

With R. Sabherwal. (1989) "Poor Performance of Videotex Systems," *Journal of Systems Management* , 40(6), 31-37.

Overall poor performance of videotex systems is traced to causes identified in a user survey. Causes include: overall economic viability of videotex, involving costs of specialized equipment and costs of communications; benefits not seen as sufficient to justify costs; a lack of industry standards, with a consequent incompatibility among systems; and human-social factors involving new and different ways to do things. A change in strategic orientation is needed. Some specifics involving marketing, standards and technologies are suggested. It should be recognized that government support is required. Subsidization, standardization and integration are areas in which regulation can help.