

The Study on the Way and Method of the Information Management in the E-commerce Activities

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Abstract. With WTO and speeding up the pace of information technology, E-commerce is developing rapidly; it promotes the world economy development with its powerful vitality. E-commerce represents the development trend of the era of new and high technology, and it is existing the high cost, lack of personalized, and poor information consistency problem in the traditional information management mode, therefore it already can't meet the demand of its economy, how to improve the adaptability and tolerance of information system and perfect the information system to adapt to the times development, is the problem that urgent needs to be solved by the information practitioners. This paper will research the ways and methods of the information management in the E-commerce activities.

Introduction

With the coming of information age, modern enterprise management network degree is increasing day by day. In information technology, computer technology and Internet technology as the carrier, realize point-to-point transmission, multi-node deep E-commerce has become a main transaction mode. Due to the role of E-commerce is increasingly important, grasp of how much information, information update rate has become the competition success or failure of the key factors. How to ensure information in E-commerce get timely transmission, the right preparation, the disclosure of the reasonable, safe storage, is the key to the enterprise management. This article from the understanding of the connotation of the information under the new environment, analyzing the characteristics of information management under the new situation, put forward a new mode of information management, and its development trend was forecasted.

The E-commerce and its connotation

From detailed definition, E-commerce refers to world each place there are a wide range of commercial activities, is mainly refers to under the background of the current network environment, adopt the way of server and browser to carry out a variety of business activities, so that can realize online transactions between merchants and consumers, directly through the electronic payment ways such as shopping and trading, this is a new kind of combined with financial, trading and business services, is also a kind of new business operation mode.

E-commerce has the feature of universality, convenience, integrity, security, etc. So-called universality, refers to the era of E-commerce, as a kind of new, and widely used form of trade, to lead the government, enterprises and consumers into a new world of digital, network economy; And so-called integrity, is in the process of transaction and so on, the standardization of the E-commerce to improve its processing, and to ensure the process runs smoothly, the collection of electronic information processing and artificial operating together, make its integral, thus greatly improving the utilization efficiency of resources, beneficial to the improvement of the system operation rigor. Convenience means, under the new era, people can be very convenient way to complete business activity, not limited by time geography, directly through the network information query, such as

funds extraction through the online banking account, greatly improving the service quality and save people's time.



Figure 1 the network shopping

Security refers to the E-commerce, it requires network can provide end-to-end security solutions, such as encryption mechanism, signature mechanism, security management, access control, firewall, anti-virus protection, etc.; security is one of the core mechanism of E-commerce. In addition, the E-commerce also has many characteristics, such as coordination and integration.

The development of E-commerce in the current is beyond the ordinary commodities trading and the consumption field, but extends to every aspect of social life. In terms of advertising, E-commerce can browse with enterprise Web server and the customer, in the Internet than transmit all kinds of business information. Customers can use of the Internet retrieval tools to quickly find the commodity information, and stores available online home page and email advertising propaganda worldwide; In terms of consultation discussion, E-commerce can use non real-time email, newsgroups, and real-time discussion groups to understand market and commodity information, negotiate trade transactions, such as have a need to progress, also available online whiteboard meeting to exchange instant graphical information. Online consultation and negotiation can go beyond the limitations of people face to face negotiations, offers a variety of convenient different conversation form; In terms of online ordering and payment, E-commerce can be achieved using Web mail transfer interaction in the online ordering, when a customer after we received your purchase order, usually the system will reply confirm order information sheet to ensure that information, order information also can be used to encrypt the way makes the commercial information of customers and merchants will not leak, in pay link, between customers and merchants can pay with a credit card account, and some will omit trading a lot of overhead. In addition, the E-commerce in service and consultation and so on also has a broad application.

The characteristics of information management of E- commerce under the new situation

a. Strengthen the consciousness related to E-commerce

The appearance of E-commerce makes the whole business activities have taken place in the center of gravity of the transfer, centered on the business activities of the goods before, and now the business activities have been converted into basic information centered, such a shift to electronic trading efficiency has a huge, also greatly save the human, financial and other resources. We must be aware of the advantages of the enterprise information, find out what it can bring us, as far as possible the use of it, as long as you stick to it, in the near future will be able to see the actual benefit.

b. Facilitate financial electronic development

Financial electrification is indispensable in of E-commerce; use of electronic payment is more convenient and can not only ensure the safe and orderly conduct various types of E-commerce

activities. During that time, we should establish a unified online payment procedure, and in the aspect of information security, bank credit rating is a measure for public standards. Only to have a unified standard and related legal norm the E-commerce development environment can be improved.

c. Establish a safe E-commerce environment

The E-commerce environment here is including the social environment and the environment. For the social environment of E-commerce we should strengthen the related legal policy, strengthen the construction of a harmonious network culture environment; And want to build a good implementation of E-commerce environment need to be related to the server evaluation work, effective use of firewall technology and digital certificates and authentication technology to safeguard the information in the process of transmission. It will do the relationship to the future development of E-commerce in the future.

The new mode of the information management in the E- commerce

Information management (information management, IM) refers to the behavior main body in order to effective development and utilization of information resources, by means of modern information technology, the information resource planning, organization, management and control of social activities. Based on the characteristics of information in E-commerce environment, in this context information management also make adjustments accordingly. This paper will use financial information management as an example; the analysis in order to adapt to the E-commerce environment, under the new era of information management should have the ability to:

In the context of E-commerce, in order to achieve the real time dispatching, linkage of financial information update, need to use the network database technology group internal financial information management subsystem of the each branch online access, integrated storage.

Due to the wide application of Internet technology, the current financial information management has been basically realized real-time transmission. With past department or branch structure independent establishment information first, and then the summary to the superior nodes is different, the existing financial information management system has to achieve a score and orderly, any node data changes, the overall system will be updated in real time data, and the first time for each node.

Real business activities, more enterprises, especially large group co., LTD. As a result of the subsidiary, subordinate branches, division number is various, scattered, relatively weak branch of long-distance monitoring, lead to financial information management chaos, transmission disorder, produce unnecessary management costs, and even cause financial accident. Technology, through the network can be real-time monitoring of operating conditions of all nodes, and through the remote terminal operations, achieve financial information compiled with the generation of financial statements. Under the E-commerce environment, enterprise's information security measures to protect the information resources in information systems from various types of interference and destruction, completely guarantee the security of information, this needs to be very precise system design and technical support.

The development of electronic business credit information management cannot leave the professional technical support. Especially in the electronic commerce today, broke the limit of time and region, more highlights the importance of technology. E-commerce transactions are carried out through the Internet platform, so the electronic business credit information must be managed through the Internet platform. Network and the technology is to ensure information security and stability of the important factors. At present, in the main Internet use E-mail, file transfer service, electronic bulletin boards, online chat, network encryption technology, digital certificate, id authentication, etc. The file transfer service using file transfer protocol, transmission is available for people to free copies of all kinds of information. Electronic bulletin board system (BBS) has the following functions: classification for discussion, this is one of the most main function of BBS, BBS in follow rules under the premise of what can be discussed, according to the talk content is divided into different categories; Information bulletin board, that is, in a certain time of all kinds of

information, such as all kinds of data statistics, the user for help information, etc. Information bulletin board is the most basic function of BBS; to deal with the new district, in the region, the user can send and receive E-mail, processing of information between different users.

The developing tendency of the information management in the E- commerce

According to the existing study, combined with the actual needs, the future development trend of enterprise information management can be summarized as follows:

Knowledge management (KM) for the enterprise realizes the explicit knowledge and tacit knowledge sharing provides a new path. Knowledge management includes several parties and: to establish a knowledge base, to realize the organization learning and knowledge as an asset management. In today's era of information explosion, due to technical update speed, and the uncertainty of environment, must carry on the effective information mining and use, and provide reference to management decision making, strategy development, needs strong organizational learning ability and the knowledge absorptive capacity. Knowledge is the modern commercial important scarce asset, learning has become an inevitable requirement of the enterprise survival, how to combine information management and knowledge management, achieve high efficiency of information management, is one of the important issues back to the current information management.

Value chain management to the needs of customers to create a set of value chain strategy, and the value chain in all parts of a seamless docking, make the information management of each phase for the whole information increase the value of the corresponding management process, to realize information rapidly and accurately. Under the E-commerce environment, should be integrated with ERP, MRP, and other management means, realize the information management process reengineering, give full play to the functions and role of information management.

Due to the arrival of information age, increasing the importance of E-commerce in business activities, under the E-commerce environment, information management also ushered in the new situation. To build an orderly information management model, design and efficient information management process, is the modern information management, the whole and systematically, reasonable development path.

Summary

This article through the existing information management mode of combing, combining actual application, tries to put forward a new information management model, the model has a composite system, the characteristics of the system function, target performance, help enterprise information management more fully and more active, and it plays more effective decision support function, practical effect on corporate performance.

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