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## UNDERSTANDING OF THE QUALITY OF COMPUTER-MEDIATED COMMUNICATION TECHNOLOGY IN THE CONTEXT OF BUSINESS PLANNING

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### ABSTRACT

Aim/Purpose	This study seeks to uncover the perceived quality factors of computer-mediated communication in business planning in which communication among teammates is crucial for collaboration.
Background	Computer-mediated communication has made communicating with teammates easier and more affordable than ever. What motivates people to use a particular CMC technology during business planning is a major concern in this research.
Methodology	This study seeks to address the issues by applying the concept of Information Product Quality (IPQ). Based on 21 factors derived from an extensive literature review on Information Product Quality (IPQ), an experimental study was conducted to identify the factors that are perceived as most relevant.
Contribution	The findings in this study will help developers find a more customer-oriented approach to developing CMC technology design, specifically useful in collaborative work, such as business planning.
Findings	This study extracted the three specific quality factors to use CMC technology in business planning: informational, physical, and service.
Keywords	computer-mediated communication, business planning, instant messaging, information product quality, information quality

The full paper was previously published as the following and is being presented at this conference:

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**Junghyun Nam** is Limited Term Faculty, University of North Georgia. Her research interest is in Computer-mediated Technology use, & Motivation, and Quality of various Information Products.