

REFERENCES

- [1] Kim, S.E.; Shaw, T.; Schneider, H. (2003), "Web Site design benchmarking within industry group" *Internet Research, Electronic Networking Applications and Policy*, Vol. 13, No. 1, pp17-26
- [2] Agarwal, & Venkatesh (2002), "Assessing a firm's Web presence: A heuristic evaluation procedure for the measurement of usability" *Information Systems Research*, Vol 13 No 2 pp 168-186.
- [3] Merwe, R. and Bekker, J. (2003), "A Framework and Methodology for Evaluating e-commerce Web sites" *Internet Research: Electronic Networking Applications and Policy*; Vol. 13 No. 5, pp 330-341
- [4] Bevan, N. (1995), "Usability is Quality of Use", *Proceedings of the 6th International Conference on Human Computer Interaction*, Yokohama, Anzai & Ogawa (eds), Elsevier.
- [5] Bell H. and Tang, N.K. (1998), "The Effectiveness of Commercial Internet Web Sites: a user's perspective" *Internet Research: Networking Applications and Policy*, Vol 8 No.3 pp219-228.
- [6] The Customer Respect Group, (February 2005), "First Quarter 2005 Results of Online Customer Respect Study of Largest Airline, Travel Firm"
- [7] Schubert, P.; Selz, D. (1999), "Web Assessment – Measuring the Effectiveness of Electronic Commerce Sites Going Beyond Traditional marketing Paradigms" *Proceedings of the 2nd Hawaiian International Conference on Systems Sciences*, Hawaii, USA.
- [8] Hung, W.S.; McQueen R.J. (2004), "Developing an Evaluation Instrument for e-Commerce Web Sites from the First-Time Buyer's Viewpoint", *Electronic Journal of Information Systems Evaluation* , Vol 7 No.1 pp 31-42.
- [9] Barnes, S.J. and Vidgen, R.T. (2002), "An Integrative Approach to the Assessment of E-Commerce Quality" *Journal of Electronic Commerce Research*, Vol 3 No.3 pp
- [10] Srivihok, A. (199), "An Assessment Tool for Electronic Commerce: End User Evaluation of Web Commerce Sites"

- [11] Mich, L., Franch, M. and Gaio, L. (2003) "Evaluating and designing Web site quality" IEEE Multimedia, Vol. 10 No. 1 pp 34-43
- [12] Aladwani, AM (2002), "The Development of Two Tools for Measuring the Easiness and usefulness of Transactional Web Sites" European Journal of Information Systems 11, pp 223-234
- [13] Medby, L.; Bjornestad, S., "MELON – Developing a Web-based tool for learning"
- [14] Mistic, M.M.; Johnson, K.L. (1999), "Benchmarking: A Tool for Web Site Evaluation and Improvement" Internet Research: Electronic Networking Applications and Policy, Vol 9 No. 5 pp 383-392.
- [15] Gerhke, D.; Turban, E. (1999), "Determinants of Successful Website Design: Relative Importance and Recommendations for Effectiveness", Proceedings of the 32nd Hawaii International Conference on System Sciences.
- [16] Von Dran, G.M.; Zhang, P. and Small, R., "Quality Websites: An Application of the Kano Model to Website Design" Proceedings of the Fifth Americas Conference on Information Systems, August 13-15, 1999
- [17] Sample of Web Site Evaluation Conducted for client by Information & Design pty ltd (Australia), 1998.
- [18] Piccoli, G.; Brohman, M.K; Watson, R.T. and Parasuraman, A. (1999, "Net-Based Customer Service Systems: Evolution and Revolution in Website Functionalities"
- [19] Kuo, H.M; Hwang, S.L.; Wang, E. (2004), "Evaluation research of information and supporting interface in eelctronic commerce web sites" Industrial Management & Data Systems, Vol. 104 No. 9 pp 712-721
- [20] Olsina, L.; Rossi, G. (1999), "A Quantitative Method for Quality Evaluation of Web Sites and Applications" downloadable
http://gidis.ing.unlpam.edu.ar/downloads/pdfs/Olsina_WebE.pdf.
- [21] Bauer, C. and Scharl, A. (2000), "Quantitative Evaluation of Web Site Content and Structure" Internet Research: Networking Applications and Policy, Vol. 10 No.1 pp31-43

- [22] Selvidge, P. (199), "How Usable are the Airline Web Sites?" Usability Newss, http://psychology.wichita.edu/surl/usabilitynews/lw/Usability_airline.htm.
- [23] Kopcso, D.; Pipinp, L. and Rybolt, W. (2001), "Factors Affecting The Assessment of Web Site Quality", The 9th European Conference on Information Systems, June 27-29.
- [24] Rachman, Z.M. and Buchanan, J. (1999) "Effective tourism Web Sites" Department of Management Systems Research Report Series, No 99-12, University Waikato, Hamilton N.Z.
- [25] Zhang, P., Von Dran, G.M. and Barcellos, S. (1999) "Web sites that satisfy users: A theoretical framework for Web user interface design and evaluation" Proceedings of the 32nd Hawaiian International Conference on System Sciences, Hawaii USA
- [26] Ivory, M.Y.; Sinha, Rashmi.; Hearst, M.A. (2001), "Empirically Validated Webpage Design Metrics"; CHI, Vol. 3, No. 1 March-April
- [27] Yao, J.T. (2004), "Ecommerce Adoption of Insurance Companies in New Zealand" Journal of Electronic Commerce Research, Vol. 5 No.1
- [28] Chariton, C.; Choi, M.H (199), "Enhancing Usability of Flight Search Functions for Airline and Travel Web Sites"
- [29] Buck, S.; Lei, Z. (2004), "Charter Airline: Have they a future?" ABI/INFORM Global, Tourism and Hospitality Research Vol 5 No. 1 pp 72-78
- [30] Hoffman, D.L.; Novak, T.P. and Chatterjee, P. (1997), "Commercial scenarios for the Web: Opportunities and Challenges", Journal of Computer-Mediated Communication, Vol.1 No.3
- [31] Katerrattanakul, P. and Siau, K. (1999), " Measuring Information Quality of Web Sites: Development of an Instrument" Proceeding of the 20th International Conference on Information Systems, Charlotte, NC, pp279-285
- [32] Keevil, B. & Keevil Associates (1998), "Measuring the Usability Index of Your Web Site", ACM2001

- [33] Thelwall, M. (2003) " A layered approach for investigating the topological structure of communities in the Web" Journal of Documentation, Vol. 59 No. 4 pp 410-429
- [34] Yang, S., "E Commerce in Airline Business", presented at the PROS Revenue Management, International Symposium on Government in E-Commerce Development, Ningbo, China, April 2001.
- [35] Zhang, P. & von Dran, G.M. (2000)"Satisfiers and Dissatisfiers: A Two-Factor Model for Website Design and Evaluation" Journal of the American Society for Information Science, Vol 51, No. 14, pp1253-1268
- [36] "Business Research Methods" by William G Zikmund, Thomson South-Western, 7th Edition, 2003
- [37] "Electronic Commerce, A Managerial Perspective" by Efraim Turban, King, Lee, Warkalin and Chung, Prentice Hall, International Edition, 2002.
- [38] "Marketing" by Lamb, Hair, McDaniel, South-Western, 6th Edition, 2002.
- [39] "Business Research Methods" by Cooper and Schindler, McGrawHill, International Edition, 2002.