

e-

- SMPS

2001 8 , e-
(technology)
가 .
A/E/C (Architectural/Engineering/Construction)

SMPS (The Society of Marketing Professional Services)
(web) ,

A/E/C
A/E/C
A/E/C

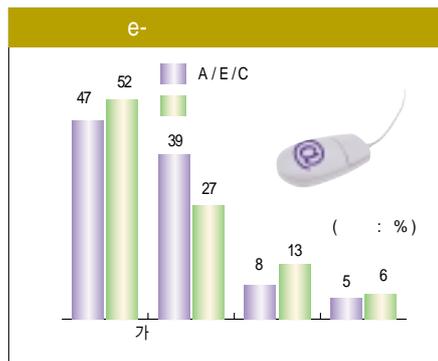
A/E/C
A/E/C
A/E/C
e-

A/E/C
475 (25%,
37%, 19%, 19%) ,

() 52 .
A/E/C
95% ± 4.25
가 .
, 52
가 ,

가 ...
, A/E/C
가
. e-
가
(availability of information)가 ,
,
A/E/C
가
().
A/E/C 39% 가
e- 가
27%

A/E/C
e-
가



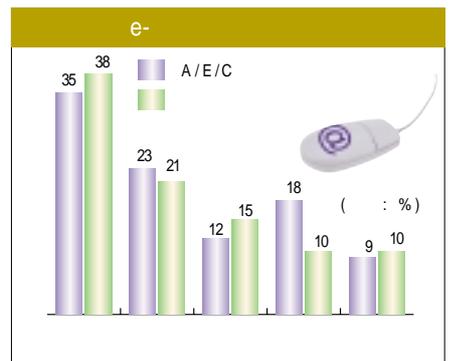
가 , e-
A/E/C e-

e- 가
가
A/E/C

(A/E/C 35%, 38%).
,
().

e-
A/E/C
A/E/C e-
가 (18%)

가
10%



가
(31%)
A/E/C

e-

(62%)

e-

A/E/C



e-

A/E/C

96%

가

A/E/C

A/E/C

96% 가

가

e-

A/E/C
가

가

33% 가

A/E/C

가

, 44%

e-

80%

60%, A/E/C

(60%),

A/E/C

A/E/C

가

e-

e-mail)

72% A/E/C

e-

(75%),

e-

50%

50%

e-

A/E/C

20%

35% 가

가

A/E/C

e-

(31%),

(36%) 가

A/E/C

가

(A/E/C)

가

A/E/C

e-

(extranet)



A/E/C

34%

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