

The Substitution of E-leadership in Virtual Team.....	217
Ching-Wen Wang Department of Business Administration, National Chung Hsing University.	
Kai-Tang Fan Department of Business Administration, Lunghwa University of Science and Technology.	
Shu-Chia Liao Department of Information Management, Hsiuping Institute of Technology	
Understanding the Intention to Continue Using Web2.0 to Transfer and Share Knowledge.....	249
Kuang-Ting Cheng Department of Information Management, National Sun Yat-Sen University	
Jack Shih-Chieh Hsu Department of Information Management, National Sun Yat-Sen University	
Tung-Ching Lin Department of Information Management, National Sun Yat-Sen University	
Scale Development for Attitude toward Community Websites: Integrating Utilitarian, Hedonic, and Community Identification Perspectives	275
Kai Wang Department of Information Management, National Kaohsiung University	
Jen-Yuan Chang Department of Information Management, Ming Chuan University	
Identifiable Anonymous and Group Norms in Virtual Communities: The Test of Mediating Effects of Public Self-Awareness and Community Identification	315
Sou-Chin Wu Department of Marketing and Logistics Management, Chihlee Institute of Technology	
Wen-Chang Fang Department of Business Administration, National Taipei University	
Heng-Chiang Huang Department of International Business, National Taiwan University	
Game Motivation and the Intention to Continuously Play Online Game: A Comparison of Different Types of Players	349
Yu-Chen Chen Department of Business Administration, Soochow University	
Rong-An Shang Department of Business Administration, Soochow University	
Dung-Lung Chen Business Unit 5 – Enterprise System RD, Pegatron Corporation	
Ching-Ting Cheng Department of Business Administration, Soochow University	
An Enhanced Ultralightweight RFID Authentication Protocol.....	389
Tzu-Chang Yeh Department of Information Management, Minghsin University of Science and Technology	
Chia-Sheng Wu Department of Information Management, Minghsin University of Science and Technology	
Critical Factors Influencing the Implementation of Personal Health Record Portals for Diabetes Mellitus - Perspectives of Information Systems Departments	407
Hsin-Ginn Hwang Institute of Information Management, National Chiao Tung University	
Hwai-En Han Institute of Information Management, National Chung Cheng University	
Kuang-Ming Kuo Department of Healthcare Administration, I-Shou University	
Chia-Ting Cheng Institute of Healthcare Information Management, National Chung Cheng University	
The Advertising Effect of Avatar on Internet - Moderating Effects of PSI and Product Involvement.....	439
Ching-Jui Keng Department of Business Management, National Taipei University of Technology	
Hui-Ying Ting Department of Information Management, National Taipei College of Business	
Pi-Hsien Cheng Graduate Institute of Commerce Automation and Management, National Taipei University of Technology	

虛擬團隊中電子化領導替代可行性之驗證.....	217
王精文 國立中興大學企業管理學系	
范凱棠 龍華科技大學企業管理學系	
廖述嘉 修平技術學院資訊管理系	
影響使用者持續使用Web2.0傳遞與分享知識之研究.....	249
鄭光廷 國立中山大學資訊管理學系	
徐士傑 國立中山大學資訊管理學系	
林東清 國立中山大學資訊管理學系	
整合實用性、享樂性與社群認同性建構社群網站態度衡量模型之研究.....	275
王凱 國立高雄大學資訊管理學系	
張震元 銘傳大學資訊管理學系	
虛擬社群成員識別匿名性與群體規範之研究：外在自我覺察與社群認同之中介效果.....	315
吳壽進 致理技術學院行銷與流通管理系	
方文昌 國立臺北大學企業管理學系	
黃恆獎 國立臺灣大學國際企業學系	
遊戲動機與線上遊戲持續參與意圖之研究：不同玩家族群之比較.....	349
陳禹辰 東吳大學企業管理學系	
尚榮安 東吳大學企業管理學系	
陳東龍 和碩聯合國際股份有限公司第五事業處	
鄭靜婷 東吳大學企業管理學系	
強化的極輕量RFID鑑別協定.....	389
葉慈章 明新科技大學資訊管理學系	
吳家陞 明新科技大學資訊管理學系	
以糖尿病為例探討影響醫院建置個人健康記錄入口網站之關鍵因素—資訊人員之觀點.....	407
黃興進 國立交通大學資訊管理研究所	
韓懷恩 國立中正大學資訊管理研究所	
郭光明 義守大學醫務管理學系	
鄭嘉挺 國立中正大學醫療資訊管理研究所	
虛擬角色代言人對網路廣告的影響—擬社會互動與產品涉入的干擾效果.....	439
耿慶瑞 國立臺北科技大學經營管理系	
丁慧瑩 國立臺北商業技術學院資訊管理系	
鄭璧嫻 國立臺北科技大學商業自動化與管理研究所	