VOLUME 16, NUMBER 1, 2015

Issue Co-Editors:

Dr. Shaokun Fan, College of Business, West Texas A&M University
Dr. Kunpeng Zhang, College of Business Administration, University of Illinois at Chicago

Table of Contents

Effects of Consumer Social Interaction on Trust in Online Group-buying Contexts: An

Empirical Study in China

Zhe Zhang Fudan University, China Chenyan Gu Fudan University, China

1-21

Effects of Interactions and Product Information on Initial Purchase Intention in Product

Placement in Social Games: The Moderating Role of Product Familiarity

Dong Hong Zhu Huazhong University of Science & Technology, China Ya Ping Chang Huazhong University of Science & Technology, China

22-33

Impact of Machine and Interpersonal Virtual Experience Combinations on Sense of Virtual Community: The Moderating Roles of Optimum Stimulation Level and Motives for Reading Customer Articulations

Ching-Jui Keng National Taipei University of Technology, Taiwan Chien-Hua Pao National Taipei University of Technology, Taiwan Hui-Ying Ting National Taipei College of Business, Taiwan Nai-Yun Chang National Taipei University of Technology, Taiwan

34-55

Impact of Online Flow on Brand Experience and Loyalty

Soo In Shim Chonbuk National University, Republic of Korea

Sandra Forsythe Auburn University, Alabama, USA Wi-Suk Kwon Auburn University, Alabama, USA

56-71

How Word-of-mouth Moderates Room Price and Hotel Stars for Online Hotel Booking: An Empirical Investigation with Expedia Data

Mohan Wang Harbin Institute of Technology, China

Qi Lu University of Science and Technology Beijing, China Robert T. Chi California State University, Long Beach, USA Wen Shi Northeast Agricultural University, China

72-80