

# A STUDY ON MANAGEMENT PERFORMANCE EVALUATION OF ELECTRONIC BUSINESS

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## ABSTRACT

AS THE POPULARITY OF INFORMATION TECHNOLOGY (IT) AND INTERNET, HOW TO USE INTERNET TECHNIQUE IN THE BUSINESS MANAGEMENT IS THE SERIOUS ISSUE IN THE ENTERPRISE. WHEREAS, THERE WILL BE MANY VAGUE, UNCERTAINLY AND UNSTRUCTURED PROBLEMS ENCOUNTERED IN THE EVALUATION OF ELECTRONIC BUSINESS (EB) MANAGEMENT PERFORMANCE. AS WELL AS MAKE THE BUSINESS MANAGEMENT PERFORMANCE EVALUATION MORE AND MORE DIFFICULT IN THE INTERNET ENVIRONMENT. IN THIS STUDY, WE ADVOCATE A METHOD FOR ELECTRONIC BUSINESS MANAGEMENT PERFORMANCE EVALUATION. USING THE CONCEPT OF BALANCED SCORECARD AND FACTOR ANALYSIS, WE DIVIDE THE ENTERPRISE MANAGEMENT PERFORMANCE INDEX INTO FINANCE, CUSTOMER, GENERAL PROCEDURE, HUMAN RESOURCE, MARKET ENVIRONMENTS AND INFORMATION TECHNOLOGY PERSPECTIVES. AND THEN, A SYSTEMATIC MODEL HAS BEEN PROPOSED TO EVALUATE THE MANAGEMENT PERFORMANCE OF ELECTRONIC BUSINESS BY COMBINING FUZZY SETS THEORY WITH MULTI-CRITERIA DECISION-MAKING (MCDM) METHOD. BASED ON THE EVALUATION MODEL, WE DEVELOPED A DECISION SUPPORT SYSTEM (DSS) FOR THE EVALUATION OF ELECTRONIC BUSINESS MANAGEMENT PERFORMANCE. THE ULTIMATE GOAL IS TO IMPROVE THE ELECTRONIC BUSINESS PERFORMANCE AND ENHANCE THEIR COMPETITIVENESS.

Keywords : ELECTRONIC BUSINESS, MANAGEMENT PERFORMANCE, FUZZY SETS THEORY, BALANCED SCORECARD, DECISION SUPPORT SYSTEM

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