Table of Contents

International Journal of Business Analytics

Volume 5 • Issue 1 • January-March-2018 • ISSN: 2334-4547 • eISSN: 2334-4555

An official publication of the Information Resources Management Association

Research Articles

- Investigating the Effect of eWOM in Movie Box Office Success Through an Aspect-Based Approach Saurav Mohanty, Department of Decision System Sciences, Saint Joseph's University, Philadelphia, PA, USA Nicolle Clements, Department of Decision System Sciences, Saint Joseph's University, Philadelphia, PA, USA Vipul Gupta, Department of Decision System Sciences, Saint Joseph's University, Philadelphia, PA, USA
- 16 A Virtual Supply Chain System for Improved Information Sharing and Decision Making

Mohammad Daneshvar Kakhki, Department of Information Systems and Supply Chain Management, University of North Carolina at Greensboro, Greensboro, NC, USA

Hamid Nemati, Department of Information Systems and Supply Chain Management, University of North Carolina at Greensboro, Greensboro, NC, USA

Farhad Hassanzadeh, XPO Logistics, High Point, NC, USA

33 Price Discounts and Consumer Load-Shifting Behavior in the Smart Grid

Eeyad Al-Ahmadi, Department of Industrial Engineering, University of Miami, Coral Gables, FL, USA Murat Erkoc, Department of Industrial Engineering, University of Miami, Coral Gables, FL, USA

55 MaxDiff Choice Probability Estimations on Aggregate and Individual Level Stan Lipovetsky, GfK Custom Research North America, Minneapolis, MN, USA

COPYRIGHT

The International Journal of Business Analytics (IJBAN) (ISSN 2334-4547; eISSN 2334-4555), Copyright © 2018 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 Business Analytics is indexed or listed in the following: Cabell's Directories; Google Scholar; INSPEC