Table of Contents

Preface .................................................................................................................................................. xv

Acknowledgment ............................................................................................................................. xix

Section 1
Internet as a Buy and Sell Distribution Channel

Chapter 1
The Role of B2B E-Commerce in Market Share: Evidence from Spanish Manufacturing Firms ........ 1
Juliette Milgram-Baleix, University of Granada, Spain
Melanie Parravano, University of East Anglia, UK
Luis Enrique Pedauga, University of Granada, Spain

Chapter 2
Internet as a Sales Channel for the Agri-Food Sector: A Case Study of Organic Products.............. 15
Enrique Bernal Jurado, University of Jaen, Spain
Adoración Mozas Moral, University of Jaen, Spain
Miguel J. Medina Viruel, University of Jaen, Spain

Chapter 3
How to Develop WOM Marketing .................................................................................................... 30
Manuela López, University of Murcia, Spain
María Sicilia, University of Murcia, Spain

Section 2
Modelling of Users’ Behaviour towards New Electronic Environments

Chapter 4
New Market Segmentation Paradigms and Electronic Commerce Adoption: An Exploratory Study.. 49
Ángel F. Agudo-Peregrina, Technical University of Madrid, Spain
Julián Chaparro-Peláez, Technical University of Madrid, Spain
Ángel Hernández-Garcia, Technical University of Madrid, Spain
Chapter 5
How Can E-Vendors Create Trust in B2C and C2C Contexts? ............................................................. 72
Sonia San-Martín, University of Burgos, Spain
Carmen Camarero, University of Valladolid, Spain

Chapter 6
Perceived Risk in E-Commerce and the Development of Loyalty: The Moderating Effect of Website Design, the Cultural Framework of Language, and the User’s Flow State ..................................................... 93
Juan Miguel Alcántara-Pilar, University of Granada, Spain
Salvador del Barrio-García, University of Granada, Spain

Chapter 7
The Relationship Between E-WOM from SNS or Internet and Purchase ............................................. 115
F. Javier Rondán-Cataluña, University of Seville, Spain
Jorge Arenas-Gaitán, University of Seville, Spain
Patricio E. Ramírez-Correa, Catholic University of the North, Chile

Chapter 8
Gender Differences in the Technology’s Classic Models in Social Network Sites .............................. 126
Begoña Peral-Peral, University of Seville, Spain
Ángel F. Villarejo-Ramos, University of Seville, Spain
Manuel J. Sánchez-Franco, University of Seville, Spain

Chapter 9
Drop-Out Risk Measurement of E-Banking Customers ................................................................. 143
Juan Lara-Rubio, University of Granada, Spain
Myriam Martínez-Fiestas, ESAN University, Peru
Antonio M. Cortés-Romero, University of Granada, Spain

Section 3
Challenges and Opportunities for the Financial Section: The Case of Mobile Payments

Chapter 10
Mobile Banking: Challenges and Opportunities for the Financial Sector ........................................... 164
Raquel Arguedas, National University of Distance Education (UNED), Spain
Inmaculada Pra, National University of Distance Education (UNED), Spain
Maria Dolores Reina, National University of Distance Education (UNED), Spain

Chapter 11
Overview of Mobile Payment: Technologies and Security .............................................................. 186
Vibha Kaw Raina, Birla Institute of Technology, India
Chapter 12
Comparative Study Among New Payment Systems and New Future Trends in Mobile Payments ........................................... 223
Francisco Liébana-Cabanillas, University of Granada, Spain
Francisco Muñoz-Leiva, University of Granada, Spain
Juan Sánchez-Fernández, University of Granada, Spain

Chapter 13
New Perspectives on Payment Systems: Near Field Communication (NFC) Payments through Mobile Phones ........................................ 260
Iviane Ramos de Luna, The Capes Foundation, Ministry of Education of Brazil
Francisco Montoro-Ríos, University of Granada, Spain
Francisco Liébana-Cabanillas, University of Granada, Spain

Chapter 14
Emerging Technologies for User-Friendly Mobile Payment Applications ................................................ 279
Vibha Kaw Raina, Birla Institute of Technology, India

Chapter 15
New Perspectives of Mobile Payment Platform for Developing Countries .............................................. 308
Rodrigue Carlos Nana Mbinkeu, University of Yaounde I, Cameroon & University of Modena, Italy

Compilation of References ................................................................. 325

About the Contributors ................................................................. 364

Index .......................................................................................... 371