

TABLE OF CONTENTS

EDITOR'S COMMENTS: HOW REVIEWS SHAPE MIS QUARTERLY: A PRIMER FOR REVIEWERS AND EDITORS	iii
ISSUES AND OPINIONS	
<i>Information Systems Research Behaviors: What Are the Normative Standards?</i> Gove N. Allen, Nicholas L. Ball, and H. Jeff Smith	533
RESEARCH ESSAY	
<i>Predictive Analytics in Information Systems Research</i> Galit Shmueli and Otto R. Koppius	553
RESEARCH ARTICLES	
<i>An Exploration of Organizational Level Information Systems Discontinuance Intentions</i> Brent Furneaux and Michael Wade	573
<i>The Effects of Digital Trading Platforms on Commodity Prices in Agricultural Supply Chains</i> Rajiv Banker, Sabyaschi Mitra, and V. Sambamurthy	599
<i>Membership Turnover and Collaboration Success in Online Communities: Explaining Rises and Falls from Grace in Wikipedia</i> Sam Ransbotham and Gerald C. Kane	613
RESEARCH NOTES	
<i>Innovation Impacts of Using Social Bookmarking Systems</i> Peter H. Gray, Salvatore Parise, and Bala Iyer	629
SPECIAL ISSUE: NEW VENTURES IN VIRTUAL WORLDS	
<i>Stepping into the Internet: New Ventures in Virtual Worlds</i> Molly Wasko, Robin Teigland, Dorothy Leidner, and Sirkka Jarvenpaa	645
<i>Control Over Virtual Worlds by Game Companies: Issues and Recommendations</i> Christophe Roquilly	653
<i>Design Principles for Virtual Worlds</i> Alok R. Chaturvedi, Daniel R. Dolk, and Paul L. Drnevich	673
<i>Arguing the Value of Virtual Worlds: Patterns of Discursive Sensemaking of an Innovative Technology</i> Nicholas Berente, Sean Hansen, Jacqueline C. Pike, and Patrick J. Bateman	685
<i>What If Your Avatar Looks Like You? Dual-Congruity Perspectives for Avatar Use</i> Kil-Soo Suh, Hongki Kim, and Eung Kyo Suh	711
<i>Enhancing Brand Equity Through Flow and Telepresence: A Comparison of 2D and 3D Virtual Worlds</i> Fiona Fui-Hoon Nah, Brenda Eschenbrenner, and David DeWester	731
<i>From Space to Place: Predicting Users' Intentions to Return to Virtual Worlds</i> Lakshmi Goel, Norman A. Johnson, Iris Junglas, and Blake Ives	749
<i>Co-Creation in Virtual Worlds: The Design of the User Experience</i> Thomas Kohler, Johann Fueller, Kurt Matzler, and Daniel Stieger	773
<i>An Odyssey into Virtual Worlds: Exploring the Impacts of Technological and Spatial Environments on Intention to Purchase Virtual Products</i> Animesh Animesh, Alain Pinsonneault, Sung-Byung Yang, and Wonseok Oh	789

Copyright © 2011 by the Management Information Systems Research Center (MISRC) of the University of Minnesota. Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage and that copies bear this notice and full citation on the first page. Copyright for components of this work owned by others than the MISRC must be honored. Abstracting with credit is permitted. To copy otherwise, to post on servers, or to redistribute to lists requires prior specific permission and possibly a fee. Request permission to publish from: MIS Quarterly, Carlson School of Management, University of Minnesota, 321 19th Ave. So., Minneapolis, MN 55455 U.S.A. (misq@umn.edu). ISSN: 0276-7783.

INFORMATION ABOUT THE *MIS QUARTERLY*

Objective

The *MIS Quarterly* publishes high-quality research about the development of information technology-based services, the management of information technology resources, and the economics and use of information technology with managerial and organizational implications. Refer to our web site (www.misq.org) for the full and most-recent statement of our editorial policy. The *MIS Quarterly* is abstracted. Copies of articles are also made available through EBSCO Publishing.

Founding and Sponsors

The *MIS Quarterly* was begun in 1977 through the joint efforts of the Management Information Systems Research Center (MISRC) of the University of Minnesota and the Society for Information Management (SIM). Founded in 1968, SIM is an international organization for information executives. Its members include chief information officers, vice presidents of information services organizations, key staff members from leading U.S. and international corporations and government agencies, educators, researchers, and systems executives at institutions of higher learning. In 2002, SIM transferred its ownership in the *MIS Quarterly*, including copyrights, to the MISRC. The *MIS Quarterly* acknowledges and appreciates the critical role of SIM in founding and encouraging the growth of the journal. The *MIS Quarterly* is included in some SIM membership categories; it is an option in other categories. Applications for SIM membership must be addressed to the Society for Information Management, 401 North Michigan Avenue, Chicago, IL 60611-4267. Address changes and claims for journal subscriptions obtained through **SIM membership** should be sent to the SIM address.

Since its formation, the Association for Information Systems (AIS) has been a subscription sponsor of the *MIS Quarterly*. AIS is the global professional society for information systems academics. It was founded in 1995 and has more than 4,000 members in 40 countries. It sponsors the International Conference on Information Systems (ICIS), the leading international conference for information systems research. AIS also sponsors ISWorld, a major Web-based resource for information systems scholars. To ensure that AIS is truly global, its leadership rotates through three world regions: the Americas, Europe-Mid-East-Africa, and Asia-Pacific. In 2002, the *MIS Quarterly* entered into an alliance with AIS to provide AIS members with password-enabled electronic access to both current and past issues of the *MIS Quarterly*. As part of this alliance, AIS is represented on the MISQ Policy Council. The Council provides policy direction and oversight to the journal. AIS members may also subscribe to print versions of the *MIS Quarterly* at a reduced rate as a benefit of membership. Membership applications and information concerning AIS may be obtained from: AIS, P.O. Box 2712, Atlanta, GA 30301-2712, U.S.A.; Phone: +1.404.413.7445; Fax: +1.404.413.7443; E-mail: Membership@aisnet.org; Web: <http://aisnet.org/>. Address changes and claims for AIS member subscribers should be sent to the *MIS Quarterly* at misq@umn.edu.

Subscribing to the *MIS Quarterly*

Subscription rates 2011 are U.S. individual, \$115.00; U.S. library/institution, \$225.00; U.S. student, \$100.00 (student status applicable for three years; proof required); outside the U.S., individual \$130.00; library/institution, \$250.00; student \$115.00 (student status applicable for three years; proof required) (includes air shipment). Payment must be made in U.S. dollars drawn on a U.S. account by check, by U.S. postal money order, or by MasterCard, Visa, Diner's Club, Discover Card, and American Express. Back issues and individual articles are available in hard copy or pdf format. Online access is available. (Individual access is \$100.00 per year; library access is \$1,000.00 per year. Access is to all content on a one-year basis.) For additional information, contact us at misq@umn.edu.

Subscription and back-issue orders, address changes, and claims for **regular subscribers**, as well as requests for reprint permission should be addressed to the editorial offices: MIS Quarterly, Carlson School of Management, University of Minnesota, 321 19th Avenue South, Minneapolis, MN 55455 U.S.A. (Telephone: +1.612.624.2035; fax: +1.612.626.5185; e-mail: misq@umn.edu; URL: <http://www.misq.org>).

Submitting a Manuscript

MIS Quarterly is a peer-reviewed journal that uses a double-blind review process. Manuscripts should be submitted through the *MIS Quarterly* Scholar One Manuscripts site at <http://mc.manuscriptcentral.com/misq>. For detailed information on how to submit a manuscript for possible publication, visit the *MIS Quarterly* web site (<http://www.misq.org>).