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Human Computer Interaction & Usability In The New Participate Methodology for Marketing Websites

Access to new resource related to Human-Computer Interaction added to PM World Library



Resource provided by [Venkata Srikanth Varma Datla](#)

11th July 2018 – Rome, Italy – Access to a new resource has been added to the PM World Library on the subject of Human-Computer Interaction (HCI). The new resource is titled “**Human Computer Interaction & Usability In The New Participative Methodology for Marketing Websites**”. Resource is a 2014 paper by Tomayess Issa & Pedro Isaias, published in *Pacific Asia Journal of the Association for Information Systems*.

HCI and usability are essential in any device to allow the user to complete his/her task(s) in less time and with high-quality performance. A new coherent methodology called the New Participative Methodology for Marketing Websites (NPMMW) was developed to prevent this problem. A study has been provided theoretically and practical significance contribution; that HCI and usability integration in the NPMMW would enhance users’ acceptance, satisfaction, trust, and loyalty, and would minimize users’ frustration and aggravation. Finally, an overview of the NPMMW methodology is provided, together with proposals for further research.

To access this resource, go to the Industries and Organizations section of the PMWL at <https://pmworldlibrary.net/industries-and-organizations/>, scroll down and click on “Information and Communication Technologies”, scroll down to papers – system planning and design. Must be registered as Free Trial, Professional or Scholar member and logged in to access.

This new resource provided through the PMWL university research internship program; [to learn more, click here](#)

For PMWL Post

Issa, T. & Isaias, P. (2014). **Human Computer Interaction & Usability In The New Participative Methodology for Marketing Websites**; *Pacific Asia Journal of the Association for Information Systems*, Vol. 6, Issue 3, September 30. Available online at https://espace.curtin.edu.au/bitstream/handle/20.500.11937/32482/204816_137371_Published_versin.pdf?sequence=2 (Venkata Srikanth Varma Datla)

Where to post in the library: <https://pmworldlibrary.net/information-and-communications-technologies/>