

Abstract

Title: Research on Logistics Enterprise Strategic Management under E-commerce Environment
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10 / 03 / 2017

Since middle to late part of the 20 century, the development of information technology has promoted the profound change in human society. In the current global market economy pattern, the e-commerce industry, which is born from the Internet economy, is standing for the height of human society development, and is one of the most important commercial civilization as the era of profound mark. Also, the e-commerce has a far-reaching influence on all aspects of the market economy, and the logistics industry benefits most.

This article embarks from the current global electronic commerce development present situation, and is for the purpose of enterprise strategy management theory. Besides, it discusses components of the logistics strategic management in e-commerce environment. Then, according to the China electronic commerce development condition and the present situation of logistics industry, it combs the current logistics enterprises of the content of strategic management, key points and focus with some case analysis. Finally, based on industry strategic managements in common , some optimization suggestions were put forward in this paper.

Key words: Electronic commerce; Strategic management; Logistics information; Aging optimization