

Title: Alibaba's Capital Management System
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ABSTRACT

As the world's leading e-commerce giant, Alibaba's fund management system is highly scientific and effective in dealing with the expansion of enterprise scale and the uncertainty of external environment. The fund management system is supported by scientific financial management mode, diversified investment strategy, strict risk control, centralized fund management, golden triangle strategy of financial management, supply chain finance platform and advanced technology. The security, flow and value-added of funds are realized, which provides a strong guarantee for the sustainable development of enterprises. This study makes an in-depth analysis of Alibaba's capital management system, from the perspectives of organizational structure, institutional norms, process design, application of technical tools and form management. This study also explains how Alibaba relies on cutting-edge concepts and efficient execution. Alibaba has the fine operation of funds and effective prevention and control of risks, and set a benchmark for the fund management of enterprises in e-commerce and other industries.

Keyword: Alibaba; Fund management; Investment strategy