

## VOLUME 18, NUMBER 4, 2017

Special Issue on *Mobile Analytics and Commerce*

Special Issue Editor: Dr. Yong Tan, University of Washington, United States

### Table of Contents

#### [Introduction to the Special Issue on Mobile Analytics and Commerce](#)

Yong Tan	University of Washington, United States	286-287
----------	---	---------

#### [The Effect of Firm Marketing Content on Product Sales: Evidence From A Mobile Social Media Platform](#)

Fei Wan	Shanghai International Studies University, China	288-302
Fei Ren	Peking University, China	

#### [Mining User Movement Similarity Based on Massive GPS Trajectory Data with Temporal Effects](#)

Hua Yuan	University of Electronic Science and Technology of China, China	303-316
Lu Feng	University of Electronic Science and Technology of China, China	
Yu Qian	University of Electronic Science and Technology of China, China	

#### [Does Subsidy Work? An Investigation of Post-Adoption Switching on Car-hailing Apps](#)

Xusen Cheng	University of International Business and Economics, China	317-329
Shixuan Fu	University of International Business and Economics, China	
Guopeng Yin	University of International Business and Economics, China	

#### [Do Only Review Characteristics Affect Consumers' Online Behaviors? A Study of Relationship between Reviews](#)

Guofang Nan	Tianjin University, China	330-345
Jiaorong Yang	Tianjin University, China	
Runliang Dou	Tianjin University, China	