

عنوان مقاله:

Analysis Risks of Economic Transaction (E-Payment) in Landmark Group

محل انتشار:

سومین کنفرانس بین المللی مدیریت و مهندسی صنایع (سال: 1396)

تعداد صفحات اصل مقاله: 12

نویسنده:

Somayeh Salahshouri ardestari - *Master of Business Administration (MBA)*, Jawaharlal Nehru Technological University Hyderabad, INDIA

خلاصه مقاله:

Electronic commerce, commonly known as e-commerce, ecommerce or e-comm., consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. E-commerce is very important in the new world, Barriers to entering e-commerce are comparatively low, but new opportunities can be accompanied by new risks. Risk assessment means listing all of the risks a business might face and assigning varying degrees of importance to them. Risk management means prioritizing these risks and formulating policies and practices to balance and mitigate them. I firstly evaluate the E-commerce and the amount of risk allocated with it and finally Find an efficient way for increasing customer's satisfaction and Find a way for reducing economical risk such as .E-payment risk

کلمات کلیدی:

E-commerce , Risk Management , Transaction Security , Customer Satisfaction

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/756117>

