

Analysis on the effect mechanism of logistics policy in Northwest China on the competitiveness of logistics enterprises

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Abstract. This paper analyzes the influence mechanism of logistics policy on the competitiveness of logistics enterprises in Northwest China, and provides better theoretical guidance for the healthy development of logistics enterprises in Northwest China. According to various relevant influencing factors of logistics policy in Northwest China, this paper carries out frequency statistics and analysis of mechanism of action, and draws the conclusion that although there are many policy supports for logistics industry in Northwest China, there are still many deficiencies. The innovation of this paper lies in the statistics of the relevant factors of the logistics policy and the detailed analysis of the influence and function of the logistics policy on the competitiveness of the logistics enterprises.

Keywords: Logistics Policy, Logistics Enterprise, Northwest Territories.

1. Introduction

After the implementation of the reform and opening-up policy to set things right, China's economic and social development policies and measures have been tilted toward the coastal areas, resulting in the extension of China's economic resources to the southeast. Due to the backward geographical environment, production factors and development foundation, China's economic model is fast in the east, slow in the west, strong in the sea area and weak in the land area. Although China has implemented the western development strategy, its focus is mainly on energy development and has only a weak impact on improving the economic structure. Since then, although the economic development of the five northwestern provinces has been improved to a certain extent, compared with the overall level of the country, the total GDP is still at an absolute disadvantage. Since then, although the economic development of the five northwest provinces has improved, compared with the national level, the GDP of the northwest region is still at an absolute disadvantage. The five northwestern provinces affected by the export-oriented economic policy and economic structure focus on agriculture, aquaculture, energy development and minerals, while the manufacturing and processing industries are dominated by old third-tier enterprises. The logistics industry is closely related to the manufacturing industry, and the backward development of the manufacturing industry will inevitably hinder the development and advancement of the logistics industry. The development of contemporary logistics involves roads, traffic, transportation, etc., and requires government departments to actively participate in coordination and development planning. Therefore, logistics policies affect the competitiveness of enterprise logistics from three aspects: economy, environment, transportation supply and demand. On March 1, 2020, the National Development and Reform Commission and other departments issued the "Opinions on Promoting the High-quality Development of Logistics and Promoting the Formation of a Strong Domestic Market". It puts forward 27 policies and measures at seven levels, implements and deepens the related work of reducing logistics costs and improving efficiency, and strives to create a good environment for the development of the logistics industry, improve the development level of the logistics industry, and promote the development of material and service industries. Promoting the reduction of logistics costs and the improvement of efficiency is of great significance for promoting the adaptability of the industrial structure and the coordinated development of regions, cultivating new kinetic energy for economic development, and improving the overall operational efficiency of the national economy [1]. The implementation of the logistics policy encourages small and medium-sized logistics enterprises to deepen alliance cooperation,

enhance service quality, and vigorously promote the reform of the development form of the logistics industry.

2. Brief introduction to the impact of national policies on logistics hubs

Most of the logistics enterprises are set up on the logistics hub node, so this article first briefly introduces the impact of the national policy on the logistics hub. Since China joined the World Trade Organization in 2001, the influx of foreign logistics companies has enabled Chinese logistics companies to absorb more advanced technology and experience. development of. In recent years, the industrial structure of the five northwestern provinces has generally shown a trend of decreasing the primary industry, increasing the secondary industry, and lagging behind the tertiary industry. The "Implementation Opinions on Accelerating the Construction of Lanzhou Land-Port-Type National Logistics Hub" of Lanzhou City, Gansu Province pointed out that the state encourages strategic cooperation and resource sharing among enterprises. Develop new logistics models to improve resource allocation efficiency. Develop online stores, crowdsourced logistics and in-city delivery on the Internet platform. Logistics vehicles can be parked temporarily. According to the "National Logistics Hub Layout and Construction Plan" policy of Shaanxi Province, Xi'an, Yan'an and Baoji were selected into the list of national logistics hub cities. Speed up the development of freight transport in Xianyang. Qinghai Province's "Implementation Opinions on Promoting the High-Quality Development of Logistics and Promoting the Formation of a Strong Market" emphasizes the need to speed up the construction of various logistics infrastructure. Construction of new logistics hubs. Cultivate logistics companies with strong ability to identify and allocate different resources and advanced logistics models. The Xinjiang Uygur Autonomous Region's "Guiding Opinions on Promoting the Development of the Logistics Industry" emphasizes that the level of interconnectivity of logistics centers should be improved. Actively support green logistics for energy saving and resource reuse. The "14th Five-Year Plan for the Development of Modern Logistics Industry in Zhongwei City" of the Ningxia Hui Autonomous Region makes Zhongwei City focus on promoting the construction of logistics hubs and strengthening the coordination and cooperation with neighboring cities. Change the old connection mode of enterprise railway and port, and develop five scheduled trains.

3. Review of national policies and analysis of related factors

Xinjiang is located in the northwestern part of China and is the center of the "One Belt, One Road" economic belt [2]. Xinjiang is actively building railways to basically form a railway transportation framework connecting the mainland and extending Central Asia. Urumqi has opened the China-Europe international freight train. Xinjiang's abundant resources are its economic advantages, and the rapid economic development has prompted frequent flow of goods. The total import and export value of Shaanxi to the countries along the "Belt and Road" continues to grow. Shaanxi closely follows the pace of national policy implementation in terms of transportation and logistics, and establishes Shaanxi Airport Cold Chain Development Co., Ltd. Ningxia's new urbanization strategy provides development opportunities [3]: Ningxia will improve the functions of major commercial cities, build a regional international logistics center, and build an international aviation hub, highway and railway canals. In terms of logistics development, Xi'an has formulated a plan to build a "new beginning" of the Silk Road Economic Belt [4], and Shaanxi has focused on creating the key axis of the Silk Road Economic Belt, giving birth to a key hub for the opening up of western China [5]. In the context of economic exchanges along the Silk Road Economic Belt, the government of the Northwest Region has made every effort to carry out regional cooperation to achieve the goal of regional economic development in the Northwest Region. Qinghai has vigorously expanded its logistics infrastructure, accelerated the construction of three large-scale logistics projects in the Golmud Qinghai-Tibet International Land Port, the Qinghai Silk Road International Logistics City, and the Xining

Comprehensive Bonded Zone [6], and encouraged accelerated infrastructure construction of logistics stations and depots. With the support of abundant new energy and policies in the northwest region, Ningxia has formed a relatively complete industrial chain of coal, electricity, chemical and new energy. Although Xinjiang has policies requiring green logistics, the concept of green logistics is still missing, resulting in high transportation costs in the logistics industry, lack of efficient logistics information platforms, and lack of "green" concepts in enterprises, resulting in a lot of waste of resource costs. Shaanxi's import and export trade scale has achieved rapid growth with the support of policies.

The relevant factors obtained in this paper from the national logistics policy are cold chain logistics, the Belt and Road Initiative, new urbanization, logistics infrastructure, green logistics, express e-commerce, new logistics energy, regional economy, and import and export trade. The content and title of logistics policies in Northwest China (Shaanxi, Gansu, Ningxia, Qinghai, and Xinjiang) from 2013 to 2022 were searched through Bailu Think Tank. The results are shown in Table 1.

Table 1. 2013-2022 Northwest region logistics policy keyword word frequency statistics

Key words	word frequency
Cold Chain Logistics	333
One Belt One Road	294
new urbanization	985
Logistics infrastructure	71
Green Logistics	1096
Express e-commerce	194
New energy for logistics	668
Regional economy	6818
import and export trade	366

The relevant factors are repeated in the policy content and title, indicating that the above-mentioned relevant factors have a relatively important position in the logistics policy. This article will conduct an analysis based on these relevant factors.

4. The Mechanism of the Effect of Logistics Policy on the Competitiveness of Logistics Enterprises

Enterprise competitiveness refers to the ability of an enterprise to realize its own value on the basis of creating value for customers by cultivating its resources and capabilities, acquiring available external resources, and making full use of these resources under the fiercely competitive market conditions. This article only uses equipment, scale, technological innovation ability, profitability, asset operation ability, macroeconomic environment, product market, social benefits, and internationalization degree as indicators to analyze the competitiveness.

4.1 Socio-economic logistics policy

With the development of the e-commerce industry, the express delivery industry is also growing. The Shaanxi Express Industry Development Policy proposes to improve the functions of the e-commerce platform, build a cross-border e-commerce service platform, improve the rural express service network, and optimize the urban express service network. Due to the convenience of the express delivery industry, consumers are easily motivated to buy again, which increases the profits of logistics companies such as freight and storage fees.

The Silk Road Economic Belt has a significant impact on the economy of Northwest China. The eastern part of the Silk Road Economic Belt is connected with the most dynamic economic circle in the Asia-Pacific region, and the western part is connected with the mature and stable European economic circle. It has brought unprecedented opportunities. Compared with the assistance of the

western development, the Silk Road Economic Belt strategy has given the five northwestern provinces a more important economic status and development area, which can bring continuous vitality to the northwestern region. Under the background of economic exchanges along the Silk Road Economic Belt, carry out economic exchanges and communication between logistics enterprises in Northwest China and enterprises in Central Asia, and fully carry out regional cooperation to achieve the goal of regional economic development in Northwest China. The Silk Road Economic Belt has provided new guidance for the economic development of Northwest China, corrected the unscientific industrial structure in the past, optimized the production technology, realized the sustainable development of the economy, gave full play to its own advantages, and achieved effective use of various industries. These are the strategic actions realized by logistics enterprises in Northwest China for long-term interests.

The scale of Shaanxi's import and export trade has achieved rapid growth with the support of policies, which is mainly reflected in the substantial increase in the import and export of leading foreign trade enterprises, the active import and export of private enterprises, the rapid growth of import and export in the areas under special customs supervision, and the rapid growth of imports and exports in the countries and regions along the "Belt and Road". The proportion of imports and exports increased.

4.2 Environmental logistics policy

In order to speed up the upgrading and transformation of the new energy logistics industry and shift the starting point to the field of new energy logistics vehicles that are more suitable for urban distribution, the government of Northwest China has issued a series of welfare policies for new energy logistics vehicles, which not only reduces the noise pollution caused by the shuttle of urban distribution vehicles, and achieve the goal of zero emission of distribution vehicles, so as to achieve effective "energy saving and emission reduction". When logistics enterprises meet the national policies, they can save fuel costs and improve efficiency, and at the same time, they can obtain the benefits attached to the policy, which is conducive to improving the competitiveness of enterprises. In October 2020, the National Development and Reform Commission and other six ministries and commissions issued the "Implementation Opinions on Supporting Private Enterprises to Accelerate Reform, Development, Transformation and Upgrading", encouraging the development of nighttime distribution, supporting the development of green logistics, and fewer vehicles at night. With the promotion of new energy logistics vehicles, Logistics companies can complete transportation tasks in a more efficient and environmentally friendly way.

The Great Western Development attaches great importance to the issue of sustainable development, which mentions "strengthening ecological environmental protection and construction" and "strives to use 5-10 years to make progress in the construction of infrastructure and ecological environment in the western region". The development of the regional logistics industry should follow the principle of not destroying the ecological environment. However, for the northwest region, the benefits of green logistics may be lagging and indirect. Therefore, for the northwest region with very limited resources, to transform green logistics from a concept into a reality, it needs the support of the government and logistics enterprises to actively carry out green logistics management [7]. For example, a logistics company can take a joint delivery approach, partnering with multiple companies to deliver to customers in a certain area, thereby reducing the increase in the number of trucks caused by underloading of trucks.

4.3 New model logistics policy

The development of cold chain logistics in Northwest China is generally weak. Ningxia and Gansu have promulgated several related policies to facilitate the rapid development of cold chain logistics in recent years, which will enable more and more logistics companies to enter the cold chain market. The scale of facilities and cold chain logistics equipment will continue to expand, improving the

profitability of logistics companies, especially the total amount of food cold chain logistics will continue to grow.

The Belt and Road Initiative has created a new logistics model, the "hub-spoke logistics network", which matches ports and railway systems, thus enabling a "point-to-point" distribution model, replacing the traditional "port-to-port" distribution model. Different from the spatial layout of the traditional logistics network, the "hub-spoke logistics network" sets one or more nodes as the central hub, the nodes in the non-central station are connected with the central station, and the goods are transported from each node to the central station of the hub. Then centralized transportation according to the destination station, this method can reduce the unit transportation cost, reduce the enterprise operation cost, form a scale effect on the network trunk line, improve the economic benefits of logistics enterprises, generate cluster benefits, and drive the development of regional and urban logistics enterprises.

4.4 Construction logistics policy

In terms of infrastructure, China's railways, as one of the means of transportation for citizens, are inextricably linked with the people. At present, the construction of railways and highways in Ningxia is mainly operated by the state, which undertakes the task of material mobilization. The development of railways and highways in Northwest China not only facilitates people's lives, but also greatly promotes the development of the logistics industry and improves the logistics enterprises in Northwest China. competitiveness.

Ningxia has introduced a series of new urbanization policies, so that "people enter the city", "build the city well" and "manage the city well". By comprehensively abolishing urban population settlement restrictions and other policies, we will promote non-registered population to settle in cities, improve the ability of logistics companies to absorb high-end technical talents, and ensure that children of migrant workers who migrate with them receive equal compulsory education in the inflow areas, and expand the supply of affordable rental housing. Focusing on solving the housing difficulties of new citizens, young people and other groups, expanding the labor resources of logistics enterprises, and increasing guaranteed loans and interest discounts for entrepreneurship, and completing multiple vocational skills training, it has reduced the difficulty of starting a business in Ningxia and improved the survivability of logistics enterprises in Ningxia.

5. Existing problems and policy suggestions

5.1 Problems

Although the logistics industry in the northwest region has achieved great development, compared with the development needs of developed provinces and cities to accelerate the transformation and modernization, there are still some problems to be solved, such as the imperfect logistics infrastructure, and the construction of green logistics is far from enough. At the same time, logistics enterprises also have some problems, such as small scale, weak competitiveness, and lagging service level. In addition, the shortage of logistics professionals is also a shortcoming of technological innovation and development of the logistics industry in the northwest region.

5.2 Policy Recommendations

- The government and enterprises in the northwest region should give priority to the development of logistics and actively promote the infrastructure required for logistics.
- The northwest region should pay attention to developing channel functions and promote the expansion and upgrading of channel capacity, such as intensifying the China-Europe railway branch line network and opening up more international passenger and cargo routes. At the same time, promote logistics cost reduction and efficiency increase, promote the coordinated construction of all parties, and attract all parties to participate in the channel construction.

- The government of the northwest region should actively promote the reform of the scientific and technological system. Improve the autonomy in the use of scientific research funds, increase project funds, and support teams and individuals with strong innovation capabilities. Accelerate the reform of the salary system for scientific and technological personnel, and improve the performance-based salary distribution mechanism.

- Neighboring countries in the northwest region include Mongolia, Russia, Kazakhstan, Pakistan and other countries, which constitute the borders of China's opening to the west. The trade between these neighboring countries and my country can be linked through the logistics hubs in the northwest region. The speed of goods transactions is faster, while saving time costs.

- The government of the northwest region should actively develop multimodal transport, explore unified multimodal transport service rules, and improve the standards for multimodal transport, loading and unloading stations and other logistics facilities.

- The government of the northwest region can increase the support for the application of e-commerce in logistics enterprises and increase the information resources of logistics enterprises.

- The government of the northwest region should improve the efficiency of customs clearance, build smart ports, and promote the facilitation of logistics transportation and trade exchanges.

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