Table of Contents

Journal of Organizational and End User Computing
Volume 28 • Issue 3 • July-September-2016 • ISSN: 1546-2234 • eISSN: 1546-5012
An official publication of the Information Resources Management Association

Unveiling the Impact of Social Media:

Guest Editorial Preface

v

Samuel Fosso Wamba, NEOMA Business School, Mont-Saint-Aignan, France
Shahriar Akter, University of Wollongong, Wollongong, Australia
Mithu Bhattacharyya, University of Detroit Mercy, Detroit, MI, USA

Research Articles

1 How does Social Media Analytics Create Value?
   Shahriar Akter, University of Wollongong, Wollongong, Australia
   Mithu Bhattacharyya, University of Detroit Mercy, Detroit, MI, USA
   Samuel Fosso Wamba, NEOMA Business School, Mont-Saint-Aignan, France
   Sutapa Aditya, Long Island University, Brookville, NY, USA

10 Twitter Predicting the 2012 US Presidential Election? Lessons Learned from an Unconscious Value Co-Creation Platform
   Miguel Maldonado, ESAN University, Lima, Peru
   Vicenta Sierra, ESADE – Ramon Llull University, Sant Cugat, Spain

31 Participating in the Enterprise Web 2.0 Platform: The Influence of Trust
   Fayyaz Hassan Alqahtani, Computer Science Department, King Saud University, Riyadh, Saudi Arabia
   Ibrahim Abunadi, College of Computer and Information Sciences, Prince Sultan University, Riyadh, Saudi Arabia

49 Social Commerce Benefits for Small Businesses: An Organizational Level Study
   Ludwig Christian Schaupp, West Virginia University, Morgantown, WV, USA
   France Bélanger, Virginia Tech, Blacksburg, VA, USA

67 Catch a Fad or Capture a Value? Social Media Leverage in SMEs
   Xiaoyun He, Auburn University at Montgomery, Montgomery, AL, USA
   Haibing Lu, Santa Clara University, Santa Clara, CA, USA

82 Determinants of Social Media Impact in Local Government
   Mohd Hisham Mohd Sharif, University of Adelaide, Adelaide, Australia
   Indrit Troshani, University of Adelaide, Adelaide, Australia
   Robyn Davidson, University of Adelaide, Adelaide, Australia

104 Implementation of Social Media Concepts for e-Government: Case Study of a Social Media Tool for Value Co-Creation and Citizen Participation
   Raimundo Diaz-Diaz, Universidad de Cantabria, Santander, Spain
   Daniel Pérez-González, Universidad de Cantabria, Santander, Spain

122 Use of Social Media for Disaster Management: A Prescriptive Framework
   Louis Ngamassi, Prairie View A&M University, Prairie View, TX, USA
   Thiagarajan Ramakrishnan, Prairie View A&M University, Prairie View, TX, USA
   Shahedur Rahman, Prairie View A&M University, Prairie View, TX, USA

141 A Multimethod Study of Enterprise Social Media Implementation and Use: Mitigating the Gap between Theory and Practice
   Hillol Bhaia, Indiana University, Bloomington, IN, USA
   Anne P. Massey, Indiana University, Bloomington, IN, USA
   Christine J. Hsieh, Indiana University, Bloomington, IN, USA

Copyright

The Journal of Organizational and End User Computing (JOEUC) (ISSN 1546-2234; eISSN 1546-5012), Copyright © 2016 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; European Reference Index for the Humanities and Social Sciences (ERIH); Gale Directory of Publications & Broadcast Media; GetCited; Google Scholar; INSPEC; Internet & Personal Computing Abstracts; ISI®; 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