

VOLUME 23, NUMBER 2, 2022

Issue Editor:

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

Table of Contents

[The Salient Role of Media Richness, Host-Guest Relationship and Guest Satisfaction in Fostering Airbnb Guests' Repurchase Intention](#)

| | |
|-----------------|--------------------------------|
| Farzana Quoquab | Universiti Teknologi, Malaysia |
| Jihad Mohammad | Qatar University, Qatar |
| | UCSI University, Malaysia |

59-76

[Carrot or Stick? Exploring the Effect of Word-of-Mouth on Mobile Payment Application Switching Behaviors](#)

| | |
|------------------|----------------------------------|
| Le Wang | Xi'an Jiaotong University, China |
| Xin (Robert) Luo | University of New Mexico, USA |
| Xue Yang | Nanjing University, China |

77-98

[Success Prediction of Crowdfunding Campaigns with Project Network: A Machine Learning Approach](#)

| | |
|------------|-----------------------------------|
| Chao Zhong | Renmin University of China, China |
| Wei Xu | Renmin University of China, China |
| Wei Du | Renmin University of China, China |

99-114

[Cross-Border Social Commerce: From a Trust Transfer Perspective](#)

| | |
|---------------------|---|
| Wiyata | National Sun Yat-sen University, Taiwan |
| | University of Brawijaya, Indonesia |
| Jack Shih-Chieh Hsu | National Sun Yat-sen University, Taiwan |
| Yu Wen Hung | National Kaohsiung University of Science and Technology, Taiwan |
| Chao-Min Chiu | National Sun Yat-sen University, Taiwan |

115-137