

Table of Contents

Journal of Organizational and End User Computing

Volume 29 • Issue 1 • January-March-2017 • ISSN: 1546-2234 • eISSN: 1546-5012

An official publication of the Information Resources Management Association

Editorial Preface

- v **Globalization and Theoretical and Applied Research**
Steven Walczak, University of South Florida, Tampa, FL, USA

Research Articles

- 1 **A Cultural Model of Online Banking Adoption: Long-Term Orientation Perspective**
Leelien Ken Huang, Feng Chia University, Taichung City, Taiwan
- 23 **Factors Influence Intention to Adopt Internet Medical Information on Bulletin Boards: A Heuristic-Systematic Perspective**
Ying Chieh Liu, Chaoyang University of Technology, Taichung City, Taiwan
Yu-An Huang, National Chi Nan University, Nantou, Taiwan
- 42 **Cellular Automata: Elementary Cellular Automata**
Rupali Bhardwaj, School of Mathematics and Computer Applications, Thapar University, Patiala, India
Anil Upadhyay, Department of Mathematics, Bipin Chandra Tripathi Kumaon Engineering College, Dwarahat, India
- 51 **A Model for Impact of Organizational Project Benefits Management and its Impact on End User**
Hodjat Hamidi, Information Technology Engineering Group, Department of Industrial Engineering, K.N. Toosi University of Technology, Tehran, Iran

COPYRIGHT

The **Journal of Organizational and End User Computing (JOEUC)** (ISSN 1546-2234; eISSN 1546-5012), Copyright © 2017 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; 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