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Digital commerce development in Azerbaijan: problems and prospects

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Abstract

In the globalized world, the scope of trade is growing. Especially e-commerce, widely used in Western countries, America and Japan, has become increasingly popular in Azerbaijan. E-commerce is, of course, a new trade direction, but in terms of certain principles it is similar to traditional commercial methods and often uses the same methods. Therefore, e-commerce is not an alternative to traditional trade in any sense, but an innovation that arises in parallel with the development of information and communication technologies.

Diploma work consists of introduction, three chapters, conclusion and references. First of all, the introduction is informed about the subject, the negative and positive aspects are examined. The first chapter shows the difference between digital commerce and traditional commerce and its current development. The second chapter shows the difference between the development of digital commerce in Azerbaijan and other countries. The third chapter presents the problems of digital commerce in Azerbaijan, their solving ways and perspectives. At the end of the diploma work the information is summarized in conclusion and the diploma work with the references ends.

Contents

Acknowledgements

Abstract

Introduction

I Chapter. Evolution of digital commerce

- 1.1. Divergences and superlatives between traditional commerce and digital commerce
- 1.2. Current development of digital commerce

II Chapter. Digital commerce: Azerbaijan and other countries

- 2.1. Expansion of digital commerce in Azerbaijan
- 2.2. Difference between Azerbaijan and world countries

III Chapter. Problems and prospects of digital commerce in Azerbaijan

- 3.1. Problems of digital commerce
- 3.2. Solving these problems
- 3.3. Prospects of digital commerce in future of Azerbaijan

Conclusion

References

Introduction

What is Digital Commerce?

In short, defined as Digital Commerce or Electronic Commerce, E-Commerce is a secure way to sell all species of goods and services over the Internet. In e-commerce, total transactions such as promotion, sales, client support, payment, and delivery are carried out over the Internet. E-Commerce not only includes digital world products and services, but also, digital extraterrestrial services that we use in everyday life, that is, products that are physically usable.

Advantages of E-Commerce

The benefit of internet trade is that it can proposal customers shopping anyplace on the globe and whenever, autonomously of period and space. Since the wide majority of the operations in web based trade are completed in advanced status, there are no deterrent time and space issues. Businesses can achieve customers and supports a extended way past what they are able to reach in physical case. Online business gives more simple condition to customers. In online business, clients are able to rapidly look through the expenses of various businesses' sites and distinctive material. This empowers rivalry to improvement and costs to drop. In E-Commerce, organizations are able to do showcasing to their customers exclusively. By utilizing gathered customers information and encounters, every customers can make their own special showcasing without high outgoings. The cost of inaugural a virtual store in the Internet is very lower than the expense of opening a physical shop. In the meantime, on calculus of online organizations, there is additionally the probability of offering at low outgoings

without going into stock outgoings. Internet business decreases client's chance misfortune contrasted with conventional trading. A large number of customers can shop and pay on the meantime without pausing. Also, in light of the truth that online business is unpaid of room, transportation expenses are diminished. In web situated business, purchasers can see a extensive assortment of items, widening the odds of detection the most reasonable item.

Disadvantages of E-Commerce

On account of site based trading, the customer does not have an chance to see the item alive and give it a chance. Subsequently, the web based trades repayment rates are higher according as the customary repayment ratios. Be that as it might, organizations are attempting to reduce this rate by making distinct upgrades in advising and doing better client encounter. Potential customers are hesitant to utilize fee cards on account of safety worries over web based trading. With the inexorably far achieving elective instalment frameworks and managements that influence credit to postcard instalments more secure, these cheques have been overcome. Buying the item and the customer needs to sit strict for the conveyance time. Considering the truth that this is by whole accounts the most insoluble piece of online business, world giant Amazon.com has launched to create some idea opinions, for example, air delivery, transport without demand, et cetera. There are able to ominous circumstances, for example, abuses that may exit in web locales and basics and burglary of individual information by noxious individuals who requirement to profit by them.

I Chapter. Evolution of digital commerce

1.1. Divergences and superlatives between traditional commerce and digital commerce

Digital commerce is the name dedicated to any service offered owing to a website for a charge. Under the differences between digital commerce and classical commerce, it is feasible to list the positive sights of e-commerce like follows:

1. The most significant is that you can commerce quickly through digital commerce and find crops you are search for in a short session of time;
2. 7/24 trading possibilities;
3. The probability of working home office fashion without having to make ready a physical company;
4. Simple to set up digital commerce site and set up a new business area;
5. Probability of finding suitable yields by visiting many sites from where you live;
6. Those residence in a small city is able to access any product through digital commerce;
7. Shopping over computer and smartphone;
8. It is not feasible to fit all the crops to the shop because it is restricted in the stores, but it is feasible to list as many crops as we want in web site;
9. Download and obey to downloadable ingredients such as music and films instantly without having to go and get them.

In classical commerce, it is essential to have a working place and to shop the products in one location. We are able to only do business in surroundings we find.

However, since we are facing the purchaser, we can discover a more convenient resolution for communication and after selling problems. When checked to the differences between digital commerce and classical commerce, it turns out that digital commerce is a more beneficial business area.

The gap between digital commerce and classical commerce:

1. A much greater inventory

The larger the stock, the advanced the likelihood that a client will discover what they are search. However, even if a greater catalog is concerned the website, it will allude to that more working will be displayed like the attention time decreases.

2. 2-way client closeness

The capacity to offering a considerable measure of products is great, however that has not all that is required for progress. In the event that you need clients to be effective in your business, you need to see your business as a vital player in the business. Truth be told, you bring to the table them top notch client benefit. This isn't a unimportant business and may require a ton of duty on this issue on the off chance that it occurs on an E-Commerce site, that is, whether anything happens, or if the client answers their inquiries. Then again, markets are taking more middle people to take after exchanges amongst purchasers and merchants, and making strides just if something turns out badly amongst purchaser and vender.

3. Marketing

Since a Marketplace files a substantial bit of a specific industry where a site works, SEO can put a more grounded accentuation, particularly in longer lines utilizing Google Adwords. Thus, it enables the organization to showcase more particular items rather than general classes where rivalry is more grounded and web search tools have better rankings. A Market can not mark items rather than E-Commerce sites since they can not send items straightforwardly to clients. Notwithstanding, the merchants will put resources into advertising heretofore to advance their image with the goal that the cost won't need to be met by showcase administrators.

4. Positive cash flow

The aftereffect of these different funds is unmistakably felt in the financing of the organization. Since internet business sites are beginning to make heavier speculations to begin their exercises, treasury gathering can take longer. Markets, whose incomes for the most part have better net revenues in light of the level of exchanges; a heaven where they would then be able to reinvest in their own particular exercises to accomplish long haul development.

5. More complex navigation

A market is changed into an all around composed index, with different dealers each with their own item postings, all of which inevitably wind up with a greater number of references than conventional web based business sites; it isn't constrained to stocks. It enables you to make more nitty gritty and thusly proficient channels for the examination bar; so it is workable for the client to refine the review to a clearer level.

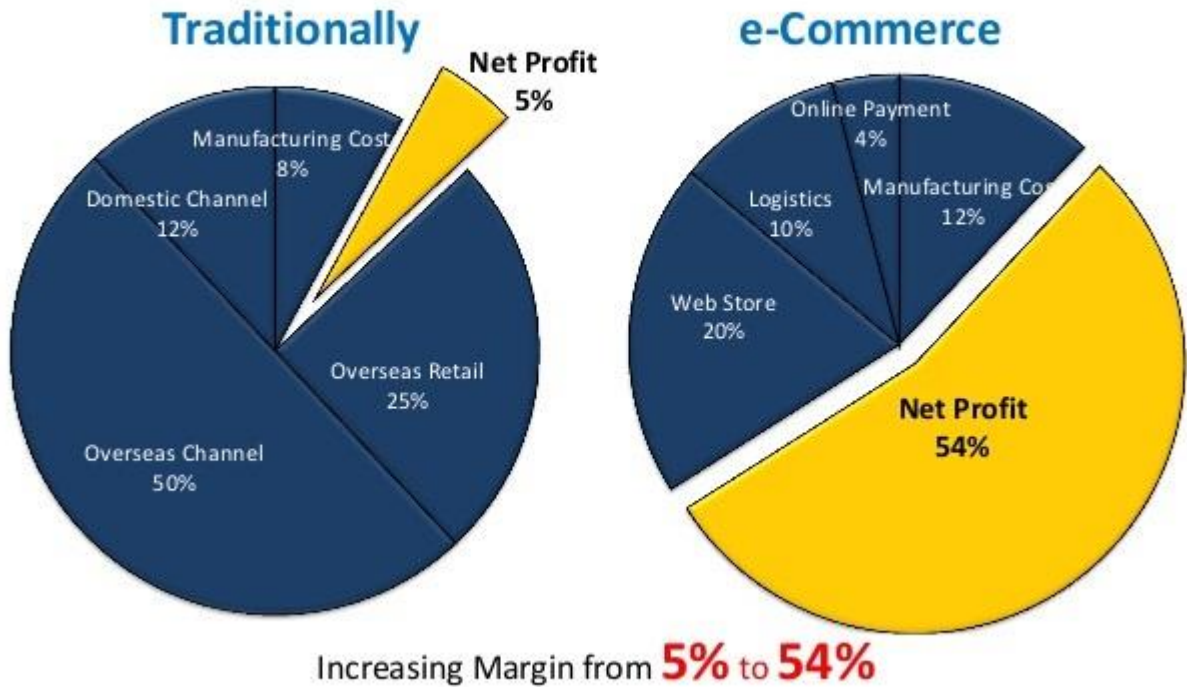
6. Metric measurements

Because of having a more mind boggling index, food merchants can track their deals with more precise measurements. For example, not exclusively do you know which ones are the best, however in the meantime you may know which makers are more gainful. Thus, it plays it safe for every situation and can empower content that is extremely imperative for clients.

7. A volume approach

Advertisers who gain basically income from falling commissions before deals need to offer a greater number of items than Ecommerce sites do in light of the fact that they have bring down edges for every deal. Therefore, it needs to manage substantially more handling, so it is important that the framework is kept at the most noteworthy conceivable level of mechanization.

Advantage: **Increased Margin**



Difference between traditionally commerce and e-commerce

1.2. Current development of digital commerce

Curiously, in the early years of online business advancement, singular states were not keen on tax assessment of these exchanges to guarantee the improvement of this movement. Notwithstanding, the quick advancement and development of web based business required their tax collection. Something else, internet business would begin to contend with conventional trade. The present duty frameworks, particularly worldwide tax collection courses of action, experience issues staying aware of the development rate of the computerized economy. For instance,

conventional ideas identified with the area of the assessable salary, the wellspring of pay, are regularly out of reach to electronic business. Hence, states set particular standards for tax assessment of online business while deciding their tax collection arrangement.

The work on tax assessment of internet business at the worldwide level started with the selection of the Documentation Framework of Taxation here by the Tax Affairs Committee of the Organization for Economic Cooperation and Development (OECD) in 1998. The fundamental motivation behind the report was to shape a universal discourse not just with the interest of individuals from the Organization for Economic Cooperation and Development (OECD) and other non-part states.

Conventional tax collection ideas include the tax assessment of business elements in where they are inhabitants or pay. Keeping in mind the end goal to avert twofold tax collection because of the extension of worldwide exchange, two-sided and multilateral assentions have been marked between singular states. These assentions decide the way in which the salary is burdened in the nation of inception, in which the source nation is an occupant, and how to stay away from twofold tax collection in regard of assessable exercises in the two nations. Be that as it may, as we have just specified over, this approach isn't compelling in saddling the advanced economy by and large. Since it isn't conceivable to figure out where the elusive resources utilized and the topographical zone of business activities in which such exchanges are utilized. These relinquished principles are insufficient in the compelling tax assessment of transnational gathering organizations, which are winning pay without the privilege of any nation occupant. For instance, focus on the tax assessment of programming gave by the parent organization in the United States through an auxiliary in Ireland. For this situation, despite the fact that the primary advantage is acquired in Germany, no tax assessment is affected because of the way that no tasks have been done in its region. Under Irish law, organizations that complete such exchanges are not exhausted. The product

supplier does not pay charges since it isn't a US occupant. Therefore, this activity for the most part does exclude charges on the financial plan of any state.

Considering the troubles in deciding the wellspring of pay impose and the wellspring of income in electronic business, in 2012, the United Nations spoke to the utilization of a settled 15% Global Electronic Trade Tax.

A standout amongst the most unique proposition around there was made by France. Along these lines, French financial experts are chipping away at paying Google Data Deductors and comparable organizations. The degree to which this duty is connected relies upon how well the organizations conform to the prerequisites for the sacredness of individual information, the quantity of clients, et cetera. will rely upon. The use of this expense suggests the divulgence of the data required by the organizations, and additionally by the outside evaluator.

The experience of the nations of the locale is likewise intriguing. As indicated by the bill, which will become effective on January 1, 2017 in Russia, the organizations offering programming, diversions, music and comparative items on the online stage ought to be enlisted in the domain of the Russian Federation and pay suitable charges. Along these lines, the Russian Ministry of Finance plans to draw in about \$ 150 million notwithstanding the state spending plan.

In a few nations, web deals charge is now being connected. In any case, the accumulation of these charges can be imagined distinctively for every nation. For instance, in the US, Internet deals charges are connected by stores that offer on the Internet keeping in mind the end goal to contend in a few states. In any case, as indicated by the choice of the US Supreme Court, such duty is just for the merchant of electronic trade, store, distribution center et cetera. on the off chance that appropriate.

Some portion of the arrangements that have been propelled inside the BEPS (Base Erosion and Profit Shifting) venture started by the Organization for Economic Co-operation and Development (ECO) to give a reasonable dissemination among benefits picked up by transnational enterprises in worldwide

exchange exchanges is connected to the advanced economy. For instance, the BEPS venture suggests that the Value Added Tax be generally decided in the seller's area where the purchaser is found. This, thus, requires a lot of work to consent to the enactment of individual states. That is, computerized specialist co-ops should set their levies for every nation's clients, considering the diverse duty rates. Amendment of existing tax collection ideas inside the system of the BEPS task won't be insufficient for some worldwide assentions here.

Everything is getting more astute. The characteristic result of the insight of the items and items in our day by day lives is that they wind up associated with the web. The request of reason is presently in our autos and in our homes. By 2020, a fourth of all autos will be associated with the internete. The circumstance is comparable for our homes. Beside TV like early-enlarged items, we are entering a cycle where the entire house is completely canny. Our voice summons utilized as a part of homes are delicate brilliant home frameworks, white products we can control with a basic interface over the web and nearly everything that rings a bell. In spite of the fact that the web of articles is a subject of much talk, the experience is simply beginning. On the off chance that we feel that by 2020 there will be in excess of 75 billion gadgets associated with the Internet, the earnestness of the circumstance emerges. The part of web based business will keep on proceeding with a further increment starting now and into the foreseeable future. The volume of worldwide web based business has ascended from \$ 1.3 trillion to \$ 2.8 trillion over the most recent five years. In future the volume will increment by \$ 4.8 trillion out of 2021.

II Chapter. Digital commerce: Azerbaijan and other countries

2.1. Expansion of digital commerce in Azerbaijan

Despite the fact that the Law on Electronic Commerce has been received in 2005 in Azerbaijan, the improvement of the segment has begun to show itself since 2008.

As indicated by different sources, the principle purpose behind this is the nonappearance of an instalment framework on the Internet. On December 2, 2008, SilverKey Azerbaijan, the primary organization in Azerbaijan, set up an online instalment framework called GoldenPay, which has gotten a unique permit for Visa and MasterCard frameworks in Azerbaijan, and acquainted it with organizations and government offices, and at exactly that point started to shape web based business in Azerbaijan.

As per the State Statistics Committee, in January-June 2015, retail exchange elements sold in excess of 12.0 billion manat to purchasers, or 13.4 percent more than in the comparing time of 2014. Nourishment items, refreshments and tobacco items represented 49.5% of the aggregate customer merchandise and 50.5% were non-sustenance items and the offer of non-sustenance items expanded by 1.3% contrasted with January-June 2014.

In the primary portion of this current year, the volume of electronic retail exchange turnover expanded by 1.9 times contrasted with a similar time of the earlier year and added up to 6.0 million manat. 93.0 percent of buyer merchandise requested on the web, 7.0 percent from web based business system of individual business people. 96.5 percent of electronic exchange turnover was comprised of non-nourishment things.

In January-June 2015, open cooking administrations expanded by 17.1 percent contrasted with a similar time of the earlier year and added up to 473.1 million manat. The providing food administrations for lawful elements added up to 202.2 million manat and 270.9 million manat regarding the matters of individual business people working in this circle.

In January-March 2017, the nation sold more than 10.1 million manat in electronic ware arrange. It is 1.7 times more practically identical costs than in January-March 2016. This figure might be more. Since there are sure issues. While the quantity of Internet clients in Azerbaijan is around 6 million, most by far of them tumble to the urban populace, or to the number of inhabitants in Baku, Sumgayit and Khirdalan. These insights recommend that there is a disparity in the circulation of Internet clients in urban and country zones. Dynamic web use is required in locales. Web clients are increasingly more youthful age, and, obviously, they are not a dynamic client of exchanging exchanges. Since web based business is specifically subject to the Internet, the low enthusiasm for the Internet in the areas negatively affects the improvement of this field. These days, because of access to the Internet by means of cell phones, most Internet clients are cell phone clients. This isn't an explanation behind web based business yet.

The other reason is that individuals don't have the internet business propensities. To make this propensity in people, web based business ought to be given sure concessions and this should keep going for some time. At any rate in internet business, costs ought to be lower than conventional trade with the goal that individuals are occupied with purchasing online business through web based business. One of the principle pointers of postponement being developed of web based business in Azerbaijan is that there are less plastic cards in the nation. About 80% of plastic cards are issued to subjects for paying compensations and benefits. Then again, the populace utilizes plastic cards as a rule to pull back money from ATMs. The purpose behind this is the less view of the utilization of plastic cards and the powerlessness to work in the field of lighting. In any case, plastic cards are

comprehended as a device of restricting money dissemination and coordination into the e-exchange circle in present day times. Simply moving toward this crystal, the improvement of internet business and the expansion in the general exchange turnover will rely upon the illumination work that will be done around there.

2.2. Difference between Azerbaijan and world countries

The development of online business on the planet and the components influencing development has been analyzed on a territorial premise, with the new patterns in the segment and the present and eventual fate of the area. These elements are:

1. Web Population. The greatest commitment to the Internet populace now originates from creating nations. Web infiltration in created nations has achieved a specific development level. In the immature and creating nations, expanding youthful populace, low web and web based business infiltration make these geologies imperative markets. Creating nations, alongside China, set new benchmarks for the Internet economy, while creating nations are invigorating development.

2. E-Commerce Volume. Worldwide retail web based business volume came to \$ 1.6 trillion by 2016. While creating nations represented 32% of the aggregate volume in 2011, today this proportion has achieved 59%. In 2020, 64% of the aggregate volume is relied upon to be made by creating nations. In this change, the impact of China, which now has the world's biggest online business advertise, is huge.

3. E-Commerce Penetration. In 2011, the offer of web based business in 2016, which was 3.6% in absolute retail, rose to 8.5%. It is normal that this proportion will achieve 13% of every 2021.

4. Portable. With expanded cell phone infiltration, portable has turned out to be one of the principle components molding the up and coming age of business. By 2016, 44% of internet business exchanges are from cell phones. Expanding the prevalence of shoddy cell phones is a standout amongst the most imperative factors in expanding advanced cell infiltration and in this manner versatile trade.

Europe is a continent with numerous distinctions. Not just as far as legislative issues, culture and dialect, online business propensities can differ from nation to nation. For instance, in spite of the fact that the retail segment has achieved a specific level in the UK, it is demonstrating new improvements in the east of the mainland. There are additionally numerous distinctions among nations in internet ways of managing money.

Taking a gander at the European figures, it is conceivable to see that the internet spending of Western European nations is clearly higher than in Eastern European nations. As indicated by the figures for 2015, Nordic nations, for example, Norway, Denmark, Finland, particularly Scandinavian nations, and UK deals figures are in the best rankings on the planet rankings. At the end of the day, Western Europe has gone to a point where it drives the world in internet shopping.

As we go toward the east, online deals figures are beginning to fall. While deals in France, Germany, Holland and Austria are around \$ 1,000 for every individual for each annum, this figure is as yet falling in the Balkans to 250-300 dollars in the east. Serbia gets the keep going request on the European rundown in a normal of in excess of 100 dollars.

As indicated by the figures for the year 2015, web based spending in Norway is taking the main request with a normal near \$ 2,500. This number places Norway in second place on the planet rankings after Hong Kong. After Norway in Europe, Denmark is second with a figure over 1,700 dollars, while England and Switzerland are alternate nations that offer the upper requests in the request of around 1,650 dollars.

When we take a gander at the world request, we see that the seven nations in Europe are in the main rank. As per these numbers, Europe's web based boarding is very great, however as we have just said, the east of Europe isn't yet ready to cross over any barrier between the west and the west. Without a doubt, the most imperative determinant of this circumstance is the normal per capita salary of the nations.

As per the worldwide examination led by Worldpay, Holland's internet business monster during the current year will be worth 25 billion dollars (21.6 billion euros). What's more, this esteem is relied upon to reach 36 billion euros by 2021, expanding by 14 for every penny consistently. From 2015 to 2016, internet business in the Netherlands has achieved in excess of 11 percent of aggregate retail deals.

It has been resolved that the quantity of online business clients who utilize the Internet in the nation which has a high web utilization rate of 94 percent of the populace has been expanding quickly. Then again, when internet business is seen in Italy, web based business worth around 21 billion euros (as in the Netherlands) is relied upon to develop at a compound yearly development rate of 14 percent.

It is evaluated that the m-trade in Italy will achieve 17 percent of aggregate e-commerce sales by 12 percent, and a fourth of aggregate web based business will be cross-fringe imports.

For a similar period, the rate of web utilization in the nation over the most recent five years has expanded to 14 percent, making it workable for Italians to accomplish more internet business. In a similar report, the development rates of online business in view of nations until 2021; 7 percent in Belgium, 10 percent in Denmark, 9 percent in France, 11 percent in Germany, 14 percent in Italy, 14 percent in Holland, 10 percent in Norway, 8 percent in Poland, 8 for every penny, 7 for every penny in Spain, 9 percent in Sweden and 13 percent in Britain, 10 percent in Turkey will be assessed.

In our nation, the offer of online business exchanges in complete exchanging exchanges is low contrasted with the US and European nations. As per the State Statistical Committee, rather than US and European nations, internet business ends up being just 0.01% of aggregate exchanging exchanges. The last data discharged by the State Statistical Committee demonstrates that amid the initial 5 months of 2017 the volume of electronic business turnover was 5.6 million manat. Nonetheless, in the meantime retail exchange arrange sold 11 billion manat of shopper merchandise. Offers of non-nourishment items represented 96.4% of electronic exchange turnover. Taking a gander at the figures, for reasons unknown the volume of online business in our nation is nearly low contrasted with created



nations.
Worldwide e-commerce sales volume (B2C – billion dollar)

III Chapter. Problems and prospects of digital commerce in Azerbaijan

3.1. Problems of digital commerce

There are numerous issues in internet business in Azerbaijan. We see the depends on both the purchaser and the seller side. These issues can be clarified by the accompanying areas:

1. Confidence problem. Maybe this is one of the greatest deficiencies in web based business in Azerbaijan. The absence of trust of purchasers in web stores and the want to touch items hamper the advancement of web based business. Fundamentally, web based business merchants who don't have a physical address don't put stock in their clients. A few purchasers who don't purchase and offer the item without distinguishing their name have misled the purchasers and lessened client trust in online business.

2. Security issues that might be experienced in business exercises over the Internet might be:

- 1) Introduction to unapproved organize assets,
- 2) The devastation and pulverization of data and system assets,
- 3) To change data, to blend or to add new things to the data,
- 4) The transmission of data to unapproved people,
- 5) Theft of data and system assets,
- 6) Acceptance of the administrations and dismissal of the data sent or got,
- 7) Causing system administrations to glitch and debasement,
- 8) Claiming that you got or sent data sent or unpublished.

3. Merchants use traditional advertising. Vendors utilize conventional publicizing systems to build deals while their clients are web clients.

4. Conveyance services. Clients are looked with conveyance issues when they need to offer inclination to web stores since they are modest. Deferral of conveyance, failing of the item and different issues are a long way from the clients' internet business.

5. Security in payment. The individuals who have a ledger in Azerbaijan are paying trade out money. The individuals who have cash on the record are additionally paying for alert. Since fraudsters can press their records and get cash by taking the data they contain. In spite of the fact that this is a battle for security, clients fear the second dread of dread.

6. Online payment issues. Number of dynamic web clients in Azerbaijan/diverse sources:

Web World Stats - 7.8 million

ITU (International Telecommunication Union) - 7.72 million

Web Live Stats - 6.03 million

CIA World Factbook - 7.72 million

As per measurements, the quantity of bank card holders in the nation is 9% of the aggregate populace. 4% of the populace is on the web. As per the sex sythesis, 6% of men and 3% of the ladies pay on the web. This issue is one of the issues that hamper the advancement of electronic trade.

7. Try not to pay back. A standout amongst the most widely recognized issues in conventional exchange Azerbaijan. The client faces an assortment of issues when he/she requests reimbursement of his/her item or administration despised. While there are laws administering purchaser rights, merchants don't tail it, and accordingly, purchasers have a third detriment.

8. Tax. Up until this point, those occupied with internet business have not been engaged with VAT. The Ministry of Taxes was considering bringing enthusiasm up in web based business in the nation. In any case, since January 1, 2017, the alteration to the law has been authorized and increments and corrections to Articles 168.1.5, 169.1 and 169.3 of the Tax Code manage the utilization of VAT in virtual space. Where the work and administration is given in this space, with the exception of lodging administrations and ticket booking outside of the Republic of Azerbaijan or where the lottery, different races and rivalries are held, the area of the assessable task and where the member of the lottery, hustling and rivalry are found VAT is likewise connected in the state. On the off chance that a purchaser of an occupation, an administration, a lottery, another contender, or a member of the opposition is a citizen, the VAT is figured by a similar individual and can be reimbursed the sum payable after installment to the financial backing, subject to the prerequisites of the Tax Code. In the event that a purchaser, lottery, other racer, or other member of the opposition does not have a citizen, the neighborhood bank or remote bank office in the republic paying the VAT pays to the financial plan to the detriment of the purchaser, and the VAT isn't deducted by the bank or branch office.

3.2. Solving these problems

There are certain ways to lessen the issues in online business in Azerbaijan. These are:

1. The arrangements proposed for the security issue in electronic business can be inspected in three gatherings:

1) Firewalls

A firewall can be characterized as programming or equipment that permits ensured clients or outside clients with specific highlights to get to secured systems. Clients can enter the framework utilizing their username, watchword, web IP address or space name. The firewall makes a boundary between the corporate system and the outer web. Unapproved people can not straightforwardly enter the PCs in the system. Be that as it may, approved inner clients keep on benefitting from web benefits outside the system. The firewall can be utilized to keep unapproved access from outside the system, or it can be utilized to keep representatives in the business from getting to secret or key data.

2) Encryption and Transaction Security

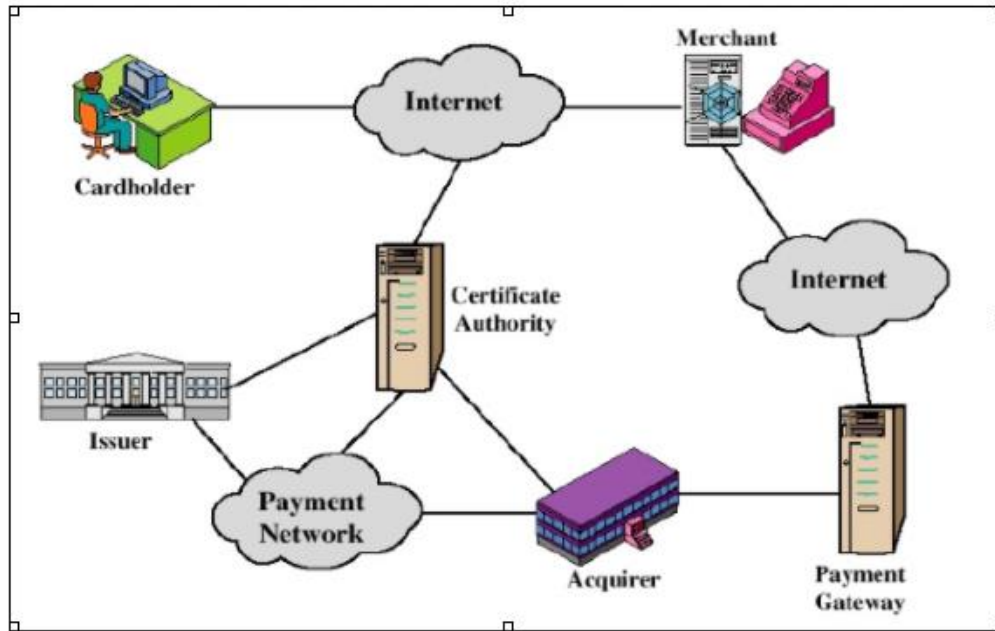
Particularly when the data is transmitted through the channels, it is of extraordinary significance to send it to the purchaser without danger of taking or evolving. Different cryptographic strategies and apparatuses have been created for this. Cryptography or cryptography is a science that determines, creates, and thinks about techniques for encryption and decoding for secure data correspondence and/or stowing away. With encryption, the transmitted data is changed into good for nothing numerical information and sent to the collector. The beneficiary uses the key code again to change over the pointless numeric information into the first one. There are diverse kinds of cryptography with various encryption strategies and secret key foundations. They utilize diverse numerical models, distinctive programming and equipment frameworks intended for encryption and decoding. Today, generally utilized sorts of cryptography are open-key cryptography and single/concealed key cryptography. The methods utilized as a part of these strategies to guarantee secrecy and security; computerized testaments, advanced and electronic marks and endorsement bodies. For instance, ASAN signature.

3) World Wide Web Security and Internet Security Protocols

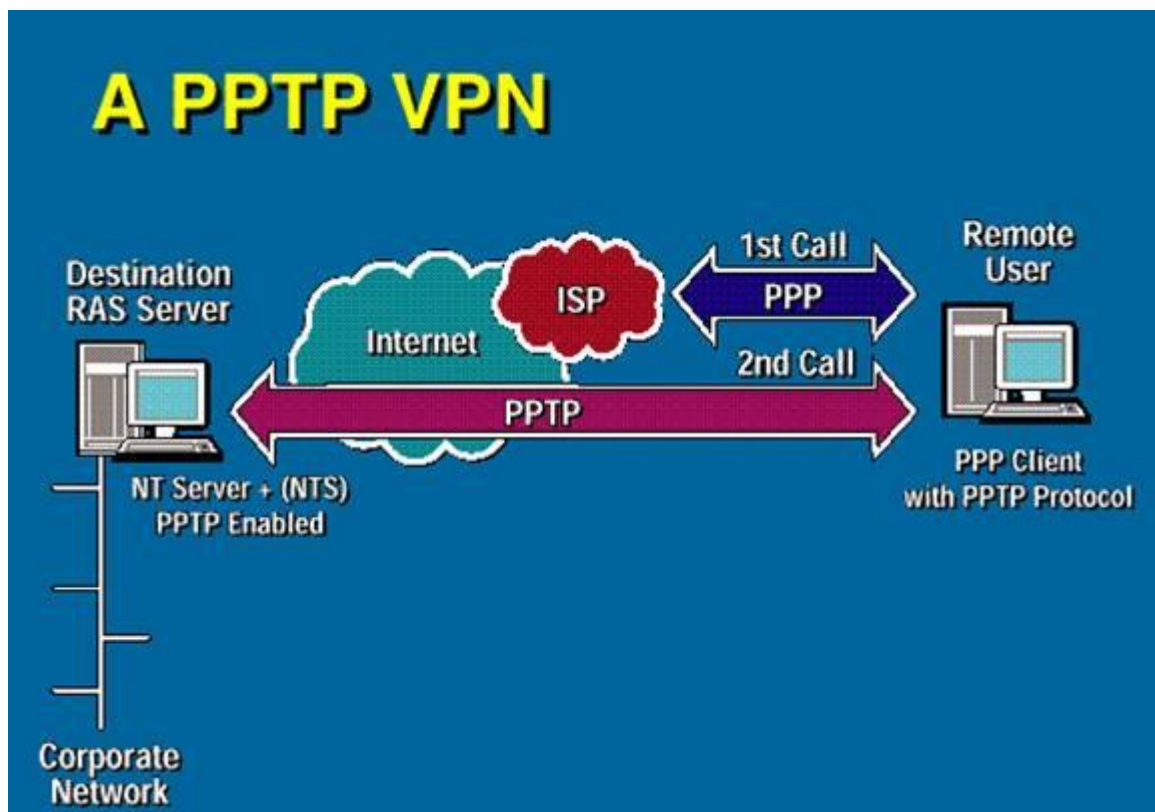
In electronic business, it is critical that the client advises the other party of his character and that the other party additionally educates the client of his or her personality. Different web security conventions have been created particularly to shop on the web and for giving security in electronic installment frameworks over the web. These are the broadly utilized SET and SSL conventions. Aside from these, there are security applications, for example, PGP (Pretty Good Privacy), Secure/Multipurpose Internet Mail Extensions (S/MIME), Point-to-point Tunneling Protocol (PPTP) and SOCKS.



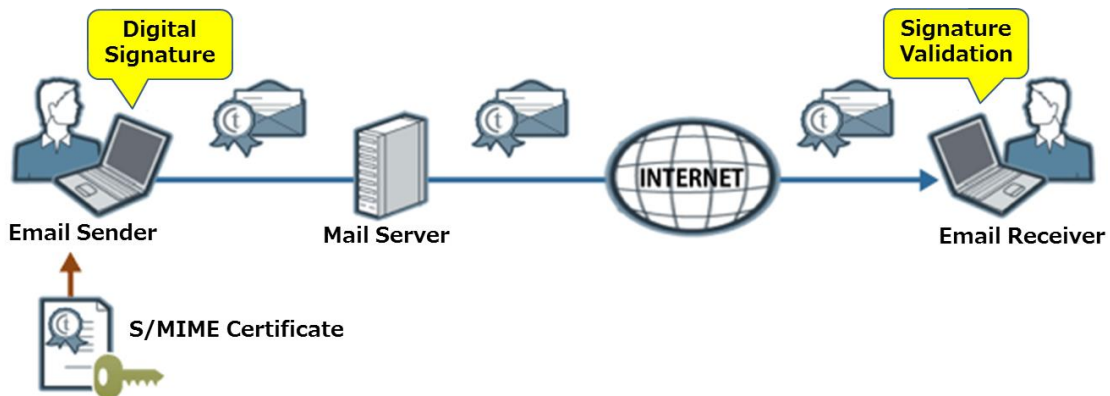
SSL protocol. The presence of an SSL protocol and the presence of an encrypted session is indicated by the presence of the lock symbol in the address bar. A click on the lock icon displays a user / customer details about SSL. It should be noted that SSL Certificates are only issued to companies or legally responsible persons after proper authentication. For example: HTTP (HyperText Transfer Protocol Secure) - an extension of the HTTP protocol that supports the encryption. Data and data are "made" in accordance with HTTP protocol, SSL or TLS cryptography protocol. HTTPS is also a protocol. HTTPS, SSL, and TLS are the usual HTTP protocol that works with encrypted transmission mechanisms.



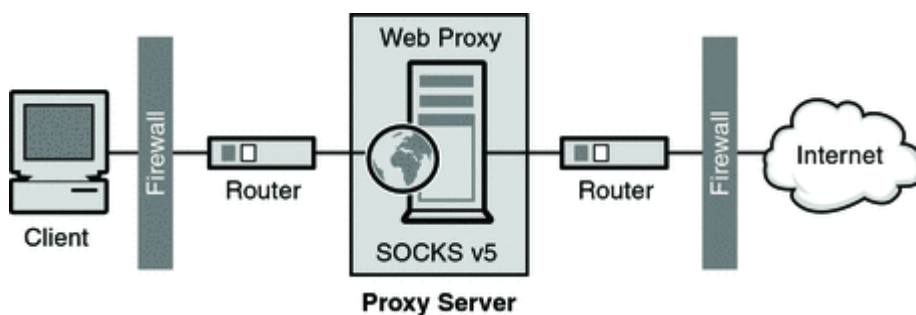
SET protocol. Secure Electronic Transaction (SET) is a communications protocol standard for securing credit card transactions over insecure networks, for instance, the Internet.



PPTP is a Point-to-point Tunneling Protocol that allows a computer to establish a secure connection to the server by creating a special tunnel in a standard, unprotected network.



PGP (Pretty Good Privacy) is a computer program that provides cryptographic privacy and authentication to encrypt and decrypt data.



Secure / Multipurpose Internet Mail Extensions (S / MIME) is a technology that allows you to encrypt your e-mails. S / MIME relies on asymmetric encryption to protect your e-mails from unwanted access.

2. Solution to e-commercial tax problems

The issue of tax collection is one of the issues that emerge with the improvement of globalization and innovation. The way that capital and work move to bring down nations than the nations where higher charges exist, multinational enterprises complete their preparations in numerous nations, the rise of virtual organizations with the advancement of web and electronic trade, the absence of conviction of these organizations, the way that organizations and clients are in various nations and in this way extraordinary factors, for example, being liable to impose directions are only a portion of the explanations behind burdening issues. There are discusses in the expenses on salary, on the wellspring of pay and on the issues of home. In such manner, the US government and the OECD advocate distinctive perspectives. The US Department of the Treasury distributed a report saying that tax assessment in light of living arrangement is a superior technique. Raporda noticed that the basic rationale of methodologies that endeavor to decide the wellspring of income by alluding to geological components (eg where the specialist co-op is) is debilitated against the most recent advancements in correspondence advances. As indicated by the report arranged by OECD Electronic Commerce Tax Research Group; tax assessment in view of house isn't so natural, underscoring the requirement for a global accord. There are three fundamental patterns in spending on spending. As indicated by the main conclusion, shopping on the web ought to be avoided from assess. The second view proposes that present tax assessment ought to be connected to web based shopping, however that new tax collection ought not be presented. The last view concerns the tax assessment of computerized items, particularly those sold through PC systems. This assessment, which is called "bit charge", has been scrutinized for its autonomous tax assessment of substance.

As of late, the quantity of exchange exchanges in Azerbaijan has been consistently rising, and later on, this pattern is probably going to rise further. In any case, the usage of electronic trade exchanges in a virtual domain confuses the

tax collection of those exchanges. The greater part of this outcomes in loss of state spending incomes. With a specific end goal to kill these misfortunes, the Presidential Decree of August 4, 2016, gave directions on tax collection of the "computerized economy" generally utilized as a part of universal practice to build straightforwardness and extend the assessment base. The Ministry of Taxes is setting up a draft law on tax collection of online business and is right now being discussed with significant organizations regarding the execution of the pronouncement. Alongside this, the Department of Taxes Analysis and Supervision of the Ministry of Taxes has attempted preventive measures to explore and recognize the lawful elements and people occupied with web based business in the virtual space together with the pertinent body in charge of the foundation of Internet entries, and the foundation of general expense control in this field.

Because of the exploration completed inside the OECD, the accompanying standards must be considered for compelling and appropriate web tax collection:

1) The system should be fair: Taxpayers in a similar circumstance ought to be burdened similarly when they do comparative exchanges.

2) The system should be simple: the managerial expenses of the duty experts and the expenses of claim ought to be kept low.

3) Clarify the rules: A procedure should comprehend what is the assessment end, the known, the citizen, and where to pay the duty.

4) The system should be active: Tax misfortunes ought to be decreased to a base.

5) Economical deviations should be avoided: Company choices must be made for assess purposes as opposed to for business purposes.

6) The system should be sufficiently flexible and dynamic: Tax choices must be trailed by mechanical and business advancements.

3. Solution to problems that appear in electronic payments

Traditional payment systems, for example, cash, Mastercard and purpose of offer (EFT/POS) frameworks are presently deficient in light of the fact that they are not by any stretch of the imagination usable and not as successful as security or frameworks. New installment frameworks are being created to take care of issues, for example, the security of installments and the high exchange expenses of the present installment frameworks in situations where unwavering quality isn't generally acknowledged, for example, the Internet. In expansive terms, electronic installment frameworks are basically installments made by electronic installment frameworks, electronic cash, savvy cards and comparable instruments, in spite of the fact that the exchange of assets between the purchaser, the dealer and the bank associated with an installment is intended to be done through electronic gadgets. New ideas we hear like computerized cash, electronic wallet, savvy card, electronic cash are a piece of electronic installment frameworks.

In the improvement and execution of electronic installment frameworks, finish determination has not been accomplished; security, privacy, distinguishing proof, the likelihood of being utilized for malevolent purposes. The advancement of electronic installment frameworks will likewise enhance electronic trade. Since the issue of secure installment, which is the greatest hindrance to the quick improvement of online business, will be unraveled.

4. Solution to privacy problem

With the end goal for buyers to have the capacity to work on the web, the assurance of individual data and protection and the framework must be secure. The way that individual data can be come to effectively and the necessities of being kept mystery are making the two purchasers endure hurt and the framework to end up uncertain. Consequently, it is mandatory to manage the standards and techniques with respect to the position and handling of data about people in data frameworks, to present criminal approvals against the individuals who don't tail

them, to ensure identity rights and to give legitimate security. Numerous sites on the Internet require that structures found on their destinations be loaded with different purposes. For instance, when agreeing to accept a few destinations, shopping or opening an online record, a considerable measure of individual data is required from clients. What is talked about will be about the security and reason for this data.

Issues Encountered in E-Commerce and Solution Suggestions. Before giving this data required by the site, clients should investigate the protection strategy of the site, why it is asked for, what reason the data is utilized for and how to guarantee the security of that data. On the off chance that they have a suspect, they ought not give their own data. A few sites have programming that assembles data about their clients. These product, called "treats", are set on the client's PC and must be perused by the site's server. A few destinations enable the client to decrease them or caution them before they are introduced on the client's PC. Numerous individuals censure these virtual products since they are meddled with in their private lives. To counteract abuse of individual data, benchmarks, for example, the accumulation of data, the sort of data, the sharing of data, the security of data ought to be built up and upheld by lawful directions. The directions must be a plan that ensures both the clients of the electronic data foundation and the individuals who gather data about them.

5. Solution to delivery in delivery and customs

In the advancement of web based business and the impact of the economy, there are two vital strategic issues. These are installment and conveyance. In the US, as indicated by the consequences of a study with online customers, 90% of study respondents said they would have the capacity to purchase products from a similar merchant again on the off chance that they were conveyed on time and burn through half more than the first spend. At little to no cost, helpful and convenient conveyance of bundles, appropriation of packages and traditions freedom tasks are

viewed as the principle obstruction. Based on this issue are the accompanying variables: International package conveyances are more costly, slower and less advantageous than conveyances at a sensible separation inside a national aggressive market. This is because of the overabundance of formaliten, the challenges in gathering charges and the troubles in the recuperation of products. Because of traditions freedom activities, noteworthy expenses per bundle are expected. Ensuing global exchange transactions give huge diminishments in traditions obligations, yet the aggregate authoritative regulatory system still should be changed. To beat this issue, when merchandise are requested, the possibility of a one-stop shop where the vender gathers all the assessment and conveyance expenses from the client and pays them specifically to the shipper nation is proposed. Such a framework could avert delays and diminish costs if the relegation is pronounced and affirmed by the nation already. Another option is to privatize a part of the traditions allowing process, permitting the gathering of charges on stock with specific criteria, connected to products beneath a specific esteem. Without physical nearness of the item and direct access to the client over the system, the accumulation of related assessments turns out to be considerably more dangerous. Here we are stood up to with the way that the item does not experience traditions control and there is no transporter to which obligation can be given. One of the answers for this is the disposal of duty on account of advanced items conveyed specifically. Another arrangement is to recognize the associations to be mindful.

6. Customer problem solving

Two things to consider when discussing customer assurance in electronic business. To start with; Electronic business includes two distinctive exchange classifications. These incorporate the decision of physical products, requesting and even installment by means of web. In this sort of exchange, the web is mostly utilized as a methods for requesting via mail, and item conveyance is made by customary means, for example, mail conveyance. Along these lines, purchaser

issues with this procedure can be settled also to tackle issues experienced in mail or direct deals trades. In the second classification, the activities of the alleged computerized products, for instance; programming, music and film-like merchandise. The determination of these merchandise, the installment of the request, the installment of the cost and the conveyance of the products are done in the virtual condition and the conventional ways and strategies are not utilized. Such exchanges include new and distinctive issues. The second issue that should be considered is the meaning of electronic exchange. Customer issues in electronic business inside a similar nation can be settled by techniques like those experienced in different methods for exchange. Nonetheless, in circumstances where the shopper and the merchant are situated in various nations, significant issues are experienced in taking care of buyer issues. In existing internet business applications, the rate of false and misleading conduct is expanding. As indicated by gauges, 10% of online business exchange volume is deceitful conduct. This demonstrates the Challenges and Suggestions for Solution in E-Commerce that, as shoppers make their lives simpler in electronic business, there is additionally an expanded danger of being harmed. It is likewise winding up progressively hard to ensure purchasers against false and tricky practices from the very idea of exchange and cross-outskirt structure through the Internet. In the event that the vender is situated outside the nation where the purchaser is found, the customer can not have the fundamental data about the merchant. Regardless of whether the customer knows the purchaser insurance enactment in the nation of the merchant, for instance, universal telephone calls confront snags to looking for benefits because of the cost of suit and development, dialect issues and different reasons. One of the vital issues looked by purchasers is that it isn't conceivable to figure out where the merchant is the point at which they need to restore the item. This issue is scarcely experienced in physical products. Since it is anything but difficult to decide the character and address of the dealer from these reports, since the merchandise that are requested land at the purchaser with the methods for transport and the receipt,

for example, receipt or receipt. In any case, in advanced merchandise, it is hard to distinguish the vender since the item achieves the shopper on the web. The conventional item obligation framework won't get the job done for the remuneration of dispossessed property. In a few nations, a chargeback framework is received to ensure buyers against imperfect merchandise, particularly in installments made with Mastercard, and the essential standards of this framework are being attempted to be resolved inside the OECD. The element of this framework can be outlined as installment card backers tolerating discounts of cash paid by purchasers because of flawed furniture, if certain conditions exist. Keeping in mind the end goal to tackle these issues, it is important to urge buyers to get ready defensive legitimate directions, to battle fake and beguiling practices, to illuminate and instruct the business group and people in general, and to make their own inward control and control systems.

In our country, confide in electronic trade can be expanded by the law authorized in the field of buyer assurance in electronic business. Article 459 of the Code of Administrative Offenses of the Republic of Azerbaijan can be a case. Article 459. Infringement of the enactment on electronic trade:

459.1. For misdirecting data by the merchant (provider) on electronic trade by the purchaser (client) or approved state bodies - involves inconvenience of punishment on regular people at the rate of three hundred to fifty to five hundred manats, authorities - from five thousand to two thousand manats, lawful substances - from four thousand to six thousand manats.

459.2. On account of electronic trade, an electronic archive administration delegate is obliged to take dynamic activities to distinguish certainties or points of interest keeping in mind the end goal to lead general checking of the data he/she holds or to show the execution of unlawful action, or to complete these activities by the electronic report flow go between due to - involves burden of punishment on characteristic people at the rate of three hundred to fifty to five hundred manats,

authorities - from five thousand to two thousand manats, legitimate substances - from four thousand to six thousand manats.

459.3. Qualification of distinguishing purchasers (clients), merchants (providers) of administrations in light of non-arrangement of data to able state experts on unlawful action or exchange of illicit data by beneficiaries (clients), sellers (providers), gave by electronic archive turnover middle person in electronic business or according to popular demand of skilled state specialists inability to submit data - involves burden of punishment on normal people at the rate of four hundred and fifty to six hundred manats, on authorities - from two thousand to three thousand manats, on lawful people - from five thousand to six thousand manats.

459.4. On account of electronic business, the electronic report course middle person does not suspend the administration rendered to avoid infringement of law based on the court's choice or the demand of the skillful state expert accommodated by the enactment, or the non-evacuation of the data on account of the support of the data stockpiling - involves burden of punishment on normal people at the rate of four hundred and fifty to six hundred manats, on authorities - from two thousand to three thousand manats, on lawful people - from five thousand to six thousand manats.

7. Solution to judgy problems

Electronic trade has opened new open doors for organizations and nations for worldwide exchange, yet in the meantime, in disagreements about business exchanges, new issues have emerged in the utilization of laws. Research demonstrates that client grumblings are expanding in cross-outskirt buys. The arrangement of these issues takes quite a while, for example, the assurance of the area of the dealer, the side on which the laws of the side will be connected, dialect and cost. A few contracts are not contracted, and a few contracts might deceive or missing. In the issues that emerge in electronic business, which nation is the most

concerning issue that the law will be connected. As per a few assessments, the exchange law of the merchant's nation ought to be connected. A few feelings protect the legitimacy of the principles of law in beneficiary nations. For whatever length of time that there is no universal understanding or guidelines in a lawful question, the gatherings are allowed to settle the ambiguities in their agreement. Be that as it may, gauges for global exchange ought to be produced to evade numerous uses of multifaceted nature.

8. Protection of intellectual capital

Commerce on the Internet additionally incorporates authorizing and offering of scholarly capital. To build up this exchange, venders must make sure that their scholarly capital won't be stolen, and purchasers need to realize that the items are unique. There is a need to control worldwide contracts to counteract theft or replicating of copyrights, licenses and trademarks. Regardless of whether mechanical advancements, for example, encryption strategies help avoid robbery and deceives, it is important to build up a compelling lawful framework so the scholarly capital can be ensured when it is shielded or when it has an issue with it. Scholarly capital rights have an essential place in the improvement and exchange of thoughts and social exercises. Innovative advancements have made it simpler to access and duplicate data. In the meantime, new advancements additionally make it less demanding to make a move against them. Now and again, the private part has gained ground on executing regular norms for the insurance of scholarly capital rights in new mixed media items and administrations. Notwithstanding worldwide associations, governments keep on working on setting regular principles. All together for electronic trade to create, nations need to quickly start executing these agreements in their national enactment:

1) Copyright

Web; it is an ease circulation station for data and amusement items, for example, motion pictures, music and books. It is less demanding and less expensive to download a few items like video, smaller circle or book rather than physical conveyance from the web. Thus, online offers of items that have not been conceded consent and copyright are spreading quickly. Keeping in mind the end goal to keep this, national and worldwide field ponders are being proceeded. In many nations there are laws for this reason, yet they are not as compelling as the answer for the issue. The security of copyrights is winding up progressively imperative these days. Particularly around there is the Bern Convention for the Protection of Literary and Artistic Works. Inside the system of this agreement, every nation will ensure the assurance of copyrights. In December 1996, the World Intellectual Property Organization (WIPO) presented new defensive directions by building up the Bern Convention. The association creates standards to guarantee that the business openings gave by computerized correspondence don't harm the copyrights.

2) Patent and Trademark Rights

The insurance of patent rights is of awesome significance as far as proceeding with the improvements in innovation, PCs, equipment and programming and specialized devices. Advancing and ensuring patentable advancements that have risen in the business improvement of the Internet is critical for the eventual fate of electronic trade. So as to agree to these destinations, the US Patent and Trademark Office PTOJ is proceeding with its endeavors to create collaboration for the security of patent rights with the private part. In the meantime, the Bureau conducts distributions on patent rights and in addition related productions. The Bureau receives the accompanying standards on patent rights:

- keeping in mind the end goal to make a protected structure for electronic commercialization, the advancement of patent contracts,

- the administration's evasion of obstruction without the patentee's authorization,
- Encouraging nations to create viable and reasonable security instruments for ensuring patent rights,
- Development of proper worldwide gauges for the security of patent rights. Then again, trademark rights emerge as a major issue region because of the utilization of comparative trademarks for comparative products and enterprises possessed by the gatherings in various nations. Nations are actualizing distinctive guidelines in this regard. Clashes emerge particularly when the same or comparable name is enrolled on the web. A trademark on the Internet satisfies the acknowledgment work. All in all, definitions, for example, address don't ensure scholarly capital. Then again, the assurance of these names is vital and the courts have as of late joined unique significance to this issue. Until today, the question between exchange name rights and business property rights have been settled through arrangements and courts. Obviously, in view of the legally binding premise, it might make a self-working component to determine potential clashes between the utilization of trademark and trademark utilize. So you don't need to go to court. Actually, this can make a more steady business condition on the web.

9. Illegal publications

The nearness of illegal or destructive substance on the Internet likewise represents an issue. There is a logical inconsistency between the right to speak freely and insurance of wellbeing, human profound quality and comparative esteems. A few creators concur that some data isn't accessible on the Internet. For instance, bomb development can be tallied. Data stream over the Internet ought to be free and not subject to strict foreswearing. As per customary apparatuses, the web enables clients to ensure themselves or their youngsters more than content they don't need. For instance, guardians may obstruct their kids from getting to some data or getting to unapproved sites. Filtration innovations are accessible today. Content alters are additionally accessible on radio and TV. In any case,

bringing similar controls for the web will keep the web from developing and getting to be across the board. Thus, an excessive amount of inflexible control ought not be done in such manner, the self-direction of the business, the adjustment of the focused framework and the utilization of simple to-utilize specialized arrangements ought to be bolstered and supported.

10. One trade code for e-commerce

By and large, gatherings can work with each other over the web, if they concede to it. In any case, with a specific end goal to give an institutionalization in national and worldwide business exchanges, a typical structure must be built up in which nations and organizations concur. The US government is proceeding to work to conquer any hindrance amongst states and give universal attachment. Worldwide alanda, UNCITRAL, has finished its work on internet business, a draft law supporting business utilization of normal universal contracts. This is the law plan; distinguishing proof of electronic contracts, detail of legitimate electronic correspondence and unique records, shape and acknowledgment states of electronic marks, acknowledgment of PC confirm in courts or in critical thinking forms. While setting up the standards of universal online business; the gatherings must be allowed to decide the terms of their business exchanges, and the guidelines ought to be reliable with innovative improvements and adaptable.

11. Solution to infrastructure problems

It depends on electronic trade premise, correspondence foundation and data innovation. In undeveloped or creating nations, correspondence costs are high, innovative hardware is insufficient, and the administrations gave are awkward and untrustworthy. Notwithstanding phone lines, new frameworks, for example, fiber optic links, satellites or digital TV can be utilized to guarantee a sound stream of data. Be that as it may, the most critical issue that leaves them is taken a toll. The high cost of correspondence is one of the issues in web based business. There are

diverse suppositions about valuing. As needs be, costs; insufficiency of framework, operational cost and speculation cost. Extremely shabby and undifferentiated evaluating can prompt pointless utilize. Thus, higher charges can be identified at specific circumstances to avert clog. Rivalry in the market likewise influences evaluating. Particularly in nations where there is no opposition for framework, the expenses are multiplied and the quantity of clients is diminishing by 20% contrasted with the nations with normal foundation. For the long haul achievement of the Internet, specialized guidelines, for example, electronic installments, security, copyright, and interchanges advancements should be characterized. These principles ought to empower rivalry and decrease vulnerability in the worldwide market. Specifically, they should follow universal norms.

3.3. Prospects of digital commerce in future of Azerbaijan

The worldwide retail and web based business environment has encountered amazing advancements over the previous year. While numerous organizations have chosen to close down physical stores at basic indicates and give weight web based business, others have had a tendency to coordinate on the web and disconnected stores. Comparative patterns have been seen in Azerbaijan as of late. Whatever the case, the quantity of organizations taking an interest in online business kept on expanding everywhere throughout the world.

There is presumably that this; it is straightforwardly identified with the expansion of web entrance and thusly the physical constraints of the computerized condition. Later on of Azerbaijan, the points of view of the internet business part are various. We can sort them in the accompanying way:

1. Mobile

It would seem that we will keep on seeing internet business impressions of versatile advancements that have been ascending for quite a long while in 2018. The way that the area of portable business is developing at a significant rate step by step shows that versatile channels will be on the radar of web based business organizations for a couple of more years. Turkey in GittiGidiyor General Manager and TOBB Ecommerce House Speaker Öget Weigand, a normal of 3 times mean accomplishing all the more shopping contrasted with different clients of customers expel the shopping list utilizing the web and cell phones before shopping on the web. Kantarcı additionally predicts that the offer of versatile online business will increment consistently with the expansion in cell phone infiltration.

A standout amongst the most imperative components as indicated by Weigand focused on that a basic increment in web based business offers of versatile applications in Turkey and to open new entryways before the internet business segment on the planet will be the front foot; easy to understand, quick paced, and portable applications that convey a consistent client encounter. He underscores that versatile weight ought to be given by saying this announcement. I Alibaba.co Turkey is one of the defenders of the new Country Manager Cüneyt Erpolat a year ago's portable change. Erpolat, expressing that it is currently a need for organizations to receive the advanced change, conceives that it is completely important to put resources into the portable space also.

Another view on this side originates from Morhipo.com General Manager Sule Kuban. Kuban says that 70 for every penny of Morhipo.com movement and 60 for each penny of requests are originating from portable, giving them the information that in one years from now more undertakings will be gone through with a "versatile reasoning" reflex. Incehesap.com Founding Partner Nurettin Erzen shares the view that speculators will be more intrigued by portable endeavors in the new period.

Sahibinden.com's CEO Burak Ertaş is one of the individuals who trust that portable development will proceed in future years. As indicated by Mahmut Tüzün, Marketing Director of Ofix.com, who concurs with Ertaş, who imagines that dynamic web based business area developing with advancement and innovation will extend its entrance run with portable, versatile web activity keeps on picking up share in web movement without backing off, believes that his shopping background has gone from portable to portable. By saying this articulation, customers who incline toward versatile channels have created uncommon capacities for various necessities and inspirations.

In this unique circumstance, Uğur Serkan Taşkın, chief of Koçtaş Information Technologies, will be utilized as a part of numerous spots of business and on the cell phones of the sahada. Numerous connections with clients will occur over the applications. In his words, versatile web and portable applications will shape the eventual fate of web based business.

Obviously, similar changes are in Azerbaijan. Expanding internet business in our nation can be seen with the buy of new brand telephones each year.

2. Quick conveyance

The internet business client's want to rapidly get to the request put on the online store is prompting the advancement of elective conveyance models. Fast conveyance, which is a standout amongst the most every now and again talked issues in the previous couple of years, requires coordinations firms to grasp mechanical change. Other than that, online business endeavors likewise organize the creation of administrations as indicated by client desires.

Ethidium Chairman Emre Bakeries, predicts that elective conveyance models to guarantee the quickening of the conveyance procedure will assume a part in the separation of online business organization in the coming years. Today, the item can be conveyed to numerous focuses inside one day after the load is conveyed. Be that as it may, with changing shopper propensities, conveyance

models change. The new customer needs to pick the conveyance time and area himself, as he wouldn't like to sit tight throughout the day at home for freight. Pastry kitchens, same day conveyance, messenger quick conveyance, overnight conveyance, indicated day and time of conveyance, click and gather, and brings up that a noteworthy effect in extending the online request accumulation focuses, for example, the model of web based business.

bonprix Turkey Country Manager Onur Sona is guiding concurred toward pay extra expenses for that day and Sunday conveyance alternatives of numerous clients. Respect contends that quick conveyance practices will be completely embraced and favored by clients throughout the years ahead. On the off chance that the supposition of GittiGidiyor General Manager Öget Weigand gave a perfect coordinations process, while it will expand the odds of the client's shopping stage and faithful client inclination profiles can likewise be made in this manner. The item's sending time frame assumes a key part in internet business deals.

The overall idea Erzen Nurettin kept underlining that incehesap.co Founding Partner of work to abbreviate the conveyance procedure in China, in Turkey for unmanned airborne and ground vehicles that are executed inside the extent of web based business in the US and Europe is proceeding with R and D endeavors. Sooner rather than later, we will definitely observe ramble and unmanned land vehicles in web based business transportation and conveyance associations. It ought to be underlined that web based business firms ought to be available to creative alternatives. Communicating that coordinations ventures will be one of the patterns to turn out in the coming years, Morhipo.com General Manager Sule Kuban says that this zone will have numerous answers for be delighted in by clients and will keep on developing in the new year. In Azerbaijan quality quick conveyances are costly yet keep on evolving.

3. Intelligent customer service

Notwithstanding the numerous preferences offered by buyers, it is basically essential to have the capacity to offer quality client bolster previously, amid and after deals as far as consumer loyalty in web based business buys that are not accessible to attempt and purchase items like customary shopping. It is conceivable to discuss various national and global online business organizations that move with this leave point to give client benefit as indicated by shopper desires and to have any kind of effect by taking behind new innovations.

We are particularly watching that voice orders and chatbot advancements have as of late incorporated into web based shopping forms and their use is winding up more far reaching. Besides, voice and content requesting and visiting administrations, which additionally streamline the post-arrange process, appear to make our shopping and post-requesting process more agreeable for our clients who adjust rapidly to the new age of innovation.

As indicated by ETİD Chairman Emre Ekmekci, voice summons and chatbots are the new age, as well as appear to be an incredible chance to include clients of the age 50 or more who are moving toward internet shopping at a specific separation into the environment. Applying to such advances in the field of client benefit shows that it will be exceptionally helpful for enhancing internet business. In the coming years, voice orders and a chatbot's reality illustrations so likewise in Turkey Bakeries backers will run over numerous application zones, the outfitted brilliant client benefit with this innovation is evaluated to draw in the consideration of shoppers in most center and more seasoned age gatherings.

Establishing Partner Ozkan Arı says, "With voice acknowledgment frameworks that will empower us to discover items and administrations online substantially simpler, we anticipate more difference in our web based business propensities in the coming years, and this pattern will be an essential reflection on buyer conduct." . bonprix Turkey Country Manager Sona Honor figures the pattern will draw in particularly milenyal stated, and this element will build 50 percent by

2020. It is likewise conceivable to imagine the utilization of shopping and would regularly favored. Underlining that offering shrewd client administration will increase much more significance consistently. In our nation, this region keeps on advancing.

4. Artificial intelligence

Counterfeit consciousness, which is additionally the premise of savvy client benefit, theoretically finds in word references as the capacity of PCs and robots to satisfy their wants. Computerized reasoning innovation, which is as yet being examined by world renowned organizations, is being utilized particularly in the field of showcasing by the internet business side.

MediaMarkt Turkey E-trade Director Erkut day, as indicated by likewise concerning the utilization of manmade brainpower, internet business web based business industry, was additionally having a consistently expanding huge information chance to utilize more proficient with computerized reasoning transformation. With counterfeit consciousness innovation, a photograph taken from an advanced cell or a screen shot taken can be utilized to discover where the item is sold. This innovation has noteworthy commitments to the shopping knowledge.

Ugur Serkan Taşkın, Director of Koçtaş Information Technologies, who thinks also to sunlight, contends that gadgets that can cooperate with individuals and each other through counterfeit consciousness will make operational procedures more effective. The preparing of developing volumes of information and settling on choices continuously will empower both promoting and operational procedures to be overseen all the more viably. It is conceivable to bring up that manmade brainpower will be one of the patterns that won't tumble from the internet business plan in the coming years.

sahibinden.com CEO Burak Ertaş 2018 predicts that the time of computerized reasoning and machine learning. As per Ertas, in spite of the fact that

it isn't another idea for the innovation world, counterfeit consciousness now turns into an idea that goes past the subject of architects and goes into the business. Hence, this year it is conceivable to hear it in a wide range of segments, particularly in internet business. He underscores that computerized reasoning will likewise change territories outside of web based business. In Azerbaijan, however counterfeit consciousness does not go far, it is conceivable that the field will enhance later on.

5. Personalization

The capacity to customize web based business, which influences brands to feel like they think about them, appears to most recent a year or so in the coming a very long time as it is the previous year. In this regard, personalization will affect the correspondence of the clients and particularly to the clients. As indicated by Okan Arı, establishing accomplice of eskitadinda.com, it is vital for an internet business brand to go about as a person past the traditional foundation character in correspondence with its clients and in moves they make, It is conceivable to imagine that we will comprehend the criticalness of setting up it and have any kind of effect. Personalization in the dialect of correspondence is imperative.

bonprix Turkey Country Manager Sona Honor, client desires and contends that the need to convey custom arrangements that empower customized shopping knowledge in web based business tasks make it more viable. This experience, in which the administration is the cutting edge, can be additionally built up every year, making it an indispensable piece of shopping.

MediaMarkt Turkey E-business online business deals chief Erkut Day is the personalization of utilizations in the computerized promoting space figure it will be a beneficial outcome. Erkut says that customized advanced advertising exercises, which enable shoppers to indicate alternatives that are perfect with their own information and to evaluate their protection rights to the end, will turn out to be considerably more typical in internet business in the coming time frames.

6. Omnichannel - Multichannel

Omnichannel, which offers a similar administration quality to buyers without respect to channel partition through multichannel approach which intends to endeavor to achieve the customers over in excess of one channel, constitutes two distinct techniques that spread among the organizations step by step. As indicated by ETİD Chairman Emre Ekmekçi, numerous brands omnichannel have made their first strides towards retailing, yet the genuine improvement will be in the coming years. There is an imperative demonstration of the rising pattern of omnichannel.

Coordinated Mobile is obliging turning into a vital piece of existence with every one of the channels are versatile and will build the quantity of firms utilizing incorporated reasoning like proposing Bakeries Alibaba.co Turkey Country Manager Cüneyt Erpolat by clients over all channels (in both physical and advanced space) same time accomplices Omnichannel, making an ordeal, will keep on changing client involvement in the coming years. It is conceivable to underline the significance of offering a similar shopping background on each channel.

Furthermore, the multi-channel advertising approach we call multichannel is unavoidable in the present days when the limits between our physical world and our virtual world are profoundly obscured. It is conceivable to call attention to that the application territories of the specified patterns will likewise increment in the coming years. In Azerbaijan this territory is immature yet in a few regions (eg: bank). In Azerbaijan, omnichannel significance in electronic trade is better comprehended.

7. Large data

The majority of the impressions that online clients leave on the web are called "vast information". From an internet business perspective, it is conceivable to have a shopping background that matches the desires of online buyers because of vast information. Ugur Serkan Taşkın, Director of Koçtaş Information Technologies, who conceives this huge pattern will be one of the patterns that will

go to the front line toward this path, will process progressively extensive informational indexes and settle on ongoing choices to oversee both showcasing and operational procedures all the more viably. It is conceivable to stress that the utilization of the information can prompt noteworthy points of interest in web based business. sahibinden.com Burak Ertaş CEO Burak Ertaş better know the clients with awesome information and to offer them tweaked administrations will keep on working in 2018, he says. In Azerbaijan, the improvement of online business with the assistance of huge gifts is one of the points of interest.

8. E-exports

The 2017 cross-border trade the world's significant purchaser patterns point to expanded superior to anything great, in this sense it is conceivable to witness new advances taken in Turkey. While working in this field in our nation, e-send out Country Manager responsible for activities in Turkey, one of the mammoth Alibaba.com Cuneyt Erpolat thinks will pick up force toward the cross-outskirt exchange the coming years. The cross outskirts framework is currently assuming a basic part in the advancement of organizations, as the exchange is relied upon to be completely computerized and just web based business. In the field of web based business, it will now contend with a similar nation, as well as with venders and organizations in various nations. Erpolat contends that web based shopping biological system will develop the world over. Through our AZEXPORT site in our nation, residential business people can send out their own particular products. It will be conceivable to expand this in the coming years.

9. Crypto money

Crypto cash has now achieved a specific level of mindfulness around the globe. Parallel to this, the quantity of individuals scrutinizing the fate of computerized monetary standards and the blockchain framework is slowly lessening. Rather, numerous specialists from various segments are presently

trading thoughts on the most proficient method to make game plans for the utilization of crypto cash. FineAccount.com Founding Partner Nurettin Erzen left here and felt that the crypto cash would be acknowledged by organizations and even states as an installment instrument sooner rather than later. It is conceivable to state that the crypto cash which is anticipated to be generally utilized as a part of the coming years will be acknowledged as an installment instrument in the internet business field in our nation. It is inescapable that this sort of loss of motion will be required in our nation.

10. Internet of objects

As gadgets that approach the Internet start to alter the course of online business, it isn't another improvement. Be that as it may, the spread of "gifted" gadget writes, for example, cell phones, tickers, TVs, iceboxes that can be requested web based, clothes washers that begin item membership is ending up more across the board, proposing that the web of articles will have a fundamental place in human life. Uğur Serkan Taşkın, executive of Koçtaş Information Technologies, contends that the web of articles will convey online business to an alternate point sooner rather than later. These things are imperative for the future, in spite of the fact that they are less regular in our nation and have not spread to all.

11. Content marketing

As indicated by GittiGidiyor General Manager and TOBB E-trade Assembly President Öget Kantarci, who trust that substance creation and client involvement in web based business can be enhanced, receiving a plan of action that produces customer arranged substance that gives data on item attributes will end up one of the patterns to develop in the coming years.

Since Kantarci says that substance advertising encourages recreational separation, clients are experiencing a nitty gritty research process before the item buy stage. He needs to have the capacity to find tasteful solutions to every one of

the inquiries he is interested about in this procedure. So online business stages ought to likewise tune in to the necessities of the client now and feel that they are being in the examination procedure. Then again, online business stages that offer charming substance for buyers will likewise uncover the distinction. It might be noticed that substance advertising assumes a compelling part in making an inclination for purchasers. In our nation, content organizations are attempting to create content for rivalry.

12. Expanded reality

Expanded reality innovation, which we experience in the field of web based business imaginative applications, seems as though one of the rising patterns in the coming years. As indicated by Kielli E-business Manager Ceren Yildiz Gurcan, who is exchanging contemplations about the impact of the current improved reality applications on the shopping background, because of the expanded reality applications, we will have the capacity to put the item inside the versatile application and attempt on it. So we can encounter the item nearer to genuine living. Our nation is additionally working toward this path.

13. Client experience

Ofix.com Deputy General Manager of Marketing Mahmut Tüzün, who underlines that the client encounter is dependably a higher need in online business, has a basic outline. After the advanced interface in the web based business segment, the interface to demonstrate our clients a human touch and comprehend their requirements and end up basic from installment to use, to installment alternatives, from correspondence and crusade customization to post-buy involvement, considering client involvement with each point. It stresses the need to act with a client centered approach. The significance of our clients in our nation is expanding progressively. The "client is constantly right" propels and the organizations that go up are going up.

14. Marketing automation

Internet business firms regularly utilize showcasing robotization devices to guarantee that operational procedures are all the more effectively supported. As per Mahmut Tüzün, General Manager of Marketing at Ofix.com, these devices are currently more coordinated in the new year and purchasers need to utilize the correct channels with a more exact correspondence dialect, considering the association with the organizations. The requirement for such robotization in our nation is additionally expanding.

15. Unique brands

As per client desires in numerous parts of the world, it is conceivable to discuss organizations that have prevailing with regards to making their own particular brands. Turkey Boyner additionally displays a huge case of this present gathering's internet business wander, General Manager of Morhipo by Sule Kuban clients are never again reliably marked down items; new season, need to see choices following the most recent design patterns. Therefore, it is conceivable to anticipate that it will happen in the field of private brands in the coming years. In Azerbaijan, we can see that individuals tend towards private brands considering that they take after the most recent patterns.

16. Social commerce

Over the most recent couple of years, web-based social networking stages have rapidly turned out to be associated with online business. This pattern, which is called social shopping or social business, enables numerous organizations and clients to sign in for all intents and purposes as a merchant or purchaser in the web based business biological system. Kiğılı E-business Manager Ceren Yıldız Gurcan believes that the shopping label highlight, which Instagram will be utilized for specific brands abroad, will display the social exchange slant. We can see that

internet business creates on account of online networking in our nation. The greater part of the trades made through Instagram and Facebook offered the chance to create online business in Azerbaijan. Azerbaijan keeps on possessing an essential place later on. In the coming years such trade will expand the offer of online business.

17. AMP - PWA

Created to enhance the versatile web involvement, Accelerated Mobile Pages (AMP) is a coding strategy that web based business destinations should focus on keeping in mind the end goal to make a decision for online clients. Moreover, PWA (Progressive Web Apps), which makes portable use considerably more handy by conveying the site seem to be like versatile applications, is likewise ready to impact versatile web clients.

Web based business Director Erkut MediaMarkt Turkey Day by AMP and the utilization of WPA surmise that it is conceivable to have any kind of effect in giving internet business, versatile trade biological community that is progressively increasing more significance. With AMP and WPA, it is conceivable to contend that buyer dependability can be raised to the most abnormal amount, and additionally a straightforward and streamlined shopping background for purchasers.

18. Food shopping

It is conceivable that web based business customers will even now be separated by various reasons and the worries about web shopping over the web can be evacuated with inventive strides in the field of coordinations and bundling. Moreover, the expanded enthusiasm for solid sustenance composes recommends that web based looking for the previously mentioned item gatherings, which are not promptly accessible at customary retail locations, will increment. Eskitadinda.com Founding Partner Okan Arı likewise accepts online sustenance

shopping will pick up force in the coming years. Customer requests are changing from institutionalized, timeframe of realistic usability expanded, added substance items to characteristic items. Particularly in this kind of extraordinary items the buyer will be the principal decision to shop from the web. Regardless of how physical our sustenance shopping is in our nation, organizations with huge hypermarkets, for example, Bazarstore and Neptun can pitch nourishment to clients on the web.

Conclusion

According to the research, digital commerce demand has escalated in the last 10 years. We are able to see this increase both in the globe and in our land. The difference is that digital commerce culture in our land is weaker than any countries in the planetary. The Internet has gone an long way in 10 years. But the more affairs, the still remains the identical. We are still search products by scanning them, setting them in the hamper, and waiting for these crops to come to our house in the end. Digital commerce development demonstrates that this sort of culture will modify over several years.

In Azerbaijan, as in other improved countries, interest in e-trade is associated with trader and buyers. Sellers can decrease the cost of the crops by reducing costs to extra employees, while receiver also save on additional funds and time. Also, there are more people who can receive acquainted with these crops during e-commerce. In countries where like this commerce is widespread, there are little cases of tax missing. Because payments are done electronically, all payments are registered and subject to taxation.

At the present time, the biggest barrier to the development of digital trade is seen like security. The improving of secure payment systems, th acceptance of electronic signatures, the establishment of confirmation agencies and the finishing of legal gaps will speed up the development of electronic trade. Legal areas of electronic trade, such as conservation of intellectual property, conservation of taxation, protection of clients, operations carried out in digital media and legal force of records and judgment of information entirety and security, require to be clarified instantly. Problems arising from technical substructure limit input to open networks and so e-commerce importantly. It is not feasible to develop digital commerce without a fast, dependable, cheap and publicly reachable open network substructure. However, the appropriation of domain names to be accessed by clients must be classified to ease their subsequent usage, and they must also fit

with international norms. As digital commerce is realized via the internet, it is essential to expand the online network, rise the number of networked computers and, very importantly, reduce the connection expenses. Finally, individual users and particularly small businesses should be learned and informed about digital commerce. The education system must redrawn to educate the information workers of the coming.

In our country, digital commerce promises to simplify entrepreneurs to switch to digital commerce. So we are able to avoid tax missing. In our country, the divide of electronic trade in the total commerce is very little, but the prospects are unbelievable. In recent years, we are able to see the trend of people to digital commerce.

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