

# International Journal of E-Business Research

January-March 2014, Vol. 10, No. 1

## Table of Contents

### RESEARCH ARTICLES

- 1 **Creating Loyalty Towards Magazine Websites: Insights from the Double Jeopardy Phenomenon**  
*Anssi Tarkiainen, School of Business / Technology Business Research Center, Lappeenranta University of Technology, Lappeenranta, Finland*  
*Hanna-Kaisa Ellonen, School of Business / Technology Business Research Center, Lappeenranta University of Technology, Lappeenranta, Finland*  
*Mart Ots, Jönköping International Business School, Jönköping, Sweden*  
*Lara Stocchi, School of Business and Economics, Loughborough University, Loughborough, Leicestershire, UK*
- 15 **Two Faces of Mobile Shopping: Self-Efficacy and Impulsivity**  
*Thaemin Lee, Department of Business Administration, Chungbuk National University, Cheongju, Chungbuk, South Korea*  
*Cheol Park, Division of Business Administration, Korea University, Sejong City, South Korea*  
*Jongkun Jun, Department of International Business, Hankuk University of Foreign Studies, Yongin-si, Gyeonggi-do, South Korea*
- 33 **Analyzing the Impact of Game Vendors' Actions on the Monetary Value of Virtual Goods**  
*Kay F. Hildebrand, University of Cologne, Cologne, Germany*  
*Tim A. Majchrzak, Department for Information Systems, University of Münster, Münster, Germany*
- 53 **An Empirical Study of the Effect of Internet Services on the Preferential Adoption of Mobile Internet**  
*Mohamed Abdalla Nour, College of Business Administration, University of Sharjah, Sharjah, UAE*

### Copyright

The **International Journal of E-Business Research (IJEER)** (ISSN 1548-1131; eISSN 1548-114X), Copyright © 2014 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-Business Research* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Burrelle's Media Directory; Cabell's Directories; CSA Illumina; DBLP; DEST Register of Refereed Journals; Gale Directory of Publications & Broadcast Media; GetCited; Google Scholar; INSPEC; JournalTOCs; KnowledgeBoard; MediaFinder; Norwegian Social Science Data Services (NSD); SCOPUS; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory