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TITLE: The Use of E-Commerce for Small and Medium Sized Enterprises: Example of Aydın Province Center

ABSTRACT

Small and Medium Sized Enterprises has an important position in Turkey in terms of their contribution to employment and production. According to World Trade Organization's definition e-commerce that means of actualizing the advertisement, sale and distribution via telecommunication Networks of goods and service present significance in terms of small and medium sized enterprises (Özbay and Devrim, 2000: 30). Small and medium sized enterprises that have an important position in country economy which may arrive to a position that can compete thanks to its e-commerce practice with other big firms both in country and out of country. By means of internet they may abolish the firms' borders in Access to internal and overseas markets.

In this study, what is respectively analyzed is which explanations e-commerce contains, its tools, advantages and disadvantages, aspects, how it is classified, the relationship with legal legislation, how the security process is provided in e-commerce applications, the position of e-commerce in economical service and the situation in Turkey and in the world. Afterwards, definitions of small and medium sized enterprises in Turkey and in the world, advantages and disadvantages of small and medium sized enterprises, how the e-commerce is utilized in small and medium sized enterprises, which advantages and disadvantages are exposed when the e-commerce is utilized in small and medium sized enterprises are emphasized. The purpose of last part is to examine on study area where it is approached to internet and e-commerce.

The results of an area study which was applied in the center of Aydın disclosed that small and medium sized enterprises do not take apart in the e-commerce applications; however, most of them have internet connection in their offices and their own web sites. It is also determined that most of the firms believe in importance of e-commerce not only for their own firms and sector but also for the sake of general commerce. Besides, they accredit that e-commerce in the sector and in the application areas are going to be more and more important in the future.

KEYWORDS

E-Commerce, Small and Medium Sized Enterprises, Aydın

