### Table of Contents

**Online Auction Segmentation and Effective Selling Strategy: Trust and Information Asymmetry Perspectives**  
Yanbin Tu  
Robert Morris University, USA  
Y. Alex Tung  
University of Connecticut, USA  
Paulo Goes  
University of Arizona, USA  
189-211

**Mixing Business and Pleasure: Empirical Implications for Trust in Mobile Banking**  
Rodrigo Fernandes Malaquias  
Federal University of Uberlândia, Brazil  
Yujong Hwang  
DePaul University, USA  
212-224

**Understanding The Impact of Social Commerce Website Technical Features on Repurchase Intention: A Chinese Guanxi Perspective**  
Jiabao Lin  
South China Agricultural University, China  
Yanmei Yan  
South China Agricultural University, China  
Shengjun Chen  
University of International Business and Economics, China  
Xin Luo  
University of New Mexico, USA  
225-244

**Social Embeddedness and Customer-Generated Content: The Moderation Effect of Employee Participation**  
Guoxin Li  
Harbin Institute of Technology, China  
Xue Yang  
Harbin Institute of Technology, China  
Wei Xu  
Renmin University of China, China  
Yingqiu Zhu  
Renmin University of China, China  
245-253

**Oppositional Brand Loyalty in Online Brand Communities: Perspectives on Social Identity Theory and Consumer-Brand Relationship**  
Ying-Feng Kuo  
National University of Kaohsiung, Taiwan  
Jian-Ren Hou  
University of Texas at Arlington, USA  
254-268

**An Empirical Study of Sponsor Satisfaction in Reward-Based Crowdfunding**  
Haichao Zheng  
Southwestern University of Finance and Economics, China  
Bo Xu  
Fudan University, China  
Tao Wang  
Southwestern University of Finance and Economics, China  
Yun Xu  
Southwestern University of Finance and Economics, China  
269-285