

Information Networking in Modern Logistics Management and Its Countermeasures

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Abstract: With the rapid development of logistics field in China, new requirements have been put forward for logistics management. More attention is paid to the information networking of modern logistics management, which promotes the overall development level of logistics. This paper mainly studies the functions and development characteristics of logistics information networking, and analyzes and analyzes its implementation measures in network physical management.

1. Foreword

In modern logistics management, only by completing the information networking, can we effectively shorten the length of logistics transmission and increase the transparency of logistics. In the traditional logistics management, the failure to realize informationization makes its overall management efficiency low, which has caused a certain impact on the development of modern logistics management. The use of information networking technology in modern logistics management can effectively improve its overall level and efficiency, and further promote the development of logistics management.

2. The Function and Development Characteristics of Modern Logistics Information Networking

2.1 Functions of Modern Logistics Information Networking

The so-called logistics information network system is actually an organic combination of logistics activities through information technology, so that it becomes an integrated logistics system. In the development of modern logistics information networking, it has its positive role in many aspects, including strategic plan formulation, management decision-making, and transactions. In the information trading system, as long as the goal of information networking is achieved, the content recorded in the order can be completely presented. Therefore, the logistics transmission can be reasonably arranged according to the amount of inventory, and at the same time, programs can be selected for logistics management and communicated with consumers to meet consumer requirements. Through the integrated logistics management system, it can further improve the processing capacity of logistics information under the active role of many aspects^[1].

In addition, in the function of modern logistics information networking, its management control function is quite outstanding. The use of information networking technology enables comprehensive management of the characteristics of logistics information. In addition, the decision analysis function in the information network also has a great advantage. Through systematic reminders, it can provide effective logistics information for logistics managers, which can be used as a favorable basis for management decision management. It enables managers to carry out logistics management through scientific management solutions, and further improves logistics management. Finally, the strategic planning of logistics management in the information system is formulated to further improve the overall management level and efficiency of modern logistics information through scientific methods.

2.2 Development Characteristics of Modern Logistics Information Networking

The development of information technology has led to the development of modern logistics information networking in China. In this process, both of them have gradually formed their unique characteristics, the most prominent of which is the hierarchical characteristics of information demand. In the development of physical field, as long as the information technology is used scientifically and effectively, the collection and transmission of logistics information can be further realized, and the logistics information can be queried and shared at the same time ^[2]. And in practical application, information technology can effectively combine the three aspects of logistics, business flow and capital flow to optimize the management mode of upstream and downstream enterprises in logistics transmission, and make their management fully improved. In addition, different levels have different requirements for information, and the use of information network technology can effectively integrate this information and make comprehensive arrangements, so that enterprises at different levels can take what they need to further strengthen the efficiency of information management. Moreover, the diversification of information application software is also prominent in its development characteristics. At present, there are many suppliers in the logistics management software, which makes the overall pattern of its development unstable ^[3]. Under the guidance of new technology and the update of software, the level of logistics informatization in China is constantly improving, and its development competition is also increasingly fierce. At the same time, it also puts forward new requirements for the construction of logistics sharing information platform, and improves the attention to the level of information integration technology. Only by strengthening these aspects, can we fully reflect the development characteristics of modern logistics information networking, and find out its targeted development advantages.

3. Exploration on the Development Strategy of Modern Logistics Information Networking

3.1 Further Analysis on the Development of Modern Logistics Information Networking

At present, in the process of the development of modern logistics information networking, due to the influence of many factors, there are still many problems to be solved. It is necessary to further strengthen the management consciousness of modern logistics, and the current social development pays more attention to the use of information network technology. The effective combination of modern logistics management and information networking technology has become the development trend of logistics management. However, some logistics enterprises have not strengthened the importance of information networking technology, and the awareness of modern logistics management is relatively weak. Due to the influence of some management systems, some logistics enterprises carry out logistics activities by internal organization, which makes the lack of information and specialization in logistics management, thus limiting the development of logistics management. In addition, in the process of modern logistics management, there is no further improvement of information network research and management system, which hinders the development of modern logistics management ^[4]. Moreover, there are few theoretical research institutions based on logistics in China, which makes it impossible to study the contents of modern logistics management more deeply, and at the same time, it does not strengthen the training of talents in modern logistics management, which have certain restrictions on the development of modern logistics information networking. In addition, the system construction of modern logistics management in our country has not been well improved, especially for the problems of local separatism, and there is no effective integration of logistics resources, resulting in the problem of idle funds.

The informatization technology of modern logistics management is inadequate, and the infrastructure construction of logistics informatization is not further improved. In modern logistics management, the most critical is the use of information network technology, which has a great impact on the improvement of logistics management. However, in the actual management process, some enterprises have neglected the use of information technology and lacked capital investment in corresponding infrastructure. For the information system, some aspects of the functions have not

been well improved, including system functions, business functions, and resource integration capabilities. In addition, a complete physical information platform has not been established, making it impossible to efficiently query and share the logistics information transmission, which has a great impact on the management of logistics information. Besides, in the development of modern logistics management, the importance of cultivating management talents has been ignored. Strengthening the training of information network talents for modern logistics management can effectively improve the quality and professional level of modern logistics management talents. The current logistics companies do not realize the importance of logistics management talents that has a great impact on the further development of modern logistics management.

3.2 How to Optimize the Development of Modern Information Networking

In order to further strengthen the development of modern logistics information networks, scientific methods should be used to optimize logistics management.

3.2.1 To Strengthen the Awareness of Management Development

In order to further improve the quality of modern logistics management, we should strengthen our consciousness. The development of modern logistics information networking has become an irreversible trend in future logistics development. If logistics companies want to stand out in the new development environment, they need to further strengthen the service level of logistics information networking and build a complete information logistics management system. The logistics management technology can be effectively combined with logistics development to effectively improve service levels ^[5]. And the logistics information network is regarded as an important core of development to meet the different needs of customers and further optimize the physical management model to bring the overall development of logistics management.

3.2.2 To Accelerate the Development of Informationization in the Logistics Market

It is necessary to strengthen the construction of a networked development platform for logistics management, effectively combine the logistics market and its development needs, and start from multiple aspects to further improve the level of logistics information management. At the same time, it is necessary to strengthen the construction of logistics enterprises to meet the needs of logistics enterprises and the market. On the basis of continuously strengthening the level of network, we should strengthen the logistics information collection, sorting and distribution of logistics enterprises to build a complete logistics management system.

3.2.3 To Improve Logistics Information Networking System

In order to further guarantee the development of logistics information networking, we should pay more attention to its construction process and strictly abide by the construction principles. It can not only meet the actual needs of logistics management information, but also ensure the integrity of logistics information development to make the logistics management standard more scientific. In addition, the establishment of modern logistics information management system should strictly follow the reliability and principle to make the design process of logistics information system more scientific ^[6].

3.2.4 To Strengthen the Timeliness and Effectiveness of Releasing Modern Logistics Management Information

In the development of logistics information networking, the timeliness and effectiveness of releasing logistics information is important. At the same time, we should effectively strengthen the released logistics information data to ensure the further improvement of logistics information management. The Internet is a relatively large-scale electronic information publishing media, and for the development of logistics management, it is a large database. By strengthening the management of logistics information, the timeliness of logistics information can be more prominent. Moreover, to a certain extent, it has laid a solid foundation for the management level of logistics enterprises, making the logistics management effectively improved ^[7]. In addition, in the

management of logistics informatization, logistics enterprises should strengthen the construction of supply chain logistics mode, monitor the different situations in each link of logistics, and reflect the changes in time. Only in this way can the overall level of logistics management be effectively improved and can the development of modern logistics information networking be further improved.

4. Conclusion

From above, we know that in the process of modern logistics information network management, we need to strengthen its management from many aspects. At present, the level of logistics management in China is still in the primary stage, so we should innovate and strengthen the management continuously. Through the innovation of management concept, the development of modern logistics management information networking is further improved to effectively improve its management level.

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