

摘要

在世界经济全球化发展趋势上升、数字信息技术迅速发展的背景下，全球跨境电子商务正在加速其发展。越来越多的中小企业通过跨境电子商务进入国际市场，开始创建国际品牌。跨境电商的运营与发展显得极其重要，如何培育和建设跨境电子商务的业务能力已成为一个重要的研究课题。

本文采用访谈法、文献综述法为研究方法、运用层次分析法分析北京贝塔科技股份有限公司跨境电商的运营效果。通过分析得出北京贝塔科技有限公司跨境电商平台运营存在一些问题：平台的综合型运营人才较为缺乏、售后评价较低、物流成本过高且物流周期过长、广告投放效果不佳等。对此本文提出了相关建议：完善制度培养优秀人才、提高客户服务质量、加强自有品牌建设等建议。以期提升贝塔科技公司的跨境电商运营业务、增加出口量，促进公司长远发展。

关键词：跨境电商；层次分析法；运营效果

ABSTRACT

In the context of global economic globalization and the rapid development of digital information technology, cross-border electronic business has accelerated its development. Small and medium-sized enterprises are entering the international market and through cross-border electronic business generate international brands. The development of cross-border e-commerce is an important way for the development of e-commerce. How to develop and build business skills across cross-border e-commerce is an important research theme.

This paper analyzes and evaluates the effects of the current cross-border e-commerce of Beijing Beta Technology Co., Ltd using Beijing interview technology, literature research method, and analysis hierarchy process (AHP). Based on AHP theoretical analysis, it is concluded that there are some problems in the operation of Beijing Beta Technology Co., Ltd.'s cross-border e-commerce platform. There is a shortage of comprehensive platform operation personnel, after-sales evaluation is low, logistics costs are too high, logistics cycles are too long, and advertising effectiveness is poor. In this article, we propose suggestions for improving the system to train talented people, improve the quality of customer service and enhance the building of private brands. With a view to increasing cross-border e-commerce activities in beta technology and increasing export volumes.

Key words: cross-border electricity ; AHP; Operation effect

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