

## عنوان مقاله:

Risk management and related financial decisions and E-commerce logistics distribution mode in big-data context

## محل انتشار:

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## خلاصه مقاله:

This paper analyzes the existing distribution modes adopted by China's e-commerce enterprises. Based on the empirical analysis of the electronic mall at (Jing-Dong), this paper compares and investigates the different logistics distribution modes faced by e-commerce enterprises embracing the new features, new challenges, and new advantages of big data. The Analytic Hierarchy Process (AHP) method and entropy value are applied to investigate the e-commerce enterprise distribution choice mode and the Technique for Order Preference by Similarity to an Ideal Solution (TOPSIS) method is used to verify the model. Our research analysis and results

## کلمات کلیدی:

E-commerce, Big data, Distribution mode, AHP, Entropy method, TOPSIS

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1133957>

