relationship with the suppliers. Based on the new media background of logistics management can make up for this shortcoming, its fast, convenient, timely features can not only give the enterprise logistics management to bring more suppliers to choose, but also for the long-term development of cooperative relations to create good conditions.

2.2 Disadvantages Analysis

The application of new media technologies needs to be supported by appropriate technological foundations and facilities. Some logistics companies may lack the relevant technological capabilities or face the challenge of high costs of technological upgrades, which may raise security and privacy issues, and logistics companies need to strengthen security measures to protect sensitive information. Some logistics practitioners may be unfamiliar with new media technologies or reluctant to embrace change, which may lead to the existence of a digital divide and limit the application of new media technologies.

2.3 Opportunities Analysis

With the rise of e-commerce, the demand for logistics has increased dramatically, and new media technologies can help logistics companies respond to this opportunity by providing efficient and reliable delivery services. The popularization of mobile Internet also provides logistics companies with more touch points and communication channels to interact and serve their customers through mobile apps, social media and other means. The application of big data and IoT technologies can provide more accurate data analysis and forecasting, helping logistics companies optimize their operational processes and improve efficiency and sustainability.

2.4 Threats Analysis

The logistics management market in the context of new media is highly competitive, and logistics companies need to continue to innovate and improve their service quality in order to remain competitive. With the development of new media technologies, relevant regulations and compliance requirements are also being updated and strengthened, and logistics enterprises need to adapt to these requirements to ensure compliant operations. In addition, the rapid development of new media technologies implies the existence of technological risks, such as technological failures and network interruptions, which may have certain impacts on logistics management.

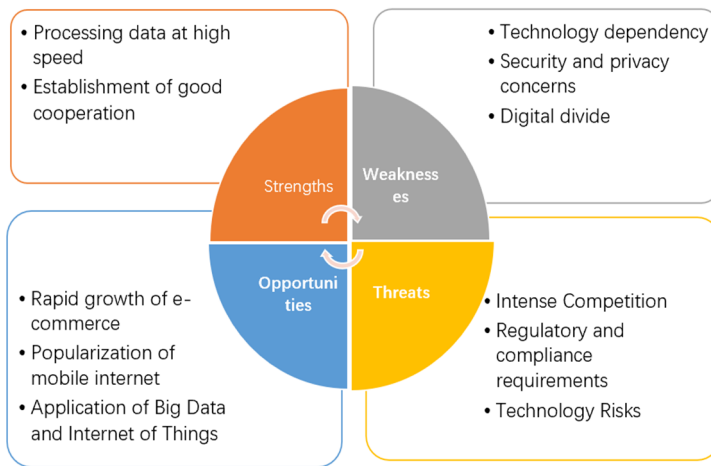


Fig. 1. SWOT analysis of logistics management in the context of new media

3 ANALYSIS OF THE APPLICATION OF NEW MEDIA IN DRIVING THE INNOVATIVE DEVELOPMENT OF SF EXPRESS

The substitution effect of "Internet +" in the situation of new media believes that the substitution of new media capital investment on the capital investment of logistics enterprises' infrastructure equipment effectively releases the capital and labour input of logistics enterprises, enhances the efficiency of the allocation of factors of production of logistics enterprises, optimizes the structure of assets of logistics enterprises, changes the mode of operation and efficiency of logistics enterprises, and reduces the cost of logistics enterprises, and enhances the potential output capacity and performance of logistics enterprises. logistics enterprise costs, and enhance the potential output capacity and performance of logistics enterprises.

Shunfeng's capital investment is mostly used in fixed assets, from large to small in order of aircraft, sorting centres, vehicles, land and other physical assets, although the proportion of investment in new media facilities is not large, but it is also growing steadily year by year, as shown in Table 1. before 2021, Shunfeng's investment in new media facilities grows more steadily and basically stays around 0.92%, and in 2022, the investment is more rapid. The overall level of profitability of the investment in new media facilities is high, as high as 7.43 in 2021, and declines after that, indicating that the new media brings about the rapid development of intelligent logistics technology, and the substitution effect generated by the investment in new media facilities will bring considerable economic benefits. Specifically, the new media matrix of SF is based on public number, small programme, jittery voice, microblogging and so on, using new media for management and publicity. The public number of SF Express is based on real-time collection of express information and redemption of membership rights and interests, while the applet provides online shipping, door-to-door service, express single number query, network query, freight query and other related services, and Jitterbug is in the form of short videos to visually introduce the life of the SF boys, SF news events, etc., and microblogs are based on the publicity of promoting the convenient and efficient service of SF Express and new breakthroughs in cross-border transport, and other news information. The microblogs are mainly to publicise and promote news messages such as convenient and efficient SF Express services and new breakthroughs in cross-border transport.

Table 1. New Media Facility Inputs of SF Express Co.

vintages	2018	2019	2020	2021	2022
New media facilities (\$ million)	27265	42331	42468	56052	116698
Growth rate (per cent)	-	55.27	0.33	31.97	108.21
Share of total inputs (%)	0.99	0.96	0.82	0.95	1.59
Profitability (per cent)	673	113	259	743	408

4 NEW APPLICATION OF NEW MEDIA IN JINGDONG LOGISTICS MANAGEMENT

4.1 Build Jingdong Intelligent Logistics Information Platform

Since 2020, Jingdong Logistics has officially upgraded its core strategy from "experience-based and efficiency winning" to "experience-based, efficiency winning and technology-driven". The use of real, real-time, effective data to predict changes in market demand, accurately grasp the individual needs of customers, and reduce unnecessary resource consumption, which is the key to the sustainable development of Jingdong. First, Jingdong collaborates with GPS, GIS and other big data information

platforms, such platforms can use the advantages of visual analysis to achieve dead-end data analysis and positioning; second, with the help of new media data collection technology, Jingdong Logistics can effectively integrate and optimize the current logistics data, summarize and utilize all kinds of resources; third, the use of large-scale data analysis platforms can present real-time logistics activities to solve the problem of asymmetry in the collection of information. information asymmetry.

4.2 Realising the "Logistics Plus" Effect

New media can integrate the current logistics, business flow and all kinds of flow information. The development trend of Jingdong Logistics is "Logistics +", which also greatly expands the business field of logistics enterprises. The Jingdong Mall APP and community convenience stores under the Jingdong Company are good examples, which can not only open up the social network, but also integrate offline and online resources, so that they can get better development.

4.3 Innovative Marketing Strategies to Personalise Services

Using mainstream group living platforms with a large and stable user base, such as Shutterfly, Jitterbug, Weibo, WeChat and B Station, it is possible to realise "one-on-one" logistics services. Through multiple platforms, Jingdong passes the various needs and opinions of users to independent logistics information service providers, thus better expanding the coverage of the logistics market.

On the whole, Jingdong Logistics has taken a series of innovative initiatives in the context of new media, with data-driven logistics management, the realization of the "logistics-plus" effect and personalized services at the core, to promote the sustainable development of the enterprise. These initiatives help to improve logistics efficiency, optimize resource utilization, expand business areas, and establish closer ties with users. However, the implementation of these initiatives needs to take into account a number of factors, such as technology, platform cooperation and user needs, and match with the overall strategy and goals of the enterprise in order to ensure their effectiveness and successful implementation.

5 COUNTERMEASURES SUGGESTIONS FOR LOGISTICS MANAGEMENT INNOVATION IN THE CONTEXT OF NEW MEDIA

5.1 New Media to Create Innovation in Logistics Management Environment

In order to innovate logistics management in the context of new media and promote the growth of logistics production value, it is necessary to take the initiative to create a more solid logistics management innovation environment, which is the basic conditions and basis for the implementation of innovation. Regional governments can make full

use of the current development trend of the new media, in the logistics management of the relevant issues to develop and improve the corresponding policies and regulations, so that the "release of services" reform work more smoothly. In addition, they can also list the management problems of local logistics enterprises, streamline the administrative approval process, and create smoother development conditions for logistics enterprises. Innovative means of logistics management need to be continuously improved and government involvement weakened.[4] . During this period, it is possible to improve and perfect the logistics management system system in line with the financial and tax support policies of each region, so that the operating and management costs of enterprises can be reduced, the economic burden of enterprises can be appropriately reduced, and the logistics management innovation of enterprises can be provided with institutional safeguards.

5.2 New Media to Create Logistics Management Platform Information Technology Innovation

In the face of the rise of new media, logistics companies need to utilise it to innovate smart logistics platforms. There is an urgent need to improve the ability to analyse and manage information, which must be done with the advantages of new media. Today's logistics industry is increasingly competitive and must provide personalised services to customers to gain a foothold in the market. Enterprises can start from creating a general logistics management consulting service system (Figure 2), and strive to build a perfect intelligent logistics platform and service system.

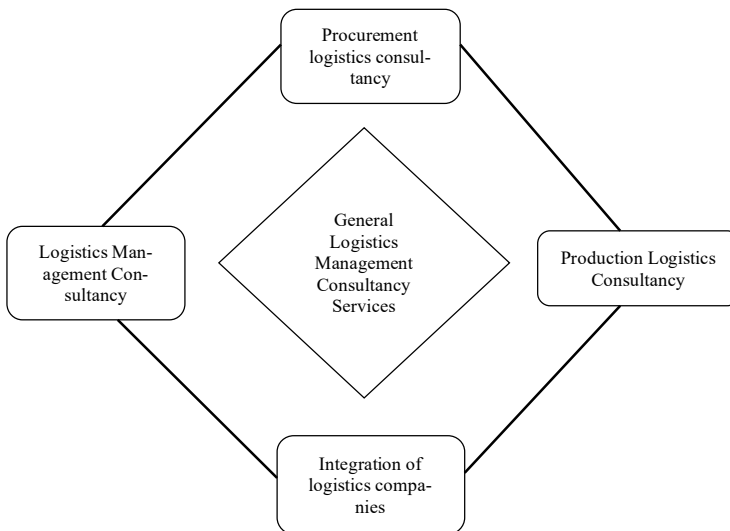


Fig. 2. General Logistics Management Consultancy Service System

At the same time, logistics enterprises can use GPS and other technologies to track logistics information in real time and achieve visual management. In addition, it can also scientifically manage the current transport vehicles[5]. At the end, in order to reduce the asymmetry between information and logistics, the ability to analyse various types of data must be updated. There is a need to purposefully analyse the huge amount of data involved in logistics management operations.

5.3 New Media for Personalised Logistics Management Services

With the help of new media, logistics management companies can meet the diversified individual needs of customers. The standard of living of our people is improving, and a variety of services and social platforms have appeared one after another. China's logistics management system is also increasingly complex, modern logistics enterprises need to make extensive use of new media to consumers to implement personalised services. Such as the enterprise comprehensive analysis of customer preferences, integration of various new media platforms to build multi-dimensional services. This will not only enable enterprises to expand their business areas, but also broaden the development prospects of enterprises. In this period, with the help of new media platforms and various types of technology, logistics enterprises have achieved personalised services to customers.

5.4 New Media to Cultivate High-Quality and Innovative Talents in Logistics Management

Under the new media environment, logistics enterprises have increasingly high requirements for the overall quality of their employees. To enhance the comprehensive competitiveness of enterprises in the domestic and international markets, improve the efficiency of logistics operations and service level, and implement logistics management innovation, it is necessary to have a group of high-quality logistics management innovation talents. Therefore, the delivery of talents for logistics enterprises need to pay attention to the professional teaching in colleges and universities, so that students have a relatively deep understanding of the advanced logistics reform and management ideas at home and abroad, and apply them to the practical work of enterprises.[6] At the same time, it is also necessary to strengthen the new media background. At the same time, but also to strengthen the new media background of logistics management training for practitioners to build a platform for mutual communication, to absorb more advanced logistics management knowledge, so that the overall capacity of the logistics industry staff to improve, for the enterprise logistics management innovation to lay a solid guarantee of talent.

Overall, the above views and recommendations put forward some positive ideas and directions for logistics management in the context of new media. However, the implementation of these ideas and suggestions needs to take into account the challenges of technical support, system construction, talent cultivation, etc., and be coordinated with the overall strategy of the enterprise in order to ensure its feasibility and long-term sustainable development.

6 CONCLUSIONS

In the new media era, the network and information technology have a significant role in promoting the development of the logistics industry. Logistics enterprises must keep abreast of the times and make full use of new media technologies, or else they will stagnate by sticking to the old rut. In logistics management, enterprises need to follow the following two points:

Firstly, logistics enterprises need to be oriented to consumer demand, make up for the shortcomings of business operations, and improve the efficiency and quality of logistics management, so they must innovate logistics management and continuously update technology.

Secondly, it is necessary to establish an information-based intelligent logistics platform, pay attention to the environment of logistics management innovation, carry out personalized services with the help of new media, and at the same time pay attention to the cultivation of excellent talents, so as to improve the quality of logistics management and promote the development of logistics enterprises.

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