## Journal of Electronic Commerce Research

# **VOLUME 24, NUMBER 2, 2023**

#### **Issue Editor:**

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

### **Table of Contents**

### **Exploring the Effects of Sense of Membership on Information Sharing in Virtual Communities**

Chuan Luo Southwestern University of Finance and Economics, China

Han Li University of New Mexico, USA
Xin (Robert) Luo University of New Mexico, USA
Xiaocong Cui University of New Mexico, USA

107-126

#### Influencer Marketing: A Perspective of the Elaboration Likelihood Model of Persuasion

Samira Farivar Carleton University, Canada
Fang Wang Wilfrid Laurier University, Canada
Yufei Yuan McMaster University, Canada

127-145

## <u>Pre-purchase and Post-purchase Sales Promotions on E-commerce Platforms: The Effects of Promotional Benefits on Customer-based Brand Equity</u>

Ting Zhu South-Central Minzu University, China

Yaobin Lu Huazhong University of Science and Technology, China

Bin Wang University of Texas Rio Grande Valley, USA

Lijuan Zhao South-Central Minzu University, China

146-170

#### What Makes a Drug Review Helpful? The Role of Patients' Health Condition and Medical

**Experience Signals** 

Long Xia Elon University, USA

171-193