

Table of Contents

International Journal of Online Marketing

Volume 6 • Issue 4 • October-December-2016 • ISSN: 2156-1753 • eISSN: 2156-1745

An official publication of the Information Resources Management Association

Research Articles

- 1 **Corporate Reputation and C2C Websites: An Exploratory Approach**
Amira Trabelsi Zoghalmi, ISCCB, University of Carthage, Tunis, Tunisia
Karim Ben Yahia, ESSECT, University of Tunis, Tunisia
Mourad Touzani, NEOMA Business School, Rouen, France
- 12 **Online Shopping: Exploring Perceptions of Digital Natives in the United Arab Emirates**
Muneeza Shoaib, Middlesex University Dubai, Dubai, United Arab Emirates
Hameedah Sayani, Dubai, United Arab Emirates
- 36 **E-Satisfaction and E-Loyalty: Two Main Consequences of Online Buying Attributes**
Gyaneshwar Singh Kushwaha, Maulana Azad National Institute of Technology, Bhopal, India
Mukesh Kaushal, Maulana Azad National Institute of Technology, Bhopal, India
- 54 **A Cross-Cultural Comparison of a Global Brand's Strategies on Micro-Blogging Sites: Sina Weibo vs. Twitter**
Bela Florenthal, Cotsakos College of Business, William Paterson University, Wayne, NJ, USA
Mike Chen-Ho Chao, Cotsakos College of Business, William Paterson University, Wayne, NJ, USA

COPYRIGHT

The **International Journal of Online Marketing (IJOM)** (ISSN 2156-1753; eISSN 2156-1745), Copyright © 2016 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 Online Marketing* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; ProQuest Advanced Technologies & Aerospace Journals; ProQuest Computer Science Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; PsycINFO®; The Standard Periodical Directory; Ulrich's Periodicals Directory