# Table of Contents

## Developing Affective Brand Commitment through Social Media

Anna M. Turri, Texas State University, Texas, USA  
Karen H. Smith, Texas State University, Texas, USA  
Elyria Kemp, University of New Orleans, Louisiana, USA  
201-214

## Understanding the Use of Location-Based Service Applications: Do Privacy Concerns Matter?

Haejung Yun, American University, Washington, D.C., USA  
Dongho Han, Marketing Department, Altair Korea, South Korea  
Choong C. Lee, Yonsei University, South Korea  
215-230

## Critical Factors Predicting the Acceptance of Digital Museums: User and System Perspectives

Shin-Yuan Hung, National Chung Cheng University, Chia-Yi, Taiwan  
Charlie C. Chen, Appalachian State University, North Carolina, USA  
Hsin-Min Hung, National Dong Hwa University, Hualien, Taiwan  
Wen-Wen Ho, National Chung Cheng University, Chia-Yi, Taiwan  
231-243

## Effects of Collectivism on Actual S-Commerce Use and the Moderating Effect of Price Consciousness

Mijin Noh, Kyungpook National University, South Korea  
Kyungtag Lee, Yeungnam University, South Korea  
Sanghyun Kim, Kyungpook National University, South Korea  
Gary Garrison, Belmont University, Tennessee, USA  
244-260

## E-Business Adoption Research: State of the Art

Liang Chen, University of Kentucky, Kentucky, USA  
Clyde W. Holsapple, University of Kentucky, Kentucky, USA  
261-286