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Nota di contenuto	A Consumer-Oriented Decision-Making Approach for Selecting the Cloud Storage Service: From PAPRIKA Perspective -- Health Apps' Functionalities, Effectiveness, and Evaluation -- Predicting Online Reviewer Popularity: A Comparative Analysis of Machine Learning Techniques -- Amazon and Alibaba: Competition in a Dynamic Environment -- Temporal Ownership Boundary in Sharing Economy -- Optimal Pricing and Workforce Composition for Service Delivery Using a Hybrid Workforce -- The Performance Evaluation of Machine Learning Classifiers on Financial Microblogging Platforms -- The Cannibalization Effects of New Product Preannouncement and Launch on the C2C Marketplace -- Electronic Word of Behavior: Conceptual Framework and

Research Design for Analyzing the Effect of Increased Digital Observability of Consumer Behaviors in a Movie Streaming Context -- Locked in by Social Media Features? Translating Clicks and Comments into Value -- When Your App Is Under the Spotlight -- A Social Endorsing Mechanism for Mobile Coupons -- Effect of Instant Messenger Use on Purchase Decision of Consumers: The Role of Communication Quality and Content -- Booking High-Complex Travel Products on the Internet: The Role of Trust, Convenience, and Attitude -- Sponsored Data: Smarter Data Pricing in the Age of Data Cap -- Please Share! Online Word of Mouth and Charitable Crowdfunding -- Predicting Web User's Behavior: An Absorbing Markov Chain Approach -- Examining Customer Responses to Fake Online Reviews: The Role of Suspicion and Product Knowledge -- An Exploration of Public Reaction to the OPM Data Breach Notifications -- Behavior Theory Enabled Gender Classification Method (Research in Progress) -- Crowdfunding Platforms: The Role of Information Providers -- Privacy-preserving Access Control Scheme for Outsourced Data in Cloud -- Continuous User Authentication on Touch-screen Mobile Phones: Toward More Secure and Usable M-Commerce.

Sommario/riassunto

This book constitutes revised selected papers from the 15th Workshop on e-Business, WeB 2016, held in conjunction with the International Conference on Information Systems, ICIS, in Dublin, Ireland, in December 2016. WeB 2016 provided a forum for scholars to exchange ideas and share results from their research. Original articles addressing a broad coverage of technical, managerial, economic, and strategic issues related to consumers, businesses, industries, and governments were presented at the workshop, employing various IS research methods such as case study, survey, analytical modeling, experiments, computational models, and design science. The 15 full and 8 short papers presented in this volume were carefully reviewed and selected from 46 submissions. They deal with the "Internetworked World" focusing on digitalization, consumerization, global platforms, and transformative innovations in industry. .
