



InterShopZone.com Marketplace co-sponsors academic study with Nova Southwestern University

InterShopZone.com Marketplace, September 29, 2004

URL: <http://www.pr9.net/business/ecommerce/1241september.html>

InterShopZone.com, a wholly owned subsidiary of Auctionweiser Enterprises, Inc.; is proud to announce the support of an important research project about customers and e-commerce. To enable the public to have a better understanding of e-commerce, InterShopZone.com has partnered with academia to facilitate an academic survey. InterShopZone.com's partnership in this research project will help address the need for knowledge about the influences on electronic marketplaces.

PR9.NET September 29, 2004 - Haverstraw, NY & Fort Lauderdale, FL InterShopZone.com, a wholly owned subsidiary of Auctionweiser Enterprises, Inc.; is proud to announce the support of an important research project about customers and e-commerce. To enable the public to have a better understanding of e-commerce, InterShopZone.com has partnered with academia to facilitate an academic survey. InterShopZone.com's partnership in this research project will help address the need for knowledge about the influences on electronic marketplaces.

Dr. Larry Chiagouris, Associate Professor of Marketing for the Lubin School of Business at Pace University, commented that this research "has the potential to advance our understanding of customer relationships and how to extend them in the ecommerce arena. This may result in not only greater knowledge as to how to create more satisfied customers, but better practices in building stronger relationships with people who shop using the Internet"

"Auctionweiser & the InterShopZone Marketplace has always shown interest in working with leading colleges and universities such as Nova Southeastern University", said Eric Rosen, vice-president of marketing and member services. "The company has regularly entertained and executed several different academic studies in the past, and this study should help both organizations better understand the average member and visitor of our marketplace."

The survey that is being co-sponsored by the InterShopZone.com Marketplace is completely anonymous, and does not require the user to provide any contact or any other identifiable information that they may not seem fit to answer. While this is an anonymous survey that both members and visitors will have the opportunity to be a part of, neither Auctionweiser Enterprises, Inc. nor its related web properties will use the information collected by the survey in any non-academic way.

The independent academic study is conducted by a research team led by Thomas J. Decker, III of the Huizenga School of Business and Entrepreneurship at Nova Southeastern University. The survey will run from September 29, 2004 – December 29, 2004; and is located at <http://www.InterShopZone.com/Survey>. To participate in this very important survey and have a real impact on the way ecommerce is delivered, please visit the above-mentioned hyperlink.

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About Huizenga School of Business and Entrepreneurship

The Huizenga School of Business and Entrepreneurship at Nova Southeastern University continues to transform, transgress, and transcend business education. Today, we are leading by offering a revolutionary curriculum centered on value creation. Now there is a fully integrated, philosophical approach to managing and leading. This dynamic approach, which we call value-driven management, pulls it all together by creating a greater self worth.

Nova Southeastern University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award bachelor's, master's, educational specialist, and doctoral degrees. The programs are designed for individuals who want to enhance their business sense, who want to pursue their entrepreneurial spirit, who want to be tomorrow's successful leaders and managers.

About InterShopZone.com Marketplace

InterShopZone.com's parent company, Auctionweiser Enterprises, Inc., was formed in June 1999. Since then, the company has partnered with leading technology companies such as IBM, Microsoft, and InfoSpace in order to provide a high quality and informative marketplace and network for its members and visitors. The InterShopZone.com marketplace is an online marketplace that was formed in 2001. Since then, the marketplace has grown to house over 230,000 product listings; which range from Art to Victorian collectibles. The web property, InterShopZone.com Marketplace, had reached profitability in May of 2002. Auctionweiser Enterprises, Inc. currently operates several different profitable web units in the shopping, merchant relations, marketing, and technology fields.

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