Table of Contents

Research Articles

1 Strategic Advantage in Web Tourism Promotion: An e-Commerce Strategy for Developing Countries
   Arunasalam Sambhanthan, University of Portsmouth, Portsmouth, UK
   Alice Good, University of Portsmouth, Portsmouth, UK

22 Using an AHP Rating Model to Select a Suitable Approach to Intellectual Capital Management: The Case of a Not-for-Profit Welfare Service
   Daniela Carlucci, University of Basilicata, Potenza, Italy
   Paula Kujansivu, Tampere University of Technology, Tampere, Finland

43 The Role of a Sustainability Informatics Framework in Transportation Systems
   Lin Jia, Auburn University, Auburn, AL, USA
   Barry Cumbie, University of Southern Mississipi, Hattiesburg, MS, USA
   Chetan S. Sankar, Auburn University, Auburn, AL, USA
   Jian Yu, Beijing Forestry University, Beijing, China

60 Understanding Factors Affecting Mobile Services Adoption: Case of Thailand
   Tugrul U Daim, Department of Engineering and Technology Management, Portland State University, Portland, OR, USA
   Fahad Aldhaban, Department of Engineering and Technology Management, Portland State University, Portland, OR, USA
   Jay Justice, Department of Engineering and Technology Management, Portland State University, Portland, OR, USA
   Nuri Basoglu, Department of Management Information Systems, Bogazici University, Istanbul, Turkey

80 Integration between Mathematical Programming and Fuzzy Logic to Optimize Consumers Behavior
   Hamed Fazlollahtabar, Iran University of Science and Technology, Tehran, Iran
   Amir Mansoor Tehranchian, Mazandaran University, Balbosar, Iran

96 Simulation Method to Improve Hospital Service Quality
   Shamsuddin Ahmed, School of Business, Narsee Monjee Institute of Management Studies, Maharashtra, India

Copyright
The International Journal of Information Systems in the Service Sector (IJISSS) (ISSN 1935-5688; eISSN 1935-5696), Copyright © 2014 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.