

Table of Contents

International Journal of Information Systems in the Service Sector

Volume 10 • Issue 4 • October-December-2018 • ISSN: 1935-5688 • eISSN: 1935-5696

An official publication of the Information Resources Management Association

Research Articles

- 1 **Identifying and Ranking Influencing Factors in Using RFID Technology in Tourism Industry via the Use of Structural Equation Modeling**
Mahdie Honarzade, Department of IT management, Isfahan(Khorasgan) Branch, Islamic Azad University, Isfahan, Iran
Mahboubeh Mahmoudinia, Department of Geography and Urban Planning, Isfahan(Khorasgan) Branch, Islamic Azad University, Isfahan, Iran
Maryam Saberi Anari, Department of Computer, Yazd Branch, Technical and Vocational University, Yazd, Iran
- 21 **Impact of Human Resource Management Practices on Employees' Turnover Intention in United Arab Emirates (UAE) Health Care Services**
Hussein BaniMelhem, Abu Dhabi University, UAE
Hossam M. Abu Elanain, Abu Dhabi University, UAE
Matloub Hussain, Abu Dhabi University, UAE
- 42 **Valuating IT Governance Strategies With Real Options in a Decision Making Framework**
Rabii El Ghorfi, University of Mohammed V, Rabat, Morocco
Mohamed El Aroussi, EHTP Engineering School, Casablanca, Morocco
Mohamed Ouadou, University of Mohammed V, Rabat, Morocco
Driss Aboutajdine, CNRST, Rabat, Morocco
- 59 **Predicting Customers' Churn Using Data Mining Technique and its Effect on the Development of Marketing Applications in Value-Added Services in Telecom Industry**
Sajjad Shokouhyar, Department of Information Management, Management and Accounting Faculty, Shahid Beheshti University, G.C., Tehran, Iran
Parna Saeidpour, Department of Information Management, Management and Accounting Faculty, Shahid Beheshti University, G.C., Tehran, Iran
Ali Otarkhani, Department of Information Management, Management and Accounting Faculty, Shahid Beheshti University, G.C., Tehran, Iran
- 73 **Determinants and Effects of Mobile Service Customization: An Empirical Study of A2P SMS Adoption**
Boonlert Watjatrakul, Assumption University, Bangkok, Thailand

COPYRIGHT

The *International Journal of Information Systems in the Service Sector (IJISSS)* (ISSN 1935-5688; eISSN 1935-5696), Copyright © 2018 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 Information Systems in the Service Sector* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; Compendex (Elsevier Engineering Index); CSA Illumina; DBLP; GetCited; Google Scholar; INSPEC; JournalTOCs; Library & Information Science Abstracts (LISA); MediaFinder; Norwegian Social Science Data Services (NSD); SCOPUS; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory; Web of Science; Web of Science Emerging Sources Citation Index (ESCI)