# INTERNATIONAL JOURNAL OF E-ADOPTION

July-September 2013, Vol. 5, No. 3

# **Table of Contents**

## **EDITORIAL PREFACE**

v Sushil K. Sharma, Ball State University, Muncie, IN, USA

#### RESEARCH ARTICLES

1 Who Likes to Meet Blind Dating on the Internet?

Yi-Fen Chen, Department of International Business, Chung Yuan Christian University, Chung Li, Taiwan Chia-Wen Tsai, Department of Information Management, Ming Chuan University, Taipei, Taiwan Bo-Ying Chen, Department of International Business, Chung Yuan Christian University, Chung Li, Taiwan

17 Examining Mobile Banking User Trust: A Tripartite Perspective

Tao Zhou, School of Management, Hangzhou Dianzi University, Hangzhou, China

30 Digital Divide and e-Readiness: Trends and Gaps

Mohammad Reza Hanafizadeh, Research Institute for ICT, ITRC, Tehran, Iran Payam Hanafizadeh, School of Management & Accounting, Allameh Tabataba'i University, Tehran, Iran Erik Bohlin, Department of Technology Management and Economics, Chalmers University of Technology, Gothenburg, Sweden

76 Social Commerce from a Theory of Planned Behavior Paradigm: An Analysis of Purchase Intention Sheila M. Smith, Miller College of Business, Ball State University, Muncie, IN, USA Jensen Zhao, Miller College of Business, Ball State University, Muncie, IN, USA Melody Alexander, Miller College of Business, Ball State University, Muncie, IN, USA

## **BOOK REVIEW**

89 The Social Classroom: Integrating Social Network Use in Education

Fan-Ni Hsia, Graduate School of Education, Ming Chuan University, Taipei, Taiwan Chia-Wen Tsai, Department of Information Management, Ming Chuan University, Taipei, Taiwan

## Copyright

The International Journal of E-Adoption (IJEA) (ISSN 1937-9633; eISSN 1937-9641), Copyright © 2013 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 witten 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 neccessarily of IGI Global.

The *International Journal of E-Adoption* is indexed or listed in the following: Bacon's Media Directory; Cabell's Directories; Compendex (Elsevier Engineering Index); 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