

2016 10th International Conference on e-Commerce in Developing Countries: with focus on e-Tourism (ECDC 2016)

**Isfahan, Iran
15 – 16 April 2016**



**IEEE Catalog Number: CFP16EDC-POD
ISBN: 978-1-5090-2173-4**

**Copyright © 2016 by the Institute of Electrical and Electronics Engineers, Inc
All Rights Reserved**

Copyright and Reprint Permissions: Abstracting is permitted with credit to the source. Libraries are permitted to photocopy beyond the limit of U.S. copyright law for private use of patrons those articles in this volume that carry a code at the bottom of the first page, provided the per-copy fee indicated in the code is paid through Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923.

For other copying, reprint or republication permission, write to IEEE Copyrights Manager, IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854. All rights reserved.

******This publication is a representation of what appears in the IEEE Digital Libraries. Some format issues inherent in the e-media version may also appear in this print version.***

IEEE Catalog Number:	CFP16EDC-POD
ISBN (Print-On-Demand):	978-1-5090-2173-4
ISBN (Online):	978-1-5090-2172-7

Additional Copies of This Publication Are Available From:

Curran Associates, Inc
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: (845) 758-0400
Fax: (845) 758-2633
E-mail: curran@proceedings.com
Web: www.proceedings.com

CURRAN ASSOCIATES INC.
proceedings
.com

Title	Author	
A Comparative Investigation of the Impact of E-Marketing Competitive Strategies on E-Loyalty with Focusing on Porter's Model	<i>Mohammad Shafiee, Majid Rahimzadeh, Shirin Haghhighizade, Reyhane</i>	1
A Systematic Information Problem-Solving Process	<i>Chien, Te-King Lin, Hou-Yi Ma, Hon-Yu</i>	9
Antecedents of Online Purchase Intention: A Cross-National Study Between Iran and Malaysia	<i>Es-haghi, Seyyed Mohammad Sadiq Afshardoost, Mona Ahmadi, Mohammad Mehdi</i>	16
Big Data in Tourism Industry	<i>Shafiee, Sanaz Rajabzadeh Ghatari, Ali</i>	29
Corporates Social Responsibility: Administrative Requirements Promoting the Brand Personality	<i>Teimouri, Hadi Fehrest, Zohreh</i>	36
Effecting of Electronic-Tablet-Based Menu on Consumer Choice Behavior (An Experimental Study in Iranian Restaurant)	<i>Shafei, Reza Rastad, Seyyed Arman Kamangar, Arash</i>	41
Electronic Contracts, the Malaysian Perspective	<i>Ali Beigi, Ali Munir, Abu Bakar</i>	49
Exploring the Effect of Customers' Perceptions of Electronic Retailer Ethics on Revisit and Purchase Intention of Retailer Website	<i>Golalizadeh, Fatemeh Sharifi, Mandana</i>	56
How to Enhance the Effectivity of Information Integration Activity?	<i>Chien, Te-King Chang, Hung-Lun Ma, Hon-Yu Lai, Wen-Ling</i>	62
How to Promote E-Customer Engagement Relationship Outcomes: the Role of Perceived Support from Customer Orientation	<i>Yan, Liping Wang, Xiucun</i>	69
Investigating the Influence of External Networks on Internationalization Success of Firms	<i>Behyan, Mina</i>	74
Potential Antecedents and Consequences of Online Confusion in Tourism Industry	<i>Ranjbarian, Bahram Abdollahi, Seyedeh Masoomeh Ghorbani, Hassan</i>	92
Proposing a Distributed Algorithm to Finding Malevolent Entities and Improving Security in E-Commerce Environments	<i>Fouladfar, Fatemeh</i>	100
Security of Crowd Sourcing	<i>Shafiee, Sanaz Shafiee, Hoornaz Mortazavi, Fakhrolsadat</i>	106

Studying the Effective Factors in IT Acceptance Using Sex and Experience Modification Among Public Hospitals' Staff	<i>Tavakoli, Hananeh Esmaeil Pour, Reza</i>	112
The Analysis of the Complexities of E-Commerce Industry	<i>Akbari, Saber</i>	119
The Effect of Destination Image on Tourist Satisfaction, Intention to Revisit and WOM: An Empirical Research in Foursquare Social Media	<i>Mohammad shafiee, Majid Tabaeeian, Reihaneh Alsadat Tavakoli, Hoda</i>	125
The Effect of Implementing SEO Techniques and Websites Design Methods on E-Tourism Development: A Study of Travel Agencies E-Tourism Websites	<i>Mohammad Shafiee, Majid Rahimzadeh, Shirin Haghighizade, Reyhane</i>	133
The Impact of Introversion/Extroversion on Online Shopping Intention (Case Study: Computer and Cell phone Accessories)	<i>Sanayei, Ali AhgharBazargan, Negin Ansari, Azarnoosh</i>	141
The Impact of Tourism Revenue Streams on Types of Financial – Electronics Credits in Iran:VARX Approach	<i>Torki, Leila Rezai, Ahmad Ali</i>	148
The Interaction of Technological Progress and Tourism Industry Development in the Developing Countries: the Case of Iran's Tourism Industry	<i>Izadi Najafabadi, Saeideh Mohammad Shafiee, Majid</i>	155
The Optimized Learning Stage for Studying ERP System: Action Research Perspective	<i>Chien, Te-King Hou, Kai-Lun Ma, Hon-Yu Wen-Ling Lai</i>	160
The Security Price Movements with Fibonacci Series Numbers	<i>Niromand, Atefeh Niroomand, Azam</i>	169
The Use of E-Health Technology in Healthcare Environment: The Role of RFID Technology	<i>Madanian, Samaneh</i>	176
Tourism Development in the Urban Side's Promenades (Study Case: Barzok City)	<i>Gorji, Leila Mosavian, Nooshin Dehghani, Razieh</i>	181
Visualizing E-Government Emerging and Fading Themes Using SNA Techniques	<i>Jalali, Seyed Mohammad Jafar</i>	186