# Editorial Preface

**Sushil K. Sharma, Ball State University, USA**

## Research Articles

1. **B2B E-Commerce Institutionalization in SMEs in Less Developed Countries: A Model and Instrument**  
   Almaaf Bader Ali A, College of Economics and Management, Nanjing university of Aeronautics and Astronautics, Nanjing, China  
   Jian-Jun Miao, College of Economics and Management, Nanjing University of Aeronautics and Astronautics, Nanjing, China  
   Quang-Dung Tran, Department of Civil Engineering, National University of Civil Engineering, Hanoi, Vietnam, Industrial Economics Institute, Business School of Hohai University, China

22. **Why do People Continue to Play Social Network Game (SNG)? An Empirical Study by Social and Emotional Perspectives**  
   Tzu-Hong Lin, Management College, National Taiwan University of Science and Technology, Zhongshan, Taipei, Taiwan  
   Hsi-Peng Lu, School of Management, National Taiwan University of Science and Technology, Da'an, Taipei, Taiwan  
   Huei-Hsia Hsu, Information Management, China University of Science and Technology, Nangang, Taipei, Taiwan  
   San-San Hsing, Business Administration Department, National Taipei College of Business, Da'an, Taipei, Taiwan  
   Tai-Li Ho, Department of Finance, China Institute of Technology, Nangang, Taipei, Taiwan

36. **Consumers’ Perceptions towards E-Shopping Advertisements and Promotional Actions in Social Networking Sites**  
   Vaggelis Saprikis, Department of Business Administration, Technological and Educational Institute of Western Macedonia, Grevena & Kozani, Greece

48. **Usability Testing of an Interactive Online Movie Download Service: A HCI Study**  
   Ashok Darisipudi, Kohl's Departmental Stores, Menomonee Falls, WI, USA  
   Sushil K. Sharma, Miller College of Business, Ball State University, Muncie, IN, USA  
   Jeff Zhang, Miller College of Business, Ball State University, Muncie, IN, USA  
   Tom Harris, Miller College of Business, Ball State University, Muncie, IN, USA  
   Sheila Smith, Miller College of Business, Ball State University, Muncie, IN, USA

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