

A Web Search Model for Strategic Decision Making



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Search services are now ubiquitously employed in satisfying the information needs of managers and business analysts involved in strategic decision making. In this paper, we propose a model of a user's interaction with a search service in satisfying information needs and empirically evaluate the principal factors involved. Findings indicate that the information need type influences the search process more significantly than the specific search service being used. Consequently, managers and business analysts should pay particular attention to the types of information needs involved in a strategic decision.

Keywords: Search Engine, Information Need, Web Search Process