# Table of Contents

## Returns on Reputation in Retail e-Commerce

**Jani Saastamoinen**  
Economics and Business Administration, University of Joensuu, Joensuu, Finland  
196-219

## Opinion Leadership: Non-Work-Related Advice in a Work Setting

**Viju Raghupathi**  
Department of Statistics and Computer Information Systems, Zicklin School of Business, City University of New York, New York, USA  
**Ofer Arazy**  
School of Business Edmonton, University of Alberta, Alberta, Canada  
**Nanda Kumar**  
Department of Statistics and Computer Information Systems, Zicklin School of Business, City University of New York, New York, USA  
**Bracha Shapira**  
Department of Information Systems Engineering, Ben-Gurion University, Israel  
220-234

## The Value of and Attitude toward Sponsored Links for Internet Information Searchers

**Fen-Hui Lin**  
Department of Information Management, National Sun Yat-sen University, Kaohsiung, Taiwan, ROC  
**Yu-Fan Hung**  
Department of Information Services, Taiwan Institute of Economic Research, Taipei, Taiwan, ROC  
235-251

## Decision Support in Multi-attribute Reverse Auctions

**Kholekile L. Gwebu**  
Department of Decision Sciences, Whittemore School of Business and Economics  
University of New Hampshire Durham, USA  
252-264