

# International Journal of E-Business Research

April-June 2015, Vol. 11, No. 2

## Table of Contents

### RESEARCH ARTICLES

- 1 **Extending Care Outside of the Hospital Walls: A Case of Value Creation through Synchronous Video Communication for Knowledge Exchange in Community Health Network**  
*Jiban Khuntia, Business School, University of Colorado, Denver, CO, USA*  
*Mohan Tanniru, School of Business Administration, Oakland University, Rochester, MI, USA*  
*John Zervos, Henry Ford Health System, Detroit, MI, USA*
  
- 18 **Social Media as Persuasive Technology for Business in Malaysia**  
*Shahizan Hassan, Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Sintok, Malaysia*  
*Norshuhada Shiratuddin, School of Multimedia Technology and Communication, Universiti Utara Malaysia, Sintok, Malaysia*  
*Sobihatun Nur Ab Salam, School of Multimedia Technology and Communication, Universiti Utara Malaysia, Sintok, Malaysia*
  
- 40 **A Fixed Pricing Group Buying Decision Model: Insights from the Social Perspective**  
*Jin Baek Kim, College of Business Administration, Tongmyong University, Busan, South Korea*
  
- 60 **Current Developing Trend of Sales Tax on E-Business**  
*James G. S. Yang, Montclair State University, Montclair, NJ, USA*  
*Peter L. Lohrey, Montclair State University, Montclair, NJ, USA*  
*Leonard J. Lauricella, Montclair State University, Montclair, NJ, USA*

### Copyright

The **International Journal of E-Business Research (IJEER)** (ISSN 1548-1131; eISSN 1548-114X), Copyright © 2015 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