

Table of Contents

EXECUTIVE SUMMARY

1. INTRODUCTION

- 1.1 Airlines and Web Commerce
- 1.2 Issues and Problems statement
- 1.3 Research Objectives

2. LITERATURE REVIEWS

- 2.1 Evaluation Instruments
 - 2.1.1 Automated Software
 - 2.1.2 Human involvement
- 2.2 Evaluation Criteria
- 2.3 Benchmarking

3. METHODOLOGY

- 3.1 Establishing Conceptual Framework
- 3.2 Decision on evaluation instrument
- 3.3 Decision on evaluation criteria
- 3.4 Identification of Sample Web sites
- 3.5 Data Collection
- 3.6 Data Processing

4. FINDINGS AND ANALYSIS

- 4.1 Web Features Review
- 4.2 Quality Perceived – User review
- 4.3 Integrative evaluation
- 4.4 Measuring Effectiveness

5. LIMITATIONS

6. RECOMMENDATIONS FOR FUTURE STUDIES

7. RESEARCH IMPACT

CONCLUSION

REFERENCES

APPENDIX