Fiere Virtuali Web:
tipologie e funzioni

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ABSTRACT

The objective of this report was to search the web for trade fair sites. Rather than focus on specific industrial/trade sectors, in the initial phase of the inquiry, our priority was to outline the typological and functional features of online fairs: ranging from simple data bases, nominally virtual environments, to a number of multifunctional portals.

In quantitative terms, the research focused on a sample of 16 significant websites.

The effectiveness of their online presence/activity is explained by 7 macro variables, each described by a subgroup of 34 micro variables. This makes it possible the construction of a detailed analysis framework analysis of the websites examined, as illustrated in the tables and graphs included in the present report.