

# Internet and Digital Economy

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# The Beginning of the Internet

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- Started in the late 1960s
- Continuous development
- Impact on economy and society

# Digital Economy

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- E-Commerce plays a significant role
- Driving the digital economy
- Key factors: High-quality digital infrastructure, centralized database system, collaboration between public and private sectors, education and personnel development, laws and cybersecurity

# Internet and Communication

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- Web 1.0: One-way communication
- Web 2.0: Two-way communication
- Web 3.0: Diverse communication and expanded scope

# E-Commerce

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- Reduces costs
- Increases accessibility to goods and services
- Competition in the e-commerce market

# Project Planning and Virtual Teams

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- Project management: On-time (Time), Low cost (Cost), Quality (Quality)
- Project evaluation: Key Performance Indicators (KPIs), Balanced Scorecard

# Project Evaluation

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- Importance of measuring project success
- Balanced Scorecard evaluation system

# Summary

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- Internet and digital economy play a crucial role in economic and social development
- Project planning and virtual team management ensure efficient operations