

FACTORS AFFECTING THE EFFICIENCY OF LOGISTICS ON REGENERAL ENERGY INDUSTRY E-TRADE IN VIETNAM

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Abstract

Today, with the appearance of smartphones and modern devices in the 4.0 technology industry, people's lives and habits gradually change. Along with the continuous development of the Internet, mobile devices, ... commerce are also moving in a new direction, applying scientific achievements of 4.0 technology. Traditional commerce is gradually being replaced by E-Commerce and this is a trend that is predicted to grow strongly in the future. Vietnam country is in the process of both deep and wide integration with the world economy. The world market is wide open for Vietnamese goods and reverse. Towards economic integration and opening up, logistics industry increasingly plays an extremely important role. Porter (1991), argues that logistics is a functional area that contributes to value creation. Logistics is a tool to link activities in the global value chain such as supply, production, distribution, and market expansion for economic activities. According to the Council of Supply Chain Management Professionals (CSCMP, 2013). Although knowing the role of Logistics for the economy, the capacity and contribution of logistics to the Vietnamese economy is still small, the Vietnam LPI is just be arranged at from 39 to 64 in the period from 2007 to 2018 according to the officially announced figures of the World Bank.

Keywords: logistics, LPL, competitiveness, customs, forwarders, shipments.

1. Introduction

Unlike traditional commerce, where buyers and sellers will meet directly, e-commerce buyers and sellers will only transact through Internet-connected telecommunications devices, not face-to-face. E-commerce has become more convenient, and increasingly favored by consumers, so the growth rate of E-commerce is increasing rapidly. Because in E-commerce, buyers and sellers do not directly meet each other, but transact online through the Internet, so another step has arisen that is the stage of transporting goods from seller to buyer. That has created a close connection between the development of logistics activities to meet the development of e-commerce activities.

Logistics is a tool to link activities in the global value chain such as supply, production, distribution, and market expansion for economic activities. As the global market develops with technological advances, especially the opening of markets in developing and underdeveloped countries, Logistics is considered by managers as a tool and a means to connect the fields. Different areas of enterprise strategy. Logistics creates the usefulness of time and place for business activities. Developing logistics services effectively will contribute to increasing the competitiveness of the economy and the country. Vietnam country is currently in the process of both deeper and larger integration with the world economy. The world market is wide open for Vietnamese goods and vice versa. Integration creates many great opportunities for a developed country, but it is also a great challenge if we do not have strong internal resources. In order to create strengths for the economy, we need to improve our

competitiveness not only in the fields of agriculture, industry and science but also in trade and services, in which Logistics plays a key role in renew the growth model and restructure the economy as well as improve the quality, efficiency, rapid and sustainable development in our country. According to Bowersox & Closs (1996), the true excitement of logistics is not to halt or reduce costs but to come from an understanding of how selected companies position their logistics capabilities to gain a competitive advantage.

With the continuous development of e-commerce and the increasing demand of consumers, the development of Logistics in Vietnam has not kept pace to meet that demand. According to the Logistics Report 2019 of the Ministry of Industry and Trade, the growth rate of e-commerce is 24% while the growth rate of logistics is only 12% - 14%, much lower than the growth rate of commerce. electronic. That said, urgent measures are needed to improve logistics performance to promote the development of e-commerce - an industry that is trending in the world. Logistics service development is understood as development in breadth or development in depth. Expanding in breadth means increasing the size and sales of Logistics.

2. Contents

2.1. Actual status of impact of logistics on e-commerce

Vietnam's e-commerce industry in recent times has made many significant developments. In 2019, the number of people participating in e-commerce was 35.4 million people and generated revenue of more than 8 billion USD, in the list of 10 countries with the fastest growth of the e-commerce industry in the world. Along with the rapid development of the e-commerce market, enterprises have also begun to pay attention to the development of logistics in e-commerce because this is an important factor determining the success or failure of enterprises in this field. To strongly develop e-commerce, it is indispensable for quality logistics services. The development of logistics services will help the circulation and distribution of goods be smooth, accurate and safe and is the basis for improving the competitiveness of e-commerce enterprises. Although the logistics sector has developed quite rapidly, according to the authors, academic studies on e-logistics in Vietnam are still very limited. Most of the studies focus on the activities and impacts of the logistics service industry in general at the national or provincial level (Ngo, 2002; Dang, 2011; Nguyen, 2015; Nguyen, 2017; Le, 2018).). In the field of e-logistics, Nguyen et al (2019) conducted a relatively specific survey and assessment of the current situation of e-logistics in Ho Chi Minh City, thereby proposing solutions to develop this service. for the city. Some other studies such as Ho (2017) have set out the key conditions for enterprises to develop an e-logistics model that is the infrastructure of e-logistics. However, it can be seen that almost all of the above topics have not specifically mentioned the relationship between e-commerce and logistics activities, especially the development of e-commerce, which will pose problems for the development of e-commerce activities. logistics action. According to the statistics of the Vietnam E-commerce Association (2020), currently, although the awareness of the benefits of transactions through the e-commerce floor of the government and Vietnamese enterprises has improved significantly, but the reality is still low. about the application of software related to purchasing of Vietnamese enterprises is still quite limited. The government and businesses still mainly apply the traditional form of purchasing. In other words, forms of e-commerce such as B2B or B2G are still quite new and account for a small market share in the total size of the e-commerce market in Vietnam. In addition, according to the announcement of the Vietnam Department of E-commerce and Digital Economy (2020), the percentage of Vietnamese users buying goods through foreign websites accounts for less than 30% of the total number of e-commerce transactions. This means that, at present, Vietnam's cross-border e-commerce activities are considered to have developed, but the size of Vietnam's e-commerce market is still determined by domestic e-commerce transactions. Besides, according to converting website ownership and choosing domain names when building websites. The challenges would be the increase in customer requirements, and the rising number of big foreign competitors entering the logistics market in e-commerce. Besides, the low level of information technology application and a lack of legal basic would hinder further development of the e-logistics system of Vietnam in the future. Keywords: E-commerce, Logistics, Online shopping, Last-mile delivery International Journal of Management and Economics, No. 134 (January 2021) published in the White Paper on logistics (Vietnam Association of Logistics Service Enterprises) , 2018),

last-mile delivery can account for up to 60% of the total cost of the goods supply chain in an e-commerce transaction. Therefore, the goal of this study will focus on clarifying the current situation and trend of domestic e-commerce development in Vietnam, thereby analyzing the opportunities and challenges for logistics service development in the current trend. this.

2.2. Theoretical basis

Currently, there are many different definitions of logistics, built on different perspectives and research purposes on logistics. In a broad sense, logistics is the process of cost-effectively planning, implementing, and controlling the flow and inventory of raw materials, semi-finished products and finished goods, and related information from starting point of the production process to the point of final consumption for the purpose of satisfying customer requirements (CSCMP, 2013). In a narrow sense, logistics is understood as service activities associated with the process of distribution and circulation of goods and logistics as commercial activities associated with specific services (Vietnam Commercial Law, 2005). Whether defined on a broad or narrow scale, logistics is always understood as a series of scientifically organized and managed activities associated with the stages of production, distribution, circulation and consumption in the world. social production. 2.1.2 Logistics in e-commerce Researches on logistics in e-commerce (e-logistics) both in terms of theory and practice. According to Bayles (2002), logistics in e-commerce, or e-logistics are business activities carried out through the Internet. Approaching from this perspective, the goal of logistics in e-commerce is to automate logistics processes, provide supply chain management services, and perform end-to-end integration for all these processes. Dębkowska (2017) pointed out that e-logistics activities often focus on the following operations in e-commerce: order fulfillment, warehouse management, product distribution and packaging for e-commerce transactions. To understand logistics activities in e-commerce, Lazada Group - one of the largest e-commerce companies in Vietnam today has simulated a typical e-commerce transaction under the B2C model as follows:

Popular forms of logistics in e-commerce today can be mentioned as: - Express delivery of mails, documents, items and goods from sender to receiver. This service has a number of technical criteria such as (i) Maximum normal postage weight of 31.5kg/item; (ii) Whole, non-separable goods; and (iii) Light goods. - Delivery service - cash collection (COD). Recognizing the difficulties in online goods business in Vietnam in terms of delivery and payment, many companies have designed the "Delivery - Collect money" service for online business owners. Most of the delivery - delivery companies in the market are applying this service

- Last-mile delivery service, including two integrated service components, transport - delivery and sorting - division center. In particular, the organization of classification - division activities plays an important role in the quality and capacity (scale) of service performance. Commenting on the development trend of e-logistics in the world, Miscevic et al (2018) believe that breakthrough information technology applications will be the main trend in the development of the e-logistics industry in the coming time. next. These are automation and robotics applications, investment in virtual reality (VR - Virtual Reality) and augmented reality (AR - Augmented Reality) connecting e-logistics, the Internet of Things (IoT) network. - Internet of Thing) can be integrated in the warehouse through sensors installed at the shelves, goods. For some developing countries (such as Vietnam), the trend of mergers and acquisitions (M&A) in the field of e-commerce in general and logistics in particular is considered one of the major trends in recent times. Nguyen, 2019). M&A deals in this area often focus on services such as electronic payment, delivery or last mile delivery. Up to now, Amazon is one of the typical cases for success in applying information technology in the field of e-logistics, thereby optimizing the use of resources, improving the quality of the process. processes, performance to increase speed and transparency in decision making, while improving the operational efficiency of enterprises (Ying et al., 2016; Miscevic et al., 2018).

3. Research results

3.1 Current status of e-commerce development and logistics in e-commerce in Vietnam

3.1.1 Current situation of e-commerce development in Vietnam

In Vietnam, e-commerce activities under the B2C model have made many significant developments in the past 5 years. With a low starting point, about 2.2 billion USD in 2013, but thanks to the growth rate for 5 consecutive years at nearly 25% per year, the size of the B2C e-commerce market in 2019 reached about 10.08 billion USD. (Department of E-commerce and Digital Economy (2020)

The percentage of Internet users who have made an online purchase at least once accounts for 67% of the population and especially nearly 65% of them are satisfied with this form of purchase.

The type of goods that are bought and sold the most online are clothes, shoes, cosmetics (61%), followed by books, stationery, gifts (46%)... Spa services rarely use formality. most e-commerce transactions. When paying for these products, 82% of consumers still use direct cash payment (COD), 48% use ATM and Internet Banking payment methods. E-wallets seem to be quite new to Vietnamese consumers.

When it comes to obstacles to online shopping, up to 77% of people surveyed said that their biggest concern about this form of shopping is poor quality products compared to ads. In addition, other obstacles related to information security, unclear listed prices, or poor customer service... are also great concerns of consumers when participating in e-commerce (the Department of E-commerce). E-commerce and the Digital Economy (2020).

3.1.2 Actual situation of logistics activities in e-commerce in Vietnam

In e-commerce, logistics is always a very important foundation, one of the key factors determining the profits of enterprises. The increase in the number of goods transacted online in Vietnam has led to an increased demand for logistics in e-commerce, even at times beyond the capacity to meet. Currently, some large companies in the field of logistics in e-commerce in Vietnam can be mentioned such as: Tiki; Lazada; Shopee; Sendo; VN Post; Viettel Post...

Types of services

Typical services of logistics companies in the field of e-commerce in Vietnam include:

Courier service (CPN): letters, documents, items, domestic and international goods of Viettel Post, VN Post...

Instant delivery service: exclusively for customers wishing to transport goods within the city with 3 criteria: Economy - Express - Guarantee, for example, Foody.vn's "NowShip" service, Delivery Sendo's Super Express, Tiki's Tiki Now, and Lazada's Super Express Delivery.

Depending on different order timelines, customers will receive their goods at the same time frames, details can be seen below the order and delivery time table.

Companies undertake last-mile delivery: involving two important logistics operations, transport-delivery and sorting-picking centre.

In particular, the classification and selection activities play an important role in the capacity and service quality of these companies. Some logistics enterprises in e-commerce have built and operated centers for sorting - dividing and selecting goods such as:

LEL Express: the forwarder under the Lazada brand has built and operated an automatic goods sorting center at Hateco Logistics Center, Sai Dong, Long Bien;

Vietnam Post: opening a commodity sorting center in Hiep Phuoc;

Fast delivery (GHN): owns an automatic sorting center in Ho Chi Minh City. Ho Chi Minh.

3.1.3 Order cost and delivery time

According to internal calculations of GHN Services Joint Stock Company, the shipping cost per order tends to decrease rapidly, while the delivery time has improved significantly in the period 2015-2017.

The average cost for an order in 2015 is about 45,000 VND/order and the average delivery time is 4.3 days/order. By 2017, the average cost of an order dropped to VND33,000/order and the average delivery time was 2.4 days/order. Obviously, the requirements for logistics activities tend to increase and become more complex.

3.2. Research Methods

Descriptive statistical method: based on information and data collected from studies, reports, plans and strategies to analyze and evaluate the current situation of Logistics - E-commerce in Vietnam.

Qualitative research: the author builds a preliminary questionnaire and conducts mock interviews in front of 15 experts who are managers of agencies, departments and businesses operating in the field of logistics services, e-commerce, etc. Vietnam aims to learn, discover, adjust and supplement the observed variables and at the same time check the clarity of words, the ability to express or the content duplication, if any, of the statements in the scale to make the appropriate adjustments. The qualitative research results are the basis for building the official interview questionnaire to test the scale consisting of 07 independent variables, with 29 observed variables, ensuring objectivity and justification for the research results.

Quantitative research: from the survey results of 579 survey questionnaires, the author uses SPSS 22.0 software to analyze data, assess the impact of factors affecting Logistics - E-commerce in Vietnam. Vietnam

3.2.1. Scale reliability analysis - Cronbach's Alpha

Cronbach's Alpha scale "Customer perception"

When analyzing the reliability of Cronbach's Alpha of the independent variable "Customer perception" including 04 observed variables, the reliability coefficient Cronbach's Alpha = 0.779 > 0.6 is in the good measure. The correlation coefficients of all variables measuring this factor are > 0.3023. Besides, the coefficient of Cronbach's Alpha if the variable is removed (Cronbach's Alpha if Item Deleted) of the variables are all smaller than the coefficient of Cronbach's Alpha, so 04 variables measuring this factor are used in the next analysis.

When analyzing the reliability of the independent variable Cronbach's Alpha, all the scales have the Cronbach's Alpha reliability coefficient > 0.6 which is within the good measure. The total correlation coefficients of the variables measuring this factor are all > 0.3. Besides, the coefficient of Cronbach's Alpha if excluding the variables of the variables are all smaller than the coefficient of Cronbach's Alpha, so 4 variables measuring this factor are used in the next analysis.

3.2. 2. Exploratory Factor Analysis (EFA)

EFA factor analysis measures the factors affecting the process of Logistics - E-commerce in Vietnam

The scale of factors affecting the process of Logistics - E-commerce in Vietnam includes 07 independent variables with 29 observed variables. After the scale was tested using Cronbach's Alpha reliability tool, no variables were excluded, so 29 observed variables were included in exploratory factor analysis (EFA). The following results:

KMO coefficient = 0.797 ($0.5 < \text{KMO} < 1$), is an index that compares the magnitude of correlation coefficients between variables with their partial correlation coefficients. The Chi-Square statistic of Bartlett's test reached a value of 4297,497 with the Sig significance level. = 0.000 shows that the observed variables are correlated with each other on the overall scale. The results of EFA analysis show that the total variance extracted is 79.975% (>

50%) showing that these 07 factors explain 79.975% of the variation of the data, this is an acceptable result and proves the grouping the elements together is appropriate. The breakpoint when extracting factors at factor 7 with Eigenvalues is $1.688 > 1$, showing that the results of factor analysis are appropriate. Observable variables have a satisfactory factor loading factor > 0.5 , there is no observed variable with a simultaneous upload factor on both factors, so the scales reach the convergent value.

Recalculation of Cronbach's Alpha reliability coefficients of factors

After analyzing the EFA discovery factor, retest the suitability of the scale using Cronbach's Alpha reliability coefficient. The results of EFA analysis show that the observed variables after the Cronbach's Alpha reliability analysis are included in the EFA analysis, those observed variables are still classified into the same factors as originally proposed by the author. scrambled variables. Based on the results of EFA analysis, 7 factors with 29 observed variables were drawn. Then the elements are interpreted and renamed accordingly. The naming and interpretation of factors is based on the recognition of observed variables with large factor loading in the same factor. Thus, this factor can be explained by variables with large coefficients in it. Through the results of EFA analysis, it shows that the observed variables given by the author for each factor remain the same, showing that the original set of observed variables measure the same concept related to the research problem, so give the new name the same as the original old name.

3.2.3. Modified research model

The theoretical model proposes 7 factors affecting Logistics - E-commerce in Vietnam, there are 29 observed variables to explain these 7 factors. After evaluating the scale by Cronbach's Alpha and EFA, almost all groups of observed variables belong to unchanged factors. The adjusted research model is similar to the proposed research model, the number of factors remains the same 7 factors with 29 observed variables.

3.2.4. Linear regression analysis and model testing

Regression analysis aims to study the impact of 7 factors: (1) Customer perception; (2) Technology and security; (3) Legal infrastructure; (4) Intellectual property and consumer protection; (5) Electronic payment system; (6) Human resources; (7) Organization and management to Logistics – E-commerce in Vietnam. Using multiple regression to study the influence of independent variables X1, X2, X3, X4, X5, X6, X7 on Logistics – E-commerce in Vietnam (Y). In order to analyze the regression equation for convenience, the author built a regression equation of the following form:

$$Y = \beta_0 + X_1 \beta_1 + X_2 \beta_2 + X_3 \beta_3 + X_4 \beta_4 + X_5 \beta_5 + X_6 \beta_6 + X_7 \beta_7$$

In which: + Y: Logistics result function – E-commerce in Vietnam

- β (0.7): degree of influence
- X1 - Customer perception; X2 - Technology and security; X3 - Legal infrastructure; X4 - Intellectual property and consumer protection; X5 - Electronic payment system; X6 - Human resources; X7 - Organization and administration - are groups of factors affecting Logistics - E-commerce activities in Vietnam
- B(1.7): Regression constant and coefficients of the regression equation of factors

The study performed multivariate regression by Enter method: 7 independent variables and dependent variables were included once and the statistical results related to the research problem were considered. After including the dependent variable and 7 independent variables in the regression, all the independent variables have Sig. > 0.05 , so 7 variables are kept.

A Detect the violation of necessary assumptions in the regression model

Regression analysis is not just about describing observed data. Acceptance and interpretation of the regression results cannot be separated from the assumptions observed in the sample, one must infer conclusions for the relationship between the variables and the predictions about the violation of those assumptions. If the assumptions are violated, the estimated results are no longer reliable.

I Assumption of error independence (No correlation between residuals)

The Durbin-Watson statistic can be used to test the correlation of adjacent errors. The results show that the Durbin-Watson statistical value of 1,799 is close to 2, that is, accepting the assumption that there is no first-order series correlation between the residuals.

a. Prediction: (Constant), X7. Organization and Administration, X5. Electronic payment system, X3. Legal infrastructure, X6. Human Resources, X4. Intellectual property and consumer protection, X2. Technology and Security, X1. Customer perception

There is no multicollinearity

Looking at the column of Multicollinearity Statistics (VIF) with the variance Inflation Factor (VIF) of the independent variables in the model all less than 2, it proves that there is no multicollinearity phenomenon.

Evaluate the fit of the regression model

The results from the Durbin-Watson test show that the adjusted R square (R Square) coefficient is 0.683 smaller than the R square coefficient (R Square) 0.686 and using it to evaluate the fit of the model will be safer because it doesn't inflate the model fit. The adjusted coefficient R² is 0.683 > 0.5, which proves that the built linear regression model is consistent with the data to the level of 68.3%, the model has a good level of explanation, which is also the case. shows that the relationship between the dependent variable and the independent variables is quite close. Thus, the model explains 68.3% of the impact of factors affecting Logistics - E-commerce in Vietnam, the remaining 32.7% is due to factors outside the model.

Check the fit of the model

The ANOVA analysis of variance gave the F-value at the Sig level of significance. = 0.000 (<0.05), which means that the regression model fits the collected data and the included variables are statistically significant at the 5% level of significance. The statistic F = 49,028 is used to test the hypothesis H₀: Regression coefficient of the independent variables $\beta_1 = \beta_2 = \beta_4 = \beta_5 = \beta_6 = \beta_7 = 0$ (no linear relationship between variables). independent and dependent variable). I have Sig. = 0.000 < 0.05, so null hypothesis H₀. Thus, the independent variables in the model are related to the dependent variable.

Prediction: (Constant), X7. Organization and Administration, X5. Electronic payment system, X3. Legal infrastructure, X6. Human Resources, X4. Intellectual property and consumer protection, X2. Technology and Security, X1. Customer perception

Dependent variable: ELOGISTICS

- Regression

Based on the research objectives and content, the authors choose the standardized regression coefficient (Beta coefficient) to write the regression equation. With the results all variables are statistically significant Sig values. = 0.000 (< 0.05). Thus, there are 7 factors affecting Logistics - E-commerce in Vietnam according to the standardized regression coefficient (Beta).

From the above results, the equation shows the factors affecting Logistics - E-commerce in Vietnam:

$$Y = 0.936 + 0.195 * X1 + 0.327 * X2 + 0.479 * X3 + 0.122 * X4 + 0.497 * X5 + 0.279 * X6 + 0.686 * X7$$

Thus, the linear regression model built according to the Y equation does not violate the necessary assumptions in linear regression. Therefore, based on the results of regression analysis, the author concludes that the hypotheses X1, X2, X3, X4, X5, X6, X7 are accepted at the 5% level of statistical significance and the relationship between each The factor with "Logistics – E-commerce in Vietnam" is a proportional relationship.

3.2.5. Descriptive statistics on the Likert scale of factors drawn from the results of regression analysis

In order to have a basis to develop solutions to determine the factors affecting Logistics - E-commerce in Vietnam, the authors analyze the evaluation level of the survey respondents for each variable of the weak groups. factor extracted from multiple regression model.

Factor "Customer perception" Statistical results describe the Likert scale for the factor "Customer perception" which is rated above average (5 points/2 = 2.5 points) - level the lowest is 4,567 points. In which factor K5 "Products in the e-commerce market " was rated the highest with an average score of 4.8777 points.

Factor "Technology and Security" Statistical results describe the Likert scale for the factor "Technology and security" which is rated above average - the lowest is 3,233 points. In which, factor K26 "Safety for online transactions" was rated the highest with an average score of 4.8777 points.

Factor "Legal infrastructure" Statistical results describe the Likert scale for the "Legal infrastructure" factor which is rated above average - the lowest level is 4,267 points. In which, factor K36 "Support and dispute resolution" was rated the highest with an average score of 4.87 points.

The factor "Intellectual property and consumer protection" Statistical results describe the Likert scale for the factor "Intellectual property and consumer protection" which is rated above average - low level. the most is 3,877 points. In which factor K38 "Confidentiality of customer information" was rated the highest with an average score of 4,2677 points.

Factor "Electronic payment system" Statistical results describe the Likert scale for the factor "Electronic payment system" which is rated above average - the lowest level is 4,122 points. In which factor K47 "Diverse forms of online payment" is rated the highest with an average score of 4,6944 points.

Factor "Human Resources" Statistical results describe the Likert scale for the factor "Human resources" which is rated above average - the lowest level is 3,979 points. In which, factor K63 "Training human resources for the industry" was rated the highest with an average score of 4,6056 points.

Factor "Organization and governance" Statistical results describe the Likert scale for the factor "Organization and governance" which is rated above average - the lowest level is 4.0167 points. In which factor K68 "Logistics distribution channel management - E-commerce" was rated the highest with an average score of 4,4778 points.

In summary, through the analysis of descriptive statistics survey data, the preliminary assessment of experts on factors affecting Logistics - E-commerce in Vietnam is at a high level. This explains that Logistics - E-commerce activities in Vietnam are affected by the above 7 factors. At the same time, to develop Logistics - E-commerce in Vietnam , it is necessary to pay more attention to the above 7 factors, with details of the important factors being: K5 "Products in the e-commerce market" ; K26 "Safety of online transactions"; K36 "Support, dispute resolution"; K38 "Confidentiality of customer information"; K47 "Diverse forms of online payment" ; K63 "Training of human resources for the industry"; K68 "Logistics distribution channel management – E-commerce"

3.4. Strategic solutions for development of Logistics – E-commerce in Vietnam

Building a Logistics - E-commerce model in Vietnam with the connection of e-commerce activities with multi-modal logistics in the trend of industrial revolution 4.0

Building a model of Logistics - E-commerce in Vietnam with the connection of e-commerce activities with multimodal logistics in the trend of industrial revolution 4.0 brings great opportunities for Vietnam. Industry 4.0 can shorten the process of industrialization and modernization by "taking shortcuts, taking the lead", developing leaps and bounds to higher technology.

In the Logistics - E-Commerce Model in Vietnam, the Logistics - E-Commerce Center in Vietnam is the core element of the Logistics - E-Commerce system in Vietnam, which plays a particularly important role for customers. efficiency of Logistics - E-commerce activities in Vietnam; Optimize stock levels, Ensure quality customer service; Minimum transit time of goods; Reduce Logistics Costs – E-commerce in Vietnam. In addition, the operation of the logistics center also needs to achieve socio-economic (socio-economic) goals, such as: More

effective supply chain management; Ensure efficient transfer of goods transported by different modes of transport; Optimal use of national and international transportation systems; Support socio-economic development at regional, national and regional levels through effectively meeting Logistics - E-commerce services in Vietnam for production and business of goods and services. The basic functions and tasks of a Logistics - E-commerce center in Vietnam include: i) Connectivity and Transmission Solution; ii) Warehousing solutions, iii) Loading and unloading solutions; iv) Consolidation solution; The Goods Split Solution, which is the opposite of consolidating - is the solution of dividing large shipments into smaller shipments; vi) Optimum stocking solutions, vii) Reverse logistics solutions,

In addition, the Logistics Center - E-commerce in Vietnam is also the place to carry out customs procedures, customs clearance, inspection and control of goods, as well as other state management functions according to regulations for customers. Logistics activities - Domestic and international e-commerce.

Promote investment in science and technology application in line with the trend of forming the Logistics - E-commerce industry in Vietnam, adopt policies to support investment capital for Logistics - E-commerce enterprises in Vietnam, and encourage high-tech enterprises participate

From the government's policy on the application of Industrial Revolution 4.0 is an opportunity for Logistics - E-commerce in Vietnam and security technology, application of logistics and express delivery network connection. Investing in Virtual Reality (VR - Virtual Reality) and Augmented Reality (AR) technology connecting Logistics - E-commerce in Vietnam. In order to improve the efficiency of Logistics - E-commerce activities in Vietnam, optimize the process, thereby enhancing the reliability of online transactions; The Internet of Things (IOT) can be integrated in the warehouse through sensors installed on shelves and goods. In addition, artificial intelligence (AI) technology helps develop self-learning capabilities, serving analysis and making predictions in the industry. Therefore, it is necessary to promote investment in application of science and technology, catch up with the international level, following the trend of forming the Logistics - E-commerce industry in Vietnam. Vietnam needs to have a policy to support a part of investment capital for Logistics - E-commerce enterprises in Vietnam and a policy to encourage high-tech enterprises to have a form of leasing, so that industry enterprises do not have to make a large initial investment. for technology.

. Building a Logistics Center, combined with completing and synchronizing Logistics infrastructure - E-commerce in Vietnam

Recognizing the importance of the logistics service industry, the Government assigned the Ministry of Industry and Trade to preside over the development of a project on development of the logistics industry to 2025 with orientation to 2030. On the basis of assessment of the current situation, economic research With international experience, the project needs to provide effective solutions to develop logistics into a key service industry of the city, become the focal point of the region and contribute to reducing logistics costs. Accordingly, the planning of the city's logistics industry should focus on infrastructure development, in which the location and scale of logistics centers should be determined to connect goods traffic between localities. This task must meet two requirements: First, store, transshipment, and supply goods for inner-city distribution chains; The second is transshipment and distribution of goods to provinces and cities, import and export goods through the gateway of big cities.

Perfecting the Law on Logistics – E-commerce in Vietnam

Currently, the concept of logistics and e-commerce is very broad, covering many aspects of management. Therefore, there must be a full and strict legal corridor to create conditions for Logistics services - E-commerce in Vietnam, e-commerce and logistics to develop. Accordingly, it is necessary to promptly amend and supplement the contents of Logistics - E-commerce in Vietnam in the Commercial Law, [the Law on E-Transactions](#) , etc., towards the legalization of e-commerce, logistics and Logistics - Trade. electronics in Vietnam. In addition, there are many agencies involved in management, but there is no common management agency for Logistics - E-commerce in Vietnam. In order to facilitate these activities to develop, the authority to manage logistics services should establish an Inter-sector Coordination Committee on Logistics - E-commerce in Vietnam (from relevant functional departments). This will make industry management more effective, contributing to accelerating the development of the Logistics - E-commerce service industry in Vietnam.

4. Conclusion

E-commerce is the development trend of world commerce, in Vietnam E-commerce is also developing strongly and changing constantly. In order to meet that development, the role of Logistics enterprises and the policies given by management levels is very important. Understanding the role and impact of Logistics on E-commerce will be the guideline for making proposals for Logistics development to catch up with the development trend of E-commerce, suggesting to management levels when issue new policies.

With the current situation of Logistics and E-commerce in Vietnam with many differences in growth rate, it is necessary to find suggestions to help Logistics catch up with the development of E-commerce. If we do not find out and take timely measures, the development of e-commerce will become more difficult, and at the same time, Logistics serving e-commerce in particular and Logistics in general will still face difficulties. , the current problem.

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