

WK H#G LJ LWDO#I LU P =  
HOHFWUR Q LF#R P P HUFH# #  
HOHFWUR Q LF#EXVIQHVV

**DİJİTAL KURUM:  
ELEKTRONİK TİCARET &  
ELEKTRONİK GİRİŞİMCİLİK**

***Dr. Vahap TECİM***



LQ WHU Q HW #WHFK QR OR J \ # #WK H#  
G LJ LWDO #IU P

- **INFORMATION TECHNOLOGY INFRASTRUCTURE: Information flows seamlessly throughout**
- **DIRECT COMMUNICATION BETWEEN TRADING PARTNERS: *DISINTERMEDIATION* removes intermediate layers streamlines process**

\*



LQ WHU Q HW #WHFK QR OR J \ # #WK H#  
G LJ LWDO #IU P

- **VENDORS CAN PROVIDE INFORMATION 24 HOURS A DAY**
- **CAN EXTEND DISTRIBUTION CHANNELS**
- **CAN REDUCE TRANSACTION COSTS**

\*

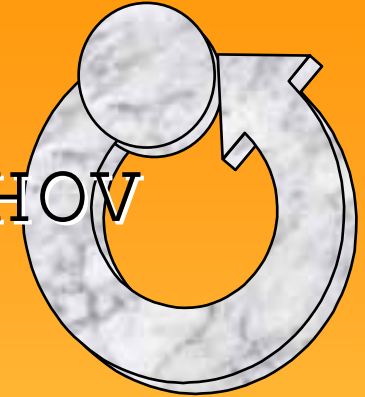


LQ WHU Q HW #WHFK QR OR J \ # #WK H#  
G LJ LWDO #I LU P

- **REDUCES INFORMATION ASYMMETRY: Asymmetry exists when one party has more information than other**
- **INCREASES RICHNESS: Depth & detail of information**
- **INCREASES REACH: Number of people contacted**

\*

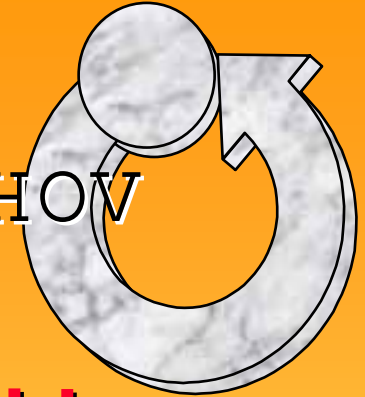
LQ WHU Q HW # EX VI Q HVV # P R G HO V



- **VIRTUAL STOREFRONT: Sells goods, services on-line**
- **MARKETPLACE CONCENTRATOR: Concentrates information from several providers**
- **ON-LINE EXCHANGE: Bid-ask system, multiple buyers, sellers**

\*

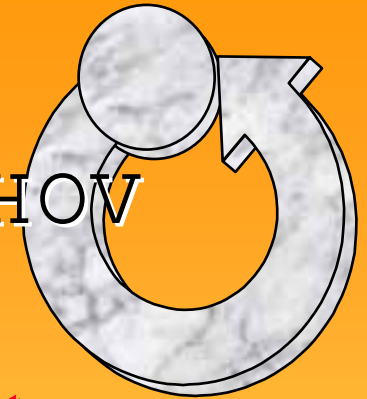
IQ WHU Q HW#EX VIQ HVV#P R GHOV



- **INFORMATION BROKER: Provide info on products, pricing, etc.**
- **TRANSACTION BROKER: Buyers view rates, terms from various sources**
- **AUCTION: Electronic clearinghouse products, prices, change in response to demand**

\*

LQ WHU Q HW#EX VIQ HVV#P R GHOV



- **REVERSE AUCTION: Buyer sets price, submits to multiple sellers**
- **AGGREGATOR: Group pools orders for volume discount**
- **DIGITAL PRODUCT DELIVERY: Sell, download software, other digital products**

\*

LQ WHU Q HW#EX VIQ HVV#P R GH OV



- **CONTENT PROVIDER:** Creates revenue through providing client for a fee, and advertising
- **ON-LINE SERVICE PROVIDER:** Provides service, support for hardware, software products
- **VIRTUAL COMMUNITY:** Chat room, online meeting place

\*

LQ WHU Q HW # EX VI Q HVV # P R G HO V



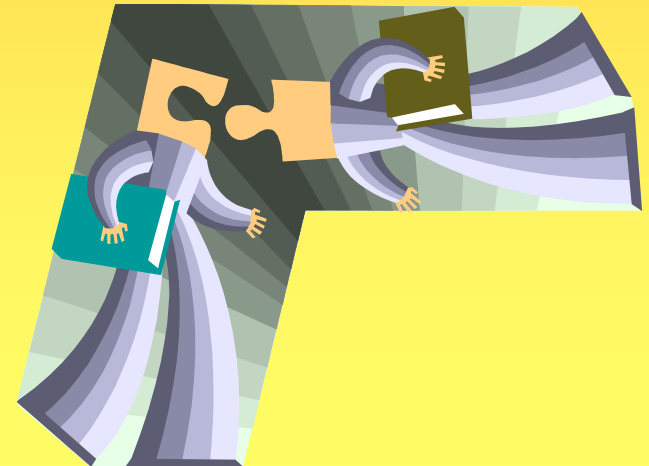
- **PORTAL: Initial point of entry to Web, specialized content, services**
- **SYNDICATOR: Aggregate information from several sources sold to other companies**

\*

# HOHFWUR Q LF #FR P P HUFH

- **BUSINESS-TO-CONSUMER (B2C)**
- **BUSINESS-TO-BUSINESS (B2B)**
- **CONSUMER-TO-CONSUMER (C2C):**  
**Individuals use Web for private sales**  
**or exchange**

\*





EX VIQ HVV OWR OFR Q VXP HU

- **WEB SITES:** Provide information on products, services, prices, orders
- **CUSTOMER-CENTERED RETAILING:** Closer, yet more cost-effective relationship with customers
- **INFORMATION BROKERS:** Comparison shops to customer's requirements, reintermediation

\*

EXVLQ HVVWR OEXVLQ HVV#  
HOHFWUR QLF#FR P P HUFH

## **AUTOMATION OF PURCHASE, SALE TRANSACTIONS FROM BUSINESS TO BUSINESS**

- **PROVIDES ALTERNATIVE SOURCES**
- **ELECTRONIC HUBS: Online marketplaces, point-to-point connections, integrated information**



EXVLQ HVVWR OEXVLQ HVV#  
HOHFWUR QLF#FR P P HUFH

**EXCHANGES: Commercial on-line  
market, many buyers, sellers**

- **POTENTIAL FOR INTEGRATING  
PRODUCT INFORMATION**
- **PROVIDES SERVICE, VALUE**

\*



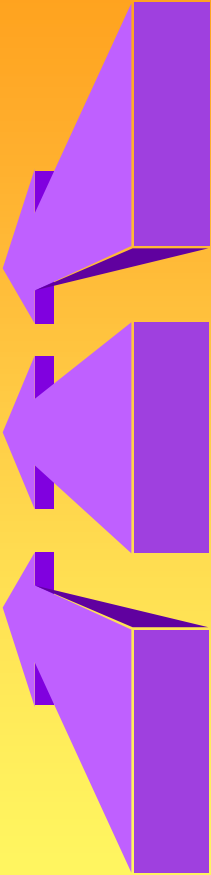
HOHFWURQLF#FR P P HUFH#SD \ P HQW#V \ VWHP V

SYSTEM	DESCRIPTION
CREDIT CARDS	SECURE SITE PRESERVES INFORMATION
ELECTRONIC CASH	DIGITAL CURRENCY USED FOR MICROPAYMENTS
PERSON-TO-PERSON	SEND MONEY TO SITES UNABLE TO USE CREDIT CARDS
DIGITAL WALLET	SOFTWARE STORES CREDIT CARD INFORMATION
ELECTRONIC CHECK	CHECK WITH ENCRYPTED DIGITAL SIGNATURE
SMART CARD	MICROCHIP STORES ELECTRONIC CASH
ELECTRONIC BILL PAYMENT	ELECTRONIC FUNDS TRANSFER

LQ WU DQ HWV #DQ G #  
HOHFWUR Q LF #EX VIQ HVV

- **BENEFITS**
- **FUNCTIONAL APPLICATIONS**
- **SUPPLY CHAIN MANAGEMENT**

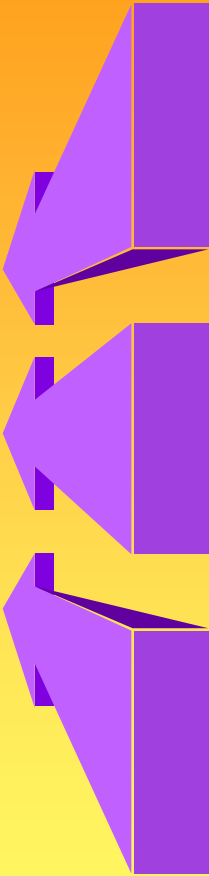
\*



EHQ H I LWV # R I # L Q W U D Q H W V =

- **CONNECTIVITY**
- **CAN BE TIED TO LEGACY SYSTEM & TRANSACTION PROCESSING**
- **INTERACTIVE APPLICATIONS WITH TEXT, AUDIO, VIDEO**
- **SCALABLE TO LARGER OR SMALLER SYSTEMS AS REQUIRED**

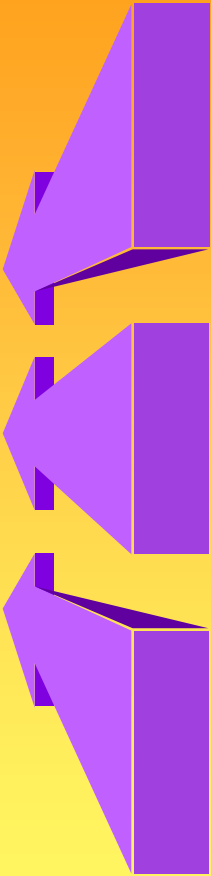
\*



EHQ H I LWV # R I # L Q W U D Q H W V =

- **EASY TO USE BROWSER INTERFACE**
- **LOW START-UP COSTS**
- **RICH, RESPONSIVE INFORMATION ENVIRONMENT**
- **REDUCED INFORMATION DISTRIBUTION COSTS**

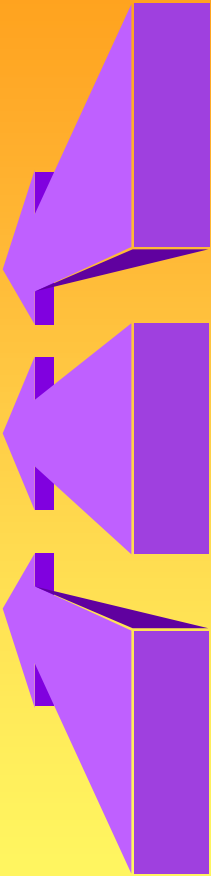
\*



IXQ FWLR Q DO#DSSOLF DWLR Q V=

- **FINANCE & ACCOUNTING**
- **HUMAN RESOURCES**
- **SALES & MARKETING**
- **MANUFACTURING & PRODUCTION**

\*



ILQ DQ FH#) #DFFR XQWlQ J =

- **GENERAL LEDGER REPORTING**
- **PROJECT COSTING**
- **ANNUAL REPORTS**
- **BUDGETING**



K X P D Q # J H V R X U F H V =

- **CORPORATE POLICIES**
- **EMPLOYEE SAVINGS PLANS**
- **BENEFITS ENROLLMENT**
- **ON-LINE TRAINING**
- **JOB POSTING**

\*



VDOHV#) #P DUNHWLQJ =

- **COMPETITOR ANALYSIS**
- **PRICE UPDATES**
- **PROMOTIONAL CAMPAIGNS**
- **SALES PRESENTATIONS**
- **SALES CONTRACTS**

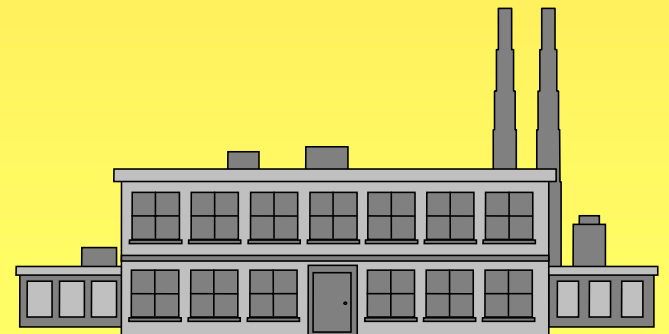
\*



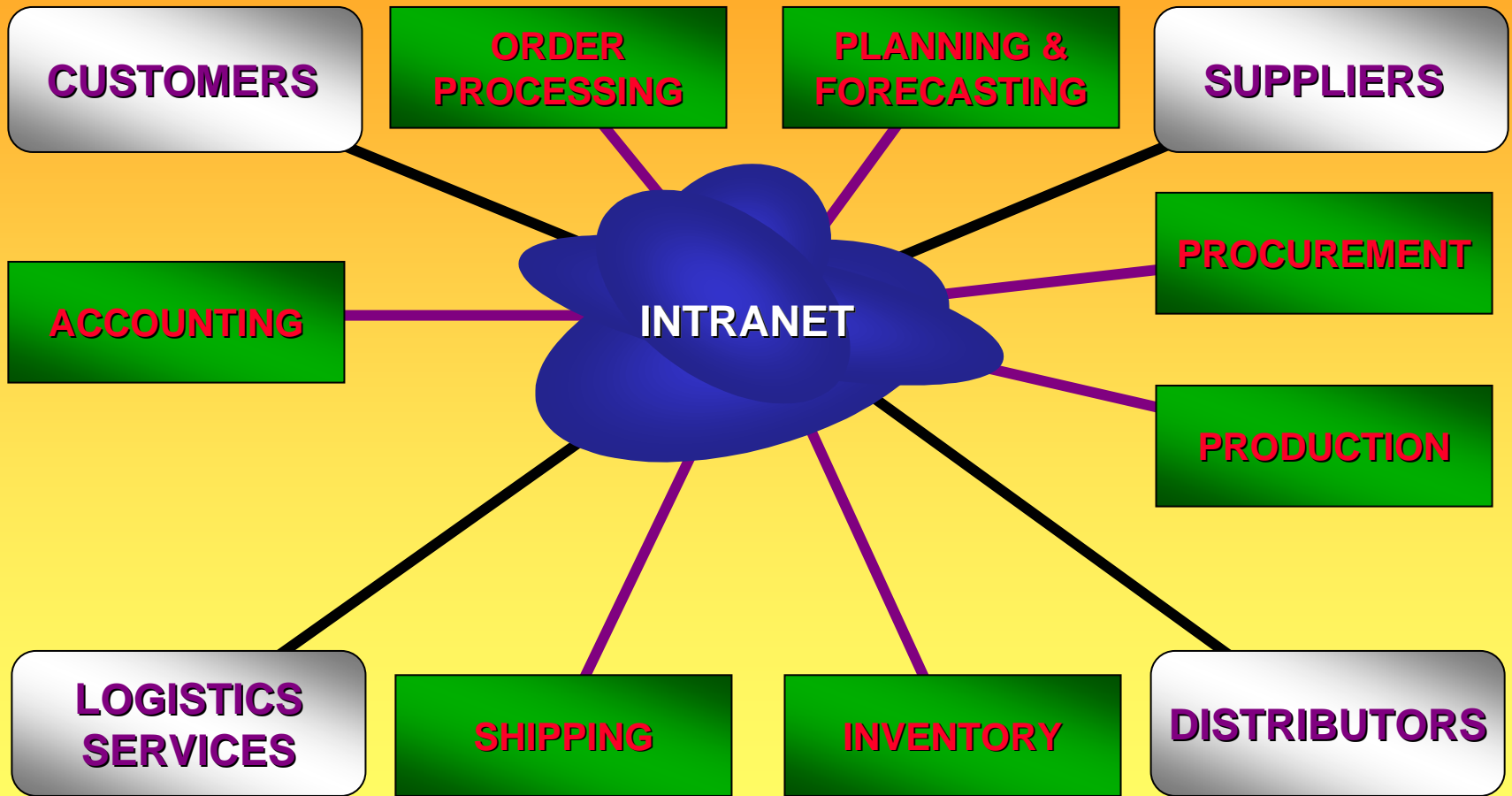
P D Q X I D F W X U I Q J # # S U R G X F W I R Q =

- **QUALITY MEASUREMENTS**
- **MAINTENANCE SCHEDULES**
- **DESIGN SPECIFICATIONS**
- **MACHINE OUTPUT**
- **ORDER TRACKING**

\*



VXSSO\ OFKDIQ #P DQDJHP HQW



FK DOOHQ JHV# #R SSR UWXQ LWLHV

- **UNPROVEN BUSINESS MODELS**
- **BUSINESS PROCESS CHANGE REQUIREMENTS**
- **CHANNEL CONFLICTS**
- **LEGAL ISSUES**
- **SECURITY & PRIVACY**

\*

