

Construct a Modern Logistic Support System,

Responsibility and Efforts

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We are in a time of revolution and globalization. On that time, politics, economy, culture, technology and education has made great change. During this process, the content of college has made gradual change and development. Internationalization of communication has become the significant factor affecting on the college education. Building the modern logistic support system, and making sure the international communication of universities, is becoming the inevitable responsibility of us. It's also the direction of our efforts.

Fudan University, which is located in Shanghai, China, is toward this trend.

Let us pay our attention to the basic principles that give us specific direction of constructing modern logistic support system. Our faith about the principles is the main foundation to our efforts: **1. Market-Oriented; 2. Innovation; 3. Customer-Driven; 4. Standardization.**

According to the four principles, we offer various services that can meet various demands of our customers.

Year by year, we have striven to maintain the highest standards of our services.

1. Build rules and institution system.

2. Construct complete and independent service system of standardization, specialization, individuation: equipment and professional staff.

3. Resource optimization and conformity.

Construct a Modern Logistic Support System, Responsibility and Efforts

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We are in a time of revolution and globalization

Characteristics:

- 1.Sharing information and resource
- 2.Student and personnel exchange
- 3.Holding international conferences
- 4.Regional cooperation

Modern logistic support system
— inevitable responsibility

Fudan University, as an 100 years-old university, which is located in Shanghai, China, is toward this trend.

International communication is operating in Fudan University everyday.

All these events are depending on the strong support afforded by our logistic system.

Our Principles

Our Services

How can we do that?

Pay our attention to the basic principles that give us specific **direction** of constructing modern logistic support system.

Our faith about the principles is the main *foundation* to our efforts.

Our Principles

1. **Market-Oriented**
2. **Innovation**
3. **Customer-Driven**
4. **Standardization**

Market-Oriented

Definition:

1. Market is the basic factor among the distribution of resources.
2. We offer services that our customer needs, and we follow up the basic relationship between supply and demand.

Leads to:

Competition

Efficiency

Enterprising spirit

Largest profit and benefit ?

Harmonize the relations between benefit and equity.

Our Principles

1. **Market-Oriented**
2. **Innovation**
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Innovation

1. Market is not omnipotent, but innovation is the foundation of success.

2. Definition:

Innovation – the successful exploitation of new ideas – is the key process that enables the logistic support system in universities to compete effectively in the increasingly competitive global environment.

Giving Up Old Ideas

The difficulty lies not so much in developing new ideas as escaping from old ones.

Suffered from:

- Separation between administrator and service provider
- Idea conversion
- Personnel allocation
- Asset reform
- Separation between ownership and management rights.

Our Principles

1. **Market-Oriented**
2. **Innovation**
3. **Customer-Driven**
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Customer-Driven

- “Customer” is especially *important*.
- Compared with traditional support system offering *one-size-fits-all* services, we began to *transform* ourselves.
- We offer *different* services to the different customers from different countries with different cultures to satisfy their different demands.

Listen Carefully To Our Customers

- Transportation, food, bed and breakfast, medical care
----our customers need basic guarantee of daily life
- Schedule programming, consulting, investigating, inspecting----our customers need to know the status of the universities in China and the environment of our society that may be useful to their own countries and universities
- Holding reception, conference, intercommunication, forum----culture exchange among the various nations has become increasingly active and our customers from every field and every quarter need to improve the cross-culture exchange of ideas.

Our Principles

1. **Market-Oriented**
2. **Innovation**
3. **Customer-Driven**
4. **Standardization**

Standardization

- One of the important measures to meet the international communication of universities
- Constructed by constitution and rules that meet the international standards
- Take manners of international management standards

- Management by objectives
- Participation and teamwork
- TQC
- Decentralized Management
- Standards of ISO9001

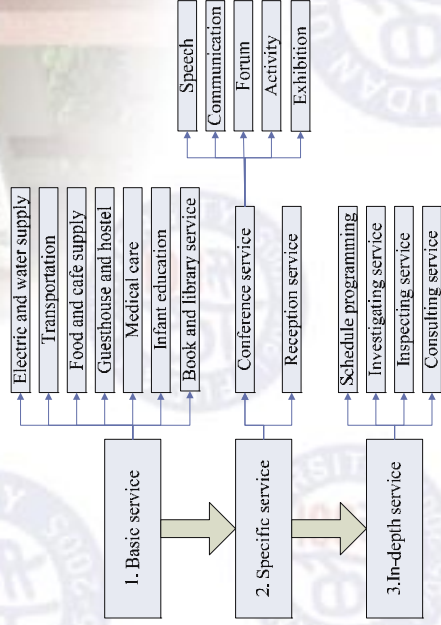
Our Principles

Our Services

How can we do that?

- Mission-driven instead of rule-driven.
- Meet the needs of customers, not the bureaucratic rules.

Our Services



Complete Service System

Meet various needs that international communication demands from all over the world.

Professionalize

- Year by year we have striven to maintain the highest standards of our equipment and facilities.
- We are training our staffs in order to gain the satisfaction of our customers

Customization

Few examples:
communication
culture exchange

Harmonization

logistic service center
----where we can give direct order to our service organization in despite of a public one or an individual one.

Our Principles Our Services

How can we do that?

- 1. Build rules and institution system.**
- 2. Construct complete and independent service system of standardization, specialization, individuation -- equipment and professional staff.**
- 3. Resource optimization and conformity.**

- 1. Planning, organizing, practicing, harmonizing, controlling, and so on**
- 2. Advance system of meeting the emergency**
- 3. Rigorous supervising system**
- 4. Service quality evaluation and feedback system**

- Equipment and facility**
- Transportation**
- Food and hotel supply**
- Medical care**
- Conference services**

- Professional staffs**
- we train our staffs with professional manner to avoid mistakes**
- Language training and test**
- Cross-culture training**

Resource optimization and conformity

In order that international conferences may proceed harmoniously and effectively, we set up *conference center* in Fudan University to optimize and conform resource.

Journey confirming
Transportation assignment
Reception arrangement
Conference collocation
Communication advertisement
Exhibition affairs
Technical support
and so on...

We pay special attention to learn more experiences and methods from other universities inside and outside the country to sum up lecture, communicate experience and share fruits.

Inevitable responsibility
Direction of our efforts
All rivers run into sea

