

Abstract

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An Empirical Study to Understand how ATM Decision Makers Perceive ATM Attributes: The Case of Egypt

The main subject of this paper is to investigate into how ATM decision makers perceive different ATM attributes. Stakeholders surveyed in the study are decision makers in banks & ATM suppliers in Egypt. The paper has surveyed case studies from the banking industry in Egypt using semi-structured interviews to explore perceptions & opinions within the banks & with other interested parties. The contribution to knowledge envisaged in this paper work will come from qualitative data analysis to check on similarities & differences in order to better understand the subject at hand, & a proposed framework that indicates the main ATM attributes & their ranks in terms of their priorities to decision makers within banks & to other interested parties. The framework is derived from ISM analysis using reachability matrix.