Contents

Digital Marketing

Celebrity Endorsement on Social Networks Sites: Impact of His/Her Credibility and Congruence with the Endorsed Product, on the Consumer’s Information Adoption and Dissemination ......................................................... 3
   Nadia Ben Halima, Hamida Skandrani, and Nawel Ayadi

What “Uses and Gratifications” Theory Can Tell Us About Using Professional Networking Sites (E.G. LinkedIn, Viadeo, Xing, SkilledAfricans, Plaxo…) ......................................................... 15
   Karim Grissa

Intention of Adoption of Mobile Commerce from Consumer Perspective . . . . 29
   Hela Ben Abdennebi and Mohsen Debabi

Not Always a Co-creation: Exploratory Study of Reasons, Emotions and Practices of the Value Co-destruction in Virtual Communities . . . . . . . 41
   Arij Jmour and Imen Charfi Ben Hmida

   Fares Medjani

Capturing Leading Factors Contributing to Consumer Engagement in Online Packaging Co-design Platform: A Focus Group Study and a Research Model Proposal ......................................................... 64
   Olfa Ammar and Imen Trabelsi Trigui

Digital Economy and e-Learning

Knowledge Transfer Through E-learning: Case of Tunisian Post . . . . . . . . 85
   Nacef Dhaouadi

Modeling of a Collaborative Learning Process with Business Process Model Notation ......................................................... 95
   Sameh Azouzi, Sonia Ayachi Ghannouchi, and Zaki Brahmi

Intermediation and Decision Support System for the Management of Unemployment: The Simulator of Duration ......................................................... 105
   Anis Ben Ahmed Lachiheb
### Data Science and Security

- **Data Stream Mining Based-Outlier Prediction for Cloud Computing**
  - *Imen Souiden, Zaki Brahmi, and Lamine Lafi*  
  - Page 131

- **Overlapping Community Detection Method for Social Networks**
  - *Mohamed Ismail Maiza, Chiheb-Eddine Ben N’Cir, and Nadia Essoussi*  
  - Page 143

- **New Overlap Measure for the Validation of Non-disjoint Partitioning**
  - *Chiheb-Eddine Ben N’Cir and Nadia Essoussi*  
  - Page 152

- **Uniformly Spread Embedding Based Steganography**
  - *Marwa Saidi, Houcemeddine Hermassi, Rhouma Rhouma, and Safya Belghith*  
  - Page 162

### Uncertainty in Web Data

- **First Steps Towards an Electronic Meta-journal Platform Based on Crowdsourcing**
  - *Amna Abidi, Nassim Bahri, Mohamed Anis Bach Tobji, Allel HadjAli, and Boutheina Ben Yaghlane*  
  - Page 175

- **Skyline Operator over TripAdvisor Reviews Within the Belief Functions Framework**
  - *Fatma Ezzahra Bousnina, Sayda Elmi, Mouna Chebbah, Mohamed Anis Bach Tobji, Allel HadjAli, and Boutheina Ben Yaghlane*  
  - Page 186

- **An Adaptive Approach of Label Aggregation Using a Belief Function Framework**
  - *Lina Abassi and Imen Boukhris*  
  - Page 198

- **Assessing Items Reliability for Collaborative Filtering Within the Belief Function Framework**
  - *Raoua Abdelkhalek, Imen Boukhris, and Zied Elouedi*  
  - Page 208

### Author Index

- *Page 219*
Digital Economy. Emerging Technologies and Business Innovation
2017, XVI, 219 p. 58 illus., Softcover
ISBN: 978-3-319-62736-6