

Journal of Organizational and End User Computing

April-June 2014, Vol. 26, No. 2

Table of Contents

RESEARCH ARTICLES

- 1 **Social Media Tools Adoption and Use by SMES: An Empirical Study**
Samuel Fosso Wamba, NEOMA Business School, Mont-Saint-Aignan, Rouen, France
Lemuria Carter, School of Business and Economics, Department of Accounting and Finance, North Carolina A & T State University, Greensboro, NC, USA
- 18 **Investigating the Motives of Customers' Continuance Intentions towards Online Reservation: The Role of E-Service Quality**
Samar Mouakket, College of Business Administration, University of Sharjah, Sharjah, United Arab Emirates
- 41 **How Can Secure Websites Improve Buying Intention? Usable Versus Non Usable Contexts?**
Natalia Vila, Facultad de Economia, Universidad de Valencia, Valencia, Spain
Inés Kuster, Facultad de Economia, Universidad de Valencia, Valencia, Spain
- 60 **Do I Matter? The Impact of Individual Differences on a Technology-Mediated End User Training Process**
Saurabh Gupta, Department of Management, University of North Florida, Jacksonville, FL, USA
Rob Anson, College of Business and Economics, Boise State University, Boise, ID, USA

Copyright

The **Journal of Organizational and End User Computing (JOEUC)** (ISSN 1546-2234; eISSN 1546-5012), Copyright © 2014 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 *Journal of Organizational and End User Computing* is indexed or listed in the following: ABI/Inform; ACM Digital Library; Aluminium Industry Abstracts; Australian Business Deans Council (ABDC); Bacon's Media Directory; Burrelle's Media Directory; Business Periodicals Index/Wilson Business Abstracts; Cabell's Directories; Ceramic Abstracts; Compendex (Elsevier Engineering Index); Computer & Information Systems Abstracts; Corrosion Abstracts; CSA Civil Engineering Abstracts; CSA Illumina; CSA Mechanical & Transportation Engineering Abstracts; Current Contents®/Social & Behavioral Sciences; DBLP; DEST Register of Refereed Journals; EBSCOhost's Business Source; EBSCOhost's Computer & Applied Sciences Complete; EBSCOhost's Computer Science Index; EBSCOhost's Computer Source; EBSCOhost's Current Abstracts; EBSCOhost's STM Abstracts; Electronics & Communications Abstracts; Emerald Abstracts; Engineered Materials Abstracts; Gale Directory of Publications & Broadcast Media; GetCited; Google Scholar; INSPEC; Internet & Personal Computing Abstracts; ISBIB; Journal Citation Reports/Science Edition; Journal Citation Reports/Social Sciences Edition; JournalTOCs; KnowledgeBoard; Library & Information Science Abstracts (LISA); Library Literature & Information Sciences; Materials Business File - Steels Alerts; MediaFinder; Norwegian Social Science Data Services (NSD); PubList.com; Science Citation Index Expanded (SciSearch®); SCOPUS; Social Sciences Citation Index®; Solid State & Superconductivity Abstracts; The Index of Information Systems Journals; The Standard Periodical Directory; Thomson Reuters; Ulrich's Periodicals Directory; Web of Science