1. Social commerce research: An integrated view. By: Lina Zhou, Ping Zhang, Hans-Dieter Zimmermann. Electronic Commerce Research & Applications, 12(2): 61-68. Abstract: Social commerce has quickly emerged as a new area of inquiry for both practitioners and researchers, suggesting the potential impacts of social media and social networking technologies and services in shaping commercial channels on and off the Internet. This essay starts by providing a brief overview of social commerce research and practice in light of the wide attention it has drawn in the industry. Then, we propose a research framework with an integrated view of social commerce that consists of four key components: business, technology, people, and information. The framework helps us understand the development of social commerce research and practice to date. Subsequently, we report some preliminary findings from a bibliometric study of academic and industry publications in social commerce to reveal recent trends and research topics, as well as some verification of the research framework. Finally, we discuss five articles in this special issue and categorize them in terms of the proposed social commerce research framework. Keywords: Research framework; Social commerce; Social shopping; Social networking

2. Under what conditions will social commerce business models survive? By: Dohoon Kim. Electronic Commerce Research & Applications, 12(2): 69-77. Abstract: This study provides a model that captures the essential features of the social commerce business. The model focuses on the relationship between key decision issues, such as marketing expenditures and the revenue streams that are created. As more social commerce businesses enter the marketplace, they are faced with fierce competition, which may lead to sharp increases in marketing and advertising expenditures. This type of competition may lead the industry away from its optimal development path, and at worst, toward a disruption of the entire industry. Another goal of this study is to examine the possibility that the tragedy of commons may occur in the industry. The basic analysis presents Nash equilibrium results with homogeneous and heterogeneous players. The analysis further specifies the conditions that the tragedy of commons can occur. I discuss the strategic implications and policy directions that may be able to overcome the shortcomings of current business model, and help the industry to achieve more sustainable development. Keywords: Competition; Economic analysis; Game theory; Marketing; Regulation; Social commerce; Social networks; Tragedy of the commons

3. Do starting and ending effects in fixed-price group-buying differ? By: Geng Zhou, Kaiquan Xu, Stephen S.Y. Liao. Electronic Commerce Research & Applications, 12(2): 79-87. Abstract: This study examines the impact of starting and ending effects in fixed-price group-buying. The results show that the starting effect is more significant than the ending effect. Keywords: Fixed-price group-buying; Starting effect; Ending effect; Consumer behavior
Research & Applications, 12(2): 78-89. Abstract: With the growing popularity of group-buying websites, a plethora of group-buying options is available to consumers. Given this range of choices, information diffusion in group-buying can greatly influence consumers’ purchase decisions. Our study uses large-scale datasets from the top two group-buying websites in China, to explore the diffusion process and examine mass media communication (MMC) and interpersonal communication (IPC) during different periods of the buying process. The analysis results indicate that MMC and IPC at the start of the process can positively affect the sales, while it leads to fewer sales during the ending period in fixed-price group-buying, which contradicts the results of previous studies. To the best of our knowledge, this is the first study to explore information diffusion in group-buying. This study provides a number of theoretical insights into group-buying from a new perspective, as well as practical management implications. Keywords: Empirical research; Group-buying; Information diffusion; Interpersonal communication; Mass media communication

5. The determinants of continuous use of social networking sites: An empirical study on Taiwanese journal-type bloggers’ continuous self-disclosure behavior. By: Hsiu-Chia Ko. Electronic Commerce Research & Applications, 12(2): 103-111. Abstract: The popularity and growth of social networking sites (SNSs) have resulted in fierce competition among SNS providers. A critical concern of SNSs is to identify how to have users continuously use a specific SNS. This study examines the determinants of journal-type bloggers’ continuous self-disclosure. An analysis of 283 samples with continuous self-disclosure experiences in journal-type blogs shows that personal factors, specifically the habit of self-disclosure, are the major factors affecting bloggers’ continuous self-disclosure, followed by self-benefits. In contrast, social factors, such as positive audience feedback and social benefits, are not related to continuous self-disclosure. These results suggest that SNS providers must encourage users to develop the habit of using their web sites regularly. By providing differential benefits to users, SNS providers may attract users to
6. **Improving trust modeling through the limit of advisor network size and use of referrals.** By: Joshua Gorner, Jie Zhang, Robin Cohen. *Electronic Commerce Research & Applications*, 12(2): 112-123. **Abstract:** This paper explores potential improvements to the trust modeling of agents in multi-agent systems when a social network of advisors is employed as part of the trust modeling, and in particular, examines means of optimizing the number of advisors that should be maintained in the social network. We propose three such improvements, two directly relating to the limit of advisor network size by either setting a maximum size for a buyer's advisor network or setting a minimum trustworthiness threshold for agents to be accepted into that advisor network, and a third which uses an advisor referral system in combination with one of the first two network-limiting techniques. We provide experimental results in defence of our approach for two distinct trust modeling systems, and show how these optimizations can improve, sometimes significantly, the accuracy of different trust models (in the context of electronic marketplaces). We believe that the proposed techniques will be very useful for trust researchers seeking to improve the accuracy of their own trust models by setting the size and composition of advisor networks. **Keywords:** Trust modeling; Social network of advisors; Referral; Buyer and seller agents; Multi-agent systems; Electronic marketplaces

7. **A quality evaluation model for the design quality of online shopping websites.** By: Selcuk Cebi. *Electronic Commerce Research & Applications*, 12(2): 124-135. **Abstract:** Design quality of websites is known to have a positive impact on user attention. Although there are lots of papers that investigate design qualities of websites in the literature, none of them takes into account interactions among design characteristics. The main objective of this study is to evaluate the perceived design quality of websites while considering the interactions among design characteristics. For this purpose, a new approach named the quality evaluation model (QuEM), which includes fuzzy set theory, the decision-making trial and evaluation laboratory method (DEMATEL), and generalized Choquet integral techniques, is proposed. The critical design characteristics of websites are determined based on interactions among them by using DEMATEL. Then, the degrees of importance are utilized in the generalized Choquet integral to evaluate the perceived design quality of website designs. Fuzzy set theory is utilized to cope with ambiguity in the linguistic evaluation of the different design characteristics and supports the analysis of the collected data. Finally, the proposed method is applied for the evaluation of the quality of the most used shopping websites in Turkey. **Keywords:** Choquet integral; DEMATEL; Design characteristics; Fuzzy sets; Website design; Quality