## SOCIAL COMMERCE RESEARCH: AN INTEGRATED VIEW

Table of Contents for the Special Issue in Electronic Commerce Research and Application

## Lina Zhou, Ping Zhang and Hans-Dieter Zimmermann

Last revised: February 15, 2013

- 1. Social Commerce: An Integrated View Lina Zhou, Ping Zhang, Hans-Dieter Zimmerman
- 2. Under What Conditions Will Social Commerce Business Models Survive? Dohoon Kim
- 3. Do Starting and Ending Effects in Fixed-Price Group-Buying Differ? Geng Zhou, Kaixuan Xu and Stephen S.Y. Liao
- 4. Why Different Motives Matter in Sustaining Online Contributions Naren Peddibhotla
- 5. The Determinants of Continuous Use of Social Networking Sites Hsiu-Chia Ko
- 6. Improving Trust Modeling through the Limit of Advisor Network Size and Use of Referrals Joshua Gorner, Jie Zhang and Robin Cohen