How did Internet change e-commerce and our shopping habits?

Prof. Dr. Hasan Dağ

Abstract

It was only two decades ago when Internet and www entered to our daily lives. This has not only changed our way of teaching, socializing, education, travelling, banking etc., but also has changed the way we sell and buy goods, that is, the commerce of all types. Today, we buy all types of tickets, vacations, and all types of goods. Percentage of the commerce done on-line increases day by day never imagined before. This is not limited to regular commerce done on-line, Internet paved new ways of commerce as well: daily discount deals, instant deals, location-based deals etc. The competition in this arena is unimaginable. The question is how to survive in this game? That is, how information can be used to keep current customers and how to attract the new ones? In this talk be discuss these type of new discount based commerce and ways of competition to survive in the game.

Biography

Prof. Hasan Dağ, graduated in Istanbul Technical University as an electrical engineer and then obtained both his master and doctoral degrees in Electrical and Computer Engineering from University of Wisconsin-Madison, USA. Having worked as a researcher for some time in the States he returned to Istanbul Technical University (ITU) as an assistant professor of electrical engineering. While at ITU, he held several positions including the founding associate dean position of Informatics Institute, where he set up first doctoral program in Computational Science and Engineering of Turkey. He also secured the largest of its kind of a fund for National Center for High Performance Computing, where he is a member of advisory board now. He has set up several Information Technologies related undergraduate and graduate programs. He has been holding the IT Department head position of Kadir Has University since 2008. His main research interests are computational science and its application to engineering fields, information technologies, data mining and its application, management information systems.