

Managing GLOBAL BUSINESS in the INTERNET AGE

Edited by:
Juhary Hj. Ali

009
IAN

Contents

1	INFORMATION TECHNOLOGY AND THE INTERNET	
	• INTERNETWORKED MANUFACTURING : THE FUTURE TREND IN MALAYSIA	3
	• Zulkifli Mohamed Udin • Hartini Ahmad	
2	E-COMMERCE, PRICING & TRANSACTION COST	
	• THE MAKING OF GLOBAL PLAYERS: A LOOK ON MALAYSIAN FIRMS ADOPTING E- COMMERCE	25
	• Abdul Rahim Abu Bakar • Zolkafli Hussin • Fariza Hashim	
3	E- LEARNING & DISTANCE EDUCATION	
	• ONLINE LEARNING AND TEACHING: MANAGING THE EXPERIENCE OF ONLINE TEACHING OF ENGLISH FOR SPECIFIC PURPOSES (ESP) IN PROVIDING RICH EXPERIENTIAL ACTIVE LEARNING (REAL) FOR BUSINESS STUDENTS AT UNIVERSITI UTARA MALAYSIA	43
	• Abdul Halim Mohamed, Hisham Dzakiria, Azilah Kassim, Nuraini Yusoff	
	• MARKET READINESS FOR DISTANCE EDUCATION	55
	• Azilah Kasim, Hisham Dzakiria, Abdul Halim Mohammed, Nor Azila Mohd Noor	

4

MARKETING, INTERNATIONAL TRADE & CROSS-CULTURAL ISSUE

- **THE AGE OF INTERNET: A PRELIMINARY LOOK AT STUDENTS' ACCEPTANCE AND ENTHUSIASM TOWARDS INTERNET** 77
Nor Azila Mohd Noor, Azilah Kasim & Hisham Dzakiria

5

KNOWLEDGE MANAGEMENT, HRM AND ORGANISATIONAL DEVELOPMENT

- **TELECOMMUTING AS AN ALTERNATIVE WORK ARRANGEMENT IN MALAYSIA: PERTINENT ISSUES AND CONSIDERATIONS** 95
• Zakaria Ismail
- **TECHNOLOGY CHANGE AND HUMAN RESOURCE DEVELOPMENT IN MALAYSIA** 107
• Juhary Haji Ali, Mohamed Ameen & Faoziah Idris
- **UTILIZATION OF HUMAN RESOURCE INFORMATION SYSTEM IN MANAGING BUSINESS: THE MALAYSIAN EXPERIENCE** 121
•Khulida Kirana Yahya &Siti Zubaidah Othman
- **THE ROLES, CHALLENGES AND PROSPECTS OF WOMEN EXPATRIATE IN MNCs: AN OVERVIEW** 131
•Ab. Aziz Yusof & Juhary Ali