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PEOPLE'S REPUBLIC OF CHINA**

GB/T 44695-2024

Indicator system of E-commerce development index

电子商务发展指数指标体系

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part

1. Structure and drafting rules for standardization documents" Drafting. Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents. This document is proposed and coordinated by the National Technical Committee for Standardization of E-Commerce Quality Management (SAC/TC563). This document was drafted by: Zhejiang University of Science and Technology, Zhejiang Fangyuan Testing Group Co., Ltd., Hangzhou Zhongyi Information Technology Co., Ltd., China (Zhejiang) Pilot Free Trade Zone Hangzhou Innovation and Development Center, Yunyigou Platform Technology (Hangzhou) Group Co., Ltd., Zhejiang Yishi Electronics Technology Co., Ltd., Beijing National Engineering Laboratory for Electronic Commerce Transaction Technology, China International Electronic Commerce Center, Hangzhou Ping Pong Intelligent Technology Co., Ltd. Co., Ltd., Zhongdamen International Logistics Service Co., Ltd., South China University of Technology, Putian University, Hangzhou Yilianghaoche Internet Technology Co., Ltd., Hunan Communications Vocational and Technical College, Zhejiang Toli Automation Technology Co., Ltd., Henan Cheluheda Automobile Sales and Service Co., Ltd., Hangzhou Quality Institute of Metrology and Measurement Science, Hubei Huazhong Electric Power Technology Development Co., Ltd. The main drafters of this document are. Shao Xinhua, Jiao Qingchun, Zhan Deyou, Pan Siwei, Zhu Jinqi, Xu Xiaojie, Xu Min, Chai Yueting, Li Mingtao, Chen Peng, Xu Ping, Wang Yihe, Zhao Xi, Zhang Xiaoyan, Lin Hongxi, Hong Weilong, Huang Yu, Wu Yusen, Shen Chao, Huang Zhiming, Yu Li, Suo Xingyu, Tuo Yao, Wang Zhida, Fan Dongjuan and Yang Ting. E-commerce Development Index Index System

1 Scope

GB/T 44695-2024 defines the indicator system behind the Chinese e-commerce

development index. Provinces and cities compete on e-commerce development and publish indices to prove it, computed from whatever data each has to hand, which makes the resulting rankings incomparable and easy to manage upward. The standard fixes a common framework: the basic principles the index must satisfy, the framework of the system, and the composition of the indicators, covering the scale of trading activity, the enterprises and employment behind it, the logistics and payment infrastructure, the penetration of e-commerce into the local economy, and the environment supporting it, with an informative annex setting out the calculation process for the index. It took effect on 26 October 2024.

This document establishes the basic principles of the e-commerce development index indicator system (hereinafter referred to as the "index system"), provides the system framework and Indicator composition. This document is applicable to the construction and application of indicator systems, measurement and understanding of e-commerce maturity, development potential and influencing factors. Activity.

2 Normative references

The contents of the following documents constitute the essential clauses of this document through normative references in this document. For referenced documents without a date, only the version corresponding to that date applies to this document; for referenced documents without a date, the latest version (including all amendments) applies to This document.

GB/T 18811 Basic Terms of Electronic Commerce

3 Terms and Definitions

The terms and definitions defined in GB/T 18811 and the following apply to this document.

3.1 By measuring the multi-dimensional core elements involved in e-commerce activities, we can objectively reflect the level of regional e-commerce strength and its future prospects. Quantitative value of development potential.

Note. Region refers to the provinces (autonomous regions, municipalities directly under the Central Government), cities, counties (districts) and administrative divisions within the territory of the People's Republic of China, or a combination of multiple administrative divisions.

4 Basic Principles

4.1 Orientation Guide and promote regional e-commerce to develop in the direction of higher quality and higher efficiency.

4.2 Scientificity It can objectively and truly reflect the current situation and development

trend of e-commerce.

4.3 Typicality It can cover the core elements of the e-commerce field and ensure that the data can reflect the substantive content of industry development.

4.4 Coordination Indicators are coordinated with each other to avoid duplication, which is conducive to maximizing resource utilization and efficient decision-making.

4.5 Operability It can obtain key and credible information through different methods and channels, and is easy to understand. It can be evaluated from dimensions such as scale and capabilities to avoid ambiguity.