

Sustainable Development Strategy of Logistics Enterprises in Publishing Industry in Digital Environment

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Abstract. Analysis the change of publishing industry supply chain and digital publishing impact on the development of publishing industry logistics in the digital environment. The author suggests that Sustainable development strategy of logistics enterprises in publishing industry is raised on three parts, first is the development mode of third-party logistics service provider, second is the development mode of strategic alliances, strategic mergers and acquisitions and strategic cooperation, and the third is development of modern logistics technology and equipment.

Keywords: Publishing, Development Strategy, Logistics

1. The Change of Publishing Industry Supply Chain in Digital Environment

The traditional publishing industry's supply chain in China is made up of the authors, publishing companies, publishing groups and private wholesalers, retail bookstores and book consumers, etc. The characteristics of traditional publishing industry's supply chain is simple structure and loose relationship of each link, low level of supply chain management, the role of core enterprise is not obvious, the supply chain shows a linear single type.

In the digital environment, the publishing has a lot of change including product shape, distribution channels, each link of the supply chain and so on. In addition to the traditional paper publication, the publishing product also has many forms of electronic publication, such as electronic books, network

literature, online game, digital periodical, etc. Other than traditional distribution channel, Publishing distribution channel has a lot of channel to distribution, for example, the Internet, mobile Internet, satellite and so on. In each link of the supply chain area, compare with traditional publishing enterprise, printing company, retail business, there are many enterprise provides various services to join the supply chain, such as content processing enterprises, digital printing company, on-demand printing enterprise, e-commerce enterprises, telecom operators, software and technology providers, payment enterprise, bank and advertisers.

With the development and technology application of Internet, mobile Internet, e-commerce, digital publishing, China publishing are faced with development opportunity and huge challenge in the digital environment. China publishing industry should not only strengthen the consciousness of the supply chain and enhance logistics awareness, cultivating core enterprise, Implementation of supply chain integration, innovation and reconstruction but also need to actively promote the construction of the new supply chain, establish a long-term friendly cooperation relationship between each node enterprises of supply chain, maximize their strengths to ensure the physical flow, the flow of information, capital flows, business flow can process operate fluently in supply chain, that will improve the supply chain management to acquire more benefits.

The move on of the publishing industry undoubtedly affect publishing logistics enterprises, especially the status, function and the role of large publishing logistics enterprises in the publishing supply chain will be changed. In new supply chain of publishing industry, through management pattern innovation is the key to realize sustainable development of large publishing logistics enterprise.

2. Digital Publishing's Impact on Traditional Publishing

In the tide of digitalization of the impact of the traditional media, the world appeared the trend of decline year by year. Since 2008, the United States has 150 years of history of the Rocky Mountain News "collapse". Also has 100 years of history, "Seattle post", "Christian Science Monitor" also announced the end of the print edition, in turn issued digital newspaper, to greatly reduce the cost of paper costs and distribution. Study of the United States Pugh Research Center released data show the United States newspaper 2008 average profit fell 14%. The United States newspaper circulation audits (audit Bureau of circulations) the 2009 report of the newspaper circulation data display, 2009 April to September 6 months, the United States newspaper circulation of 379 daily average dropped 10.6%. Monthly magazine "the world's largest circulation of reader's Digest" since 2005 successive loss, in 2009 8 at the end of the month because of advertising revenue fell sharply, have to file for bankruptcy protection. Japan is also facing the traditional books and periodicals for the big drop in sales situation, to the end of 2009 10, sales of only 161960000000 yen,

down 4%. The year of 2010, Japan has more than 40 publishing houses collapsed, expert analysis thinks, the main reason is that the popularity of electronic books. Russia in 2009 20% of the journal ceased publication, many publications to electronic journals.

In September 28, 2011, Amazon's founder and CEO Geoff Bezos mentioned in the new conference, 2010 July, Amazon's e-book sold more than paper books. Amazon's e-book sales growth rate is much higher than that of physical books.

Fig. 1 as shown, because of the impact of digital publishing, China's traditional paper books, newspaper, magazine circulation in general will be decreased year by year (The Industry Development Division of General Administration of press and Publication, 2012).

Traditional paper publishing of contraction will directly affect the logistics enterprise's logistics business logistics enterprises to bring pressure on the survival of publishing. Despite the current digital publishing for large and medium-sized logistics enterprises does not bring substantial influence. But in the development of the future, this influence is without doubt.

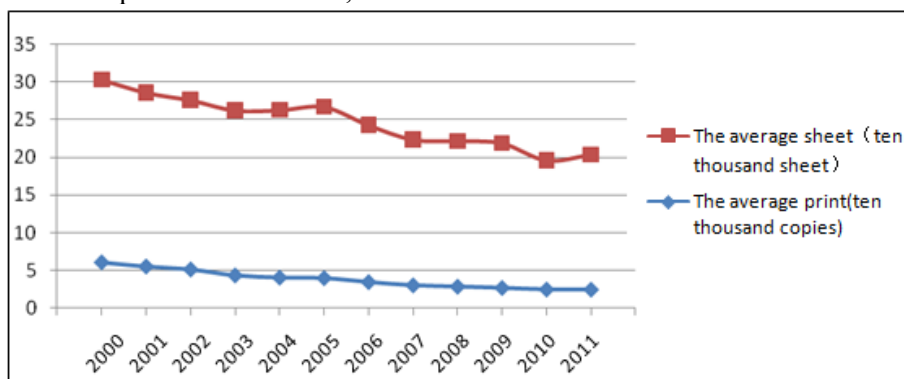


Fig. 1. 2000-2011 Chinese the average sheet and the average print of books publishing

3. Publishing Logistics Enterprise Sustainable Development Strategy Research

3.1 Mode of Development of Third Party Logistics Service Providers

Third party logistics service providers are generally from the traditional functional logistics service provider by expanding business scope and increase the service content and form of logistics service company.

Under the digital environment, the rapid development of digital publishing brought directly to publishing logistics enterprise logistics business. In future development, publishing books logistics enterprise logistics business will be gradually reduced.

Facing the challenges of digital publishing, large publishing logistics enterprises can expand business scope, increase the service content, using the excess of logistics capability to provide logistics services to the public, so as to become the third party logistics service enterprise (Wang, 2010).

On July 6, 2011, Amazon announced officially launched the "I want to open a shop" and "Amazon" logistics services, this means that Amazon has officially become the third party logistics service providers.

At present our country has more than 20 large publishing logistics center, the next 3 to 5 years of publishing logistics will not be able to meet the large logistics enterprise business needs. Large published to a third party logistics enterprise, the development of logistics service providers using the excess of logistics capability to provide logistics services to the public is publishing logistics enterprises to achieve sustainable development is one of the important way.

3.2 Strategic Alliances and Cooperation Development Mode

Large publishing logistics enterprises transition to the third party logistics enterprise, must be integrated into the logistics market competition environment. As a result, large publishing logistics enterprises how to improve the level of logistics customer service is the key to the realization of sustainable development (Schoenherr, 2009).

Look from the development trend, the logistics provider the key ability is that cooperation in the future. Through strategic alliances, mergers and acquisitions and the way of cooperation to achieve complementary advantages, cross-industry and trans-regional logistics service network, providing customers with multifunctional, a full range of logistics services, to win more customers and win market competition (Chun et al. 2008).

Press and publication administration director Liu Binjie said in an interview in the 2012 national "NPC and CPPCC" period: we plan to bookstores, bookstore, network integration of state-owned Xinhua series, by the cooperation alliance past two loosely into a unified entity, through the national publication distribution channels, compartmentalization, local situation, the formation of large circulation system. By then, the provinces and municipalities have formed the assets will enter the stock form, does not deprive the original assets, does not change the property right relation, only changing the mode of operation, open market unification, distribution network throughout the country .

In the construction of the logistics business entities large distribution at the same time, to carry on the reformation of the existing circulation system, make it become the modern logistics real, realize the centralized distribution, chain management, e-commerce, unified billing system, improve management efficiency. The need to build suitable for books, newspapers, audio and video products circulation characteristics of the express system, improve efficiency, increase the express system construction, the use of modern means of transportation completed delivery system. Future does not depend entirely on

the single postal channels, but more efficient logistics competition. In addition, the construction of a large number of distribution points and distribution warehouses, reduce the cost of circulation, so that consumers really benefit.

The integration of resources, the construction of large publishing logistics business entities, strengthening the logistics enterprises alliance, cooperation, complementary advantages and the formation of trans-regional books logistics service network is an important measure to improve the competitive ability and service level and realize the sustainable development of the publishing industry logistics.

3.3 Speed up Development of Modern Logistics Technology and Equipment

Modern logistics technology and equipment application is to achieve "shorten transit time, an important guarantee to achieve zero inventory, timely delivery and supply chain to maintain continuity and stability" and other objectives of modern logistics management in logistics management.

Publishing logistics enterprise must according to the actual situation, the increasing investment, the elimination of backward technology and equipment, and actively developing and application of Two-dimensional bar code, RFID, GPS, GIS, electronic shelf, warehouse automation, wireless handheld terminal of modern logistics technology and equipment. Strengthening the construction of the automatic sorting system, middle management information system, publication distribution information platform, supply chain management, e-commerce, customer relationship management system and information system.

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