

# Table of Contents

## International Journal of E-Services and Mobile Applications

Volume 10 • Issue 1 • January-March-2018 • ISSN: 1941-627X • eISSN: 1941-6288

**An official publication of the Information Resources Management Association**

### Research Articles

- 1     **Social Media Utilization for the Service Innovation: Case Study of Danish Companies**  
Lene Tolstrup Sørensen, Department of Electronic Systems, Aalborg University, Copenhagen, Denmark  
Morten Falch, Department of Electronic Systems, Aalborg University, Copenhagen, Denmark
  
- 13    **Willingness to Pay and Disposition Toward Paying for Apps: The Influence of Application Reviews**  
Christopher P. Furner, Department of Management Information Systems, East Carolina University, Greenville, NC, USA  
Robert Zinko, Texas A&M University -- Central, Texas, USA
  
- 34    **Enterprise Social Media: Ethnographic Research on Communication in Entrepreneurial Teams**  
Datis Khajehian, Department of Media Management, University of Tehran, Tehran, Iran
  
- 47    **A Novel Approach of Study of Universal E-Contract Framework for Ecommerce**  
Biswajit Tripathy, Department of Computer Science and Engineering, Biju Patnaik University of Technology,  
Rourkela, India  
Jibitesh Mishra, Department of CSA, College of Engineering and Technology Bhubaneswar, Bhubaneswar, India

### COPYRIGHT

The **International Journal of E-Services and Mobile Applications (IJESMA)** (ISSN 1941-627X; eISSN 1941-6288), Copyright © 2018 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 International Journal of E-Services and Mobile Applications* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; GetCited; Google Scholar; INSPEC; JournalTOCs; Library & Information Science Abstracts (LISA); MediaFinder; Norwegian Social Science Data Services (NSD); SCOPUS; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory