Table of Contents

International Journal of Sociotechnology and Knowledge Development

Volume 10 • Issue 2 • April-June-2018 • ISSN: 1941-6253 • eISSN: 1941-6261

An official publication of the Information Resources Management Association

Research Articles

1  An Endorsement Selection Model for Sports Celebrities in China
   Pi-Fang Hsu, Department of Communications Management, Shih Hsin University, Taipei, Taiwan
   Chia-Hui Hsu, Department of Communications Management, Shih Hsin University, Taipei, Taiwan

14 Exploring Blue- and White-Collar Employees’ Well-Being at Work System: Differences in Indicators of Physical and Psychosocial Conditions of Occupational Groups
   Seppo Tapio Väyrynen, University of Oulu, Oulu, Finland
   Heli Kiema-Junes, University of Oulu, Oulu, Finland

35 Effectiveness of Risk Assessment Models in Business Decisions: Reinforcing Knowledge
   K Madhu Kishore Raghunath, National Institute of Technology, Warangal, India
   S L Tulasi Devi, National Institute of Technology, Warangal, India

54 E-Commerce in Small and Medium Enterprises in Sri Lanka
   Kennedy D Gunawardana, Department of Accounting, University of Sri Jayewardenepura, Nugegoda, Sri Lanka

COPYRIGHT

The International Journal of Sociotechnology and Knowledge Development (IJSKD) (ISSN 1941-6253; eISSN 1941-6261), 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 Sociotechnology and Knowledge Development is indexed or listed in the following: Bacon’s Media Directory; Cabell’s Directories; DBLP; GetCited; Google Scholar; INSPEC; JournalTOCs; MediaFinder; SCOPUS; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich’s Periodicals Directory