Table of Contents

SPECIAL ISSUE ON THE FOURTH INTERNATIONAL CONFERENCE ON LOGISTICS, INFORMATICS AND SERVICE SCIENCE (LISS 2014)

GUEST EDITORIAL PREFACE

Shifeng Liu, Beijing Jiaotong University, Beijing, China
Mincong Tang, Beijing Jiaotong University, Beijing, China

RESEARCH ARTICLES

1 Empirical Study on Multi-Channel Service Quality and Customer Loyalty of Retailers
Qi Yong-zhi, School of Business Administration, Shanxi University of Finance & Economics, Taiyuan, China & School of Business Administration, Capital University of Economics and Business, Beijing, China

13 Research on Comprehensive Evaluation of Network Marketing Performance in O2O Model—Measuring by GIOWA Operator
Wanxin Xue, Management College, Beijing Union University, Beijing, China
Yilei Pei, Management College, Beijing Union University, Beijing, China
Dandan Li, Management College, Beijing Union University, Beijing, China

23 Research on Current Situation and Strategy of E-Marketing Applications in Chinese SMEs
Li Baoling, Beijing Institute of Graphic Communication, Beijing, China

32 Antecedents of Loyalty Towards Online Retailers: Heavy Shopper versus Light Shopper Groups
Soma Sar, Department of Commerce and Management, West Bengal State University, Kolkata, India

46 A Study on the Price Decisions of the Dual-Channel Composite Decision in B2C Mode
Haoxiong Yang, Business School, Beijing Technology and Business University, Beijing, China & Collaborative Innovation Centre for State-owned Assets Administration, Beijing, China
Wen Wang, Business School, Beijing Technology and Business University, Beijing, China

57 Temporal Pattern of Communication: Messaging Within a Mobile Social Networking App
Qinghua Wang, School of Economics and Management, Tsinghua University, Beijing, China
Yan Zhu, School of Economics and Management, Tsinghua University, Beijing, China

69 A Hybrid Microblog Recommendation Model in Mobile Social Network
Xiaoyan Chen, College of Business Administration, Huaqiao University, Quanzhou, China

Copyright
The Journal of Electronic Commerce in Organizations (JECO) (ISSN 1539-2937; eISSN 1539-2929), 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.