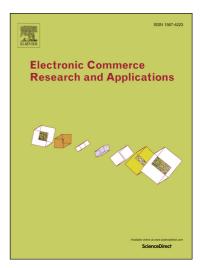
### Accepted Manuscript

The Connection and Disconnection between E-commerce Businesses and Their Customers: Exploring the Role of Engagement, Perceived Usefulness, and Perceived Ease-of-use

Abdul R. Ashraf, Narongsak(Tek) Thongpapanl, Stavroula Spyropoulou

PII:	S1567-4223(16)30056-4
DOI:	http://dx.doi.org/10.1016/j.elerap.2016.10.001
Reference:	ELERAP 686
To appear in:	Electronic Commerce Research and Applications
Received Date:	8 November 2015
Revised Date:	29 July 2016
Accepted Date:	3 October 2016



Please cite this article as: A.R. Ashraf, N. Thongpapanl, S. Spyropoulou, The Connection and Disconnection between E-commerce Businesses and Their Customers: Exploring the Role of Engagement, Perceived Usefulness, and Perceived Ease-of-use, *Electronic Commerce Research and Applications* (2016), doi: http://dx.doi.org/10.1016/j.elerap.2016.10.001

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

## **ACCEPTED MANUSCRIPT**

The Connection and Disconnection between E-commerce Businesses and Their Customers:

Exploring the Role of Engagement, Perceived Usefulness, and Perceived Ease-of-use

Abdul R. Ashraf

Goodman School of Business, Brock University St. Catharines, Ontario L2S 3A1 Canada Tel: +1 905 688 5550 x5195, E-mail: arehman@brocku.ca

#### Narongsak (Tek) Thongpapanl\*

Goodman School of Business, Brock University St. Catharines, Ontario L2S 3A1 Canada Tel: +1 905 688 5550 x5195, E-mail: <u>TEK@brocku.ca</u>

Research Administration Center (RAC), Chiang Mai University Chiang Mai, Thailand

#### Stavroula Spyropoulou

Leeds University Business School, University of Leeds Leeds LS2 9JT United Kingdom Tel: +44 (0) 113 343 6814, E-mail: <u>ss@lubs.leeds.ac.uk</u>

\*Corresponding Author

Acknowledgements: The authors would like to acknowledge helpful comments from Drs. Eileen Fischer, Angela Y. Lee, Kai-Yu Wang, and Todd Green on earlier drafts of this manuscript. Financial assistance from the Goodman School of Business (Brock University), the Research Administration Center (Chiang Mai University), the Australian School of Business (University of New South Wales), and the Leeds University Business School (University of Leeds) is acknowledged with gratitude.

Download English Version:

# https://daneshyari.com/en/article/4942548

Download Persian Version:

https://daneshyari.com/article/4942548

Daneshyari.com