

Research on Optimization of Enterprise Procurement Supply Chain Management Based on B2B E-commerce

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Abstract: *With the development of domestic and foreign economies and the rapid development of artificial intelligence, Internet, and big data technologies, the B2B e-commerce model is gradually applied to enterprise procurement supply chain management. However, there are still many problems in the B2B e-commerce model, which restrict the development of the B2B e-commerce model in enterprise procurement supply chain management. The article takes the enterprise procurement supply chain management of B2B e-commerce as the research object, and puts forward reasonable suggestions such as optimizing the platform business process, improving the financing difficulties of enterprises, improving the logistics application ability, and strengthening the training of professional talents, in order to improve the supply chain management of enterprise material procurement.*

Keywords: *B2B Model; E-commerce; Procurement Supply Chain*

1. Introduction

With the rapid development of network technology today, the development of network technology has brought new opportunities and challenges to the e-commerce industry. Through the network, the original complex work can be simplified, and the business activities are no longer restricted by regions. E-commerce has the characteristics of universality, convenience, security and coordination.[1] With the cooperation of multiple departments, the e-commerce environment process is completed in one go and fully cooperated. In the supply chain management environment, The response speed is fast, and it has the functions of realizing procurement management and providing information, and coordinating and transporting the procurement-supply relationship with the positive market demand of procurement quality and cost.

2. The connotation and significance of electronic procurement

In terms of B2B e-commerce applications, the transaction cost of electronic procurement is mainly to meet the electronic data exchange, which is easier, more accurate and more timely than savings trade transactions, which greatly improves the work efficiency of the enterprise side and promotes the development of e-commerce procurement.

2.1 Focus on external resource management

The focus of traditional supply chain management work and supplier business transactions is to determine suppliers through cooperation and competition with multiple suppliers during the transaction process, and to adopt the lowest price in price negotiation.[2] The electronic procurement, with external resources as the core, poses a challenge to the traditional supply chain management.

2.2 Process-Oriented Procurement Management

The traditional procurement process is that inspection stores send purchase orders, certify suppliers, and then submit production plans. Because the division of labor is too detailed, through procurement planning, payment, involving a series of departments across the finance department, storage department, such as research department, planning department, procurement department, there are obvious

problems in traditional supply chain management and information communication. The electronic procurement is based on process management, which can effectively avoid the problem of information communication between different departments.

2.3 Establish a win-win partnership between enterprises and suppliers

Under normal conditions, the relationship between enterprises and suppliers is a simple buying and selling relationship. Under the conditions of the supply chain, both parties form a win-win relationship in terms of supplier resource management mode. Through mutual cooperation and negotiation, a partnership relationship is created, where the emphasis is on information sharing and cooperation between suppliers and manufacturers.

2.4 Information-based procurement

Supply chain management is to adapt to different management schemes and the era of e-commerce. In the traditional sense, it exists as information technology, and now it has become a new concept. Among them, tool integration is an important feature of supply chain management information.

3. Problems in procurement supply chain management of e-commerce enterprises

Purchasing is an important link in the enterprise operation management system, which is related to the management and production of the enterprise. With the rapid development of the e-commerce industry and network technology, the procurement work has gradually changed from the traditional offline procurement mode to the more technologically-rich online transactions.[3] This kind of change requires technical support, but also requires buyers and sellers to change their working methods and management ideas to adapt. As an emerging thing, e-commerce platform procurement requires a process from imperfect and immature to perfect and mature. This process is not achieved overnight, and the existing problems cannot be ignored.

3.1 Legal deficiencies.

Procurement business is a routine work of an enterprise, but the procurement activities carried out with the help of e-commerce platform, because its offer invitations and offer commitments are all carried out online, the product introductions, electronic bidding documents and electronic contracts transmitted through the Internet in the form of electronic documents Whether it complies with the current legal provisions, how to confirm the authenticity of the information, how to eliminate the interference of harassing information, and whether the legitimate interests of buyers and sellers can be protected by current laws, all these need to be regulated by relevant laws and regulations. Otherwise, once a dispute occurs or a major misunderstanding occurs, the rights and interests of both parties may be difficult to obtain legal protection. However, the laws and regulations such as the "Tendering and Bidding Law" currently implemented do not have corresponding regulations on electronic network procurement, and are still in a situation where there are no rules and regulations to follow, which restricts the procurement of e-commerce platforms to a certain extent.

3.2 Network security risks.

For network security, a network system is required to be free from any threats and violations, and to normally realize the function of resource sharing. Specifically, the network software and hardware devices and programs must be able to maintain normal operation, and the uploaded and downloaded data information must always be kept highly confidential. However, with the development of the times and the advancement of network technology, the means of various malicious attacks have become more and more advanced.[4] However, the current situation of enterprises that use e-commerce platforms for procurement business is uneven in terms of network technology, management level, and security awareness. There are huge security risks buried in the process of online procurement. External threats such as floods, fires, earthquakes, electromagnetic radiation, etc. make network entities extremely vulnerable to damage, making e-commerce platforms inoperable.

3.3 Obstacles to online payment.

Online payment refers to the parties of electronic transactions, including consumers, manufacturers and financial institutions, using secure electronic payment methods in China's logistics and supply chain, currency payment or capital flow through the network. Online payment is the use of advanced technology to complete the transmission of information through digital circulation. Online payment uses a digital method to pay for money; while traditional payment methods are to complete the payment of money through the circulation of cash, the transfer of bills, and the transfer of physical entities such as bank exchange. At present, domestic e-commerce procurement is still in the development stage, and there are still many deficiencies in relevant legal systems, credit systems, technical guarantees, etc. Therefore, many enterprises are more on the implementation of publicity and consultation on e-commerce platforms.

3.4 Lack of professionals.

There are not enough people with professional knowledge and skills in the procurement team of enterprises, especially some small-scale enterprises and some grass-roots procurement units. Some of their procurement staff are transferred from other positions and lack corresponding learning experience and practical basis. There are also older employees who lack the desire to learn new knowledge and skills, and are more willing to engage in traditional procurement models. This has caused enterprises to be inactive or even boycotting the procurement of e-commerce platforms, which has seriously affected the efficiency of corporate procurement management.

4. Optimization of enterprise procurement supply chain management based on B2B e-commerce platform

4.1 Platform business process.

Build a complete e-commerce platform for enterprise procurement supply chain, which integrates material demand plan reporting, procurement sourcing, procurement coordination, supplier management, inventory management, quality supervision, transaction settlement and management control, and is a business platform that can realize the integration of centralized procurement and decentralized procurement of materials. The platform supports different e-commerce application scenarios and provides different business requirements for different payment methods and different payment services. Enterprises can configure or customize their corresponding strategies to complete different business logics. The procurement industry design based on procurement supply chain management, its procurement supply chain e-commerce business network business function includes the whole process from material demand, material procurement and settlement and payment, each business module covers specific and complete business management and operations. Through the above business functions, the closed-loop management from the demand end to the supply end of the enterprise can be realized.

4.2 Improve corporate financing difficulties.

During the period of rapid development of industrial e-commerce, e-commerce enterprises have obtained large-scale financing, which shows that the e-commerce platform has good financing ability and development potential, and also brings financing opportunities for e-commerce platform application enterprises. For the procurement of industrial enterprises, choose a good B2B e-commerce platform to bring the enterprise into a brand-new business network and obtain financing through the enterprises in the e-commerce network. At the same time, through transparent transaction process supervision, ensuring that loans are used for physical production will also help solve the problem of financial deviance from real to virtual. Develop new customers and suppliers through the e-commerce platform, and use transparent transaction process to reduce the default risk of receivables and solve the problem of difficult collection of receivables. It can also turn credit into cash, relieve capital constraints, and improve operating capital and turnover efficiency of core enterprises.

4.3 Improve logistics application capabilities.

To optimize supply chain management, it is necessary to improve logistics equipment and facilities.

Relying on the company's existing warehousing, logistics centers and facilities and equipment, it cooperates with transportation companies to establish regional warehousing and logistics integrated operation centers, and continuously improves and optimizes enterprise and regional logistics capabilities. Improve logistics Development quality and efficiency. In addition, it is necessary to speed up the construction of logistics informatization, support the effective connection between logistics enterprises and procurement supply chain enterprises, and support the effective connection of procurement supply chain e-commerce business processes, logistics information, and transaction data exchange. Taking this as an opportunity, we can accelerate the development of enterprise logistics, increase production factors, product transfer, storage and transportation capacity and logistics information tracking ability, greatly reduce enterprise logistics costs, and promote high-quality development of regional economy.

4.4 Strengthen the training of professional talents.

E-commerce is highly specialized and requires enterprises to step up the training of e-commerce talents. It can be through entrusted training or the introduction of high-end e-commerce professionals. This can not only speed up the implementation, maintenance and management of e-commerce platforms, reduce costs for enterprises, but also help enterprises, which can quickly develop the enterprise supply chain and give full play to the advantages of e-commerce resources. Information management departments and e-commerce professionals need to intervene in the formulation of procurement, supply management systems and business processes in advance, so that platform management, systems, and business can be organically combined. The system and business process are solidified into the e-commerce platform, effectively avoiding the phenomenon of "two skins" in management and operation.

5. Conclusion

In short, with the rapid development of industrial Internet and intelligent technology, it is the general trend that e-commerce promotes the rapid development of industrial enterprises. At the same time, at the enterprise level, it is also the need to improve work efficiency, promote enterprise transformation and upgrading, and reduce costs, so as to obtain more resources and market competitiveness for enterprises. Enterprises should use mature e-commerce models and platforms to build solutions that meet and meet their own needs, so that they can solve problems in enterprise management, decision-making, execution and information transmission in the process of enterprise reform and upgrading, avoid information islands, and obtain information for enterprises. More resources can effectively improve the management and operation level of the enterprise.

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