

### **Selected Experience in the e-Commerce Industry**

- Global study for a new e-Commerce business which identified current user purchasing patterns, information needs, potential user requirements, potential pricing of the service, and potential revenue streams.
- Market study on potential e-Commerce end-users in the chemical, petrochemical, utilities, automotive manufacturing and supply, and shipping industries.
- Created competitor profiles and performed strategic analysis for several dot-com companies in the US.
- Conducted a study of global purchasing managers: current purchasing patterns, use of technology, use of information sources, and potential use of e-Commerce services.
- Domestic and international research on consumer usage of e-Commerce services in the retail, travel, and other consumer markets.
- Market study of consumer attitudes and usage of e-Commerce for financial services and its impact on the industry.
- Conducted a web survey for a German multinational company in the automobile business.
- Recruited Spanish participants for a web-based survey on health research.
- Recruited 420 participants for an Internet survey on automobile purchasing decisions in US, Germany, the UK, and Italy.
- Conducted a total of 900 interviews in Spain, France, Germany, Italy, the UK, and Sweden in order to identify consumers seeking healthcare related information online.
- Conducted online survey of buyers and intenders of high-end furniture to determine the effect of delivery times on the purchasing decision
- Conducted Market Study for a Japanese Household equipment manufacturers to see the possibilities of engaging in e-commerce services
- Conducted a Online Bulletin Board study in India