

Internes Kolloquium

Am Montag, dem 19. Dezember 2011, um 16:15 Uhr hält

MSc. Mahmoud Amer
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im Rahmen seiner beabsichtigten Dissertation einen Vortrag mit dem Titel

Measuring Quality of Electronic Services in Business to Business Domain

Der Vortrag findet im OFFIS, Escherweg 2, Konferenzraum F02 statt.

Zusammenfassung:

During the past 20 years, professional life has changed significantly from a pure industrial landscape to an information-high tech oriented landscape. In the course of this change, the importance of computer technology in the professional life has significantly increased. These new technologies enabled the customers to easily search and compare different products and services that are offered and sold online. That led many companies and businesses to begin studying the quality of services provided through this medium in order to enhance their performance and increase loyalty of their customers.

As more and more companies are leveraging on the current eCommerce benefits from their core business processes, these business processes tend to give companies competitive advantage once they are fully utilized in the value chain. Measuring the quality of these services will make it easier for the companies to benchmark their current delivered services to other companies on a common metrics and criteria, and helping the business solutions providers to develop systems that are more compatible with the user's requirements. These electronic services are no longer regarded as trendy internet applications; rather, customers have become more and more demanding, and became less tolerant to poor services performance. This delivery of high quality services is what makes customers come back and buy again. In this easily accessible cyber space, the customers are always looking and searching for companies that provide them with services that meets or exceeds their expectations.

Unfortunately for some companies, they normally do not get any feedback from their customers regarding customer satisfaction of the services offered by the enterprise. In most cases the usual way of determining whether the user is satisfied or not is to see if he/she comes and buys again or not. In order to solve this issue, scientists in the fields of social sciences, marketing, and information systems proposed different models and theories on how to enhance company's performance and providing better services for their customers. Whether it's directly aimed toward the end customer in the Business to Consumer (B2C) domain, or aimed toward the enterprises as in the Business-to-Business (B2B) domain. This led many studies to examine how customer's satisfaction can be measured in order to give companies an instrument that helps them to respond to the necessities of their customers. In addition, according to many researchers in this field, research on customer satisfaction in B2B relationships is still modest and lagging far behind consumer marketing. Moreover, there is very little research exploring the "electronic" service quality attributes in the Business to Business domain. My research activities is concerned with exploring which attributes are considered important for evaluating the service quality received via an electronic medium, and especially services exchanged between different business parties and business partners (B2B). this is conducted by doing empirical investigation on the companies processes, employees attitudes and their perception of the electronic service quality level and attributes which are received from their business partners.

Betreuer: Prof. Dr.-Ing. Jorge Marx Gómez