

W E B

PORTALS

A row of five red doors set against a yellow wall, with a checkered floor in the foreground. The doors are arranged in a perspective, with the central door being the largest and most prominent. Each door has a small diamond-shaped window near the top. The floor is a checkered pattern of various colors including green, blue, and yellow. There are some dark, bush-like shapes at the base of the doors.

**THE NEW GATEWAYS TO
INTERNET INFORMATION
AND SERVICES**

Arthur Tatnall

Web Portals: The New Gateways to Internet Information and Services

Table of Contents

Preface	vi
Chapter I	
Portals, Portals Everywhere	1
<i>Arthur Tatnall, Victoria University, Australia</i>	
Chapter II	
On Portals: A Parsimonious Approach	15
<i>Wita Wojtkowski, Boise State University, USA</i>	
<i>Marshall Major, Moffatt Thomas Barrett Rock and Fields, Chartered, USA</i>	
Chapter III	
Portal Combat Revisited: Success Factors and Evolution in Consumer Web Portals	40
<i>John M. Gallagher, Boston College, USA</i>	
<i>Charles E. Downing, Northern Illinois University, USA</i>	
Chapter IV	
Competitive Dynamics of General Portals	64
<i>Sandra Sieber, IESE Business School, University of Navarra, Spain</i>	
<i>Josep Valor-Sabatier, IESE Business School, University of Navarra, Spain</i>	
Chapter V	
Portals – Gateways for Marketing	80
<i>Ian Michael, Victoria University, Australia</i>	

Chapter VI	
Designing E-Commerce Portal for an Enterprise – A Framework	99
<i>Sushil K. Sharma, Ball State University, USA</i>	
<i>Jatinder N. D. Gupta, The University of Alabama in Huntsville, USA</i>	
Chapter VII	
Portals in Large Enterprises	119
<i>Ian Searle, RMIT University, Australia</i>	
Chapter VIII	
Employee Portals: Just the Next Step in the Journey	172
<i>Andrew Stein, Victoria University, Australia</i>	
<i>Paul Hawking, Victoria University, Australia</i>	
Chapter IX	
A Flexible Evaluation Framework for Web Portals Based on Multi-Criteria Analysis	185
<i>Demetrios Sampson, University of Piraeus, Greece and Informatics and Telematics Institute of the Centre for Research and Technology Hellas (ITI-CERTH), Greece</i>	
<i>Nikos Manouselis, University of Piraeus, Greece and Informatics and Telematics Institute of the Centre for Research and Technology Hellas (ITI-CERTH), Greece</i>	
Chapter X	
Web Portals in Government Service	212
<i>Tony Aitkenhead, Multi Media Victoria, Australia</i>	
Chapter XI	
Building New Systems for Decision Support in Education: Was There a Baby in That Bathwater?	230
<i>Christopher A. Thorn, University of Wisconsin-Madison, USA</i>	
Chapter XII	
Educational Portals: A Way to Get an Integrated, User-Centric University Information System	252
<i>Marko Bajec, University of Ljubljana, Slovenia</i>	

Chapter XIII

Intelligent Portals for Supporting Medical Information Needs 270

Jane Moon, Monash University, Australia

Frada Burstein, Monash University, Australia

Chapter XIV

Portal Services for Older Australians 297

Jerzy Lepa, Victoria University, Australia

Chapter XV

Functioning Portal Interfaces to Support Knowledge Enabling 312

Jan Soutar, Victoria University, Australia

Beverley Lloyd-Walker, Victoria University, Australia

Chapter XVI

Developing a Portal to Build a Business Community 335

Alex Pliaskin, Deakin University, Australia

Arthur Tatnall, Victoria University, Australia

About the Authors 349

Index 358