

**Title:** Enterprise Management Innovation Based on Information  
Technology and E-Commerce Environment of JD MALL

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## ABSTRACT

E-commerce not only affects the transaction process of all parties, but also changes the composition, structure and rules of the market to a certain extent. Traditionally, the market transaction chain is formed in the exchange process of goods, services and money, and e-commerce strengthens the importance of information factors. Therefore, there are information goods, information services and electronic money. The essence of trade has not changed, but some links in the process of trade have changed due to the change of its attached carrier, and the form has also changed accordingly. In this way, from the perspective of individual enterprises, some changes have taken place in the mode of trade. From the perspective of the whole trade environment, some business opportunities have disappeared, new business opportunities have emerged, some industries have declined, and other industries have emerged, which makes the whole trade pattern take on a new look. E-commerce will change the mode of business activities, people's consumption mode and enterprises' production mode.

As a new way of transaction, e-commerce can reduce transaction costs, speed up transactions, make traders break the time and geographical restrictions, and provide new opportunities for business activities. Compared with foreign countries, the e-

commerce applications of Chinese enterprises are far behind in both scale and income. Most enterprise applications can only be said to be in the "primary stage" and carry out some simple online publicity work. Although some enterprises have invested a lot of money in the construction of software and hardware systems, the effect is not ideal. If Chinese enterprises want to give full play to the advantages of e-commerce, in addition to building the software and hardware system of e-commerce, they must carry out corresponding changes and innovations in enterprise management according to the requirements of e-commerce.

While e-commerce brings new opportunities to enterprises, it also brings another risk to enterprises in operation and management. Strengthen the research on enterprise management and innovation based on e-commerce, so that e-commerce can better bring opportunities and profits to enterprises, and enterprises can adapt to the development requirements of the new economic situation. Chinese enterprises can only meet the development requirements of the new economic situation by actively meeting the challenges and changing the original management ideas and methods in time.

Using JD Mall as an example, this paper adopts the method of combining theory with examples. It first expounds various aspects of e-commerce enterprise management, such as e-commerce value management, strategic management, organization management, human resource management, marketing management, supply chain management, customer relationship management, environmental management, logistics management and business process reengineering, and financial

management. Then, this paper focuses on three aspects of enterprise management and innovation based on e-commerce which are business process reengineering, organizational change, and corporate culture transformation. Finally, it discusses the enterprise management innovation based on e-commerce as a whole, and discusses the content of innovation from different angles

**keyword:** Management Innovation, E-commerce, Information technology

