

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Peng Qianfan

**FINANCIAL RISK MANAGEMENT RESEARCH OF E-COMMERCE
ENTERPRISES IN THE ERA OF BIG DATA**

Master`s thesis

specialty 1-26 80 04 "Management"

(profile "Financial Management")

Supervisor:

Victoria Mazurchik

Admitted to Master`s thesis defense on
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Head of Chair

of Innovative Management

Ph.D., Associate professor

_____ Alena A. Poddubskaya

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GENERAL CHARACTERISTIC OF THE WORK

Master's thesis: 64 p., 15 figures, 8 tables, 36 sources.

BIG DATAS, FINANCIAL MANAGEMENT, RISK MANAGEMENT, E-COMMERCE, CHINA

The aim of the study is to analyze the problems existing in the construction of the financial risk management system of e-commerce enterprises in the era of big data and propose relevant countermeasures.

In order to achieve the above stated goal, the following objectives have been developed: **described** the current situation of the financial risk development of e-commerce companies in the era of big data; **analyzed** the financial risk management of enterprises; **analyzed** the case of Alibaba Co., Ltd. in China; **built** the company's financial risk management system and development countermeasures in the era of big data.

Object of the research: is the enterprise financial risk management system in the era of big data.

Subject of the research: is the methods and applications of financial risk management, which are the keys to determining the competitiveness of e-commerce companies in the era of big data.

Research methods: case analysis, logical generalization, coefficient methods of financial analysis.

Realm of the possible practical application: under the premise of focusing on the research of related theories, this article analyzes the emergence and process of financial risks of e-commerce companies and explores future development trends and related management methods, and further improves related countermeasures on the basis of theory. For e-commerce companies a certain reference significance, used to improve its own financial risk management system, and to conduct further scientific research and practice.

The author of the paper confirms that the computational and analytical material provided in the thesis reflects the state of the process under investigation correctly and objectively, and all theoretical, methodological and methodical provisions and concepts are referenced to their authors.