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eTransformation

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The New eSilk Road in Perspective

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The silk road was a historical trade route that changed the nature of commerce in the ancient world. The silk road was really a network (not unlike packet switching on the internet) that enabled exchange of a wide variety of goods including silk, precious stones and even rhubarb as well as information. The old silk road is history. But what about the countries and cities along the way that made it famous? How do these regions build on

the successes of the past to create opportunities for the future? The goods and products and culture are still there but historic commercial significance has been superseded by more advanced transportation means and broad-based commerce in the regions has become forgotten. The Internet, however, may re-open our awareness of these regions and the goods and services that they can provide.

In this panel we will explore electronic commerce in those countries and cities that once were famous and may prove again to be as part of the new silk road.

This past year, we have had the opportunity to explore and experience aspects of e-commerce elements of key nodes of the old silk road to examine the transition from the past to the future. Our approach has been based upon a set of dimensions addressing aspects of awareness, access, service availability, mastery of technologies, experience, skills, attitudes (motivation), culture, and empowerment of civil society among other emergent attributes at individual and community levels. Many exciting things have happened with many opportunities remaining. In this research forum, we will share what we have learned and seek to engage the audience in active dialog to guide future research direction.