

Research on Enterprise Supply Chain Risk Management

Liu Feixiang

School of Management, Shanghai University Shanghai 200444, China

ABSTRACT. *In view of the current situation in China, there is a lack of research and experience in risk management in enterprise supply chains, which has a serious impact on the development of China's enterprises and also has a negative impact on manufacturing innovation, cannot improve the competitiveness of enterprises. This article is mainly aimed at enhancing the level of risk management in an enterprise. Based on the problems that arise in management, it provides in-depth research and effective advice, focusing on explaining the role of risk management from a market perspective.*

KEYWORDS: *Enterprise supply chain, Risk of supply chain, Supply chain management*

1. Introduction

Nowadays, the competition between various enterprises has gradually become the competition of their supply chain level. Supply chain management in enterprises can create more advantages for enterprises, but it also brings more risks. Nowadays, more and more enterprises in my country pay more attention to risk management, research and experience, and make more bold attempts in more advanced places in the past. The management of supply chain risks has attracted more attention, and the concept of more in-depth research and practice has gradually become an important part of the enterprise, which has attracted more attention. Conduct research on the significance and characteristics of risk management today, and focus on these to provide more effective suggestions.

2. Current Research on the Specific Situation of Supply Chain Risks

2.1 Study Its Definition

Nowadays, when researching its definition, it is probably based on various factors in the whole enterprise to divide the definition. The risks faced by my country today are roughly divided into prices, market demand, risks during transportation and so on. From the internal and external sources of the enterprise, the sources of risk are mainly internal and external risks. The external is probably the

risk of social impact, natural factors, relevant policies, economic level and other aspects. The risks that appear in the enterprise are probably the technical level, the amount of information, logistics, etc., the mutual dissemination of information, the problems in the production organization, the cultural differences in the enterprise, etc. are also the risks that may arise within the enterprise. Unstable demand, force majeure, professional level of relevant personnel in the enterprise, etc. This is also the external risk faced by the enterprise.

2.2 Research on the Characteristics of Supply Chain Risk

Nowadays, enterprises' research on the characteristics of supply chain risk has been recognized by more and more enterprises. Most of them are studied from the characteristics of instability. By analyzing the important content, we can easily see some basic characteristics of supply chain risk. The first is instability, and the second is transitivity. One of its meanings is that its source is that all aspects of instability are common, and the second is that because enterprises in the network are interdependent, supply chain risks generally exist in an objective and inevitable and transmitted nature. From the perspective of external instability, supply chain risks are mainly factors of nature, policy, economic level, and society. From the internal point of view of the enterprise, it is the instability of information and the instability in the operation of the enterprise.

2.3 The Most Important Risk in Chinese Enterprises is the Supply Chain Risk

Supply chain risk is the loss caused by some factors in the entire process of the supply chain to the enterprise as a whole, including the source of procurement, logistics and other aspects. Supply chain risk has a very important impact on the efficiency of an enterprise's actual operations, and it also has a great impact on the overall performance and market competitiveness of an enterprise. The supply chain risks faced by enterprises are roughly divided into risks in terms of price, logistics, and market demand. With the continuous development of high technology nowadays and the continuous improvement of various active systems, supply chain risk management has become more and more important, and its management difficulty has become higher and higher. The safety and stability of the supply chain is also a key factor that determines whether a company can develop smoothly. In the current situation where competition and cooperation coexist, how to discover in time and allocate all available resources reasonably is an important step for enterprises to get more benefits.

3. The Current Loopholes in the Management of the Supply Chain

3.1 The Management Level in Each Link is Relatively Weak

At present, most enterprises in my country still adhere to the more traditional management philosophy of attaching importance to the downstream and despising the upstream. Nowadays, in my country's supply chain management, its management concept is backward. Most enterprises only focus on downstream users and are more inclined to practice with downstream enterprise partners. However, the upstream partners in the supply chain have not received certain attention, and they do not want to form a win-win relationship with them, so that they have caused more and more funds when purchasing, and the cost of storing materials is also increasing more, the provision of goods cannot be provided on time and cannot meet the needs of customers. The occurrence of these situations will definitely make the downstream market severe, and will also have a great impact when performing services.

In the process of supply chain management of an enterprise, each link management should cooperate with each enterprise and communicate in a timely manner. In the process of cooperation, they can compete with each other and form a changeable structure. But nowadays, most enterprises are still unable to combine with other enterprises in each link of the supply chain, but only regard other enterprises as the role of the transaction party and cannot be regarded as the role of the partner. Judging from the actual situation, the cooperation of various enterprises in each link is based on the purpose of win-win cooperation. There is no good basis for cooperation, only competition, which will eventually cause damage to their own enterprises.

3.2 In the Process of Management, the Efficiency Cannot Meet the Requirements

Many problems will occur in the specific management of the supply chain. For example, when the delivery cannot be delivered on time, the product is likely to accumulate, and the logistics process may also take a long time, which will cost a lot High capital. The overall response of the enterprise from the source of the order to the end of the customer receiving the product is not high, and the problem cannot be solved in a timely manner. The entire process takes too long.

3.3 Lack of Management Talent

In the enterprise's supply chain management, the relevant management talents are very scarce. From the perspective of today's school graduates, many of them are students in the logistics direction, and there are very few people in the field of supply chain management. In an enterprise, almost no one has received professional training in the technology of supply chain management. The technical level of the relevant management personnel does not meet certain requirements. The professional qualities are also relatively low, and the efficiency is low. The problems that have occurred cannot be solved effectively, and it is not possible to predict the risks that may occur, but it exists in an ideal situation and does not have a certain reaction capacity. This situation will directly affect the future development of supply chain management in the enterprise.

4. Specific Management Methods in the Process of Supply Chain Management

4.1 A Careful Analysis of the Choice of Partners

In view of the structure of the supply chain, if the enterprise wants to complete the booked goals in the management steps of the supply chain, it must carry out certain exchanges and cooperation with other enterprises to form a cooperative model of win-win cooperation and risk-taking. In the process of selecting cooperative enterprises, you must choose carefully, have a certain understanding of the partners, and also strengthen the strength of the partners as much as possible. This is the primary goal of preventing risks. A good and suitable partner must have a very strong trust and a certain trust mechanism. At the same time, both partners must have the idea of information sharing and exchange, and actively communicate, only in this way can it be effective. Reduce the occurrence of corporate risks on both sides, so that the supply chain can play a better efficiency, can complete the booked goals faster.

4.2 Mechanism for Creating Rewards

The key points of the supply chain are that companies have relatively independent economies and reap as many benefits as possible. Under normal circumstances, the relevant personnel in the supply chain will be more or less reluctant to exchange information with other companies, because they want to protect their business secrets. Therefore, it is important to prevent each enterprise from getting the most out of its own interests. A perfect supply chain incentive system is particularly important. Its establishment can also ensure that the supply chain goals can be completed on time to a certain extent. For example, in the negotiation between the manufacturing company and the supplier, it is necessary to adhere to the cooperative model of taking risks together and sharing benefits together. This will not only provide incentives for suppliers in this respect, but also effectively prevent the occurrence of their defects behaviour.

4.3 Establish a Good Emergency System

It is a very important and complex system in the supply chain. With the continuous expansion of its scale, its complexity has become deeper and deeper. In this case, unexpected situations may occur frequently, and may occur at unexpected times and unexpected links. Therefore, it is very necessary and important to establish an emergency system. It can solve problems in a timely manner when these emergencies occur. In the face of those incidents that happen occasionally but have a relatively large impact, we Solutions should be formulated in advance, and a professional team for emergency events should be created. When the situation occurs, they can find the problem at the first time, be able to respond quickly and take action, so that the emergency can be well resolved. The contribution of the supply chain management makes the supply chain management more stable.

5. Conclusion

After the implementation of supply chain management in enterprises, the struggle between enterprises has become a struggle in the supply chain. If enterprises can be victorious in the struggle, all enterprises should cooperate closely, communicate with each other, and share information so that they can Maximize the benefits and achieving stable development of the enterprise can make the supply and demand management of the enterprise more stable. The leading methods for avoiding risks in the supply chain are: active use of high-tech equipment, certain improvements and improvements in management technology, reasonable use of information to manage the supply chain, timely information sharing, and also the use of certain information technology in logistics makes the supply chain management more stable.

References

- [1] Gao Zhen, Tang Lixin, Chang Yingqi(2011). Overview of logistics research in iron and steel enterprises . Control and decision making, .vol.12,no.1,pp:12-15.
- [2] Yang Deli, He Yong(2016). Research progress of supply chain contract . Journal of management, vol.25,no.1,pp:117-125.
- [3] Wu Wenjuan(2016). Research on Countermeasures for the development of fourth party logistics in China's railway transportation and economy, .vol.38,no.4,pp:6-10.
- [4] Fu Tangyuan, Yu Zhe(2016). Construction and optimization of new strategy for green supply chain management of modern enterprises . Operation and management, vol.15,no.12,pp:54-56.
- [5] Chen Cuicui(2016). Exploration of enterprise strategic management innovation based on supply chain . China market, .vol.5,no.15,pp:21+25.
- [6] Tiezheng(2016). Discussion on the strategic choice of enterprise green supply chain management under the new normal . Modern business, vol.25,no.4,pp:136-137.
- [7] Pan Kun(2015). Analysis of enterprise management strategy from the perspective of supply chain . Shang, vol.24,no.28,pp:8-10.
- [8] Zhang Shuang(2010). Research on enterprise supply chain risk management . Business economics, vol.9,no.15,pp:60-61.
- [9] Li Guohao, Chen Jingxian, Shi Guohong(2013). Structural relationship between supply chain risk management and enterprise performance . Industrial engineering and management, vol.32,no.4,pp:95-101.