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
MMSS = Marketing Decision Support System

MKBS = Marketing Knowledge-Based System