

VOLUME 22, NUMBER 3, 2021**Issue Editor:****Dr. Melody Y Kiang, California State University Long Beach, United States****Table of Contents****Driving E-Commerce Brand Attachment Through Green Packaging: An Empirical Investigation**

Xu Zhao	China Three Gorges University, P.R. China
Cheng Pan	China Three Gorges University, P.R. China
Jingxuan Cai	Wuhan University, P.R. China
Xin (Robert) Luo	The University of New Mexico, USA
Jiang Wu	Wuhan University, P.R. China

178-198**What Drives User Engagement Behavior in A Corporate SNS Account: The Role of Instagram Features**

Jengchung Victor Chen	National Cheng Kung University, Taiwan
Trang Nguyen	University of Economics and Law, Vietnam
Jirapa Jaroenwattananon	National Cheng Kung University, Taiwan

199-227**Investigating The Effects of Negative Health Mood on Acceptance of Mobile Health Services**

Fanbo Meng	Jiangnan University, P.R. China
Xitong Guo	Harbin Institute of Technology, P.R. China
Zeyu Peng	East China University of Science and Technology, P.R. China
Kee-hung Lai	The Hong Kong Polytechnic University, Hong Kong
Doug Vogel	Harbin Institute of Technology, P.R. China

228-247**“Matthew Effect” Or “Cognitive Fixation”? The Role of Past Success Experience in Crowdsourcing Contests**

Lifang Peng	Xiamen University, P.R. China
Jiawei Wang	Xiamen University, P.R. China
Ermao Hu	Xiamen University, P.R. China
Xiaorong Wang	Chongqing Technology and Business University, P.R. China

248-265