Balanced Performance Assessment of Business-to-Customer Online Business (B2C) with Fuzzy Multi-criteria Decision Making (FMCDM)

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Today, with the rapid development of e-commerce, society is experiencing a business model revolution. E-commerce is gradually changing people and being accepted by more and more people. In the business of e-commerce, corporate social responsibility (CSR) plays an important role. The present research is purpose-oriented in terms of purpose and is descriptive in terms of the method. The purpose of this study was to determine the basic performance indicators in Iranian online business customer-centric (B2C) online stores using a balanced scorecard technique. The statistical population of this research is online shoppers. In this research, a questionnaire was used. Regarding the quality of the criteria, several methods of decision making (MADM) have been used to analyze the data. The results of the research show that following the weighting of the criteria using the FANP technique and after collecting the final decision matrix (weighting the options based on the criteria), the answer to the last question of this research (ranking of Iranian online stores in terms of balanced performance What is the case?) We go . The answer to this question requires a methodology that, in addition to high precision, provides a suitable framework for future decision making. Issues of ion and prioritization of firms on the basis of certain criteria are multi-criteria issues.

Keywords : performance, fuzzy logic, business with the customer, and balanced scorecard technique