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Nota di contenuto	Attracting versus Sustaining Attention in the Information Economy -- Exploration of the Misalignment between Business and IT Strategic Objectives in Public-Sector Organisations: An Empirical Study in Saudi Arabia -- Influences of Place Attachment and Social Media Affordances on Online Brand Community Continuance -- Factors Influencing Employees' Attitude towards Personal Information Privacy -- How Does The Review Tag Function Benefit Highly-Rated Popular Products in Online Markets -- Antecedents and Consequences of App Update: An Integrated Research Framework -- Is There a Free Lunch? Examining the Value of Free Content on Equity Review Platforms -- What Do You Need to Buy? Investigating Factors Influencing Intention to Purchase in Freemium Mobile Games -- A Theory of Information Biases on

Healthcare Platforms -- The Power of Facebook and Instagram Fans: An Exploration of Fan Comments and Their Effect on Social Media Content Strategy -- Trial and Pricing Strategies of Software Market with Competition and Network Effects.

Sommario/riassunto

This book constitutes revised selected papers from the 16th Workshop on e-Business, WeB 2017, which took place in Seoul, South Korea, in December 2017. The purpose of WeB is to provide an open forum for e-Business researchers and practitioners world-wide, to share topical research findings, explore novel ideas, discuss success stories and lessons learned, map out major challenges, and collectively chart future directions for e-Business. The WeB 2017 theme was “Digital transformation: challenges and opportunities”. The 11 papers presented in this volume were carefully reviewed and selected from 43 submissions. These are original research articles with a broad coverage of behavioral issues on consumers, citizens, businesses, industries and governments, ranging from technical to strategic issues.