Table of Contents

Journal of Organizational and End User Computing
Volume 28 • Issue 2 • April-June-2016 • ISSN: 1546-2234 • eISSN: 1546-5012
An official publication of the Information Resources Management Association

UNVEILING THE IMPACT OF SOCIAL MEDIA: IMPORTANCE OF THE CO-CREATION OF BUSINESS VALUE DURING THE ADOPTION AND USE PROCESS (PART A)

GUEST EDITORIAL PREFACE

V Samuel Fosso Wamba, NEOMA Business School, Mont-Saint-Aignan, France
Shahriar Akter, University of Wollongong, Wollongong, Australia
Mithu Bhattacharya, University of Detroit Mercy, Detroit, MI, USA

RESEARCH ARTICLES

1 The Primer of Social Media Analytics
Samuel Fosso Wamba, NEOMA Business School, Mont-Saint-Aignan, France
Shahriar Akter, University of Wollongong, Wollongong, Australia
Hyunjin Kang, Department of Marketing, George Washington University, Washington D.C., USA
Mithu Bhattacharya, University of Detroit Mercy, Detroit, MI, USA
Mohammed Upal, WebHawks IT, Tokyo, Japan

12 Separating the Wheat from the Chaff: Extracting Business Value from Feature Requests Posted in User Forums

107 Social Media and Value Creation: Exploring the Perception of Generation Y toward Corporate Social Networking Applications Use

92 Virtual Space Co-Creation: The Perspective of User Innovation

74 Social Media-Based Forecasting: A Case Study of Tweets and Stock Prices in the Financial Services Industry

53 Social Media Engagement Theory: Exploring the Influence of User Engagement on Social Media Usage

33 The Influence of Social Presence, Social Exchange and Feedback Features on SNS Continuous Use: The Facebook Context

13 Design and Development of Intelligent Decision Support Prototype System for Social Media Competitive Analysis in Fashion Industry

Eric W.T. Ngai, Department of Management and Marketing, The Hong Kong Polytechnic University, Hong Kong
S.S. Lam, Lee Shau Kee School of Business & Administration, The Open University of Hong Kong, Hong Kong
J.K.L. Moon, Chung Kong Community College, The Hong Kong Polytechnic University, Hong Kong
Bin Shen, Glorious Sun School of Business & Management, Donghua University, Shanghai, China
Karen K.L. Moon, Department of Clothing and Textiles/Research Institute of Human Ecology, Seoul National University, Seoul, South Korea

3 Social Media Engagement Theory: Exploring the Influence of User Engagement on Social Media Usage
Paul M. Di Gangi, University of Alabama at Birmingham, Birmingham, AL, USA
Molly Wasko, University of Alabama at Birmingham, Birmingham, AL, USA

107 Social Media and Value Creation: Exploring the Perception of Generation Y toward Corporate Social Networking Applications Use
Imed Bougzhala, Telecom Ecole de Management, Evry, France

124 Separating the Wheat from the Chaff: Extracting Business Value from Feature Requests Posted in User Forums
Adarsh Kumar Kakar, Alabama State University, Montgomery, AL, USA

Copyright
The Journal of Organizational and End User Computing (JOEUC) (ISSN 1546-2234; eISSN 1546-5012). Copyright © 2016 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.