

# Table of Contents

## International Journal of Online Marketing

Volume 11 • Issue 4 • October-December-2021 • ISSN: 2156-1753 • eISSN: 2156-1745

### Research Articles

- 1      **Decomposing Customer Engagement Effect Between Marketer- and User-Generated Content and Repurchase Intention in the Online Airline Service Community**  
Ali Ahmed Abdelkader, Faculty of Commerce, Kafrelsheikh University, Egypt  
Reham Shawky Ebrahim, Faculty of Commerce, Tanta University, Egypt
- 23     **An Islamic Bank's Customers' Approach to Gamify Mobile Banking: UTAUT2 Model Extended**  
Aysegul Sagkaya Gungor, Istanbul Medeniyet University, Turkey  
Yusuf Ihsan Kurt, Kuveyt Türk Participation Bank, Turkey
- 41     **Examining the Trust-Based Consumer Decision-Making Model for Online Purchases in Pakistan**  
Syed Afzal Moshadi Shah, COMSATS University Islamabad, Abbottabad, Pakistan  
Muhammad Shujjah-UI-Islam Jadoon, COMSATS University Islamabad, Abbottabad, Pakistan  
Muhammad Tahir, COMSATS University Islamabad, Abbottabad, Pakistan  
Jamil Anwar, COMSATS University Islamabad, Abbottabad, Pakistan
- 63     **E-Mail Marketing: Research and Challenges**  
Albérico Travassos Rosário, GOVCOPP, IADE - Universidade Europeia, Portugal

### COPYRIGHT

The **International Journal of Online Marketing (IJOM)** (ISSN 2156-1753; eISSN 2156-1745), Copyright © 2021 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 Online Marketing* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; ProQuest Advanced Technologies & Aerospace Journals; ProQuest Computer Science Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; PsycINFO®; The Standard Periodical Directory; UGC-CARE List (India); Ulrich's Periodicals Directory; Web of Science; Web of Science Emerging Sources Citation Index (ESCI)