6   RECOMMENDATION FOR FUTURE RESEARCH

Accentuate on corporate clients insight preference

Airlines are attracted even more by the profitability of corporate electronic transactions. With sophisticated information systems, it is now possible to use data mining techniques to aim for dynamic discount solutions and value added services at high value corporate customers, amplify the business through direct sales channel. Accentuate on corporate clients insight preference is definitely gong to provide significant assistance to industry players to strategize themselves for target marketing. Perhaps this strategy is more likely market targeting for traditional carriers that capture majority business travelers, nonetheless, no frills flyers can also offer above standard offerings to attract organizations undergo travel expenses reductions, bulk purchases across different routes and classes for corporate clientele would be the next challenge to them

Comparative analysis on Airlines and Travel Hub Web sites

Having said the quality of airliners' Web sites are challenged by travel agents', so far, there is still no large scales investigation to compare both industry players side by side for general benchmark, subsequently outline the areas of significant dispersion or even mirrored so that each would be able to improve and better serving online users.

Mobile Commerce

Competition is not just coming from the Web environment. With hardware and application advancement, another more challenging spectrum from mobile commerce is expected to evolve soon. Often

travelers might be too busy to hook up on Internet to find their solutions. As technology becomes increasingly portable and creativity are needed for new interfaces that unbound people from the desktop but to access information from anywhere, Designs and quality definitions will be interpreted differently when mobility is high. In response, alternatives are required to meet those needs. Thereof, it would be helpful to have preliminary findings of how this would impact the airlines electronic commerce.

Studies on Management Insight in using Web Presence to create core competencies

The key to differentiation strategy does not just lie exclusively within the applications, designs nor the feasibility of fulfilling user's intention. Industry survey like CRG shows us the fact, as advance and well-designed masterpiece like American Airlines, or Southwest Airlines, the online troop just prefer travel hubs. Many carriers have done fantastic job in 'makeup' and developed technology-savvy site. Except short of publicity to attract more to come "e-board". Good example is Malaysia Airlines, a site highly rated for both Web featured and user perceptions, yet receive low popularity in comparison to AirAsia.com (at least in domestic market). Interestingly, from this study, only 14% feedback has very enough and effectual advertising information. An integrative marketing strategy is required to open the horizon for potential passengers to visit their all-embracing site that capable to serve everyone that carries an essential expectation. Further study on the factor of promoting carriers web presence would be value add to the subject.

Studies on Web site Evaluation had always been revolving within the circle of online users and the URL itself. Grounding work for

market saturation should be given in depth discussion to understand how to convert more non-Internet users to start clicking their mouse.

If evaluation has almost reach its edge, maybe it is time to think out-of-the-box or start jumping out of the "windows" to do more relational factors analysis for solutions proposals.