Index

T

technology acceptance model (TAM) 171
technology index 208
total data quality management (TDQM)
    69
total quality management (TQM) 71
traditional service quality 43
transactional quality 71

U

uniform business globalization 198
USA e-commerce 115

V

virtual communal marketing 70

W

Web localization 274
Web site cultural customization 256
Web site cultural customization, impact
    262
Web site localization, cultural perspective
    269–280
Web site localization, good and bad prac-
    tices 276
wireless application protocol (WAP) 21
WTO 195