

Research on the Development Status and Countermeasures of Ezhou Network Freight Platform

Tengfei Jiang, Yucheng Qin, Mei'e Xie *

School of Business Administration, Wuhan Business University, Wuhan 430056, China

* Corresponding author: Mei'e Xie

Abstract: With the rapid development of digital technologies such as block chain and the Internet of Things, digital transformation further accelerates the transformation and upgrading of traditional industries to the direction of intelligence, green and integration, among which intelligent logistics has become the general trend of the development of the logistics industry. Network freight is a typical representative of "Internet + logistics", and its development shows a steady and positive trend, but there are still major problems such as low level of digitalization, difficult information circulation and lack of talents. In this context, we visited and investigated the relevant enterprises in Ezhou city, through the questionnaire survey, on-site interview and other forms, comprehensively analyzed the development status of Ezhou network freight platform, and then put forward the network freight of Ezhou city Suggestions from the platform, in order to provide guidance and reference for the development of Ezhou network freight industry.

Keywords: Network Freight Platform; Development Status and Countermeasures; Ezhou City.

1. Introduction

On October 30, China Federation of Logistics and Purchasing released that in the first three quarters of this year, China's logistics operation quality and efficiency improved, and the vitality was strong. The total amount of social

logistics reached 249 trillion yuan, up 4.8% year on year. In 2023, the total amount of social logistics is expected to achieve a growth of 5.5% -6.5%,[1] and it is expected that the total amount of social logistics will reach 366.7 trillion yuan in 2023, and the development of logistics is booming. Figure 1 shows the forecast chart of the total social logistics amount in 2023.

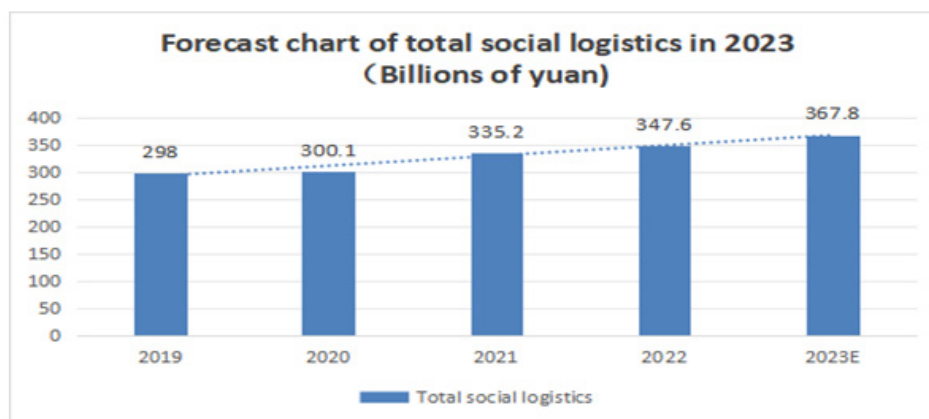


Fig 1. Forecast chart of total social logistics in 2023

The year 2023 is the last year of the implementation of the Interim Measures for the Operation and Management of Road Cargo Transport on Online Platforms. Network freight management and market order have been further standardized, new regulations have been implemented, and the era of network freight has been fully opened.[2] Ezhou logistics freight is mainly by road freight, accounting for 70%. As the Ezhou comprehensive transportation "difference" development plan "file issued, Ezhou is given priority to with Ezhou flower lake airport" artery ", develop multimodal transport, actively build modern logistics, network freight platform, has cultivated the Hubei chase network freight co., LTD., the introduction of Hubei invertors network technology co., LTD., invested in Hubei trading Ezhou investment development co., LTD., logistics enterprise service ability

gradually enhanced, form a strong" Ezhou characteristics ". In this key node in 2023, Ezhou logistics enterprises have been under the leadership of the digital era, combined with network freight, with the "Internet platform" as the development mode, to promote the transformation and upgrading of enterprises.

2. Ezhou City Network Freight Platform is Facing the Challenges

"Logistics development, platform first", this is the law of logistics development. The emergence of network freight platform plays a significant role in integrating social scattered transportation capacity, promoting the intensive development of freight industry and reducing cost and increasing efficiency, and also provides a great boost for the development of road transportation industry to digital transformation. But at the

same time, various problems are also emerging. After investigation, it is found that there is price competition in Ezhou city, low price, arbitrary charges, high cut, illegal operation, which damage the legitimate rights and interests of truck drivers, and conduct false billing business. The network freight platform has become the "disaster area" for the outbreak of contradictions in the transportation industry, which not only disturbs the market environment, but also affects the healthy development of the entire transportation industry.

(1) Logistics Layout is Small, Scattered, Disorderly, Poor, Scattered Resource Distribution

At present, the logistics layout of Ezhou city is small, scattered, disorderly and poor, and the resource distribution is scattered, and the standard is difficult to unify. Currently only relatively mature logistics chase logistics company in promoting network freight platform standardization, combined with the characteristics of Ezhou logistics transportation industry, formed a series of "Internet +" logistics standardization service workflow and system, and based on the attention of the logistics standardization, set up special work agencies and personnel, to promote the standardization of logistics, provides a powerful guarantee. However, the rest of the traditional logistics enterprises with small scale, scattered layout and disorderly organization lack of standard awareness, resulting in the waste of resources and transportation capacity, which greatly hinder the transformation and upgrading of the logistics industry in Ezhou city, and are in urgent need of a unified and feasible standard plan.

(2) Information is Not Interconnected, There are Data Barriers

Although Ezhou network freight platform has accumulated a large amount of business data, there are still data sharing barriers and data islands, and there is no real interconnection. At present, most network freight enterprises will use multiple information platforms, which are mainly outsourced or directly purchased by third-party companies. The information of each platform can only be used on their own platforms, and the same type of platforms can operate the same new business, but the information cannot be exchanged. In general, drivers do not choose only one platform for transportation, and at least three platforms to prevent empty return. Because the resource information between platforms is different, the lack of circulation of resource information will aggravate the operation difficulty of drivers and reduce the distribution efficiency of goods. It causes great obstacles to the cross-regional operation of the platform and increases the workload of the platform.

At the same time, the data of each network freight platform is independent, and the information island between the platforms leads to the sharing of transport capacity resources. Platform between the lack of safe open communication mechanism, makes the capacity resources in the market need to share and exchange, not only to the platform capacity resources elastic expansion, is not conducive to effectively reduce the driver return empty problem, network freight platform scale and intensive effect is not fully released, and the connectivity between the platform can make data become a kind of assets, through the interaction between the platform, found the trend, warning risk, realize the value of the data reconstruction.

(3) The System is Not Sound, and the Relevant Laws and Regulations are Lacking

1) Tax aspects and laws and regulations aspects

To further optimize the tax service business environment and play the basic role of the tax department in social comprehensive governance, efforts are being made to optimize the tax service of logistics platform enterprises. At present, the Echeng District Tax Bureau has innovatively launched the "Cloud and Network Control" network freight monitoring service platform. By utilizing "tax data big data + blockchain technology" to integrate multi-source and heterogeneous tax-related data, establish a reasonable mechanism through intelligent analysis and prediction on the platform, and construct a new model of "tax service + tax collection management". This measure has certain constraints on enterprises, but under the current tax system, it still cannot solve the issues of fake invoicing, difficulties in obtaining input for network freight platform enterprises, incomplete deductions of input, and mismatches in deductions. It cannot fundamentally solve the problem of shell companies using the government refund tax system to carry out false invoicing, as well as the difficulty of obtaining high-value VAT invoices that can be used for deductions such as fuel, temporary repairs, tolls, and overpasses.

2) Margin issues and drivers' rights issues

In February 2022, the Ministry of Transport issued the "Transportation New Industry Platform Enterprise Drawback Sunshine Action", in the area of road freight, urging the main road freight new industry platform companies to disclose the pricing rules to the community, and reasonably set the amount of the platform's order charges or drawback ratio cap, or membership fee cap, etc., and publicly release them to the community.

Many platforms in Ezhou City have deposits, security deposits unreasonable problems, and some platforms in the security deposit charged on top of the return of the catnip, and even some drivers regard the deposit as an entry fee. Many drivers in order to grab more single, more pulling live, register multiple platforms, pay more than one deposit, resulting in the payment of easy to return difficult, freight drivers face industry capacity supply exceeds demand, the driver's disposable income continues to decline and other issues.

3) Single service model and lack of specialized personnel

Serious homogenization competition, relying only on carrying out the settlement business for profit, without establishing the core competitiveness of the enterprise, and unable to survive in the competition of the industry which has entered the maturity period. At present, the usual operation mode of Internet logistics service in Ezhou City is to provide a platform for matching cargos and cargoes, focusing on collecting and releasing cargo sources, and effective matching between cargo owners and transportation capacity, as shown in Figure 2. Obviously, the monotonous types of services and meager income, in the absence of logistics needs will produce a negative revenue growth situation, not conducive to development. Nowadays, the most common business content of Ezhou network freight transportation platform is "car looking for goods, freight looking for cars". In addition, the business content and innovative projects of Ezhou logistics and transportation platform are very few, and lack of professional talents to guide the planning. Most of the enterprises have been optimizing the efficiency of cargo and capacity matching, matching quality, matching ability. Unbeknownst to the user, for the user to find goods, find capacity is only one of the many needs, but not the industry pain point is not necessarily just need.

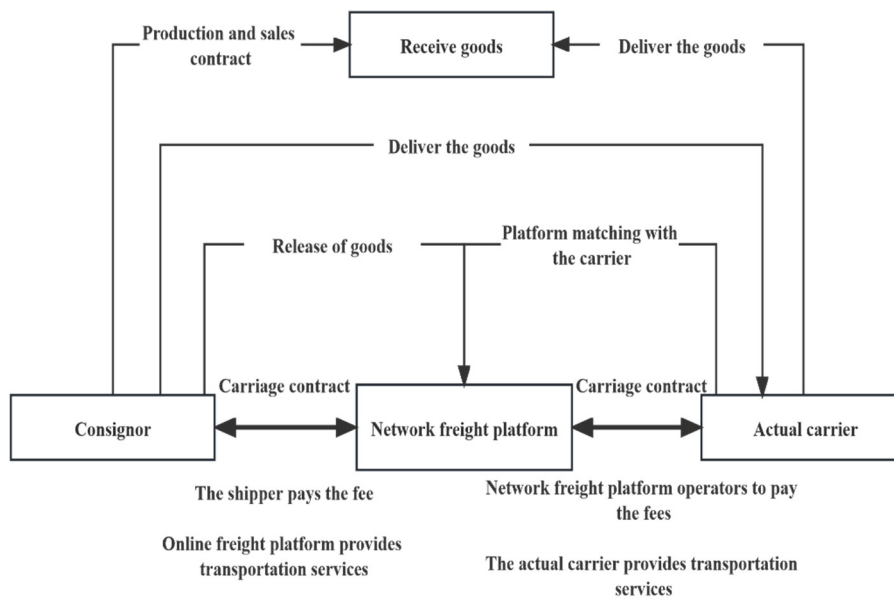


Fig 2. Business flow chart of network freight transportation platform

3. Suggestions for Optimization of Ezhou Network Freight Platform

(1)Strengthen Technical Research and Development, Break Through Information Barriers, and Improve Platform Stability and Security

The industry-wide network freight platform and the transportation and logistics information system work together to build an interconnected information network, and optimize the platform structure to lay a firm foundation of highly available, highly stable and highly flexible platform to adapt to different business needs. Through real-time, efficient and sustainable development of logistics information services, efforts are made to build a resource sharing information service platform, promote the development of e-commerce and production capacity cooperation in Ezhou logistics corridor, and promote the integration of the sharing economy model with the cross-domain modern logistics industry. This requires enterprises to actively adopt a variety of advanced technological means to improve the calculation, storage and data analysis capabilities of the network freight platform, connecting the logistics information nodes such as cargo owners, carriers and freight platforms, so that transportation equipment information, cargo source information and other logistics information elements are interconnected.

All levels of the platform collaborate with each other to build a security barrier. A variety of identity authentication, data encryption, access control and other methods are used to enhance the security performance of the platform, avoid data leakage, tampering and illegal access, and build a "firewall" to protect user privacy. At the same time, the platform should also strengthen the internal monitoring and rectification of problems to ensure the stability and security of the platform. In addition, the platform needs to formulate a set of complete emergency plan mechanism to cope with emergencies that may occur at any time, and respond and deal with them in a timely manner to achieve the bottom-up effect, so as to ensure the platform's continuous stability and security. Constructing a high security and high stability service network barrier will effectively guarantee the information security of the platform

and users.

(2)Building a Trust System for Network Freight Platforms

The construction of network freight platform credit system is crucial, the owner and the carrier need to establish a complete set of safe and effective credit database, strengthen the trust between the driver and the owner of the endorsement.[3] Network freight platform should play an active role in the identity of the intermediary, by virtue of the superiority of its mechanism, connecting owners, platforms, drivers, the formation of "heart to heart" trust system.

The platform can analyze the number of user transactions through big data, relying on scenario-based big data, selecting typical information in different dimensions such as cargo loss rate, turnover rate, invalid orders, settlement timeliness, customer defaults, and mutual evaluation between the two sides, establishing a credit evaluation model, making accurate credit portraits of users, and realizing dynamic assessment of credit levels. At the same time, network freight transportation platforms, as market credit subjects, should operate in good faith in accordance with the law and accept the supervision and credit evaluation of relevant departments. This kind of credit system with multiple scenarios and dimensions, which is extremely characteristic of the industry, is very important for enterprises to realize efficient operation and standardized management, and for the government to strengthen the service and supervision of market subjects, which can effectively purify the service environment within the platform, and promote the construction and development of modern circulation system in Ezhou City.

(3)Optimizing Regulations and Policies to Create a Healthy Business Environment

1)Legislation first, sound legal system and strengthened policy guidance.

Improve the legal system of network cargo transportation, proposed by the Government, led by the Association, the participation of enterprises to discuss the improvement of network freight transportation legal system. Through "standardization +" optimize the management and service process of network freight platform, build convenient, fast, safe circulation network, promote standardization and all kinds of circulation of new business model depth integration.

Standardize industry management, improve management level and service quality, clarify the responsibility and obligations of platform enterprises, and protect the interests of all parties concerned.

Strongly support the development of the network freight transport industry, and introduce relevant policies and regulations to promote development and innovation, and their continuous optimization and soundness. Guide and encourage enterprises to innovate and develop, improve service quality, create new types of profit points, reduce costs and increase efficiency, bigger and stronger. At the same time, the full implementation of relevant state policies, such as transportation and logistics special refinancing, small and microenterprise business guarantee loans, to help enterprises reduce operating costs.

2) Strengthening supervision and management of the industry and innovating supervisory tools

The government departments will broaden the supervision mode on the basis of the "cloud network control" network freight transport monitoring service platform built by Echeng District Taxation Bureau, push forward the innovation, and build a "Internet + supervision + taxation" information base for the supervision of the whole city. Setting up a network freight transport monitoring platform with universal participation to monitor the whole business process, including but not limited to contract flow, capital flow, invoice flow and tax flow, realizing standardized supervision of the business of logistics platform enterprises and innovation of tax services, preventing the risk of false invoicing, and guaranteeing high quality and high efficiency of tax collection.[4] It strengthens the qualification examination and business supervision of network freight transport enterprises, optimizes their functions, ensures the standardization and legality of their business conduct, and strives to create a smooth and healthy economic environment.

3) Optimizing the business environment and improving efficiency

To further transform functions, improve efficiency, stimulate market vitality, deepen the "most run once" reform,

optimize the approval process, promote online processing and consultation, simplify the administrative approval process, the opening of the "green channel", so that enterprises can better enjoy the high quality, efficient services, and reduce the cost of doing business. Strengthen process supervision to ensure the smooth progress of approval. It is necessary to establish and improve the fair competition mechanism, strengthen the leadership of the market, regulate the price mechanism through the government, establish a fair competition review system, combat unfair competition, maintain market order, and create a fair and healthy competitive environment.

4) Broaden service areas and further improve the supply chain platform in the multimodal transportation demonstration zone

Multimodal transportation demonstration zone supply chain platform is the "cloud brain" of logistics industry. The supply chain platform built by Hubei Jiaotou Ezhou Investment Company in cooperation with Ezhou Lingkong Logistics Service Center and Echeng District People's Government should rely on its digitization degree and data application ability to open up the data interface with other modes of transportation, especially in the field of bulk transportation through multimodal transportation to realize "one commission, one single in the end, one vote settlement",[5] as shown in Figure 3. "The platform should actively broaden the service field, absorb more areas and more enterprises, blossom comprehensively, and continuously grow bigger and stronger.[6] It is of great theoretical and practical significance to realize one-stop transaction of digital logistics of Ezhou network freight transport, build a digital, professional and green intelligent logistics system, and improve the overall efficiency of supply chain, to promote the logistics efficiency and industrial aggregation of Ezhou region, to promote the industrial upgrading and comprehensive development of the regional economy, and to accelerate the construction of logistics center in Ezhou region.

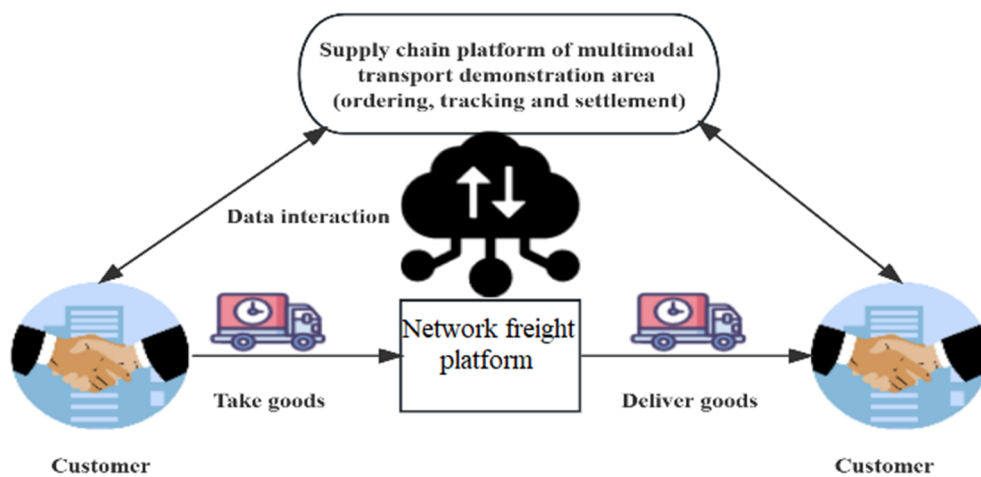


Fig 3. Data interaction diagram of the supply chain platform of the multimodal transportation demonstration zone

5) Strengthen the training and introduction of digital talents, and strive to solve the problem of shortage of innovative talents

Improve the talent training system. Increase policy support, provide adequate teaching resources for Ezhou City through

the formulation of corresponding policies by the government, promote and support the construction of training institutions for digital logistics talents, give full play to the advantages of industry associations, training institutions, consulting firms, etc. in cultivating digital technological talents, and establish a

mechanism for the cultivation of digital technological talents in accordance with the actual situation of local enterprises.

Focusing on the cultivation of existing talents, combining with the existing teaching resources in Ezhou City, we carry out all-round cultivation and reinforcement for teachers to improve their professionalism in digital logistics, and through the combination of industry-academia-research, we cooperate with enterprises, universities and scientific research institutes, etc. to carry out research on digital logistics and cultivate talents, and we build a multilevel training system and formulate the corresponding cultivation programs according to different needs.

Increase the introduction of talents. It actively creates an environment conducive to the development of talents and actively explores the mechanism of introducing, cultivating, utilizing, assessing and rewarding talents. Ezhou city should combine the direction and level of industrial development with local characteristics and actively introduce talents in line with the direction and level of industrial development. Broaden the channel of talent introduction, and hire urgently needed professional and technical personnel to undertake specific tasks through various ways. On this basis, the guiding role of retired experts should be fully utilized to actively expand the flexible introduction mechanism of talents.

Optimizing the environment for talent development. After the landing of talents, it is necessary to do a good job of supporting services, develop a set of efficient talent service procedures, improve the quality of public services, effectively optimize the working and living conditions of talents, improve the policies on housing, family and children's education of talents, effectively solve practical problems, and do a good job of organizing, implementing and servicing talents. Deepen the reform of job setting and professional and technical position and title rating system to pave the way for the development of highly skilled talents. Implement open selection and competition for talents with strength and commitment, broaden the channels for introducing talents, and smooth the channels for preparation and promotion.

4. Conclusion

The innovation and practice of network freight transportation platform in Ezhou City has great potential. Through field visits, questionnaire surveys and data review, we found that network freight transportation platforms have

already realized high-speed development in Ezhou City, improved freight transportation efficiency, and played a positive role in reducing costs and increasing efficiency. However, the network freight transportation platform still needs to face the dilemmas of technical challenges, unsound regulations and policy system, single operation mode, and lack of talents. In order to solve these problems, the government and enterprises should make joint efforts to improve the management system, create a good development environment, strengthen the training and introduction of talents, promote technological innovation, enhance the competitiveness of enterprises, realize the innovative and healthy development of the network freight transport platform in Ezhou, improve the local employment rate, and drive the local economy to develop at a high speed, and at the same time give a model for the whole country to learn from.

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