

# Journal of Electronic Commerce in Organizations

October-December 2014, Vol. 12, No. 4

## Table of Contents

### SPECIAL ISSUE ON THE FOURTH INTERNATIONAL CONFERENCE ON LOGISTICS, INFORMATICS AND SERVICE SCIENCE (LISS 2014)

#### GUEST EDITORIAL PREFACE

- iv *Shifeng Liu, Beijing Jiaotong University, Beijing, China*  
*Mincong Tang, Beijing Jiaotong University, Beijing, China*

#### RESEARCH ARTICLES

- 1 **Empirical Study on Multi-Channel Service Quality and Customer Loyalty of Retailers**  
*Qi Yong-zhi, School of Business Administration, Shanxi University of Finance & Economics, Taiyuan, China & School of Business Administration, Capital University of Economics and Business, Beijing, China*
- 13 **Research on Comprehensive Evaluation of Network Marketing Performance in O2O Model-Measuring by GIOWA Operator**  
*Wanxin Xue, Management College, Beijing Union University, Beijing, China*  
*Yilei Pei, Management College, Beijing Union University, Beijing, China*  
*Dandan Li, Management College, Beijing Union University, Beijing, China*
- 23 **Research on Current Situation and Strategy of E-Marketing Applications in Chinese SMEs**  
*Li Baoling, Beijing Institute of Graphic Communication, Beijing, China*
- 32 **Antecedents of Loyalty Towards Online Retailers: Heavy Shopper versus Light Shopper Groups**  
*Soma Sur, Department of Commerce and Management, West Bengal State University, Kolkata, India*
- 46 **A Study on the Price Decisions of the Dual-Channel Composite Decision in B2C Mode**  
*Haoxiong Yang, Business School, Beijing Technology and Business University, Beijing, China & Collaborative Innovation Centre for State-owned Assets Administration, Beijing, China*  
*Wen Wang, Business School, Beijing Technology and Business University, Beijing, China*
- 57 **Temporal Pattern of Communication: Messaging Within a Mobile Social Networking App**  
*Qinghua Wang, School of Economics and Management, Tsinghua University, Beijing, China*  
*Yan Zhu, School of Economics and Management, Tsinghua University, Beijing, China*
- 69 **A Hybrid Chenblog Recommendation Model in Mobile Social Network**  
*Xiaoyan Chen, College of Business Administration, Huaqiao University, Quanzhou, China*

#### Copyright

The **Journal of Electronic Commerce in Organizations (JECO)** (ISSN 1539-2937; eISSN 1539-2929), 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 Electronic Commerce in Organizations* 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; 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; 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 Executive Daily Brief; Electronics & Communications Abstracts; Engineered Materials Abstracts; Gale Directory of Publications & Broadcast Media; GetCited; Google Scholar; INSPEC; International Bibliography of the Social Sciences; JournalTOCs; KnowledgeBoard; Library & Information Science Abstracts (LISA); Materials Business File - Steels Alerts; MediaFinder; Norwegian Social Science Data Services (NSD); PubList.com; SCOPUS; Solid State & Superconductivity Abstracts; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory