

MIS Review

September 2011 Vol.17 No.1

Contents

Research Articles

- Effect of Manufacturer Reputation, Retailer Reputation and Seller Reputation in China's Online Shopping Market
Xiao Tong 1
- A Graph Theoretic Approach to Sustainable Steganography
Vinay Kumar, Sunil Kumar Muttoo 19
- Assessing the Effectiveness of E-learning via User Profile Analysis: An AHP-based Dynamic Programming Approach
Hamed Fazlollahtabar, Iraj Mahdavi, Nezam Mahdavi-Amiri 39
- Why Do People Make Online Group Purchases? Risk Avoidance, Sociability, Conformity, and Perceived Playfulness
Wesley Shu 63