

ARTICLE ANALYSIS TABLES

No plagiarism please

- If you use text from the textbook/case study, please make sure you paraphrase it in a way that fits with your overall discussion. Please put an appropriate citation to make it explicit that you are using information from the sources. If you think the text fits into your discussion without paraphrasing, please cite it in a way that makes it clear that this is a direct quote (e.g. indent a paragraph containing text or put a sentence in quotes)
- Do not use information from the Internet to answer any of the questions (your company's official website is accepted). Please use your own thinking/writing to answer the questions.

Article Information

Title: (1 point)	Title: The Effect of Website and E-Commerce Adoption on the Relationship between SMEs and their Export Intermediaries What the title leads me to expect: the paper will show the effect of using online technology on the market of intermediaries
Author(s): (1 point)	<p>1. Kathryn A. Houghton works as a Performance Development Officer for Lincolnshire County Council. She completed her PhD at Nottingham University Business School and her work has appeared in the conference proceedings of the European Marketing Academy, American Marketing Association and the Journal of Management Information Systems. She is an engineer with several years experience in information technology and management” (HOUGHTON & WINKLHOFFER, 2004)</p> <p>2. Heidi Winklhofer Senior Lecturer at Nottingham University Business School. Her work has appeared in the Journal of Marketing Research, Journal of Business Research, International Journal of Research in Marketing, International Journal of Forecasting, Journal of Marketing Review, and Journal of Strategic Marketing, and has been presented at international and national conferences.” (HOUGHTON & WINKLHOFFER, 2004)</p>
Source: (1 point)	International Small Business Journal Copyright 2004 SAGE Publications (London, Thousand Oaks and New Delhi) [DOI: 10.1177/0266242604044305] Vol 22 (4): 369-388

Analysis Information

<p>Purpose: (6 points)</p>	<p>- “The objective of this article is to model the potential effect of website and/or e-commerce adoption on manifest conflict within an export channel. In addition to this, the paper considers the potential mediating effect of trust and commitment characterizing the relationship between SMEs and export intermediaries.” (Houghton & Winklhofer, 2004)</p> <p>- The paper is providing information that hasn’t been covered by previous researches such as the following gaps:</p> <ol style="list-style-type: none"> 1. “Despite recognizing an abundance of literature on channel relationships, much work is still left to do in understanding channel behavior, particularly within export channels” 2. “Conflict and its impact on long-term channel relationships have been ignored in recent literature and even the role of trust within relationships has seldom been explicitly examined” 3. “Webb’s (2002) article concentrated on only one channel relationship construct (i.e. conflict) and neglecting that trust and commitment play an important role” <p>(Houghton & Winklhofer, 2004)</p>
<p>Audience: (6 points)</p>	
<p>Subject: (6 points)</p>	<p>“First, within the context of e-commerce adoption, the article provides empirical insights into the factors causing conflict between exporting SMEs and their intermediaries, as well as the conflict management strategies employed. Second, the model can serve as a conceptual foundation for future research on the impact of website and e-commerce adoption on channel relationships. Third, it integrates the work on authoritative control and relationship marketing.” (Houghton & Winklhofer, 2004)</p>

Primary Details

<p>Thesis: (6 points)</p>	
<p>Evidence: (6 points)</p>	
<p>Point of View: (6 points)</p>	

Presentation and Argumentation

Concepts/Words: (6 points)	
Use of Evidence: (6 points)	
Implications: (6 points)	

Evaluation

Personal Reaction: (5 points)	
Strength of Case: (5 points)	
Evaluation: (5 points)	
Quality: (5 points)	
Other: (5 points)	

Bibliography

Houghton, K. A., & Winklhofer, H. (2004). The Effect of Website and E-Commerce Adoption on the Relationship between SMEs and their Export Intermediaries. *International Small Business Journal*, 22, 369-388. doi:10.1177/0266242604044305