

SMEs AND DIGITAL OPPORTUNITIES

IŞIK UNIVERSITY

*** ALP YÖRÜK**

**** MURAT FERMAN**

With the development in internet technologies the communication is getting cheaper, faster and more user-friendly. The computer hardware is doubling in power in every 18 months and the network technologies evolve themselves in every 6 months time. What all sums up to is, internet has already positioned itself as an information highway as its objective requires which civilisations uses for differentiating themselves. In such information societies this matured technology, which is continuously examined for further improvements, is being widely used by both ordinary people and different sized companies as a promising, very advanced communication platform.

Will the internet change the world and replace all the existing ways of doing business? Will we still position the net into an unrealistic position with hype expectations as it had been done before? Absolutely not but the new high-tech superhighway provides lots of opportunities to do business with both your existing and your potential customers. The internet which can be used for education, self development, information/file exchange, marketing, advertising, and e-commerce transactions is already seen as a very competitive media by developed countries which can act as an interactive medium that can be used to close the gaps in competitive properties of SMEs efficiently. "How can this matured technology with its wide offering can be and must be used?" still remains as an unanswered question but there are countless offerings and different utilizations of several kinds of services which SMEs can use and therefore benefit. Considering these wide range of offerings there is a certain need in supporting, utilizing the institutions which will assist SMEs to know, understand and most of all use these services.

This paper will focus on pointing out the different opportunities which are available on the internet today and SMEs can greatly benefit from them. While pointing out these opportunities we will be examining these offerings from the perspective of SMEs and their main disadvantages, that has been already discussed several times in countless numbers of sempoziiums. Therefore we will also have a chance to see and discuss the capabilities of the information highway and offer several methods for the effective, efficient and competitive usage of this high-tech platform.

* Lecturer Alp Yörük, College of Economics and Administrative Sciences

** Prof. Dr. Murat Ferman, Dean of College of Economics and Administrative Sciences