УДК 658.788.5

ИССЛЕДОВАНИЕ ЛОКАЛЬНОЙ ТРАНСФОРМАЦИИ КИТАЙСКОЙ ЛОГИСТИЧЕСКОЙ ОТРАСЛИ В УСЛОВИЯХ ЦИФРОВОЙ ЭКОНОМИКИ

RESEARCH ON THE LOCAL TRANSFORMATION OF CHINA'S LOGISTICS INDUSTRY UNDER THE DIGITAL ECONOMY

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Abstract: With the rapid development of digital economy, the transformation of China's logistics industry is imminent. The digital transformation of the logistics industry is conducive to promoting the rational use of logistics resources, reducing logistics operating costs and improving the economic efficiency of logistics enterprises, but at the same time, it is also facing the problem of how to transform. This paper mainly analyses and researches how to successfully carry out partial transformation of logistics industry under the background of digital economy. Three suggestions are made to strengthen the construction of digital infrastructure in the logistics industry, promote the integration of digital technology into the logistics life cycle, and focus on the cultivation of logistics digital technology talents.

Аннотация: С быстрым развитием цифровой экономики трансформация логистической отрасли Китая становится неизбежной. Цифровая трансформация логистической отрасли способствует рациональному использованию логистических ресурсов, снижению логистических операционных расходов и повышению экономической эффективности логистических предприятий, но в то же время она сталкивается с проблемой, как осуществить трансформацию. В данной статье в основном анализируется и исследуется, как успешно осуществить частичную трансформацию логистической отрасли на фоне цифровой экономики. Предлагается три варианта: усилить строительство цифровой инфраструктуры в логистической отрасли, способствовать интеграции цифровых технологий в жизненный цикл логистики и

сосредоточиться на выращивании талантов в области цифровых технологий в логистике.
Keywords: digital economy, logistics industry, local transformation.
Ключевые слова: цифровая экономика, логистическая отрасль, локальная трансформация.

Введение. The digital economy mainly refers to a series of economic activities in which the use of digitised knowledge and information is the key production factor, modern information networks are used as the carrier, and the effective use of information and communication technologies is used as an important driving force for efficiency enhancement and optimisation of the economic structure. And the traditional logistics activities refers to the physical flow of goods from the place of supply to the place of receipt in the process of transport, storage, loading and unloading delivery, packaging, processing, distribution and other basic functions combined activities. In China, only the mutual promotion between the two rules can promote the development of China's logistics industry.

Основная часть. Driven by the digital economy, the logistics industry is undergoing a radical change. At the technical level of logistics products, China uses big data to study and analyse a large amount of logistics data, which can help enterprises optimise transport routes and predict the demand of the logistics market, so as to improve efficiency and service quality more effectively; at the level of innovation of logistics products, China combines the logistics industry with artificial intelligence to improve the automation and efficiency of the logistics operation line, so as to reduce the errors of the staff; at the level of logistics services, with the fast pace of the digital economy, China's logistics industry is undergoing a radical change. service level, with the rapid development of the digital economy, logistics enterprises continue to expand their service areas, such as a large number of supply chain these value-added services, which creates a lot of profit income for enterprises. Therefore, empowered by the digital economy, the logistics industry is being transformed and upgraded from traditional logistics to intelligent logistics, which is conducive to promoting the digitalisation of the logistics industry, reducing operating costs and improving economic efficiency.

The goal of the local transformation of the logistics industry is to achieve the digitalisation of the industry, which requires digital technology as a support, and one of the driving forces to support the innovation and development of digital technology is the construction of digital infrastructure. How to achieve the local transformation of the logistics industry, first of all, we must strengthen the digital infrastructure construction of the logistics industry, such as China's now very hot

automatic driving, unmanned distribution and other technologies, can be applied to the logistics industry, not only to improve efficiency, but also to reduce the artificial tolerance rate; secondly, we need to promote the integration of digital technology into the logistics lifecycle, in the process of the local transformation, you can apply artificial intelligence, big data and other cutting-edge technologies to the logistics activities of all key aspects. Logistics activities in all key aspects of the logistics industry, so that the digital drive logistics industry life cycle; Finally, we should focus on the training of talents in the field of logistics digital technology, for the cultivation of talents, the current more effective method is still the integration of industry and education. For example, in China's colleges and universities should be increased in the course of study of logistics courses, more practical activities, the knowledge learned to the reality.

Conclusion. Therefore, the industrialisation of the digital economy has a profound impact on the development of the logistics industry, and the digital economy has constructed a more efficient and intelligent economic and technological environment through digital technology, which provides the support of technological ecology and economic ecology for the local digital transformation of the logistics industry.

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Submitted with 4 December 2024