

VOLUME 22, NUMBER 2, 2021

Issue Editor:

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

Table of Contents

Effects of Institutions on Entrepreneurs' Trust and Engagement in Crowdfunding

Melek Demiray	Istanbul Technical University, Turkey	95-109
Sebnem Burnaz	Istanbul Technical University, Turkey	
Dahui Li	University of Minnesota Duluth, U.S.A.	

Can Money Buy Continuous Use? An Exploration with Taxi-Hailing Apps

Haiqing Bai	Xiamen University, P.R. China	110-127
Bo Xu	Fudan University, P.R. China	
Wei Zhang	University of Massachusetts Boston, U.S.A.	

Developing A Value Assessment Framework of Habitual Social Media Use: A Grounded Theory Approach

Tao (Eric) Hu	California State University Northridge, U.S.A.	128-154
Xin (Robert) Luo	University of New Mexico, U.S.A.	
Hua Dai	California State University Channel Islands, U.S.A.	
Xihui Zhang	University of North Alabama, U.S.A.	

Advertising or Brokerage Model for Social Platforms with A Commerce Feature

Guofang Nan	Hainan University, P.R. China	155-177
Chenyu Chu	Tianjin University, P.R. China	
Zhiyong Li	Communication University of China, P.R. China	
Minqiang Li	Tianjin University, P.R. China	