

Contents

Editorial.....	i-iii
<i>Eldon Y. Li, Wei-Hsi (Frank) Hung</i>	
Social Media Adoption and National Culture: The Dominant and Nuanced Effect of Individualism-Collectivism	1-31
<i>Rodney L. Stump, Wen Gong</i>	
Impact of Neuromarketing Applications on Consumer	33-52
<i>Surabhi Singh</i>	
Growing Pains: Success Strategies for Rural Entrepreneurs to Grow beyond Their Limited Local Markets	53-67
<i>David D. Snow</i>	
Macroeconomic Determinants of FDI Decisions in the Automotive Industry: Theoretical Foundations and Empirical Evidence	69-92
<i>Helmut Birnleitner</i>	