

CHAPTER 3

RESEARCH METHOD

Literature review part gave priority to literature research and built a general theoretical framework. On this basis, through the material from social investigation and arguments from theoretical study, author concludes independent cognition for current e-commerce logistics enterprise strategic management, which became demonstration of the case in chapter 4, provided realistic basis for the author's viewpoint and derived relatively coherent optimization experience.

This paper selected DEPPON Logistics and SF EXPRESS whose influence is more significant and management is more standardized in Chinese market as research object. The reason for the choice of these two is that the social environment they faced in the initial stage was consistent, strategic management in the subsequent development is quite similar and both of them are the best. The difference is DEPPON Logistics focuses on the road LTL transportation, which is more representative of the traditional logistics enterprises. While SF EXPRESS focuses on small pieces express, which conforms to the characteristics of e-commerce. But in Chinese e-commerce market, they reached the same goal through strategic adjustment and completely reflected the change of strategic management of Chinese logistics enterprises in e-commerce environment.

3.1 Literature research method

In the course of study, in order to ensure the rationality of the theory, author consulted the work of e-commerce, logistics and strategic management, analyzed and identified the relevant theories dialectically. This paper researched and judged the general content and important content of strategic management, combed related theory of e-commerce, discussed the role logistics enterprise plays in Chinese e-commerce industry and finally formed the author's own understanding through independent thinking. In chapter 4, in order to ensure the paper is consistent and rigorous and the

internal logic of theoretical analysis and empirical analysis are right, the analysis to enterprise strategy management in case is based on the independent cognition that is formed in the process of literature research.

3.2 Social investigation method

In order to make the author's view is consistent with the current situation of the Chinese market, the material in the course of the study involves the current situation of the industry, the status of the enterprise and so on, which mainly obtained from network, such as magazine, the key figures interviews, annuals of government and corporate. In the part of e-commerce development, author focuses on understanding the views in the industry, especially the opinions of business leaders, academics and government officials. Combining with the growing trend of Chinese inland electronic commerce enterprise scale, the layout of the industry present situation, author concluded a macro judgment of business formats. While in the part logistics strategic management, author searched related laws and documents in China and the analysis and evaluation to logistics industry from third party, integrated the first hand material of research according to the market strategy, financial status, strategic direction and other key information, which are taken by key enterprise.

3.3 Empirical analysis method

It is the purpose of empirical research in chapter four that to make arguments coherent, practical, convincing, and accord with the status of enterprise management in China, combs and compares the strategic management behavior of listed companies.