

## Volume 24, Issue 1, March 2013

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### Editorial Notes

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**Editorial Notes**

Ritu Agarwal

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### Introduction to the Special Issue

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**Introduction to the Special Issue—Social Media and Business Transformation: A Framework for Research**

Sinan Aral, Chrysanthos Dellarocas, David Godes

24(1), pp. 3–13

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<http://dx.doi.org/10.1287/isre.1120.0470>

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### Research Articles

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**When Social Media Can Be Bad for You: Community Feedback Stifles Consumer Creativity and Reduces Satisfaction with Self-Designed Products**

Christian Hildebrand, Gerald Häubl, Andreas Herrmann, Jan R. Landwehr

24(1), pp. 14–29

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<http://dx.doi.org/10.1287/isre.1120.0455>

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**Social Network Effects on Productivity and Job Security: Evidence from the Adoption of a Social Networking Tool**

Lynn Wu

24(1), pp. 30–51

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**Active Social Media Management: The Case of Health Care**

Amalia R. Miller, Catherine Tucker

24(1), pp. 52–70

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**Social Ties and User Content Generation: Evidence from Flickr**

Xiaohua Zeng, Liyuan Wei

24(1), pp. 71–87

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**Social Media Brand Community and Consumer Behavior: Quantifying the Relative Impact of User- and Marketer-Generated Content**

Khim-Yong Goh, Cheng-Suang Heng, Zhijie Lin

24(1), pp. 88–107

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**The Effect of Customers' Social Media Participation on Customer Visit Frequency and Profitability: An Empirical Investigation**

Rishika Rishika, Ashish Kumar, Ramkumar Janakiraman, Ram Bezawada

24(1), pp. 108–127

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<http://dx.doi.org/10.1287/isre.1120.0460>

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**Predicting Adoption Probabilities in Social Networks**

Xiao Fang, Paul Jen-Hwa Hu, Zhepeng (Lionel) Li, Weiyu Tsai

24(1), pp. 128–145

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**Social Media and Firm Equity Value**

Xueming Luo, Jie Zhang, Wenjing Duan

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**Engineering Optimal Network Effects via Social Media Features and Seeding in Markets for Digital Goods and Services**

Yifan Dou, Marius F. Niculescu, D. J. Wu

24(1), pp. 164–185

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**The Effects of Rewarding User Engagement: The Case of Facebook Apps**

Jörg Claussen, Tobias Kretschmer, Philip Mayrhofer

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