

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION

"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Zhang Yueru

**COMPARATIVE ANALYSIS OF THE BUSINESS MODELS OF CROSS-
BORDER E-COMMERCE PLATFORMS BETWEEN AMAZON AND
ALIBABA**

Master`s thesis

specialty 1-26 80 04 "Management"
(profile "Financial Management")

Supervisor:
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Admitted to Master`s thesis defense on
" ____ " _____ 2021

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis on the topic: COMPARATIVE ANALYSIS OF THE BUSINESS MODELS OF CROSS-BORDER E-COMMERCE PLATFORMS BETWEEN AMAZON AND ALIBABA: 51 pages, 6 figures, 7 tables,

Keywords: CROSS-BORDER E-COMMERCE, BUSINESS MODEL, ANALYSIS

The object of the research: The business models of Amazon and AliExpress.

The subject of the research: Comparative analysis of the similarities and differences between the business models of Amazon and AliExpress.

The main goal of the research: Analyze business model cross-border e-commerce and put forward suggestions to optimize the business model of China's cross-border e-commerce platform.