

ABSTRACTS**1. ESTABLISHING AN OFFSHORE EDUCATION PROGRAM IN VIETNAM: AN ENTREPRENEURIAL PERSPECTIVE**

Denis G. Vinen, Swinburne University of Technology, Melbourne, Victoria, AUSTRALIA

ABSTRACT

In Australia, Swinburne University of Technology (SUT) has been a major provider of business education and training for over forty years, and is widely recognized as one of the most innovative and practical providers of accounting education in the country. At the same time, Australian universities have become increasingly involved in the internationalization of their education programs. In seeking to gain a competitive advantage in international markets, many Australian universities have established offshore teaching programs; usually in conjunction with a partner (host) university in the target market. This activity has required much planning and innovation so as to enable successful implementation of the programs and ensure their long term viability. These universities have in fact engaged in a highly successful activity of entrepreneurship. This paper will discuss the entrepreneurial aspects related to an Australian university establishing an offshore education program into the Vietnamese education market. The paper describes how the university achieved market entry and how it developed a range of education programs to meet the market needs. The paper outlines the progress made over the period 1994-2004 to develop offshore business education programs by examining the strategic approach to exploit a unique opportunity; the transition from development stage to established growth stage, how it was managed and resourced, and the critical success factors related to this entrepreneurial venture into Vietnam by Swinburne University of Technology.

Keywords: *Offshore Business Education; Internationalisation; Entrepreneurship; Strategic Approach*

2. SEARCHING FOR A BETTER LAYOUT STRATEGY

Seyed-Mahmoud Aghazadeh, State University of New York at Fredonia, New York, USA

ABSTRACT

This paper looks at the problem of layout strategy. A poor layout can cost a manufacturer its months of planning and the cost of a set up that just plain doesn't work, not to mention the entire business. The paper is an attempt to ascertain how this problem can be resolved efficiently to keep the manufactures competitive. We discuss how technology (virtual reality, computer-aided design, and lean manufacturing) can help manufacturing organizations improve their operations. The paper explores the problems facing "Dime" Manufacturing and how an improved layout strategy could help the future of this growing company, with its problems of stock-outs, backorders and work-in-progress.

Keywords: *VR, CAD, Lean, Manufacturing, Workplace, infrastructure, and layout*

3. ENABLING TECHNOLOGIES FOR DEPLOYING VIRTUAL EXPERT PANELS

Tiki Suarez, Florida A & M University, Tallahassee, Florida, USA
Colin Benjamin, Florida A & M University, Tallahassee, Florida, USA
Jamina McFadden, Florida A & M University, Tallahassee, Florida, USA

ABSTRACT

In this paper, we review Teleconferencing and Video Conferencing, Group Decision Support Systems, and the Access Grid, three technologies which enable the work of Virtual Expert Panels. We use several case studies to illustrate the usefulness of these technologies and explore the potential for the Access Grid to revolutionize the group process associated with Virtual Expert Panels.

Keywords: Video Conferencing, Access Grid, Virtual Expert Panels, Group Decision Support Systems, Collaborative Technologies

4. PASSING THE BATON TO LADY JUSTICE: PROPORTIONALITY AND EQUAL PROTECTION CONCERNS ON COLLEGE CAMPUSES

Nina Compton, New Mexico State University, Las Cruces, New Mexico USA
J. Douglas Compton, Attorney at Law, Albuquerque, New Mexico USA

ABSTRACT

Title IX of the Education Reformation Act was conceived and passed in 1972 for the purpose of providing equality between males and females in intercollegiate sports. Since its inception, the disparity between men's and women's varsity athletics programs has persisted throughout American colleges and universities. Discrimination and equal protection concerns define the continuing debate of gender equality under the Act. This paper is an analysis of the landmark Court decisions and lawsuits that characterize the thirty year controversy of Title IX. Discussion of the history of the Act and its application to federal and state jurisdiction cases evidence the evolution of its interpretation by the Courts. Of particular interest are the claims of reverse discrimination against males in non-revenue college sports programs as a result of Title IX regulation. Campuses across the Nation have seen athletic departments add women's varsity programs and cut men's programs in order to remain compliant under the Act. This paper explores the equal protection concerns of proportionality amongst enrollment rates and participation rates in intercollegiate athletics. The state of Title IX today remains clouded with questions by college administrators who, after over three decades of enforcement, are still puzzled over how to reach gender equality in sports under the Act. The purpose of Title IX is to create equal opportunities for women's participation in athletics. The practice of cutting men's programs instead of adding women's programs may undermine the purpose of intent of Title IX. The resolution of this issue is imperative and will shape how college athletic programs are administered in the future.

Keywords: Gender Disparity, Equal Protection, Discrimination

5. USING WAITING LINE MODELS TO COMPARE LEASING OPTIONS

John S. Croucher, Macquarie University, Sydney, AUSTRALIA

ABSTRACT

This paper considers a problem in which an organisation is currently leasing a machine that is yielding unacceptable waiting times for those queuing to use it. There are three available options that are being considered by management where the criterion is to minimise the total cost of the system. The first is to stay with the status quo, the second is to lease a faster machine and the third is to lease multiple machines. Two types of scenarios are discussed; one in which the waiting time in the queue is taken into

account while the other includes the time spent at the machine itself. An appropriate formula is derived for each situation.

Keywords: *leasing*

6. DISCOUNT PRICING FOR SLOW MOVING ITEMS

John S. Croucher, Macquarie University, Sydney, AUSTRALIA

ABSTRACT

A common problem faced by many retailers is how to turn over stock as quickly and efficiently as possible. Despite the best intentions of management, sometimes they find themselves with items that simply will not sell at the price on offer. The only option then is discounting and this paper presents a model for determining an appropriate discount price. This technique is also useful for general items which may be discounted on sale only for a short period. A ready to use table is included and an example given to illustrate the technique.

Keywords: *slow moving items, discount pricing*

7. RADICAL INNOVATION IN TOTAL QUALITY ORGANIZATIONS

Jose V. Gavidia, College of Charleston, Charleston, South Carolina, USA
Tsvetomira Enlow, College of Charleston, Charleston, South Carolina, USA
Barbara Logan, College of Charleston, Charleston, South Carolina, USA

ABSTRACT

Traditional practice of total quality management (TQM) has failed to develop organizational mechanisms that support radical innovation. This paper proposes total knowledge management (TKM), a conceptual model that integrates knowledge management in total quality management to improve organizational performance in radical innovation. Managers are encouraged to design and implement organizational mechanisms that foster radical innovation through double-loop learning. Such mechanisms must involve everyone in the organization and be integrated into existing total quality management practices.

Keywords: *Radical innovation, Total Quality Management, Knowledge Management*

8. COMMERCIALY-VIABLE STATE-OF-THE-ART MANUFACTURING PRECISION IN THE PRODUCTION OF 'SMALL' AND 'VERY SMALL' PRODUCTS

Brian J. Huffman, University of Wisconsin – River Falls, River Falls, Wisconsin, USA

ABSTRACT

The purpose of this paper is to explore the meaning of commercially-viable state-of-the-art manufacturing precision as it pertains to the production of both small and very small products. Commercially-viable precision means precise position and shape (high yield) at reasonably high speed. The cost of overly tight engineering tolerances (the demand for excessive precision) is also considered. Since the paper is limited to a discussion of precision in commercially-viable manufacturing technologies, the discussion of mesoscale precision focuses on so called 'top-down' nanotechnologies ('bottom-up' nanotechnologies being more experimental than commercially-viable).

Keywords: *Precision, Tolerances, Nanotechnology*

9. THEORY OF CONSTRAINTS BASED PRODUCT MIX DECISIONS WHEN MULTIPLE CONSTRAINED RESOURCES EXIST

Kwangseek Choe, University of Alaska Fairbanks, Fairbanks, Alaska, USA

ABSTRACT

Product mix decisions have far-reaching implications in the fields of production, management accounting, and marketing. Since the Theory of Constraints (TOC) algorithm for product mix problems was offered (Fox, 1987; Goldratt, 1990), it has become popular due to the simplicity and efficiency of the procedure. However, since Plenert (1993) pointed out that the TOC algorithm may be insufficient in identifying an optimal solution to product mix problems when multiple constrained resources exist, the efficacy of the TOC algorithm has been challenged (Plenert, 1993; Lee & Plenert, 1993; Balakrishnan, 1999). This paper demonstrates that the TOC product mix algorithm, with a slight revision, can lead to an optimal solution even when multiple constrained resources exist.

Keywords: *Theory of constraints, Product mix decision, Multiple constrained resources*

10. DATA MINING FOR DECISION SUPPORT - MINING DOBUTAMINE STRESS ECHOCARDIOGRAPHY DATA TO PREDICT CARDIAC ARRESTS

Malini Krishnamurthi, California State University-Fullerton, California, U.S.A.
Rakhee Mistry, California State University-Fullerton, California, U.S.A

ABSTRACT

In this paper we show how physicians can turn to data mining techniques to extract information that can be useful and helpful in taking care of their elderly and disabled patients. Data mining steps are demonstrated in the context of patients who may have had a history of cardiac events. An unsupervised clustering technique was employed as a mining technique to predict cardiac events among patients who were infused with the drug dobutamine in place of the traditional stress echocardiogram. Results from this study show the degree of support that physicians can expect from a data mining session.

Keywords: *Data Mining, Supervised Learning and Unsupervised Clustering*

11. BUSINESS ETHICS: A CROSS-CULTURAL COMPARISON OF ACCOUNTING STUDENTS

Soheila Mirshekary, Central Queensland University, Queensland, AUSTRALIA
Beth Tennent, Central Queensland University, Queensland, AUSTRALIA
Ali M. Yaftian, Central Queensland University, Queensland, AUSTRALIA

ABSTRACT

Business ethics has been recognised as a critical issue following major company collapses around the world. In recent years the Australian corporate sector has been witness to the failure of a number of corporations, including HIH Insurance, One.Tel, Ansett Australia and Harris Scarfe. These collapses have had effects on different aspects of Australian business and consequently resulted in reforms of corporate governance (Mirshekary, Yaftian & Cross, 2005). Corporate governance reform effects should be based on personal integrity, honesty and truthfulness rather than tougher legislation and corporate governance rules (Owen, 2003). Integrity entails much more than conformity to a set of rules and personal qualities such as integrity, honesty and morality are regarded as essential to the accountant. Ethical frameworks will assist accounting students in dealing with controversial problems in business such as whistle blowing and conflict of interest.

This study examines students' ethical behaviours, using multiple academic and accounting/business scenarios and focusing on the ethical attitudes of final year accountancy students who are of Australian or

non-Australian origin. The results indicate that all respondents agree with the ethical nature of the statements but there are 18 out of 30 significant differences in the responses between Australian and Non-Australian students, with Australian students being more ethical.

Keywords: *Business Ethics, Accounting Students, Australian and Non-Australian, Cross Cultural, Academic vs. Business Perceptions, Gender Differences, Moral Values*

12. A STUDY OF THE RELATIONSHIPS AMONG PROCESS, SATISFACTION, AND EFFECTIVENESS IN SERVICE DELIVERY

Scott Metlen, University of Idaho, Moscow, Idaho, USA

Alan S. Khade, California State University-Stanislaus, Turlock, California, USA

Scott Young, DePaul University, Chicago, Illinois, USA

ABSTRACT

Relationships among elements of process integration, elements of employee satisfaction, employee effectiveness, and consumer satisfaction were empirically explored in Utah's skilled nursing facilities, a high-contact service industry. Results show that there is support for the modeled relationships, indicating elements of process integration do influence elements of employee satisfaction and employee effectiveness; elements of employee satisfaction do influence employee effectiveness and consumer satisfaction; and employee effectiveness influences consumer satisfaction. However, the results indicate that relationships among the elements of process integration, elements of employee satisfaction, and employee effectiveness are not all significant as hypothesized. Therefore, constructive change of consumer satisfaction in skilled nursing homes where there is a high degree of contact between the contact employees and consumers will be induced more effectively by considering how the different elements of process integration and elements of employee satisfaction influence the modeled constructs.

Keywords: *Service Operations, Process Design, and Job Satisfaction*

13. THE SERVICE INDUSTRY AND IMPROVEMENT PROGRAMS

Hollye K. Moss, Western Carolina University, Cullowhee, North Carolina, USA

J. Wayne Patterson, Clemson University, Clemson, South Carolina, USA

ABSTRACT

Improving the quality of services is an ongoing concern within the service industry. Methodology exists within the operations management arena that has been shown to improve customer service in a variety of settings and should be considered for application in services. Total quality management (TQM) has been reported extensively in the literature as an effective tool for improving processes in organizations. The theory of constraints (TOC) has been effectively applied to manufacturing processes and procedures to improve organizational effectiveness. This research utilized the SERVQUAL instrument to assess the level of improvement in service quality and analyzes it relative to participation in programs that could be adapted from the manufacturing sector.

Neither TQM nor TOC offered significant improvement in service quality. In two of the SERVQUAL measures, responsiveness and assurance, firms using no formal program actually outperformed those using TQM. We found that service providers are unaware of their appearances and that they have yet to begin to train their employees to solve problems. In fact we found that a majority of the service providers in our study did not employ any improvement program at all. While this does not mean they are not seeking to improve their service quality, it indicates that they are not using a variety of the existing tools available to them that have often added consistency to improvement approaches in other industries.

Keywords: *Total Quality Management; Theory of Constraints; Service Operations; Service Quality*

14. IMPLEMENTING E-TQM IN SMALL SERVICE FIRMS

Nazim U. Ahmed, Ball State University, Muncie, Indiana, USA
Sushil K. Sharma, Ball State University, Muncie, Indiana, USA

ABSTRACT

As large companies are outsourcing and manufacturing jobs are dwindling, small service businesses in the U.S. will account for significant portion of job growth and GDP. There is no reason that TQM can not be effectively employed in small service businesses. Previously, business process integration through database technology and networking was the domain of large businesses as these were not affordable to small firms. The new era of internet and cheap E-technologies have created significant opportunities for small firms to enhance their business processes. Successful implementation of TQM by small businesses must now be done using E-technologies. This paper elaborates a framework for TQM implementation by small service businesses stressing the need for using E-technologies in the implementation process.

Keywords: *outsourcing and manufacturing jobs, small service businesses, internet, E-technologies*

15. THE IMPACT OF SALES TAXES ON RETAIL EMPLOYMENT, EARNINGS AND SALES

Paul S. Nelson, University of Louisiana at Monroe, Louisiana, USA
Robert C. Eisenstadt, University of Louisiana at Monroe, Louisiana, USA

ABSTRACT

It has long been known that retail sales taxes create distortions in the location of retail outlets. Most studies have focused on effects between central cities and suburbs or border situations where there are substantial differences in tax levels. The general conclusion of the literature is that retailers do disproportionately tend to locate in lower tax locales.

This paper takes a different approach. We look at the impact of average combined state and local sales tax levels across all fifty states and the District of Columbia on the number of retail establishments, dollar sales, retail payrolls, and retail employment. Sales tax rates vary appreciably across the United States from a low of zero percent (five states) to a high of 9.3 percent (Tennessee).

We develop four models using as dependent variables: the number of retail establishments, dollar sales, retail payrolls, and number of retail employees by state. We regress each of these variables on per capita state income, gross state product, population, median age, average state and local sales tax rate and dummy variables for exemptions for food and prescription drugs.

We find for each of the four dependent variables, the average state and local tax rate is negatively related indicating that higher sales taxes do negatively affect the retail sector. In three of the four models; dollar sales, payroll, and number of retail employees the coefficient on average combined state and local sales tax rate is significant at the 5 percent level. For the number of establishments the coefficient is negative but not significant. The dummy variables for exemptions for food and prescription drugs are positive indicating such restrictions could reduce the impact of sales taxes but the coefficients are not significant in any model.

We calculate the loss in terms of dollar sales, payrolls and employment and compare that to the revenue raised as a bare minimum estimate of the excess burden of the sales tax.

Keywords: *sales taxes, payrolls, employment*

16. CULTURAL CONFLICTS BETWEEN CHINESE MANAGEMENT AND HISPANIC WORKERS

Dennis Pollard, California State University, Fullerton, California, USA
Peng Chan, California State University, Fullerton, California, USA
Hua Jin, American Intercontinental University, Los Angeles, California, USA

ABSTRACT

Hispanics are the largest and fastest growing ethnic group in not only Latin America but also United States. Countries, such as Chile, Argentina and Mexico, are becoming strategic business partners of China. Governments of both sides have realized the significance of bilateral business exchanges to confront the economic and technical monopoly that United States has been trying to maintain in all the Hispanic countries and the rest of the developing countries.

It is essential to review the cultural conflicts between Chinese Management and Hispanic workers, due to China's ever increasing business investments in Latin America and the still poor knowledge of the Chinese CEOs and Chinese youth about the Hispanic world. Significance of business exchanges with Hispanic countries, Cultural differences and origins, methods to avoid cultural conflicts, trends of the young generation, social and economic changes and perspectives of business exchanges between China and Latin America will be illustrated and discussed in this study.

As the American political philosopher Thomas Paine advocated: doing good does not mean the same thing to different nations, peoples and races. While Chinese government is working hard on strengthening its economic influences in the Latin America Market, Chinese CEOs should get ready to invest and make transactions of larger magnitude within the Hispanic world, which urgently demands the knowledge and comprehension of the Hispanic workers.

As a consequence, Chinese management urgently needs to obtain knowledge and a greater comprehension of the nature, culture and background of Hispanic workers

Keywords: *conflicts, chinese management, Hispanic workers*

17. FACTORS INVOLVED IN THE STUDENT ATHLETE COLLEGE SELECTION PROCESS AS APPLIED TO THE BASIC DECISION MAKING MODEL

Colleen Price, Siena College, Loudonville, New York, USA
Cheryl L. Buff, Siena College, Loudonville, New York, USA

ABSTRACT

This article focuses on the wants and needs of prospective student athletes and how these factors influence the overall college selection decision-making process. Looking at a convenience sample of 126 student athletes with a 75% response rate, results revealed that the combination of factors evaluated and the importance of each are different for individual student athletes. However, in terms of selection behavior many student athletes followed a form of an extensive problem-solving process with minor variations based on sport. Evaluative criteria for prospective student athletes and post satisfaction are discussed.

Keywords: *Decision-making process; student athlete, college selection process*

18. OUTSOURCING TO INDIA: PROS AND CONS

Melkote K. Shivaswamy, Ball State University, Muncie, Indiana, USA
R. S. Rathinasamy, Ball State University, Muncie, Indiana, USA

ABSTRACT

In this article, we provide an overview of outsourcing to India from the USA perspective and outline the pros and cons of outsourcing. We also examine some recent trends and attitudes on outsourcing, and provide a brief overview of economic and social effects of outsourcing. Increasingly, both manufacturing and service jobs are being outsourced. Cost savings seem to be the primary motivator of outsourcing. Other drivers of outsourcing include globalization, technological developments and intense competition. India with its many well-known advantages has emerged as the primary beneficiary of this development. Within the USA, there has been an increasing and vocal organized movement against outsourcing by workers including professionals and governments. However, it is our belief that outsourcing is here to stay and the USA is well-advised to gear itself for it by re-training its work-force, emphasizing math and science education and investing monies to develop next-generation technologies and other ventures.

Keywords: *outsourcing, India, cost savings*

19. SOFTWARE SAFETY ANALYSIS ACTIVITIES DURING SOFTWARE DEVELOPMENT PHASES OF THE MICROWAVE LIMB SOUNDER (PART 2)

Joseph S. Sherif, California State University-Fullerton, California, USA
Hui-Yin Shaw, California Institute of Technology-Pasadena, California, USA

ABSTRACT

Safety analysis is a systematic and orderly process for the acquisition and evaluation of specific information pertaining to the safety of a system. The Microwave Limb Sounder (MLS) Software Safety Analysis (SSA) is an integral part of the overall system safety analysis effort. It requires a coordinated effort among all organizations involved in the development of the instrument software. The purpose of the Software Safety Analysis is to identify potential hazards to MLS, the Earth Orbiting System Satellite (EOS) and related launch vehicle facilities and personnel. The results of the SSA will be used to: 1. Affect the requirement and design of the software system whenever practical to assure control and mitigation of possible system hazards, and 2. Identify those potential hazards introduced or impacted by the software systems. The MLS software safety analysis is performed throughout the software life cycle, such that software safety analysis activities take place in every phase of the software development life cycle. This paper describes the MLS software safety analysis activities and documents the SSA results. The scope of this software safety effort is consistent with the MLS system safety definition and is concentrated on the software faults and hazards that may have impact on the personnel safety and the environment safety.

Keywords: *Software Safety, Software Analysis Activities, Microwave Limb Sounder and Flight Software Development Phases*

20. HOW TO DEAL WITH MEMBER DROP-OUTS? DEVELOPING AN EFFECTIVE RETENTION STRATEGY FOR THE FITNESS SERVICES INDUSTRY

Subir Bandyopadhyay, Indiana University Northwest, Indiana, USA
Kumar Banerjee, Body Plus, CANADA

ABSTRACT

Starting January 1st of every year, thousands of health and fitness conscious exercisers flock to their local health club, at yet another attempt in making their New Year's resolution of getting into shape a reality. Regardless of their good intentions and even financial commitment, about half of these people that join health clubs will stop exercising after six months. This group of people, "low users", "de-conditioned" or "new-members", pose a real problem to the fitness club industry as they represent a significant loss to the business.

However, for marketers, this group of "low users" represent an ideal market of consumers, which according to Handelsman (1999), is made up of more than 29.5 million health club members who are affluent, educated, professional, and have a proven willingness to spend money on their own personal well being. This study sheds light on the reasons why so many exercisers cease to continue with their exercise regimen, and provide solutions (such as effective retention programs) so that marketers will have greater insight when targeting this untapped yet lucrative market. Additionally, examples of successful businesses are presented in order to provide a basis for future business opportunities.

Keywords: *Fitness Marketing; Retention Strategy; Customer Relationship Management*

21. EMERGING TRENDS FOR HUMAN RESOURCE DEVELOPMENT PROFESSIONALS

Hung-Wen Lee, National Chia-Yi University, TAIWAN

ABSTRACT

The future of the field of human resource development cannot be precisely predicted; however, the emerging trends can provide us with insight into the challenges and help HRD professionals proactively prepare and effectively respond to the changes. The intent of this study is to present key trends that are affecting and will continue to have a strong impact on field of HRD and examine new roles for HRD professionals in helping people, organizations, communities, and societies. Literature suggests that globalization and technology explosion are inevitable and irreversible forces and significantly affected the workforce and the community. As a result, we are now experiencing a revolutionary change as the information age transitions into an era of knowledge economy. Global success depends on utilizing the resources and diverse talents and capabilities and technology has changed the nature of work and learning practices. Each of these trends and changes has new demands on HRD. Thus, this study further explores and suggests new roles for HRD professionals under each trend. Examining trends and challenges is not to predict the future; however, it is to increase considerations about what is going to happen. Furthermore, HRD professionals must work now in order to provide immediate approaches to addressing the trends to secure the future of HRD.

Keywords: *Trends, HRD Professional, HRD Role*

22. STATISTICAL MEASURE OF TEACHING PERFORMANCE AND IMPLICATIONS ON RE-APPOINTMENT AND PROMOTION DECISIONS

Ernesto C. Lucas, Hawaii Pacific University, Hawaii, USA

ABSTRACT

The objectives of this study are: (1) to develop a statistical measure of teaching Performance called teaching performance average (TPA), (2) to develop decision rules on promotion and re-appointment decisions, (3) to apply the performance measure and decision rules developed above in evaluating re-appointment and promotion applications in the College of Business Administration, Hawaii Pacific University. The result shows that all the applicants teaching performance lie in the Average category, defined by the interval $-1.64 < Z < +1.64$ in the normal distribution scale. No applicants are in the below average category defined by the interval $-\infty < Z < -1.65$ or in the above average category defined by the interval $+1.65 < Z < +\infty$. As a result, all of the applicants were recommended for re-appointment. Nobody was recommended for termination or promotion.

Keywords: *statistical measure of teaching Performance, teaching performance average, performance measure, university*

23. INDIAN SOFTWARE INDUSTRY AND ITS COMPETITIVE ADVANTAGE

Vidyadhar Reddy Aileni, Osmania University, Hyderabad, INDIA
Srikanth Villivalam, Osmania University Campus, Hyderabad, INDIA

ABSTRACT

The Information Revolution, which is the successor of the Industrial Revolution, is fast changing the business world. This paper traces the growth of Information Technology industry in the Indian scenario in general and the evolution of Indian Software Industry in particular. The paper also brings out the competitive advantages and the problems of Indian Software Industry.

Keywords: *Information Technology, Software Industry, Software Exports, Competitive Advantages, Problems, Prospects*

24. CONSUMERS' ATTITUDE TOWARDS E-COMMERCE IN POST-OLYMPICS GREECE

Philip A. Barbonis, Radboud University, Nijmegen, THE NETHERLANDS
Stavroula Laspita, Radboud University, Nijmegen, THE NETHERLANDS

ABSTRACT

This research was undertaken in Greece immediately following the 2004 Olympic Games, prior to which and during the games, the Greek population had sustained exposure to modern technologies including the Internet. This was an opportune and perhaps unique moment to determine if the Greek population was indulging in e-commerce and the factors that influenced such form of Internet shopping. We wanted to determine how the Greeks who were culturally different from say the Nordic peoples of Europe (in whose countries Internet penetration was substantially higher) would perceive e-commerce, whether they were prepared to undertake Internet shopping, whether trust was a factor in a form of shopping in which buyer and seller do not see each other, or even the product involved in the transaction, where payment had to be made well in advance of receiving the goods. A questionnaire containing 79 questions and statements was randomly distributed to 600 people in eight of the largest cities in Greece. The data obtained from 469 completed questionnaires was analyzed. The results lent support to fifteen hypotheses, of which six are presented in this paper.

Keywords: *e-business; e-commerce; Greece; trust; risk; perceived risk; Internet; last mile problem*
