

# **EVALUATING OF THE CHOSEN ELECTRONIC SHOP WEBSITES IN IRAN THROUGH THE COMBINED AHP/DEA MODEL**

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## **ABSTRACT**

The development of electronic commerce has caused the advent of electronic shop websites all over the world. With a good electronic commerce management and preparing significant technical and legal infrastructure, the number of Dot.Com companies like E-shop website has increased in Iran progressively. In this paper, we try to evaluate 23 chosen e-shop websites in Iran using the combined AHP/DEA model. The results have shown that in the research period, Finaleshop and Ahangsara are in top rank in 2008 because of their good performance in the digital world.

Keywords: Electronic shop, Combined AHP/DEA model