

信息系统学报

第 17 辑

目 录

主编的话 XIII

CNAIS 2015 特辑

社交 APP 中 LBS 用户隐私关注的影响机理研究/刘鲁川, 安昭宇 1
软件测试中的游戏化元素研究——基于手机测试的多案例研究/王亚飞, 杨波, 王星, 田金英 19
云存储背景下影响在线好友邀请项目成功的因素研究/史楠, 丁一, 王刊良 30
在线产品评论对消费者剩余的影响/朱存根, 姚忠, 冯娇 44
企业生成内容对用户生成内容的影响——以新浪企业微博为例/吕喆朋, 黄京华, 金悦 56

研究论文

面向用户学习的产品知识地图构建研究/杨春姬, 陈智高, 马玲 71
在线社会支持的提供意愿研究——基于解释水平理论的视角/李嘉, 柳明辉, 刘璇, 张朋柱, 张晨 82
农产品流通信息平台质量对用户满意度的影响——基于使用经验的调节作用/徐健, 王盼, 吕成成 98
从新进入者到领先者——基于关系管理的平台创新/栾世栋, 晏梦灵, 李昶, 董小英 109

学术动态 127

China Journal of Information Systems

CONTENTS

EDITORS' NOTES	XIII
SPECIAL SECTION—CNAIS 2015	
The Study of Influencing Factors That Affect LBS Users' Privacy Concern in Social APPs/ <i>LIU Luchuan, AN Zhaoyu</i>	1
Research on Gamification Elements in Software Testing—A Multi-case Study Based on Mobile Phone Testing/ <i>WANG Yafei, YANG Bo, WANG Xing, TIAN Jinying</i>	19
Study of Factors Impacting the Success of Online Referral Program in the Context of Cloud Storage Service / <i>SHI Nan, DING Yi, WANG Kanliang</i>	30
The Impact of Online Consumer Reviews on Consumer Surplus / <i>ZHU Cungen, YAO Zhong, FENG Jiao</i>	44
The Influence of Marketer-Generated Content on User-Generated Content—Empirical Study from Enterprise Microblogging on Weibo.com in Sina / <i>LV Zhepeng, HUANG Jinghua, JIN Yue</i>	56
ARTICLES	
Product Knowledge Map Construction—A User-Learning Oriented Method / <i>YANG Chunji, CHEN Zhigao, MA Ling</i>	71
Research on Intention to Provide Online Social Support—A Construal Level Theory Perspective / <i>LI Jia, LIU Minghui, LIU Xuan, ZHANG Pengzhu, ZHANG Chen</i>	82
Impact of Quality Antecedents on End User Satisfaction—Moderating Effect of Experience/ <i>XU Jian, WANG Pan, LV Chengshu</i>	98
From A New Entrant to A Leader—Exploring Platform Innovation Based on Relationship Management / <i>LUAN Shidong, YAN Mengling, LI Chang, DONG Xiaoying</i>	109
EVENTS	126