

Accepted Manuscript

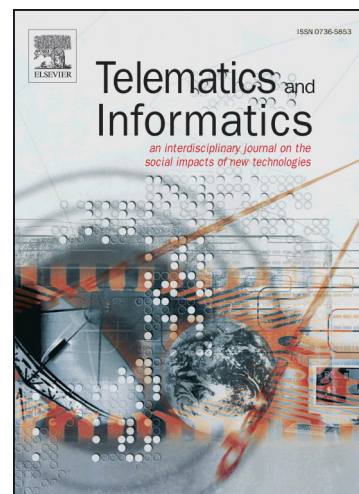
Unstructured big data analytics for retrieving e-commerce logistics knowledge

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PII: S0736-5853(17)30539-7
DOI: <https://doi.org/10.1016/j.tele.2017.11.004>
Reference: TELE 1030

To appear in: *Telematics and Informatics*

Received Date: 18 August 2017
Revised Date: 25 October 2017
Accepted Date: 6 November 2017



Please cite this article as: Wu, P-J., Lin, K-C., Unstructured big data analytics for retrieving e-commerce logistics knowledge, *Telematics and Informatics* (2017), doi: <https://doi.org/10.1016/j.tele.2017.11.004>

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Unstructured big data analytics for retrieving e-commerce logistics knowledge

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Abstract

The divergent evolution of e-commerce has complicated its correspondingly logistics management. However, few studies have explored e-commerce logistics business models via big data analytics. Hence, this investigation explores e-commerce logistics business models from unstructured big data. Specifically, this work develops a hybrid content analytical model to scrutinize essential knowledge of e-commerce logistics. The empirical results of the proposed model incorporate theories of resource dependence theory (RDT) and innovation diffusion theory (IDT) to generate logistical strategies. Ten critical themes of e-commerce logistics from topic mining are “Southeast Asia’s e-commerce logistics payments”, “E-commerce order management”, “E-commerce logistics cloud services”, “E-commerce logistics package management”, “Europe e-commerce trends”, “India’s e-commerce logistics”, “E-commerce distribution

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