

“DIGITAL ECONOMY AND E-COMMERCE SUMMIT 2011” NOTIFICATION CALL ANNOUNCEMENT

1st and 2nd of December, Hilton Convention Center, Istanbul, Turkey

“Digital Economy E-Commerce Summit” which aims academicians, world business leaders and representatives of the digital economy bring together and in which innovative approaches of commerce will be shared; is being realized by Coproline (Commerce Professional Online) which is one of the foundations of Baltaş (Baltas) Group with the international cooperation of IATTO (International Association of Trade Training Organizations), AmCham (Turkish – American Businessmen Association) and country’s consulates.

The summit, which prepares to make various business sectors and science profiles meet under the same roof, with national and international panelists’ and speakers’ participation; will be done at Istanbul Hilton Convention Center on dates of 1st and 2nd of December, 2011.

Digital economy with its at most definition, is the work value that is getting resulted by the end of the structuring the internet technologies with the commercial relation realized out of goods and service between buyer and seller. 95 % of the world nations which integrated to this new economic system consist of developed countries. (United Nations, Information Economy Report, 2009). This fact is in the quality that supports the U.S.A. data those of which United States Census Bureau has put forward in the report of the year of 2008. According to this only U.S.A e-commerce volume has reached up to 3.7 trillion dollars in 2008. Likewise in Eastern European countries e-commerce improvement shows a similar rise. The data belonging to the previous year shows that these countries gain 12 % of their total endorsements completely by e-commerce (Eurostat Newsrelease, 2010)

Even though developing countries having a share of such kind of a small percentage like 5 % in using e-commerce shows these countries could not get the needed integration for transformation of them into digital economy, recent years of rise on individual internet web usage is a sign of a fast growth like 1,700 % (Miniwatts Marketing Group, 2010). Supporting this individual rise on internet users numbers with e-commerce development projects, will prepare environment for these developing countries become parts of “digital economy” that leads the future of the world economy.

Turkey will be an out put point with its strategic position that it holds among all those world countries at the flow of information that the digital economic summit that she will be hosting will provide to the world e-commerce. Even so our country is among the first 20 nations in the world economy with its 863 billion dollars of Gross Domestic Product (CIA, World Fact Book, 2008 – 2009 Data).

2010 data show that Turkey’s e-commerce volume has reached to 15 billion Turkish Liras in the previous year. E-commerce volume has shown a rise of an average of 56 % in our country since the year of 2009 and the number of cyber pos user at the end of the previous year has reached to the number of 24.709 which is a serious one (Inter Banks Cart Center). The web access potential of which the individual internet user number has reached to 27 million with its young population of average age of 27 and thus which provides us to take place among the first ten by leaving behind several countries back makes Turkey be candidate

for becoming one of the important centers of the digital economy. By this meaning Digital Economy and E-Commerce Summit which will provide positive support to the fields which are open to improvement in our country undertakes the missions of sharing education, experience and knowledge which are the most important needs in realization of this growth, it bases as an academic and commercial meeting point.

In the nowadays fast development process of technology and internet era; a world economy in which conventional commerce models are supported by digital systems and turn into models based with digital technology has begun to reign. The e-commerce project that leads the direction to this new economic order nestles a process that in it all levels from supply to marketing, from customer relations to recruitment process are realized; mobilized or supported by social sharing environments in digital environment, a process that reflects limitless high entrepreneurship and innovation potential and needs to take strategic decisions simultaneously. Digital Economy and E-Commerce Summit, prepares to do hosting to the studies those will reflect light to at the moment regulation and to the future of this process.

For your notification and poster serves which will be given place in the summit, the convenient titles are as follows. Online access to notification and posters which will be served in the summit will also be possible by summit web site: www.dijitalekonomieticaretzirvesi.org

- Transiting into Digital Economy and Practice Activities
- E-Commerce Practices (B2C, B2B, C2C, B2G)
- Digital Marketing (Social Media)
- Digital Technology (ICT Systems)
- Changing Institutional Understanding
- Effect of Human Factor to Economy
 - E-Entrepreneurship
 - Innovation
- Customer Behaviours
- Customer Relations Method
- Banking Practices in E-Commerce
- E-Law and Informatics Law
- Mobile Commerce Practices
- Social Commerce
- Logistic in E-Commerce

Requirements for participation: Academicians and students who are undergraduate and post graduate in related departments and research assistants, individual entrepreneurs, related representatives of the small and big sized institutions, representatives of the public body can join to the summit with their researches, projects and practices and they can present their work outs to summit participators from the “Stage of Sharing”.

Notification Categories:

Participants can apply to one of the notification type:

1. **Notification (Paper):** It shouldn't exceed 25 pages including charts, graphics and references. In the report that is going to be shared as notification, results of a

scientific study can be evaluated, qualitative and/or quantitative information which can be towards an institution or a case or in which examples are analyzed can be transferred.

- 2. Interactive Report (Poster):** Participants, who want to present their studies or projects by visualizing them, can apply to poster application with no longer than 250 words of study summary. Posters should be in the format of 60 cm. to 80 cm.

Notification application address: bilgi@eticaretzirvesi.org

Deadline for notification application: 01.10.2011

Notification Committee of Summit Program:

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Co-chairman: Prof. Dr. Şule Özmen (Sule Ozmen)

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Pre Eliminations: Summit Consultation Committee, will realize the analyzing and pre eliminations of all the studies which are going to be reached. Owners of the studies which will be found suitable will present their researches from the “Stage of Sharing” at the summit area and their studies will be published on summit web site.