

# **Volume 40, Number 1 — March 2016**

## **Research Articles**

An Exploratory Study of the Formation and Impact of Electronic Service Failures

Chee-Wee Tan, Izak Benbasat, and Ronald T. Cenfetelli  
(pp. 1-29)

Free Versus For-a-Fee: The Impact of a Paywall on the Pattern and Effectiveness of Word-of-Mouth via Social Media

Hyelim Oh, Animesh Animesh, and Alain Pinsonneault  
(pp. 31-56)

Contract Design Choices and the Balance of Ex Ante and Ex Post Transaction Costs in Software Development Outsourcing

Michel Benaroch, Yossi Lichtenstein, and Lior Fink  
(pp. 57-82)

Valuing Information Technology Related Intangible Assets

Adam Saunders and Erik Brynjolfsson  
(pp. 83-110)

Competitive Bundling in Information Markets: A Seller-Side Analysis

Srinivasan Raghunathan and Sumit Sarkar  
(pp. 111-131)

When Does Repository KMS Use Lift Performance? The Role of Alternative Knowledge Sources and Task Environments

Seung Hyun Kim, Tridas Mukhopadhyay, and Robert E. Kraut  
(pp. 133-156)

## **Research Notes**

Deal-Seeking Versus Brand-Seeking: Search Behaviors and Purchase Propensities in Sponsored Search Platforms

Il Im, Jongkun Jun, Wonseok Oh, and Seok-Oh Jeong  
(pp. 187-203)

Individuals' Internet Security Perceptions and Behaviors:  
Polycontextual Contrasts Between the United States and China  
Yan Chen and Fatemeh Mariam Zahedi  
(pp. 205-222)

How Information Technology Strategy and Investments Influence  
Firm Performance: Conjecture and Empirical Evidence  
Sunil Mithas and Roland T. Rust  
(pp. 223-245)

The Creation of Social Value: Can an Online Health Community  
Reduce Rural-Urban Health Disparities?  
Jie Mein Goh, Guodong (Gordon) Gao, and Ritu Agarwal  
(pp. 247-263)

**Theory and Review Articles**

A Temporally Situated Self-Agency Theory of Information  
Technology Reinvention  
Saggi Nevo, Dorit Nevo, and Alain Pinsonneault  
(pp. 157-186)