

EC 2.0: Can You Get Profit by Writing Blog? An Empirical Study in Google AdSense

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Abstract--E-commerce market as well as its service grows vigorously day by day, the author observes that E-commerce market begins commercial operation of the different approach to the provision of innovative services by bloggers who are able to get profit by a new EC 2.0 business model. This article is based on a hit financial blog, Bonddealer's Blog, use the AIDA model to analyze the important factors of the blog content to attract users to view and read it continuously. Reference to these obtained important factors and then produce a variety of blog content experimentally, including text, image and audio-visual, embedded Google's programs grammar in these content by Google AdSense advertising network model. Further, the author use the practical application of this innovative service in teaching, guides students to collect or produce the information provided for users to view, to read, to click and get high traffic and revenue, finally generalize the Key Success Factors (KSFs) for the process of getting profit by clicking ads in EC 2.0 business model. As a result, the author hopes that research results can provide the next network marketing personnel and researchers in institutions as references

I. INTRODUCTION

Since the blog content and keywords advertising had combined together, Yahoo declared that EC2.0 (Electronic Commerce 2.0) era is coming[8]. The traffic and the clicking rate of the website become the most important key factors which the bloggers esteem the most to operate the website and blog content successfully. How to convert "content" into "income" also became a kind of innovative service. From early 2007, Google formally joined Chinese Adwords in Google AdSense, it is available for users to download the source codes and insert them into blogs or websites layouts. While bloggers are browsing the content of these websites or blogs, it is also available for them to click on ads at the same time if they are interested in some keywords content. Thus, the blog operators can earn advertising revenue. Many bloggers earn thousands of dollars a month or even more than tens thousands of dollars high-income because of the high traffic and ads click [9].

The author has started the study for one year and embed Google AdSense program grammar into blog [8], engaged in opening internet shops for five years, educating blog content writing for two years, actually relying on the use of free tools to create blog content and website posts to help individuals' profit. The author found that the traditional cyberspace marketing model, that is, the goods which are from factories and dealers are sold to consumers by network platforms, has slowly and gradually transformed. The above-mentioned model has transformed into creating "new digital content" to let users click on keywords to earn profit

through advertising fees. Such commercial mode of operation result in innovative content providers became key factors; innovative content services also become a key for profit. Therefore, this study refers to Taiwan's most popular financial blog, Bonddealer's Blog, it has more than 130,000 visitors' browsing daily, four books published, and even television programs to analyze investment and financial crisis topics. In this study, the author adopted the content analysis to analyze the content of the classification of blog content and articles, the AIDA model for viewers' messages left for response[16]. This article tries to describe why the viewers are willing to click the advertisement, and which results in the amount of blog's traffic and their selections of different content categories become the critical factors in this Web Keywords War. Moreover, the author applied these critical factors in creating different blog content, operating innovative blog content factually. Finally, the article presents suggestions and implications for bloggers who devote to create website content and the other researchers more reference in operation or study.

II. RESEARCH GAP-EC 2.0 INTERRELATION BUSINESS MODEL

In recent years, the subject of debate of blog marketing has risen continuously. Particularly, the concept of "Web 2.0" began with a conference brainstorming session between O'Reilly and MediaLive International which has been in discussion put more emphasis on interaction and personalization mechanism, which has also simultaneously changed internet marketing progressively. The current conversion is seen in Figure 2.1 and Figure 2.2, Web1.0 Model is that companies provide content/products to content platform, and the content/products which are sold through product carts, web shops and online auction platforms where consumers are able to "click" and purchase their desired products. However, the new cyberspace marketing model, Web2.0 model with advertisement regards viewers and consumers as the majors in whole phase course. Viewers and consumers find content providers' blogs or websites through search engines for their "desired" information. After that, they click the keywords advertisement content which they "need", link to network platforms or web shops to purchase and then complete their shopping course. The essential difference between Web 1.0 and Web 2.0 is that content creators were few in Web 1.0 with the vast majority of users simply acting as consumers of content, while any participant can be a content creator in Web 2.0 and numerous technological aids have been created to maximize the

potential for content creation. The democratic nature of Web 2.0 is exemplified by creations of large number of niche groups (collections of friends) who can exchange content of

any kind (text, photo and video) and tag, comment, and link to both intra-group and extra-group “pages” [10].

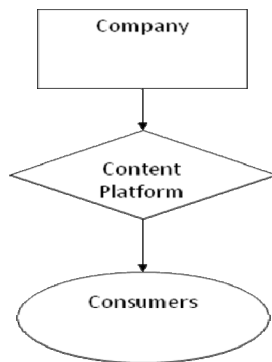


Figure 2.1 Web1.0 Model.

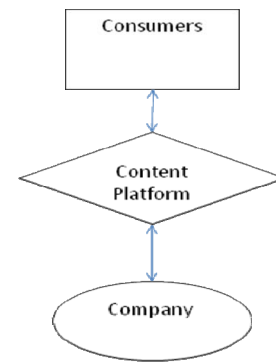


Figure 2.2 Web2.0 Model

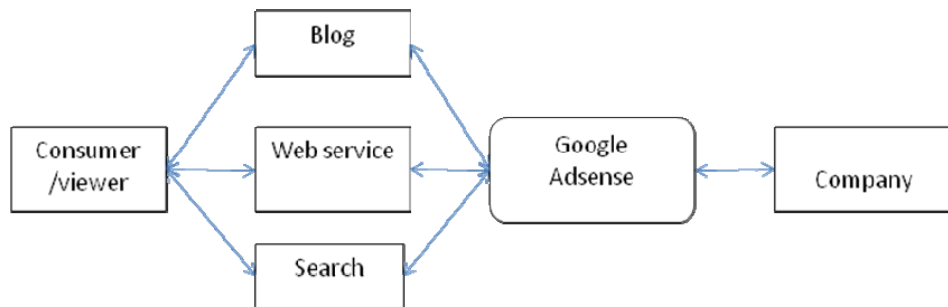


Figure 2.3 EC 2.0 Interrelation Business Model



Figure 2.4 The Bonddealer's Blog
(From <http://www.wretch.cc/blog/bonddealer/14372840>)

The research gap of these two types of web models re-enable "content" back to the fundamentals of the network using - search useful information or services. The service of Google's Adwords leads blog operators to tend to shop originates from the demand for information content. Therefore, network platforms like Google AdSense, and the researcher integrated web2.0 and Google AdSense

service become the EC 2.0 interrelation business model in blog, email and search engine, as shown in Figure 2.3.

In this of Pay per click course for profit, the company pays Google Adwords and Google designs Google AdSense programmer grammar to have blog operators, web service, search engine produce content or services for the consumers / viewers, after consumers / viewers see attractive advertisements in interesting content, they "click" to company's website for consumption. Each of the components in Figure 2.3 was the same level. Google AdSense service became the middle agent between consumers, web platform and company. If Thus, Google, blog operators, web services, search engine earn profit. Because of this, Bonddealer's Blog, with the most browsing number and top flow rate can be a reference indicator in this study.

III. THEORETICAL BACKGROUND

A. The Characteristics of Blog Entrepreneurial Learners

Schumpeter [20] said innovation was the single constitutive entrepreneurial function. Joseph A. Schumpeter defined innovation as the setting up of a new production function [21]. This definition included five specific cases

leading to a new production function, which include: (1) the introduction of a new good, (2) the introduction of a new method of production, (3) the opening of a new market, (4) the conquest of a new source of supply of new materials, and (5) the carrying out of a new organization of any industry (creating a monopoly position or the breaking up of a monopoly) [21].

McClelland [18] established the construct in the entrepreneurship literature by positing to attain a high need achievement motivation than other population. Begley and Boyd [3] said entrepreneur have higher achievement motivation than the manager.

Sexton and Bowman [22] described Risk-taking propensity can be effectively conceptualized as an individual's orientation toward taking chance a decision making scenario. Brockhaus [1] claimed risk-taking propensity does not distinguish between successful and unsuccessful entrepreneurs.

Drucker [6] said Creativity and innovation are conditional inherent in the role of entrepreneurship. According to Damanpour [5] innovation would include the generation, development, and implementation of new ideas or behaviors. An innovation can be a new product or service, an administrative system, or a new plan or program pertaining to organizational members. Christian Bruyat [2]: the entrepreneur is the individual responsible for the process of creating new value (an innovation and/or a new organization).

The arguments above show that both personal specialty and characters act as important drivers in stimulating market orientation of faculty members. Table 3-1 lists the personal traits of blog entrepreneurial learners that have frequently been cited in the prior research. And the table shows the different characteristic of entrepreneurs and blog entrepreneurial learners.

TABLE 3-1 THE RESEARCHES ON BLOG ENTREPRENEURIAL LEARNERS' CHARACTERISTICS

Psychological factors	Description	Supporting research	Web Entrepreneur
Innovative	Create new market value through novel idea, experimentation, and technology embodied in new product/service development	Lumpkin & Dess, 1996; Barringer & Bluedorn, 1999; Stewart & Watson, 1999; Lee & Peterson, 2000	No limit on Founder, Time and Location.
Risk-taking	Take very careful, calculated risks. Only when the risk is acceptable, entrepreneurs commit the time or resources	Stevenson & Jarillo, 1990; Lumpkin & Dess, 1996; Barringer & Bluedorn, 1999; Lee & Peterson, 2000	Lower Risk-taking. No millstone round entrepreneur's neck
Proactive	Take initiative by anticipating and pursuing new opportunities and by participating in emerging markets	Stevenson & Jarillo, 1990; Lumpkin & Dess, 1996; Barringer & Bluedorn, 1999; Lee & Peterson, 2000	The same.
Achievement motivation	Unsatisfied with the current situation, intend to set up challenging goals and standards to be successful	Amabile 1988; Stewart & Watson, 1999; Shane & Venkataraman, 2000; Lee & Tsang, 2001; Liou <i>et al.</i> , 2003	The same but more female and elderly people want to change their situations.
Locus of control	An individual's perceived ability to influence events encountered in the person's life	Shane & Venkataraman, 2000; Lee & Tsang, 2001; Liou <i>et al.</i> , 2003	The same
Tolerance for ambiguity	Respond positively to ambiguous situations without attempting to seek more information	Shane & Venkataraman, 2000; Liou <i>et al.</i> , 2003	More information bring more opportunities on web business.
Need for conformity	Low need for conformity reflects a person pursuing free atmosphere and unconstrained work style	Shane & Venkataraman, 2000; Liou <i>et al.</i> , 2003	The same
Autonomy	Independent actions in bringing forth an idea or a vision and carrying it through to completion	Lumpkin & Dess, 1996; Lee & Peterson, 2000	Legal Edge or more diversity. Web business has few limits. So each business can be done. And every person can get successful.

B. The Features of Blog Service

A service can be defined as the application of competences of a provider, for the benefit of a client. It requires the input of the client to process, perform and

produce a beneficial output. In all cases, service involves deployment of information, skills, and competences that a contributor has for the advantage of a customer. Some of the main characteristics of services are: *Intangibility*,

Interactivity, Simultaneity or Heterogeneity [24]. Innovation must be useful [11]. This distinguishes an innovation from an invention, which may not have practical application. Especially in a business sense, it is desired that an innovation contribute to the firm's performance in some way.

Blog is a kind of segmented media, if bloggers want to have relatively high viewing rate to achieve more profit, it is necessary to provide innovative services different from the other blogs' content, including life experience, cooking skills, finance and investment experience, the use of computer software skills, the collection of interesting audio-visual images, films and television gossip news, and so on. Thus, being innovative and find the niche for more viewers are the Key Successful Factors to operate blogs.

C. Customers' Satisfaction enhance Blog Business

Customer satisfaction generally means customer reaction to the state of fulfillment, and customer judgment of the fulfilled state [19]. The Internet has proven effective for advertising, marketing, distributing goods, and providing information services [13]. There are many benefits for a company from a high customer satisfaction level. It heightens customer loyalty and prevents customer churn, lowers customers' price sensitivity, reduces the costs of failed marketing and of new customer creation, reduces operating costs due to customer number increases, improves the effectiveness of advertising, and enhances business reputation [7].

Blog is a free and interactive media, customers' / viewers' satisfaction brings a lot extra benefit. In the operation of almost zero cost of network environment, customers' satisfaction in responses are higher, they will be more likely to bring the profit from their recommendations, forwarding the URL, even clicking ads.

D. AIDA Model

After using the content analysis to classify, breakdown Bonddealers' Blog articles, it is necessary to understand the viewers' response after they read the contents. Content analysis collect and sort the content of text [15], photos, audios and videos to find out the proportion of the overall structure of this popular web content[4]. Content analysis is a summarizing, quantitative analysis of messages that relies on the scientific method which including attention to objectivity, intersubjectivity, a priori design, reliability, validity, generalizability, replicability, and hypothesis testing and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented[15]. Thus, adapt AIDA model to define the guestbook left. The messages should gain Attention, hold Interest, arouse Desire, and elicit Action (a model known as AIDA) [16]. This study tries to interpret the left messages in the guestbook and then statistics, summarizes which range they belong to. In practice, few messages take the consumer all the way from awareness through purchase, but the AIDA

framework suggests desirable qualities for any communication [16].

IV. METHOD

A. Measures

This study used two different approaches to research blog content. First, the content analysis modified into the content analysis, which main purpose is to collect and sort the content of text, photos, audios and videos to find out the proportion of the overall structure of this popular blog. Second, the use of AIDA model to analyze the viewers' messages left for the content [25]. The above analyzed data are drawn from Bonddealer's Blog. All content is written from January 2007 to February 2008. On the basis of these two approaches, the authors identify the major successful factors, and actually bring the results into teaching students how to earn profit by writing blogs. In this study, there are 97 experimental teaching blogs as samples and 25 ~ 55-year-old office workers who want part time job as study objects, Google Adsense revenue record was shown from May to November 2008.

B. Sample

There are 97 office workers who want part-time earnings by writing blog content as samples. All of 97 office workers in Taiwan Telecom are between 25-55 years old, and these experienced using internet and e-mail more than five years. 91 office workers age more than 50 years old. There are 29 female workers. The study participants had bachelor's degree or above level of education, including electronics, IT and marketing fields. The researcher arranged the writing Blog class during two day on March 6-7, 2008. The class included the introduction of Blog、Web marketing and Google Adsense.

V. RESULT

A. Blog Content Statistics

The primary statistical result especially for classification and proportion of Bonddealer's blog content is that there are total 2876 articles divided into 33 categories. Among 735 pieces of investment management articles which is written by Bonddealer, there are 262 finance and investment novels, 302 travel topic articles and 217 photo articles completely concerned about Japan. The other 1350 pieces of articles submitted from Bonddealer's viewers are 1035 investment management articles, 315 articles about travel and living miscellanies. In total 2876 articles, there are 1172 simple text articles, 1582 mixed text and pictures articles and 122 dynamic videos and audios articles.

B. The Analysis of the Messages Left

All main 1526 articles written by Bonddealer are circumspectly analyzed by AIDA model, containing texts, pictures, audios and videos. The amount of 16,722 left

messages is shown in Table 5.1. In “Attention” part of AIDA model, there are over 52.3% of viewers take note of author Bonddealer’s simpler narrative statements for true financial investment situation instead of professional terminology, which makes more than 30% of the viewers have sympathy with his articles. Besides, in “Interesting” part of AIDA model, 3.2% of the viewers attend to Bonddealer’s Blog because of his Japan traveling topics, photos and begin to have interest in reading his blog. Furthermore, more than

25% of viewers desire to read more details of financial investment content and want to study from blog’s content to earn more profit or get their loss back in the stock market. Lastly, because a large number of the arranged content and they are all simply constructed, 12.6% of viewers are willing to believe Bonddealer’s specialty of financial investment to buy his books, share this blog to others, and even become sponsors to support this blog contiguously.

TABLE 5.1 CATEGORIZED MESSAGES—ATTENTION, INTEREST, DESIRE, ACTION (AIDA)

Categorized messages	Frequency	Percentage	AIDA
Thank for sharing	3175	18.9	Attention
Praise for works and be touched	2019	12.1	
Make a comment for personnel feeling	1872	11.2	
Remember the failure of the former investment	1103	6.6	
Share investment experience	544	3.25	
Other	38	0.23	
Subtotal	8751	52.3	
Interest investment method	674	4.0	Interesting
Like the photo and travel story	543	3.2	
Interest to face the personal finical bias	231	1.4	
Subtotal	1448	8.7	
Want to read more reference	813	4.9	Desire
Intent to avoid investment failure again	1973	11.8	
Dream to get more money	1105	6.6	
Aspire to get money back	532	3.2	
Subtotal	4423	26.4	
Buy Books	437	2.6	Action
Share this blog to others	1479	8.8	
Be the sponsor	184	1.1	
Subtotal	2100	12.6	
Total	16722	100	

C. The Key Success Factors

Through these research methods in early induction slightly, Using AIDA model to statistic left messages was found that following key success factors which make Bonddeal’s blog become a financial blog with the highest browsing rate in Taiwan and there are discussions below:

- **Attention:** Bonddealer’s content exhibits his high professional financial investment knowledge, his blog content used 100% original content, and it never follows the views of the mainstream media, and he grasps the pulsation of investment news. Contrary to the past financial multi-media’s behaviors, Bonddealer’s Blog informs a number of financial data and the variation of investment environment so that 52.3% left messages attention his articles thanks Bonddealer tell the truth and right financial information.
- **Interesting:** Bonddealer’s netizens had 4.0% interest in investment method. Viewers left messages and they review this blog because the investment methods are simply and clear. Bonddealer’s rich text articles and pictures and photos provided by Bonddealer and the

other viewers, which had 3.2% messages available to attract more non- investors to read.

- **Desire:** The researchers find that difficult and complex professional investment terminologies are converted into easy examples in Bonddealer’s Blog, which lets general public easily to understand the content and had 26.4% viewer desire to read more references and get more money. More than1350 pieces of articles submitted from Bonddealer’s viewers. The views and knowledge of general public can be expressed on the column and they have access to be a part of blog content. This method support different kind opinions and let more subject comments on messages. As well as professional financial content, there are more than 27 % content about Bonddealer and his viewers’ tourism, photographic life record. Nearly 30% of soft content successfully enhances a sense of trust between strangers on Internet.
- **Action:** 12.6% of viewers are willing to believe Bonddealer’s specialty of financial investment to buy his books, share this blog and be the sponsor. Bonddealer replies to his viewers one by one, briefs and deepens his personal perspective, emphasis on the interaction and the viewers’ cognition, bridging the

knowledge gap, and even organizes a tourist group to Japan and Sunday golf play for his viewers. Viewers and Bonddealer had high frequent interaction and communications. The closer friendship on blog let high percent viewers became consumers.

D. Practical Experiment of Earning Profit from Blog

Overall, the experiment is that there are 97 office workers samples who want to earn profit by writing blogs, they adopt above Key Success Factors in producing,

collecting and quoting blog content by Google Adsense. After a long follow-up for six months from May to November 2008, the effective statistics samples as total 16 blogs continue publishing new content at least each month one article. 11 blogs earn actual profit, but six blogs have not reached Google Adsense minimum profit threshold as 100 U.S. dollars remittances. The best one earns 1207 U.S. dollars in six month; the worst blog earns 27 U.S. dollars, the blogs which earn profits more than 100 U.S. dollars are shown in Table 5.2.

TABLE 5.2 FIVE BLOGS WHICH CHECKS HAS RECEIVED CHECKS FROM GOOGLE

Blog Title	Content	Website address	Profit(US)
Mobile DM	CHT company mobile News	blog.xuite.net/cht888/cht	1207
Auction	Teach Auction online	blog.xuite.net/flyvideo/cht	786
Investor	Investment method 、News	blog.xuite.net/cosway/stock	439
Green DIY	Teach DIY Green TOY	blog.xuite.net/cutediy	201
Make Cake	Collect cake recipes	blog.xuite.net/alpine.tw/cake	114

E. Tests of Reliability

The test data from table 5.3.Using Pearson correlation to test the AIDA message left which were significant or not significant on blogs. The result revealed Bonddealer's blog and Investor blog that was significant. The two blogs

provided the financial content on blog. The others blog had no significant. These blogs provided Mobile 、Auction 、Green DIY and Make Cake information.

TABLE 5.3 AIDA MESSAGES SUBTOTAL PERCENTAGE

AIDA	Bonddealer	Mobile DM	Auction	Investor	Green DIY	Make Cake
A	52.3	51.5	30	51.4	28.2	21.3
I	8.7	28.5	25	8.8	25.8	23.5
D	26.4	16.8	25.3	26.5	15.9	36.8
A	12.6	3.2	19.7	13.3	30.1	18.4

VI. DISCUSSION AND IMPLICATIONS

Although Google Adsense and Google Adwords in Taiwan are still in budding period, there are a considerable number of similar EC2.0 profit-earning services such as the concept of sharing mechanism provided from Pixnet, Yahoo, Book and PC home, and so on. Now, quite a few bloggers have started to run their blog content business from the perspective of providing services for blog viewers. In this study, KSFs are useful to identify the following recommendations to the follow-up researchers and internet marketing experts as references:

The first factor is that the professional key subject as main axis and accompanied soft articles are available to reduce the network barriers relatively easily, such as financial investment topic coupled with tourism, photography, food, miscellaneous. It achieves more viewing and interaction. The second factor seems to contribute to individual realization of their dreams. Kotler and Armstrong [17] stated that Coca-Cola stands for 'refreshment'; Marlboro stands for the 'freedom of the open range; these brands place these meanings at the core of their products. Bloggers write the truth and become the truth information provider in the blog world. People want to dig the right information and find the answers on the word-of-mouth (online word-of-mouth) blogs.

Bloggers become professional heroes in their field. This kind of service becomes a service innovation business model. When viewers continuously support the blogs, Google Adsense advertising is effective to help bloggers get more profit.

The third factor is that bloggers' own unique and original content stands out of the others although there are so many blogs. In the experiment, only 11 of 97 part-time bloggers earn income, but the experiment continued 6 month. There were only 16 blogs that still update their content. The result showed 68.8% (11 Of 16 blogs) earn income.70~75% of their articles with profit are originated by bloggers' selves, only 30% or less are posted articles. The top five blogs have 80% self- originated pictures and literary composition, and their Chinese keywords topics rank naturally at the first page in Google search.

The fourth factor is that blogs' operators maintain updating content frequently and provide the latest information so traffic will increase naturally and then the blogs rank ahead more easily in different search engines. If the provided information meets more people's needs, the blogs will get more substantial browsing rate. Therefore, the articles about the applied daily life information such as voice booking system operation, freeware computer software applications, the basic principles of investment, the services

with fixed demand will bring more stable browsing rate. Bonddealer's blog displays a very innovative EC2.0 interrelation model that true and easy content increase the viewers' attention and their desires to buy his books.

In this study, it is absolutely identified that writing a blog can bring real side income, but the amount of a lot of profit depend on the originality, professionalism, the variety of target market and the update frequency of the content. These experimental blogs which use the same model of operation also reach higher ad click rate as well as general high-traffic blogs which can generate high rate theoretically, but the related blog's traffic and ad click rate is not researched in this study. Quite interestingly, though many samples get high viewing rate by collecting videos, jokes or excellent articles, the profit from clicking ads is very rare. In the future study, researchers enable to aim for the relationship between blog's traffic and ad click rate study. The research majority samples are more 90% blog entrepreneurial learners than 50 years old that maybe impact the motivation to operate blogs or get income. After experiencing this serious financial crisis which have forced many workers to lose their jobs, the application for the idea of innovative content and services provided by writing blogs may be an opportunities for extra income .

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