International Journal of Virtual Communities and Social Networking

April-June 2014, Vol. 6, No. 2

Table of Contents

Research Articles

- 1 Impact of Social Media Marketing Strategies on Consumers Behaviour in Delhi Deepali Saluja, BCIPS, New Delhi, India Shamsher Singh, BCIPS, New Delhi, India
- 24 Knowledge Sharing for Cultural Heritage 2.0: Prosumers in a Digital Agora Francesca Bertacchini, Environmental and Chemical Engineering Department, Università della Calabria, Cosenza, Italy Assunta Tavernise, Department of Physics, Università della Calabria, Cosenza, Italy
- 37 Corporate Blogs: A New Reality for Developing Consumer-Brand Centricity (Experimental Approach)

Nidhi Sinha, Jaypee Institute of Information Technology, Noida, India

49 Website Attractiveness in E-Commerce Sites: Key Factors Influencing the Consumer Purchase Decision

Siddharth Khanna, HCL Technologies, Noida, India Ashok Kumar Wahi, Jaypee Business School, Jaypee Institute of Information Technology, Noida, India

Copyright

The International Journal of Virtual Communities and Social Networking (IJVCSN) (ISSN 1942-9010; eISSN 1942-9029), 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 Virtual Communities and Social Networking is indexed or listed in the following: 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