Research Articles

1 Factors Affecting the Adoption of E-Marketing by Decision Makers in SMEs: Evidence From Jordan
Mohammad Kasem Alrousan, Princess Sumaya University for Technology (PSUT), Amman, Jordan
Ahmad Samed Al-Adwan, Al-Ahliyya Amman University (AAU), Amman, Jordan
Amro Al-Madadha, Princess Sumaya University for Technology (PSUT), Amman, Jordan
Mohammad Hamdi Al Khasawneh, Princess Sumaya University for Technology (PSUT), Amman, Jordan

28 Measuring Consumer Brand Perception for Green Apparel Brands
Jasmine S. Dixit, National Institute of Fashion Technology, New Delhi, India
Shirin Alavi, Jaypee Institute of Information Technology, Noida, India
Vandana Ahuja, Amity Business School, Amity University, Noida, India

47 What Affects the Level of Social Networking Site Daily Usage? An Empirical Analysis of Greek University Students
Ioannis Antoniadis, University of Western Macedonia, Kozani, Greece
Vaggelis Saprikis, University of Western Macedonia, Kozani, Greece
Ioannis Koukoulis, University of Western Macedonia, Kozani, Greece

60 Hispanic Humor Styles on Facebook: An Analytical Study
Valerie L Wang, West Chester University, West Chester, USA
Yi-Chia Wu, Tarleton State University, Stephenville, USA
Hao Lou, Ohio University, Athens, USA

COPYRIGHT
The International Journal of E-Business Research (IJEBR) (ISSN 1548-1131; eISSN 1548-114X), Copyright © 2020 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 E-Business Research is indexed or listed in the following: ABI/Inform; ACM Digital Library; Bacon’s Media Directory; Burrelle’s Media Directory; Cabell’s Directories; CSA Illumina; DBLP; DEST Register of Refereed Journals; Gale Directory of Publications & Broadcast Media; GetCited; Google Scholar; INSPEC; JournalTOCs; KnowledgeBoard; MediaFinder; Norwegian Social Science Data Services (NSD); SCOPUS; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich’s Periodicals Directory; Web of Science; Web of Science Emerging Sources Citation Index (ESCI)