

Research on Optimization of Innovation Drive Mechanism of Wuxi Port Logistics Service Quality in China in the Context of Supply - Side Reform

Song Xiaoming^{1*}

Wuxi Institute of Technology, China

*Corresponding author: 914582613@qq.com

Abstract

Ports play an important role in China's opening to the outside world and participating in international economic and trade exchanges. Along with the development of the times, the development trend of logistics industry is good, and it has gradually become an important driving force for China's economic growth. Wuxi is the core economic city of the Yangtze River Delta in China with dense watercourses and extremely developed water transportation. Relying on its location advantages, Wuxi Port has made great contributions to the economic development of Wuxi City. As China enters a new socialist era, in response to the call of the state, to protect the ecological environment and promote the development of high quality economy, Wuxi Port is constantly seeking the road of transformation and development. The current development model of attracting investment in infrastructure construction and expanding industries is gradually declining, and leaves behind some problems. For example, large-scale construction leads to relative overcapacity. As for this, how to promote the supply-side reform of Wuxi port and improve the service quality of logistics industry has become a problem demanding prompt solution.

Keywords: supply-side reform; logistics industry service; innovation-driven; talent cultivation.

In 2016, Xi Jinping put forward the theory of supply-side reform, and emphasized that the supply-side reform should be carried out to perfect the supply system and improve the supply efficiency when the overall national demand is appropriately expanded. The supply-side reform starts from the production-side, liberates the productive forces continuously through effective means, promotes the reasonable adjustment of the industrial structure, fully improves the previously unreasonable factors allocation, and increases the proportion of effective supply on the production-side in order to make supply side can flexibly adapt to the dynamic demand, to comprehensively improve the factor production efficiency, and

effectively promote the national economic development, that is, to eliminate the enterprises with backward production capacity, focus on turning the development perspective to new areas, and constantly innovate the mode of economic growth. The supply-side reform of Wuxi Port needs to continue to improve the service quality of logistics industry, eliminate the ineffective supply and the low-end supply thoroughly, and improve the supply structure, so that the port enterprises development model will gradually change from the former resource-investment development to innovation-driven development.

1. Basic Ideas of Supply-Side Reform of Wuxi Port

1.1 Broadening the horizons of development

Under the guidance of “One Belt One Road” strategy, Wuxi port construction should broaden its own development horizon, and realize the goal of “going global and attracting foreign investment”. It should deeply cooperate with foreign shipping enterprises, vigorously construct logistics park, constantly expand logistics industry chain, strengthen overseas business expansion process, comprehensively improve the service quality of Wuxi port logistics industry, make Wuxi port and shipping service industry fully connect with international platforms, construct service agglomeration area, and strengthen Wuxi port base construction.

1.2 Innovating business model

Expanding the influence of Wuxi port can bring full impetus to the hinterland economy. The river channel of Wuxi city can expand the hinterland of the port and make use of the developed inland river transport network and other transportation modes to effectively support the port logistics. At the same time through vigorous port construction to support the implementation of the national urbanization strategy. Taking port as hub, strengthen the connection between hinterland and foreign countries, promote its economic development with foreign countries.

1.3 Changing the consciousness of competition and cooperation

Wuxi port is located in the Yangtze River Delta. There are still many ports around it, which have certain competitive relations. In order to realize the

complementary advantages of the surrounding ports, strengthen port cooperation and promote the common development of each port, they can be based on their own port characteristics, focus on a certain direction in the construction process, give up in some areas of construction, concentrate on building advantageous projects, and achieve a reasonable division of labor in each port.

1.4 Building regional shipping center

Taking the port as the center, using its location advantages and transportation advantages, it can effectively link various modes of transportation, build a joint transportation business, fully radiate the port economic growth effect to the periphery, and take advantage of railway and shipping in the transportation of large cargo, and fully carry out sea-railway combined transportation.

2. The Innovation Path Search of Service Quality of Wuxi Port Logistics Industry under Supply-Side Reform

2.1 Innovating the service system guided by policy

First of all, the government needs to give full play to the spirit of innovation, provides guidance for the promotion of logistics industry services in Wuxi port in terms of policy, and relies on this to strengthen the construction of logistics industry public platform, construct the port innovation system with a reasonable layout, strong inclusiveness and high openness. For example, based on the past logistics industry platform, the government can set up food, commodity inspection center to constantly improve the logistics platform. Secondly, the development of service innovation should be promoted and the function of trade finance service should be improved. Finally, the function of Wuxi port logistics industry cluster should be innovated to construct a new innovation-driven mechanism, which can strengthen cooperation with neighboring regions or neighboring ports, and reach a cooperative regulatory mechanism with the Yangtze River Delta region to build a complete cross-ports logistics industry service system.

2.2 Expanding the service chain of logistics industry

Along with the continuous development of society, the port development model and service functions have been greatly enriched, which should provide service not only for the handling of goods, but also for the supply. According to the different business demand of the port at present, we should develop the diversified combined transport mode, constantly expand the port logistics chain, continuously expand and strengthen the ship freight forwarding, port trade, customs declaration and inspection and other business, and improve the service ability of the logistics industry, and fully meet the needs of customers, constantly expand the value added services of Wuxi port, such as waterway transit shipment, sea-railway combined transportation, bonded services and so on.

2.3 Upgrading the service level of logistics industry

As the types of port enterprises are various, the service range of logistics industry is extremely wide so that if we want to build a comprehensive logistics service system, we must keep pace with the times, introduce current high-tech to provide strong technical support for port logistics industry services. For example, in cargo handling and enterprise management, advanced science and technology can be used to improve the handling efficiency and the management quality, thus making the logistics industry develop towards modern logistics. Based on the previous industry, the logistics industry fully excavates the value of port logistics resources, vigorously carries on the technical innovation, expands the traditional business, promotes the transportation ability, constructs the perfect port logistics industry transportation and the distribution service chain, closely rely on port convenience to integrate Wuxi port logistics industry functions to make the overall industrial level be effectively promoted.

2.4 Increasing the input of innovative resources

First of all, strengthening the effort in personnel training, constructing a perfect talent cultivating mechanism, vigorously introducing excellent talents, carry out the talent introduction project in Wuxi port, and create a good environment for the cultivation of innovative logistics talents. Secondly, it is of

great important to increase the investment in port scientific research, scientifically allocate all kinds of resources, provide adequate fund guarantees for logistics industry service innovation, such as investment in equity, entrepreneurship, risk, and so on, promote the close cooperation between port construction projects and investment institutions to promote the gathering of emerging industries with high technical content. Finally, the port logistics industry should strengthen the cooperation with colleges and universities, make use of the colleges and universities resources of Wuxi and its surrounding cities to carry out the cooperation between the logistics industry of Wuxi port and universities, and make full use of the advantages of scientific research technology and talents in colleges and universities. Promote Wuxi port logistics industry service quality promotion and innovation.

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