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题目：浙江财经大学电子商务竞赛管理系统

web端开发与设计

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**浙江财经大学电子商务竞赛管理系统web端开发与设计**

摘 要：本论文的研究内容是开发一个网上电子商务竞赛管理系统，该系统以信息学院网络设备为基础，主要面向学生、专家和管理员三类用户，旨在提供便捷、高效的竞赛管理方式。电子商务竞赛是我校级大学科竞赛中参与面最广、参赛项目最灵活的竞赛之一，目前已经成功举办8届。为减少繁琐的人工操作、优化竞赛管理效率，拟建设浙江财经学院电子商务竞赛平台，该系统具有智能化、便捷化、高效化的特点。本系统的建设可以为我校电子商务竞赛的发展提供有力的支持，同时也可以为其他竞赛管理系统的建设提供借鉴和参考。

关键词：管理；信息系统；竞赛；电子商务

**Web Development and Design of Zhejiang University of Finance and Economics E-commerce Competition Management System**

**Abstract：**The goal of the research presented in this paper is to create an online system for managing competitions in e-commerce that is based on the network infrastructure of the School of Information Science and Technology and primarily targets three user types: administrators, experts, and students. The e-commerce competition, which has been successfully run for eight sessions, is one of the academic competitions at our university with the largest participation and flexibility. A Zhejiang University of Finance and Economics e-commerce competition platform that possesses the qualities of intelligence, convenience, and high efficiency is designed in order to minimize tiresome manual operations and maximize the efficiency of competition administration. The development of e-commerce competitions at our university can benefit greatly from the creation of this system, which can also serve as a model for the creation of additional competition management systems.

**Key words：**management; information system; competition; e-commerce