On Empowerment and Accountability in the Innovation of Logistics Financial Business Based on Internet

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Abstract: With the continuous transformation and development of the logistics financial industry, a new logistics financial model has been developed and derived in the market development. By using Internet technology and digital platform in combination with cloud computing and big data, the logistics financial information in the market has been effectively integrated, and form an innovative model of logistics financial business based on Internet. However, there are some problems in the development process of this model, because many industries and development directions are relatively new, and relevant laws and regulations are not mature enough. Therefore, this paper mainly focuses on the logistics financial business based on Internet, analyzes the empowerment and accountability of logistics financial business in the process of innovation and development from the perspective of the Rule of Law, and analyzes the new operation mode of financial logistics, so that the disadvantages and problems in the traditional logistics financial business can be effectively improved and efficient operation can be realized.

1. Introduction

With the continuous development of logistics financial business based on Internet in China, the traditional logistics financial development mode has been unable to meet and apply to the current logistics financial industry, and its disadvantages and contradictions are increasingly apparent. As a result, in the development of market supply and demand, it is difficult to find a stable and balanced development direction and unable to further meet the market demand. Because of the close relationship between logistics financial business based on Internet and small and medium-sized enterprises, it can effectively promote the economic development of our country. In the logistics financial business, the combination of Internet technology can effectively promote the efficiency of cooperation between banks and enterprises. However, in the process of development, the empowerment and accountability of logistics financial business based on Internet have not been clearly defined, resulting in certain legal restrictions in the process of development, and the immature of relevant laws and regulations. Therefore, in the process of research on innovation of logistics financial business based on Internet, we need to focus on the relevant laws and regulations, so that it can be effectively developed.[1]

2. The Development of Logistics Finance in China
2.1 The Development of Logistics Finance Industry

Compared with foreign countries, the logistics financial business in China started late, but it has certain advantages in the development process due to the large number of enterprises and population in China, and can constantly adapt to the development of the times in the development, so that it can obtain certain development advantages in a short time. With the continuous development of the logistics financial industry and the continuous extension of the Internet technology and information age, the logistics financial industry has formed its own set of operation system in combination with the Internet enterprises. In the development process, some Internet logistics finance systems are not mature and sound enough, and even some logistics financial
industries still have some pressure to mobilize funds. But with the continuous promotion and development of the Internet, the resources of the logistics finance industry have been effectively optimized, and the competitiveness among the industries has been significantly improved, so that the logistics financial industry based on Internet has been developed to a certain extent. Especially for some financial industries, the logistics financial industry based on Internet can effectively expand the scale of loans and make its business develop in the direction of innovation [2].

2.2 Concept Logistics Financial Business

Logistics financial business refers to the development of banks and other financial institutions in order to effectively reduce transaction costs and related transaction analysis and risks. Through cooperation with logistics companies, they use the information and regulatory information provided by related companies to conduct business operations. In the course of operation, enterprises use deposits, loans, trusts, mortgages, and discounts to cooperate with financial institutions to achieve intermediary business transactions. It also further promotes the financial circulation performance of the financial industry effectively, and improves cooperation between logistics enterprises and financial institutions, and achieves a win-win situation efficiency [3].

2.3 Problems in Logistics Finance Business Based On Internet

In the development process of logistics finance business based on Internet, although there are huge benefits, its risks are also corresponding. Compared with traditional logistics finance, many financial institutions still have certain legal risks during the development process, such as pledges, corporate financing, and credit risk. During the development process, there may be a certain risk of realizing property rights in the pledged property. In addition, since the logistics finance business based on Internet is in the process of innovation and development, the financial products involved in the development process are prone to property rights risks due to the large number of businesses involved and the wide range of subjects, leading to industry disputes. In addition, there are certain product risks during the release process of the product, such as difficulty in sales and faster replacement. Even in the development process, because the relevant laws and regulations related to the Internet logistics financial innovation business are not comprehensive, it is easy to appear regulatory loopholes in the development process, leading to the lack of subject responsibility and regulatory risks [4]. Therefore, in the process of innovation and development of logistics finance business based on Internet, it is necessary to analyze its empowerment and responsibility from the perspective of the Rule of Law.

3. Empowerment and Responsibility in the Innovation of Logistics Finance Business Based On Internet

With the continuous development of information technology, the era of big data has brought new directions for the development of financial institutions and logistics enterprises, so that their information technology is continuously improved and developed, which can effectively optimize the systems and infrastructure of related enterprises. The emergence of payment software has provided great convenience for people's lives, and has provided the possibility of innovative development of modern logistics financial services [5]. At the same time, the "Internet + Circulation" Action Plan document also clearly pointed out the development direction of related industries, laying the foundation for logistics finance business based on Internet. However, in the development process, it is necessary to pay attention to relevant laws and regulations and consider the empowerment and accountability in the innovation of Internet logistics finance [6].

3.1 Consistent Service Methods for Logistics Financial Services Based On Internet

Because the Internet itself has a certain degree of virtuality, there is a certain degree of concealment and indirectness in the development of related logistics and financial services. Therefore, in order to effectively clarify relevant laws and regulations during the development process, it is necessary to make its business and service methods consistent. In the development
process, it is necessary to constantly monitor whether the relevant development content and direction are consistent with the service mode in the contract. At the same time, during the development process, it is necessary to consider whether the service concept of the Internet logistics financial innovation business is consistent with the relevant content, to avoid the phenomenon of "bull heads and horses mouth mismatches" in the development process, and to prevent related logistics financial companies from appearing by thinking about the empowerment and responsibility in the innovation of logistics financial business based on Internet, makes the Internet logistics financial business service method and content consistent, which can effectively avoid illegal acts in the development process, so that the rights and interests of logistics finance business based on Internet are protected [7].

3.2 The Use of Internet to Realize Diversified Logistics Financial Mode

Due to the characteristics of resource sharing and liberalization in the development process of logistics finance business based on Internet, it has certain openness in the development process. Therefore, in the process of development, it can be used to realize diversified logistics financial innovation business models, such as virtual pledge model, supply chain and logistics financial integration model. by using Internet technology to virtualize pledge, it can effectively integrate information, reduce regulatory costs, and improve the management ability of logistics enterprises on related pledge. Compared with the traditional one through the use of information virtual pledge mode, pledge business can reduce the risk of realization and discount of pledged goods, reduce the risk of repeated pledge of enterprises. Through virtual pledge mode, it can effectively improve the supervision ability of logistics enterprises on pledged goods, improve the efficiency of enterprises, play the function of spot check at any time, and ensure the efficiency and safety of pledged goods [8]. In addition, adopting the integration mode of supply chain and logistics finance can effectively expand the cooperation effect, improve the contact among suppliers, logistics enterprises and manufacturers, form a complete and cooperative mode, reduce the cooperation cost, improve the cooperation efficiency and service theory between enterprises, integrate the resources among enterprises, and effectively ensure the cooperation of rights and interests between Internet logistics financial enterprises. Therefore, through diversified cooperation mode, it can effectively protect the rights and interests of Internet logistics finance, enhance the cooperation ability between enterprises, effectively expand the supply chain, maximize the efficiency of capital conversion, and effectively promote the development of the real economy [9].

3.3 Improve the Relevant Laws and Regulations of Internet Logistics Financial Business

With the continuous development of Internet financial logistics innovation business, in order to effectively define the empowerment and accountability of Internet logistics financial business innovation, we should effectively improve the relevant laws and regulations of Internet logistics financial business in the market development, so that market disputes can be effectively resolved. First of all, in the process of clarifying the relevant laws and regulations, it is necessary to improve the network security awareness of logistics financial enterprises, to avoid being attacked by illegal elements in the relevant cooperation, so that the cooperation information is leaked, resulting in incalculable losses. At the same time, we should clarify the relevant cooperation contracts, improve the contract content, and ensure that the logistics finance business based on Internet is effectively guaranteed in the development process. Secondly, we should improve the review system among financial institutions, improve relevant regulatory laws and regulations, and repair legal loopholes. Finally, in the development process, it is necessary to update and improve the Internet related information, build a complete information system, improve the ability of information automatic docking and integration, and ensure that the rights and obligations of the logistics financial industry based on Internet are restricted and developed [10].

4. Summary

In the context of the Internet, logistics financial services have been innovatively developed. In
order to effectively improve the innovation capabilities of the Internet logistics business and ensure
the rights and obligations of related businesses, it is necessary to continue to explore the
empowerment and responsibility of logistics financial business based on Internet during the
development process, clarify the service mode of logistics financial business based on Internet, use
the Internet to achieve a diversified logistics financial model, and improve the laws and regulations
of logistics financial business based on Internet, so as to effectively improve the disadvantages and
problems in traditional logistics financial business and improve the development efficiency of the
industry based on logistics financial business based on Internet.

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