

ASIA MARKETING JOURNAL

Volume 18 | Issue 2

Article 5

7-31-2016

ASIA MARKETING JOURNAL Vol.18 No.2 목차

Follow this and additional works at: https://amj.kma.re.kr/journal

Part of the Marketing Commons

Recommended Citation

(2016) "ASIA MARKETING JOURNAL Vol.18 No.2 목차," *Asia Marketing Journal*: Vol. 18 : Iss. 2 , Article 5. Available at: https://doi.org/10.53728/2765-6500.1426

This Article is brought to you for free and open access by Asia Marketing Journal. It has been accepted for inclusion in Asia Marketing Journal by an authorized editor of Asia Marketing Journal.

ASIA MARKETING JOURNAL

Vol. 18 No. 02 July 2016

<Research Paper>

Effects of Technology Readiness on User Perceptions and Use Intention of Mobile Social Commerce

Sang-Lin Han · Hyo-Ju Park — 23

A Comparative Study on Antecedents to the Customer Satisfaction with Cross-Border E-commerce in Korea and China

Bai Ting · Inwoo Nam — 63

