

VOLUME 26, NUMBER 4, 2025

Issue Editor:

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

Table of Contents

Reward-Oriented or Task-Oriented: How Does Information Presentation Format Influence Referral Intentions in Threshold Social Referral Programs?

Yisu Wang	Renmin University of China, China
Kanliang Wang	Renmin University of China, China

323-347

The Duel Between Native Ads and Display Ads: No One Takes All

Ai-Yun Hsieh	Chinese Culture University, Taiwan
Shao-Kang Lo	Chinese Culture University, Taiwan

348-359

Exploring the Relationship Between Silent Behavior of Online Community Members and Performance: A Trust Perception Perspective

Xue-Liang Pei	Huaqiao University, China
Xiao-Hui Zheng	Huaqiao University, China
Fei-Fei Lin	Huaqiao University, China
Tung-Ju Wu	Harbin Institute of Technology, China

360-380

Dispersion or Concentration? The Impact of Ad Exhibition on Advertising Placement and Platform Development in Video Platforms

Hao Chen	Central China Normal University, China
Shuaikang Hao	Southwest Forestry University, China

381-405

Sensory Marketing in Online Medical Knowledge Sharing: A Feeling-as-Information Theory Perspective

Yunfeng Ji	Huazhong University of Science and Technology, China
Zhaohua Deng	Huazhong University of Science and Technology, China
Wuyou Zhang	Huazhong University of Science and Technology, China

406-427