

Design and Application of Performance Evaluation System for E-commerce Park A

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Keywords: Design and application; Performance evaluation system; E-commerce Park

Abstract: The scientific performance evaluation system is very important for giving full play to the supervisory and constructive functions of performance evaluation in the field of business parks. Based on the theory of stakeholders, this paper puts forward the design method of performance evaluation system for e-commerce parks, and designs performance evaluation system from the characteristics of key stakeholders, audit evaluation indicators, audit standards and other aspects. Finally, the practical application results show that the proposed optimization method of e-commerce park performance evaluation system is reasonable and operable.

1. Introduction

Over the past 30 years of reform and opening up, China's enterprise reform has been deepening. How to supervise and evaluate the management situation and operation benefit of the electric business park is one of the important subjects of deepening the reform at the present stage in our country. The development and operation of e-commerce parks is an important measure for the transformation and upgrading of enterprises, which involves a large amount of investment in assets, resulting in the need for performance evaluation. Achieving the goal of performance evaluation is based on the construction and application of a scientific performance evaluation system. The scientificity and rationality of the performance evaluation system affect the allocation of performance evaluation resources and the quality of performance evaluation work. In order to give full play to the supervisory and constructive functions of performance evaluation in business parks, it is necessary to strengthen the research of performance evaluation system. Therefore, the purpose of this paper is to put forward a set of optimization methods of performance evaluation system, and through the case of e-commerce park A to carry out performance evaluation, the optimization method is applied.

2. Performance evaluation method of E-commerce Park

At present, there are two kinds of performance evaluation methods commonly used in academic circles, namely the balanced scorecard method and the performance prism method.

2.1 Balanced scorecard method

From the perspective of organizational vision and strategy, the Balanced Scorecard evaluation method designs four levels: financial value, customer, internal operation, learning and development. The logical relationship between them is shown in Figure 1.

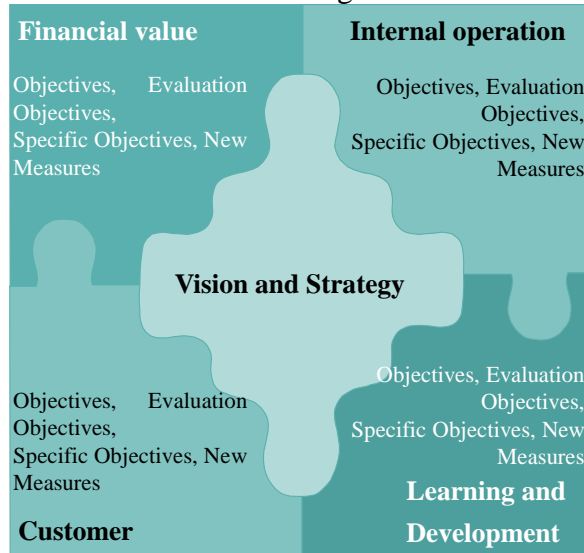


Fig1. Logical relationship of balanced scorecard

Taking the Balanced Scorecard as the evaluation method, starting from the park's strategy and vision, and focusing on the four dimensions of finance, customers, internal business processes, learning innovation and growth, evaluation indicators are selected to evaluate the operation performance of the logistics park in an all-round way.

2.2 Performance prism method

The performance prism model is presented in the form of a triangular prism. The bottom two surfaces are stakeholder satisfaction and stakeholder contribution, and the three sides are strategy, process and capability. Its internal logic is that the ultimate goal of an organization is to achieve stakeholder satisfaction. In order to achieve this goal, it is necessary to design strategies that can meet stakeholder needs and constantly improve the process, and implement the strategy to improve the ability to meet the needs of stakeholders.

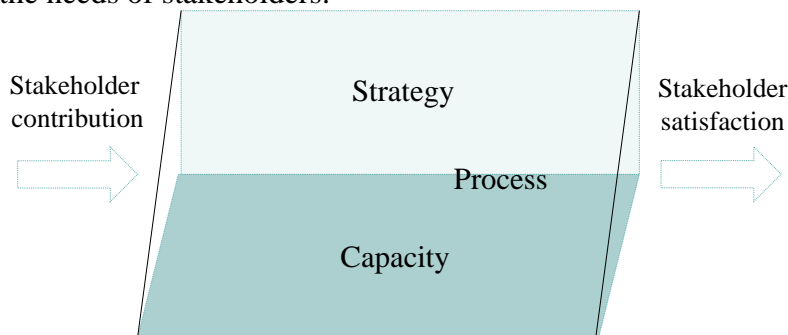


Fig 2. Performance prism model

3. Design of performance evaluation system for E-commerce Park A

Performance evaluation is based on benefit evaluation, that is, the evaluation and supervision of the achievement of the objectives of the evaluated units. According to stakeholder theory, the ultimate goal of the organization is to create value for stakeholders, and to meet the needs of stakeholders as far as possible by fully utilizing the various capital contributed by stakeholders.

3.1 Identifying and judging key stakeholders of evaluated units

Key stakeholders refer to the stakeholders of the evaluated units that need to be focused on in the process of performance audit. Key stakeholders must conform to the two characteristics of importance and relevance, that is, they are important for the realization of the strategic objectives of the auditees, and they are related to the objectives of performance audit. The stakeholders of e-commerce parks mainly include shareholders, creditors, operators and employees, suppliers and customers, neighboring communities, cooperative universities and so on.

3.2 Optimizing the level, dimension and evaluation index of the evaluation system

On the basis of identifying and judging key stakeholders, auditors can optimize the level and dimension of evaluation system by referring to bricklaying model, and combine with the analysis of the contribution and demand of key stakeholders, optimize evaluation indexes according to certain principles, so that these indexes can effectively reflect the ability and benefit of auditees to use key stakeholders to contribute capital. Referring to the bricklaying model to optimize the level and dimension of the evaluation system, and combining with the analysis of key stakeholders, the evaluation index is optimized according to the principle of index selection.

3.3 Establishing the evaluation criteria

The formulation of evaluation criteria should follow certain principles, so that the determined audit criteria can become the criteria for auditors to judge the real performance level of state-owned industrial parks objectively and accurately. These principles include relevance, recognition, geographical applicability and timeliness. The performance evaluation of business parks is a feasible way to formulate evaluation standards through field investigation of the same type of business parks in the same region and according to the collected performance information.

4. The Application results of performance evaluation system in E-commerce Park A

E-commerce Park A has better operation ability and economic benefits for key stakeholders to invest in various capitals. It has stronger ability to introduce well-known e-commerce enterprises and better competitive advantages compared with similar parks. And can better meet the policy planning needs of government departments to introduce high-level and influential e-commerce enterprises and form the headquarters economy of e-commerce aggregation. However, in terms of financial capital and social capital, the ability of e-commerce agglomeration in terms of social benefits and innovation and development of park enterprises are still weak, and the needs of key stakeholders such as park enterprises, Park full-time service staff and venture investors need to be improved.

In terms of financial capital operation capacity, E-commerce Park A should analyze the characteristics of the park which has not fully utilized the site as soon as possible, and carry out reasonable development and transformation on this basis. In terms of human capital operation

ability, it is necessary to strengthen the training of full-time service personnel in the park, and provide more kinds of staff training projects with better quality. In terms of the operational capacity of social capital, it is necessary to construct and integrate online and offline e-commerce public service platform as soon as possible so as to provide a good environment for park enterprises to innovate and develop and better meet the needs of park enterprises and their venture investors.

5. Conclusions

Based on the optimization method of E-commerce park performance audit evaluation system and the actual situation of E-commerce A performance evaluation, this paper designs the performance evaluation system, including: identifying and judging key stakeholders; optimizing the evaluation system levels, dimensions and evaluation indicators; establishing audit standards for performance information of contract regions and similar industrial parks. Through the actual application results of the performance evaluation system, the rationality and operability of the optimization method of the performance evaluation system proposed in this paper are illustrated.

Acknowledgement

“Research on Performance Evaluation of Guangdong E-Commerce Industrial Park: From the Perspective of Stakeholders”, supported by Guangdong University of Foreign Studies South China Business College. (19-008A)

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