

# Contents

International Journal of e-Education, e-Business, e-Management and e-Learning

---

## Volume 5, Number 3, September 2015

- The Factors of Information System Success: An Example of Customer Relationship Management Implementation in Food & Beverage Industry** **114**  
Chien-Ta Bruce Ho, Jong-Min Denis Yang, Chi-Sheng Victor Hung
- Use of Social Media as a New Investigative Tool in Marketing Research for Small Business** **129**  
Renuka Mahajan
- Investigating Knowledge Management in e-Learning Environment** **136**  
Nouran M. Radwan
- Cloud Computing Based e-Learning: Opportunities and Challenges for Tertiary Institutions in Nigeria** **144**  
Akilu Rilwan Muhammad, Salisu Mamman Abdulrahman
- Salaried Employees and Adoption of e-Banking Delivery Channel: A Literature Review** **153**  
Deepjyoti Choudhury, Dibyojyoti Bhattacharjee
- Instructional Strategy Based on Associative Relevance Improves e-Learning** **165**  
Gufran Ahmad
- First Day Stands Out as Most Popular Among MOOC Leavers** **173**  
Usman Nazir, Hugh Davis, Lisa Harris