MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"
Chair of Innovative Management

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THE TRANSFORMATION OF ENTERPRISE FINANCIAL MANAGEMENT MODE UNDER E-COMMERCE DATA

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

Head of Chair

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis: 61 pages, 2 figures, 6 tables , 31 sources.

KEY WORDS: E-commerce, RETAILERS, SUPPLIERS, BIG DATA,WEB ANALYTICS, VIEWS

The aim of the study is to analyze the state of E-commerce in context of China Republic, its perspective, growth by working collaboratively to improve the digital shopping experience end-to-end.

Object of the research: The transformation of Enterprise Financial Management Mode

Subject of the research: E-commerce data

In process of our work, we found that retailers and Suppliers must foster more collaborative analytics to bridge data gaps in marketplace visibility and generate smart E-commerce tactics for category growth which requires common data types, clear analytics outcomes, work expectations and sharing guidelines. The rise of E-commerce and the digitally-enabled shopper have been shaking the foundations of our retail industry with recent acceleration. These changes have driven the need for more retailer and supplier collaboration in digital and E-commerce. We studied the direction to equip trading partners with industry leading methods and processes for E-commerce collaboration that will increase trust and alignment with growth, simplification and speed as key outcomes.

Research methods: Literature analysis method, fact description method, data analysis method

Realm of the possible practical application: In process of our work, we found that retailers and suppliers must foster more collaborative analytics to bridge data gaps in marketplace visibility and generate smart E-commerce tactics for category growth which requires common data types, clear analytics outcomes, work expectations and sharing guidelines.