Table of Contents

RESEARCH ARTICLES

1 An Exploratory Study on Small Business Website Creation and Usage
Chuleeporn Changchit, Texas A&M University Corpus Christi, Corpus Christi, TX, USA
Tim Klaus, Texas A&M University Corpus Christi, Corpus Christi, TX, USA

15 Does Successful Social Media Marketing Affect Brand Value? An Empirical Investigation
Stefan Koch, Department of Management, Bogazici University, Istanbul, Turkey
Asli Dikmen, Department of Management, Bogazici University, Istanbul, Turkey

27 Influences of Search Engine Optimization on Performance of SMEs: A Qualitative Perceptive
Stella Tomasi, Department of e-Business and Technology Management, Towson University, Towson, MD, USA
Xiaolin Li, Department of e-Business and Technology Management, Towson University, Towson, MD, USA

50 Bidirectional Role of Accuracy and Recognition in Internet-Based Targeted Advertising
Jiang Zhao, School of Economics and Management, Southeast University, Nanjing, China
Shu-e Mei, School of Economics and Management, Southeast University, Nanjing, China
Wei-jun Zhong, School of Economics and Management, Southeast University, China

Copyright
The Journal of Electronic Commerce in Organizations (JECO) (ISSN 1539-2937; eISSN 1539-2929), Copyright © 2015 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.