LIST OF VARIABLES

Independent Variables

HQMD        =  Availability of the high-quality MDSS
QLMD        =  Quality of the MDSS
MKBS        =  Availability of the MKBS
ATTI        =  Attitude towards MDSS-in-general
FIDE        =  Field Dependence
EXPE        =  Marketing Decision-Making Experience
TIPR        =  Time-Pressure
PERI        =  Number of Periods Played

Dependent Variables

SHARE       =  Market Share
DMTIME      =  Decision-Making Time
SIMUL       =  Number of Simulations made with the MDSS
CONFIDENCE  =  Decision Confidence
USEFUL      =  Perceived Usefulness of the MMSS

System Variables

MMSS        =  Marketing Management Support System
MDSS        =  Marketing Decision Support System
MKBS        =  Marketing Knowledge-Based System