Table of Contents

RESEARCH ARTICLES

1 My Desired Self, Avatar: The Impact of Avatar Creation on Persuasion
   Youjeong Kim, New York Institute of Technology, New York, NY, USA

14 Social CRM: A Review of the Literature and the Identification of New Research Directions
   Kritcha Yawised, University of Tasmania, Hobart, Australia
   Peter Marshall, University of Tasmania, Hobart, Australia

21 Measuring the Effects of Cognitive Preference to Enhance Online Instruction through Sound ePedagogy Design
   Marlina Mohamad, Universiti Tun Hussein Onn Malaysia, Batu Pahat, Malaysia
   Elspeth McKay, RMIT University, Melbourne, Australia

36 Research in Mobile Computing: Problems and Opportunities
   Chandra Sekhar Amaravadi, Western Illinois University, Macomb, IL, USA
   George Mangalaraj, Western Illinois University, Macomb, IL, USA

52 Do Managers Understand Importance of Securing IT Resources?
   Nadianatra Musa, Industrial Engineering Department, College of Engineering, King Khalid University, Abha, Kingdom of Saudi Arabia
   Vishv Malhotra, University of Tasmania, Hobart, Australia
   Trevor Wilmshurst, University of Tasmania, Hobart, Australia

Copyright
The International Journal of Virtual Communities and Social Networking (IJVCSN) (ISSN 1942-9010; eISSN 1942-9029), 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.

The International Journal of Virtual Communities and Social Networking is indexed or listed in the following: Bacon’s Media Directory; Cabell’s Directories; DBLP; GetCited; Google Scholar; INSPEC; JournalTOCs; Library & Information Science Abstracts (LISA); MediaFinder; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich’s Periodicals Directory.