Research on Logistics Mode of Cross Border E-commerce in China

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Abstract
Rapid development of cross-border e-commerce puts forward higher requirements for cross-border logistics and distribution. Involved in two domestic and foreign logistics systems, as well as two countries, customs, inspection and quarantine and other links, cross border e-commerce logistics development has become an important factor restricting the development of cross-border e-commerce. On the basis of the cross-border e-commerce logistics concept, characteristics and trends, the article carried out SWOT analysis of cross-border e-commerce logistics in China; Focus on China’s cross-border e-commerce logistics analysis of five models and market Research, this article gives suggestions on the development of cross-border e-commerce logistics from accelerating the integration of both, policy support and big data and so on.

Key words:Cross-border e-commerce; logistics development model; SWOT analysis

1. INTRODUCTION

The current mainstream cross-border e-commerce models are mainly B2B, B2C and C2C. In recent years, the growth of China's import and export trade has slowed down, especially in 2015. For the first time in more than a decade, negative growth has declined. However, the cross-border e-commerce has shown a rapid growth trend, and has maintained a growth rate of more than 30% in recent years. Cross border e-commerce is a new model of foreign trade development, is an effective way to expand overseas marketing channels, to achieve the transformation and upgrading of foreign trade. The development of cross-border e-commerce is of great significance to China and even the world economy under the new stage. Cross border e-commerce logistics is promoted under the development of cross-border e-commerce. It provides logistics and other related services for domestic and foreign cross-border sellers, which refers to the goods between different customs logistics. There are many difficulties in promoting the development of cross-border electricity, such as trade mechanism, customs supervision, inspection and quarantine, foreign exchange management, cultural differences, transportation, logistics and so on, to some extent, hinder the development of cross-border e-commerce. As the cross-border e-commerce platform continues to grow, and focus on doing segments of the small and medium cross-border e-commerce continues to mature, accordingly, cross-border e-commerce logistics has gradually differentiated, there has been a cross-border e-commerce large platform self-built logistics and small and medium-sized platform third party integrated services logistics.

National Development and Reform Commission statistics show that from 2011 to 2014, China’s cross-border e-commerce transactions were 1 trillion and 600 billion yuan, 2 trillion yuan, 3 trillion and 100 billion yuan and 4 trillion and 100 billion yuan, with an average annual growth rate of more than 40%. While the absolute amount is constantly refreshed, the proportion of cross-border e-commerce in China’s total import and export trade is also rising, accounting for 4.4% in 2008, 8.2% in 2012, and 10.4% in 2014. Compared with the traditional foreign trade growth rate of 6%. Cross-border e-commerce foreign trade every year more than 15% growth rate, which makes China’s cross-border trade volume is expected to exceed the United States in 3 years, and to exceed the sum of the United States, Britain, Germany, France, Japan and the United States in 7 years. In the rapid development of e-commerce and cross-border e-commerce, our country was born a batch of global famous e-commerce enterprise platform and industry electricity business platform, such as Alibaba, my steel net, HC net, Chinese manufacturing net, etc. (Figure 1 shows the market share of B2B e-commerce in China in 2014).

Cross-border e-commerce logistics is accompanied by the development of cross-border e-commerce generated. With the development of cross-border e-commerce, cross-border e-commerce logistics has also grown rapidly. The cross-border e-commerce logistics refers to that a business activity in which the trading entity in different countries or regions reaches an agreement through an e-commerce platform and then pays and liquidated the goods to serve the goods through cross-border logistics. Because the e-commerce environment, people’s transactions mainly rely on the network, as the main body under the line, logistics and distribution is very important, it is directly related to the successful completion of the e-commerce transactions.
2. SWOT ANALYSIS OF CROSS-BORDER E-COMMERCE LOGISTICS IN CHINA

2.1. Analysis of advantages of cross-border e-commerce logistics

Cross border operation has become the choice of many Chinese e-commerce enterprises, and the opportunities for cross-border e-commerce logistics development are increasing. In recent years, China’s cross-border e-commerce development is very rapid. Statistics show that in 2013 China’s cross-border e-commerce turnover more than 3 trillion and 200 billion yuan. In 2014, the transaction volume of more than 4 trillion yuan, enterprises engaged in cross-border e-commerce business through various platforms in China have more than 20, among them, there are more than 5000 platform enterprises. In this context, China's cross-border e-commerce logistics development is very fast, which has gradually accumulated a larger cross-border e-commerce logistics infrastructure. In 2013, China Customs launched cross-border trade e-commerce service pilot, at the same time, it made clear the relevant regulatory measures and policies of cross-border e-commerce development, and proposed 4 types of new customs clearance supervision modes, such as general exports, special regional exports, direct purchase, import and online shopping and bonded. The implementation of cross-border e-commerce export model will benefit more companies, especially for small and micro enterprises, cross-border e-commerce development is very favorable. Logistics rapid development of cross border e-commerce can effectively promote the diversification of domestic product exports, and thus help more small and micro enterprises to join the ranks of cross-border e-commerce services, in turn, increase cross-border e-commerce logistics business.

2.2. Analysis of the disadvantages of cross-border e-commerce logistics

China’s cross-border e-commerce logistics disadvantages are mainly manifested in the following aspects:
first, the logistics cost is too high. Cross-border e-commerce logistics need to expand from the domestic to foreign countries, the entire logistics industry chain has become longer, links are more, and so the logistics costs rose sharply. It is worth noting that, in the customs and commodity inspection links, uncontrollable factors are very difficult to operate. These will improve cross-border e-commerce logistics costs. Second, the logistics distribution cycle is too long. In China, the e-commerce logistics distribution is not in place, which is often the focus of consumer complaints; in cross-border e-commerce logistics development, the logistics cycle is too long, which are what consumers are most dissatisfied with, and the reason lies in the longer chain of cross-border electricity providers, logistics and more links. Among them, customs clearance and inspection and quarantine waiting time is essential, which lead to cross-border e-commerce logistics average cycle is often more than 5 times the average cycle of domestic e-commerce logistics, seriously affecting the development of cross-border e-commerce in China. Third, logistics after-sales service is difficult to keep up with. Cross-border e-commerce logistics involves many links, and the possibility of return logistics is very large. From the e-commerce itself, the rate of return is much higher than the traditional rate of return under the business model. Because the cross-border e-commerce logistics cycle is long, the cost is high, it is often difficult to meet consumer demand for return. As developed countries in Europe and America, there is exchange of consumer culture and consumer habits, when China's cross-border e-commerce to enter these countries market, the exchange rate is often high. However, due to the lack of strong logistics support and smooth logistics channels, the exchange of goods has become very difficult. Especially because the return logistics cost is high, sometimes it even more than the value of the logistics cost of the commodity itself, many of our enterprises have managed to support cross-border e-commerce logistics.

2.3. Opportunity analysis of cross border e-commerce logistics

Since 2013, Taobao, Jingdong network and other Chinese e-commerce giants began to layout overseas markets, accumulated a considerable number of cross-border e-commerce operating experience, which provides a good opportunity for cross-border e-commerce logistics development. On the one hand, China's cross-border e-commerce gradually defined the direction of development, which helps the new mode of cross-border e-commerce logistics development. In March 2014, import model cross border e-commerce services pilot online shopping bonded promulgated by the General Administration of Customs became an important driving force for the development of cross-border e-commerce in China. In the new mode, the e-commerce logistics can provide effective support, which will become an important determinant of cross-border e-commerce development. At present, many e-commerce logistics enterprises are increasing innovation, and with foreign consumer spending habits and consumer culture, it has reformed the cross-border e-commerce logistics operation mode. I believe in the near future, China’s cross-border e-commerce logistics model will become more and more fixed, more and more mature. On the other hand, the experience of cross-border e-commerce logistics development in developed countries provides a useful reference for the development of related industries in China. In Europe and America developed countries, the return of goods is a prominent cultural characteristic, and this is precisely the most inappropriate for our e-commerce logistics enterprises. With foreign e-commerce logistics companies stationed in the Chinese market, they solve consumer exchange practices, which is worth our study. In fact, in recent years, China’s cross-border e-commerce logistics enterprises are trying to solve the problem of lack of logistics delivery time and high customer satisfaction through overseas warehouse business model, and have achieved good results.

Table 1. List of business scope of major cross-border e-commerce products in China

<table>
<thead>
<tr>
<th>Cross-border e-commerce</th>
<th>LightInTheBox</th>
<th>Dhgate</th>
<th>DX</th>
<th>Milanoo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wedding dress</td>
<td>Electronic product</td>
<td>Electronic product, Mobile equipment, electronic parts</td>
<td>Wedding dress</td>
<td></td>
</tr>
</tbody>
</table>

2.4. Threat analysis of cross-border e-commerce logistics

At present, China’s cross-border e-commerce logistics still has the following threats: first, the risk posed by channel risk. Domestic e-commerce development environment is different, foreign e-commerce development environment is more mature, consumer demand for product quality is higher, electricity providers generally have a unified quality control methods and quality control standards. After China’s cross-border e-commerce logistics enterprises out of the country, we must take measures to actively respond to foreign consumers due to product standards, product quality differences and other issues arising from the exchange requirements. The second is the threat of cross-border logistics risks. Cross border electricity providers are facing many logistics links, each link there is a huge risk. On the basis of solving the problem of international express delivery, cross-border electricity providers should also handle customs clearance, inspection and quarantine, tax, insurance and other issues. In mature market economy countries, the developed third party logistics can provide excellent services for cross-border e-commerce enterprises, and even help cross-border e-commerce logistics enterprises all customs clearance, delivery procedures. In view of the fact that most of the cross-border
e-commerce logistics enterprises in China has not yet formed the scale effect, the selection of technical conditions of the third party logistics agent customs is not mature, especially many small cross-border logistics enterprises, they are basically in a weak position in competition with international cross-border e-commerce logistics enterprises. The third is the threat posed by product competition risk. As can be seen in Table 1, the domestic several large-scale cross-border e-commerce flagship products are mainly wedding dresses, electronic products and medical products, product combinations are relatively simple. Due to the combination of this product structure, cross-border e-commerce often have to pay high advertising costs on a product promotion, it lacks the independent design brand, and the product core competitiveness is generally not strong. Some manufacturers love copying foreign brand design, the products produced by his country customs seized very big risk. Fourth is the threat of policy risk. Cross border e-commerce logistics is often faced with domestic policy and foreign policy risk. From the domestic policy point of view, cross-border e-commerce logistics risk is mainly reflected in the uncertainty of customs policy. Because our country's customs supervision mechanism, cargo clearance mechanism is mainly around the design of bulk goods, it lacks a large number of small parcels of logistics, customs clearance, inspection and quarantine system design, which gives domestic cross-border e-commerce and related customers unnecessary losses. From the point of view of foreign policies, many countries have frequent changes in customs policy, China's cross-border e-commerce is often faced with product quality inspection and product copyright protection issues. Among them, the most representative is the Russian customs, and its customs clearance policy changes often allow executives to have a lot of discretion.

3. ANALYSIS OF CHINA’S CROSS-BORDER E-COMMERCE LOGISTICS MODEL

3.1. Analysis of logistics mode of export cross border e-commerce (Table 2)

<table>
<thead>
<tr>
<th>Mode</th>
<th>Summary</th>
<th>Advantage</th>
<th>Disadvantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postal packet</td>
<td>China’s cross-border e-commerce exports 70% of the parcels are delivered through the postal system. Among them, China Post occupies about 50% of the share. Hongkong post, Singapore Post and so on, are China’s cross-border e-commerce sellers commonly used Logistics</td>
<td>The postal network basically covers the whole world and is wider than any other logistics channel. It is generally state-owned and has a state tax subsidy, so the price is very cheap</td>
<td>It usually goes out of the country by private parcel, which is inconvenient for customs statistics. There is no normal export tax refund, long transportation time and high rate of packet loss</td>
</tr>
<tr>
<td>International Express Service</td>
<td>Mainly refers to UPS, Fedex, DHL and TNT. High demand for information provision, collection and management, supported by global self built network and international information system</td>
<td>Fast, good service, low packet loss, customer experience is good, especially for Europe and the United States developed countries, it is very convenient</td>
<td>The price is expensive and the price varies greatly</td>
</tr>
<tr>
<td>Domestic express multinational business</td>
<td>EMS relies on postal channel, its international business is relatively mature, can go directly to more than 60 countries all over the world. SF has also opened to the United States, Australia, South Korea, Singapore and other countries express service</td>
<td>Faster, less expensive than the four major international express giants, EMS exit ability was strong in the territory of China</td>
<td>Due to non-dedicated cross-border business, relatively lack of experience, the market to control ability to be improved, the market coverage is limited</td>
</tr>
<tr>
<td>Cross-border special line logistics</td>
<td>Generally, the goods are transported abroad through the “air package” mode. It is also a popular</td>
<td>Concentrate a large quantity of goods on the way to the destination, the scale</td>
<td>Compared to the postal parcel, freight costs are higher, and in China, the scope of receiving is</td>
</tr>
</tbody>
</table>
form of logistics through the cooperation company for the domestic delivery of the country of destination.

**Overseas warehouse**

- A one-stop control and management service for warehousing, sorting, packaging and delivery of goods provided by the seller of the network, foreign trade trading platform and logistics service providers independently or jointly.

- Sales occur in the mainland, which provides flexible and reliable exchange program, to improve overseas customer confidence, shorten the delivery cycle, speed up, and reduce cross-border defect transaction rate.

- Not any product is suitable for the use of overseas warehouses, it is better to stock fast turnover of single products, otherwise easy to pressure goods. At the same time, the seller put forward higher requirements in supply chain management, inventory control, operation management and so on.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Outline</th>
<th>Advantage</th>
<th>Disadvantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct mail</td>
<td>EMS has logistics channels</td>
<td>Do not hoard goods, suitable for non-standard products</td>
<td>Logistics efficiency is between bonded warehouse and goods collection, and the cost is the highest</td>
</tr>
<tr>
<td>Store goods</td>
<td>After shipment, the third parties overseas warehouse unified delivery</td>
<td>Shared logistics cost</td>
<td>Logistics efficiency is moderate, cost is moderate</td>
</tr>
<tr>
<td>Bonded</td>
<td>Hangzhou, Shanghai and other cross border pilot cities</td>
<td>The mode of stocking is high efficiency and suitable for marking</td>
<td>High warehousing costs</td>
</tr>
</tbody>
</table>

### 3.2. Cross border B2C Logistics

In the cross-border e-commerce consumption industry chain, it is different from ordinary e-commerce consumption, because the existence of customs clearance links and the inherent circulation channels are difficult to break, comprehensive logistics service providers bargaining power is relatively stronger. Logistics costs accounted for about 25%, it is learned that in 2015 the cross-border B2C logistics market size has exceeded 100 billion levels, reaching 119 billion 600 million, and it will maintain more than 35% in the next 2 years.

(1) Cross border B2C import logistics

Comparative analysis of cross-border B2C import logistics model is shown in table 2. Among them, the bonded model is also known as the “free trade model”, that is, after the entry of foreign goods in the temporary Free Trade Zone, consumers purchase goods clearance, parcels through the domestic logistics way to serve the domestic consumer. Bonded model is essentially relying on big data, accurate prediction of warehouse lead, so it has the speed, transparency and other features (shown in Figure 3).
(2) Cross-border B2C export logistics

Compared with imports, cross-border export challenges are even more daunting. At present, there are three kinds of logistics modes of cross-border B2C export. Overseas line mainly for large demand, popular route, and real-time shipments will not bring product expired, over season and inventory backlog and other issues. Overseas trading refers to that the seller will ship goods to overseas storage centers by sea, air or express delivery, and through logistics carrier WMS issued storage, sorting, packaging, distribution and other instructions. It has the advantages of fast shopping, low price, wide category, low cost, relatively low customs clearance and seller’s active control of logistics management chain.

4. MARKET RESEARCH OF CROSS BORDER E-COMMERCE LOGISTICS IN CHINA

4.1. Market size of cross-border e-commerce logistics in China

At present, the main body of cross-border e-commerce in China is B2B, the main mode of international trade is still international freight forwarding, 80% of China’s import and export trade, cargo transportation and transit business, and 90% of international air cargo transportation business are completed through international freight forwarding enterprises. With the growth of GDP and foreign trade import and export, the cross-border B2B logistics market space with international freight forwarding as the core will increase. According to earlier statistics, in 2013, China’s import and export of goods gradually increased: import and export amounted to 25 trillion and 830 billion yuan ($4 trillion and 160 billion), growth of 7.6% in 2012; Market size exceeded 1 trillion, and it is estimated that 2018 will exceed 3 trillion, of which seaborne freight reaches 2 trillion and 320 billion, and the scale of growth is remarkable. And in the first 5 years of 2013, China’s international freight forwarding industry market growth rate of about 14%, the average annual growth rate of 2014~2018 is expected to exceed 20%.

According to China Customs statistics, in 2002~2014 years, China’s cross-border e-commerce logistics grew by an average annual rate of 40%, in 2014 the total cross-border e-commerce logistics reached 60 billion yuan. In 2015, Li Keqiang, vice premier of the State Council, first proposed that we will accelerate the development of “Internet plus” industry, and promote the development of big data, cloud computing, cross-border e-commerce and cross-border e-commerce logistics industry. Subsequently, the government is actively introducing all kinds of relevant policies, and actively promotes the healthy and sustained development of cross-border electricity providers and logistics, which also increased the market demand and scale of cross-border e-commerce logistics.

Table 4. Comparison and analysis of cross-border B2C export logistics model

<table>
<thead>
<tr>
<th>Mode</th>
<th>Outline</th>
<th>Advantage</th>
<th>Disadvantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overseas warehouse</td>
<td>Build warehouses in destination countries, mostly for cooperation</td>
<td>Improve logistics efficiency, provide return and other services, suitable for brands</td>
<td>Need to set up local team or cooperate with local third parties</td>
</tr>
<tr>
<td>Third party logistics</td>
<td>Provide overseas warehouse or commercial logistics by third parties</td>
<td>Saving human capital and providing the goods</td>
<td>Higher cost</td>
</tr>
<tr>
<td>Direct mail</td>
<td>Postal parcel, overseas special line and so on</td>
<td>Flexible logistics system</td>
<td>The country is numerous; the process is tedious</td>
</tr>
</tbody>
</table>
4.2. The current situation of cross-border e-commerce logistics industry in China

For cross-border e-commerce logistics, we need to connect domestic logistics and foreign logistics, but also to deal with the two countries customs, inspection and quarantine departments. At present, the overall competition status of the cross-border e-commerce logistics in China has three characteristics: Competition is concentrated in the southeastern coastal areas, competition in the region or in a single industry is fierce; The competition among regions and industries is less, the service function is unitary, the value-added services are few, and the homogenization competition is more serious.

(1) Policy set sail, cross-border e-commerce logistics ushered in a new opportunity

In China, National e-commerce logistics development special plan (2016~2020) determines the construction of “open sharing” cross-border logistics system, and explicitly proposes to build cross-border logistics projects, which is the first time that the e-commerce logistics development will be upgraded to a strategic height. And pointed out that it will break the local blockade and trade monopoly, strengthen Customs declaration, inspection and other aspects of real-time supervision, cross-border logistics policy will be further standardized. Recently, China began to implement cross-border retail e-commerce import tax policy, namely cross border e-commerce retail import goods will no longer be levied postal tax on postal articles, but tariffs and import value-added tax and consumption tax on goods. This provides a clear development opportunity and space for the cross-border e-commerce logistics to a large extent. This provides a clear development opportunity and space for the cross-border e-commerce logistics to a large extent; for the bonded logistics, customs clearance speed determines the speed and efficiency of warehouse logistics, it focuses on B2B with relatively low frequency but high price, which is beneficial to improve the efficiency of logistics and reduce the cost of inventory management and information processing.

(2) Enterprises are actively preparing for cross-border e-commerce logistics market

Since last year, Ali began to build cross-border logistics system with its rookie network, to support Tmall international direct purchase service, consumers are expected to receive sea Amoy parcels within a day. Jingdong has adopted a way of cooperation with the international third party large logistics companies, its cross-border e-commerce business logistics capacity has covered more than 50 countries and regions worldwide. The United States, shop No. 1 also uses self or cooperation way to solve the problem of cross-border e-commerce logistics, and actively cooperate with Shanghai, Hangzhou and other places to the bonded area, bonded cross-border mode, to ensure to provide users with more stable logistics services. “The Belt and Road” cross-border cooperation in Logistics Alliance sponsored by 58 cities, societies, logistics enterprises and local governments was established in Lanzhou last year. It will promote the application of new technologies and equipment of urban logistics along the line, and promote the exchange, cooperation and training of logistics technology and talents in the region.

4.3. Suggestions on the development of cross-border e-commerce logistics in China

The cross-border e-commerce logistics need to break the time, space and cost constraints, to build a global cross-border warehousing management, independent transportation and distribution, as well as supporting supply chain management system, so as to realize the logistics era big data era.

(1) Establish cross-border e-commerce logistics integrated information system

Information system is the necessary basis of supply chain management, but it does not mean that supply chain reform can be realized only by this. The most significant difference between China’s informatization development path and that of developed countries lies in the enterprise informatization construction ideology behind the deployment of the implementation, is much stronger than the internal external pulling force change. The synergy between enterprises has been insufficient, so it is urgent to upgrade from the partial process optimization to the whole process reengineering.

(2) Relax the relevant legal environment and increase policy support

It mainly lies in customs operation, export tax refund and so on, as well as the management reform in the whole application of internet. Accelerating the pace of trade and promote cross-border e-commerce structure optimization to enhance China's position in the global value chain. Adhere to market operations, government guidance, so as to make the market play a decisive role in the allocation of resources and better play the role of the government. Strengthen the market dominant position of the enterprise, and give full play to the guiding role of the government in strategy, planning, policy and standards. In accordance with the decentralization, deepening the administrative examination and approval system reform requirements, establish fair and transparent market access standards, and further relax the logistics enterprise qualification administrative licensing and approval conditions. Encourage financial institutions for logistics enterprises to promote product innovation, development of new financing methods.

(3) Accelerate the integration of cross-border e-commerce and cross-border e-commerce logistics

Realizing the integration of cross-border e-commerce and logistics is the only way to solve the bottleneck of cross-border e-commerce logistics. With the development of the logistics industry cross-border collaboration
and mutual integration and development in multi-level business, it can not only take full advantage of the resources, capital, brand and management advantages, but also enhance mutual influence. Therefore, we need to do a good job of cross-border e-commerce and postal, domestic and foreign express and freight services integration. Secondly, under the guidance of the third party enterprises, we carry out platform integration of cross-border electricity providers and logistics; optimize the process and attach importance to business innovation. Through the establishment of mutual trust and benefit mechanism, the coordinated development between the two network platforms can be realized and the best benefit can be achieved.

(4) Improve cross-border e-commerce logistics platform combined with big data technology

The rapid development of the Internet leads to the rapid emergence of e-commerce, and created a new business model of e-commerce. As the "Internet +" development of big data technology integration, big data achieve all kinds of data aggregation, mining and blending, is to promote the business model innovation business initiative: With the aid of the Internet, a zero distance channel can be built directly to each consumer; With large data, from the product design, production to sales, distribution of the entire process of recording, analysis and disclosure, to achieve rapid adjustment of marketing strategy. Data platform construction has become the highlight of competition. The Jingdong has ho throw 4 billion investment to build two cloud computing data center, Ali believes that cloud computing is the most important business of the group. “Big data” is the new trend of electricity industry: In the big data environment, it is conducive to the integration of cross-border electricity and cross-border e-commerce logistics platform, information sharing, and to promote the sustained and healthy development, so as to improve the user experience, get the best benefits; With the “big data”, cross border e-commerce logistics can carry out overseas warehouse organization system design according to the relevant data and information.

5. CONCLUSION

Faced with the obvious decline in China's foreign trade, China’s cross-border e-commerce is in a state of constant innovation. The government issued a series of related policies, the Chinese enterprises build cross-border e-commerce and logistics platform, including online platforms and overseas cooperation channels, which will be convenient for SMEs worldwide to participate in international trade. Cross border e-commerce has become a new development direction of foreign trade innovation, and the follow-up development of cross-border e-commerce logistics will also better promote the development of cross-border e-commerce.

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