Professor V. Krasnoproshin

**PROJECT**

"**Development of network services to assess the effectiveness of E-commerce sites**"

The last ten years E-commerce become a prominent feature in the Chinese market. This was made possible primarily thanks to government policy to support this sector, as well as due to the fact that the law in China makes it relatively easy to start a business in the segment of e-commerce.

Colossal population and high rates of information leads to the conclusion that E-commerce in China has huge potential. Thus, according to forecasts, by 2015 the share of the Internet economy in China's GDP is 15%, whereas, according to the 2009, in the UK share of the Internet economy was 7.2%, Sweden - 6.6% Hong Kong - 5.9%.

Given the role of sites in the segment of E-commerce, academics and practitioners proved that the overall performance of companies with E-business largely depends on the quality and performance of their sites.

In 2014, a Chinese graduate student of the Information Management Systems Department (ISMD) Faculty of Applied Mathematics and Computer Sciences **Liu Huan** (from Harbin University of Science and Technology) defended PhD thesis on **"Methods and Software Technology for Quality Evaluation of E-commerce Sites Basis on Fuzzy Logic"** under the supervision of professor **V. Krasnoproshin.** As part of the thesis have been developed mathematical methods and software prototype of an intelligent system for solving the above problem.

Therefore, having given the scientific and practical groundwork and the presence of the Chinese partner, the proposed project is relevant for both countries and enforceable.

Head of ISMD, V. Vl. Krasnoproshin

Doc. of Sc., professor