

# Table of Contents

## International Journal of E-Adoption

Volume 12 • Issue 1 • January-June-2020 • ISSN: 1937-9633 • eISSN: 1937-9641

### Guest Editorial Preface

#### v Special Issue: Role of Electronic Word of Mouth in Online Markets

Anu Gupta Aggarwal, Department of Operational Research, University of Delhi, Delhi, India

Abhishek Tandon, Department of Management Studies, Shaheed Sukhdev College of Business Studies, University of Delhi, Delhi, India

### Research Articles

#### 1 Adoption and Diffusion of Hi-Technology Product and Related Inventory Policies An Integrative Literature Review

Gaurav Nagpal, BITS Pilani, India

Udayan Chanda, BITS Pilani, India

#### 15 An Approach Combining DEA and ANN for Hotel Performance Evaluation

Himanshu Sharma, University of Delhi, Delhi, India

Gunmala Suri, Panjab University, India

Vandana Savara, Rochester Institute of Technology, UAE

#### 30 Determining Antecedents of Intention to Adopt Goods and Service Tax Network

Navneet Guleria, Indira Gandhi National Tribal University, India

#### 42 Document Alignment for Generation of English-Punjabi Comparable Corpora from Wikipedia

Vishal Goyal, Punjabi University, India

Ajit Kumar, Multani Mal Modi College, India

Manpreet Singh Lehal, Punjabi University

#### 52 Experimenting Language Identification for Sentiment Analysis of English Punjabi Code Mixed Social Media Text

Neetika Bansal, College of Engineering & Management, India

Vishal Goyal, Punjabi University, India

Simpel Rani, Yadavindra College of Engineering, India

#### 63 Segmentation and Ranking of Online Reviewer Community The Role of Reviewers' Frequency, Helpfulness, and Recency

Aakash Aakash, Department of Operational Research, University of Delhi, India

Ajay Jaiswal, Shaheed Sukhdev College of Business Studies, India

### COPYRIGHT

The **International Journal of E-Adoption (IJEa)** (ISSN 1937-9633; eISSN 1937-9641), Copyright © 2020 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-Adoption* 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; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory; Web of Science Emerging Sources Citation Index (ESCI)