LIST OF ABBRIVATIONS

A-AHMEDABAD
AG – Agree
ANNOVA – Analysis of Variance
B-BARODA
B2B- Business-to-Business
B2C-Business-to-Consumer
BPO-Business process outsourcing
BRQ -Brand Relationship Quality
CIAI- Computer Industry Almanac Inc.
CSF -Consolidated Sinking Fund
CRM –Customer Relationship Management
DA – Disagree
DMOs -Destination marketing organizations
DMS -Destination marketing system
DS – Dissatisfied
E- Marketing-Electronic Marketing
E-Business- Electronic Business
E-Consumer – Electronic Consumer.
E-Forums- Electronic forums
E-Mail- Electronic mail
E-Quality- Electronic Quality
E-Satisfaction.- Electronic Satisfaction
E-Scape,- Electronic Scape
E-Service- Electronic Service
E-Shopping-Electronic Shopping
E-Shopper- Electronic Shopper
E-Shop-Electronic Shop
E-tailor-Electronic Retailor
E-trust- Electronic Trust
ECT-Electronic Commerce transaction Act
ETIG -Economic Times Intelligence group
F – Female
FRL- Fiscal Responsibility Legislation GDP -Gross Domestic Product
GATT- General Agreement Trade and Services/G
GFD- Gross Fiscal Deficit
GIPB - Gujarat Industrial Promotion Board
GRF- Guarantee Redemption Fund
CSF- Consolidated Sinking Fund
GRF - Guarantee Redemption Fund GSS - General Social Survey
GSWAN - Gujarat State Wide Area Network
GSDP - Gross State Domestic Product
HDS – Highly Dissatisfied
HS – Highly Satisfied
IM – Important
IAMAI- Internet and Mobile Association of India
IT – Information Technology
ICT- Information and Communication Technology
IMRB- Indian Management Research Bureau
IWDMS- Integrated Workflow and Document Management System
ITES- IT Enabled Services Business
ITU- International Telecommunications Union
JIT- Just in Time
LI – Least Important
M – Male
MI – Most Important
NA – Not Available
NCAER- National Council of Applied Economic Research
ONS- Online Shopper
(P-A-D)- Pleasure-Arousal-Dominance
R-RAJKOT
RFPs - Requests for Proposals
S- SURAT
SA – Strongly Agree
SD – Standard Deviations
SDA – Strongly Disagree
SEZ- Special Economic Zone
ST – Satisfied
SSTs- Self Service Technologies
TAM-Technology Acceptance Model
TNS -Taylor Nelson Sofres
TRA -Theory of Reasoned Action
TQM -Total Quality Management
UNCITRAL - United Nations Commission on International Trade Law
VSNL-Videsh Sanchar Nigam Limited
WWW -World Wide Web
WPI- Wholesale Price Index
WTO-World Trade Organisation