

## VOLUME 21, NUMBER 1, 2020

Issue Editor:

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

### Table of Contents

**[How Do Expectations Shape Consumer Satisfaction? An Empirical Study on Knowledge Products](#)**

Xin Fu	Xiamen University, China
Shaoxia Liu	Xiamen University, China
Bin Fang*	Xiamen University, China
Xin (Robert) Luo	The University of New Mexico, USA
Shun Cai	Xiamen University, China

1-20

**[Hotel Facial Recognition Systems: Insight into Guests' System Perceptions, Congruity with Self-Image, and Anticipated Emotions](#)**

Cristian Morosan	University of Houston, USA.
------------------	-----------------------------

21-38

**[The Effect of User-Generated Content Quality on Brand Engagement: The Mediating Role of Functional and Emotional Values](#)**

Jihad Mohammad	Qatar University, Qatar
Farzana Quoquab	Universiti Teknologi Malaysia, Malaysia
Ramayah Thurasamy	Universiti Sains Malaysia, Malaysia
Main Naser Alolayyan	Jordan University of Science and Technology, Jordan

39-55

**[Impact of Firm-generated Content on Firm Performance and Consumer Engagement: Evidence from Social Media in China](#)**

Lijuan Bai	Harbin Engineering University, China
Xiangbin Yan	University of Science & Technology Beijing, China

56-74