

VOLUME 19, NUMBER 1, 2018

Issue Editor:

Dr. Melody Y Kiang, California State University Long Beach, United States

Table of Contents

Academic Perceptions of Electronic Commerce Journals: Rankings and Regional Differences

Yi-Cheng Ku	Fu Jen Catholic University, Taiwan	
Chih-Chung Liu	Chia Nan University of Pharmacy & Science, Taiwan	
Ting-Peng Liang	National Sun Yat-sen University, Taiwan	1-15

Selling Luxury Products Online: The Effect of a Quality Label on Risk Perception, Purchase Intention and Attitude Toward the Brand

Shubin Yu	Peking University, China	
Liselot Hudders	Ghent University, Belgium	
Verolien Cauberghe	Ghent University, Belgium	16-35

Dysfunctional Customer Behavior in Cross-Border E-Commerce: A Justice-Affect-Behavior Model

Arthur J. Lin	National Taipei University, Taiwan	
Eldon Y. Li	National Chengchi University, Taiwan	
Shih-Yang Lee	National Chengchi University, Taiwan	36-54

Consumer Showrooming, the Sunk Cost Effect and Online-Offline Competition

Ting Zhang	Shanghai University, China	
Ling Ge	City University of Hong Kong, China	
Qinglong Gou	University of Science and Technology of China, China	
Liwen Chen	Shenzhen University, China	55-74

Understanding Facebook Commerce (F-Commerce) Actual Purchase from an Artificial Neural Network Perspective

Lai-Ying Leong	University of Malaya, Malaysia	
Noor Ismawati Jaafar	University of Malaya, Malaysia	
Sulaiman Ainin	University of Malaya, Malaysia	75-103

The Effect of System Generated Cues on Microblog Rewarding Repost Behavior – A Source Credibility Perspective

Lei Wang	Zhejiang University, China	
Da Qian	Zhejiang University, China	
Lin Zhu	Zhejiang University, China	104-118