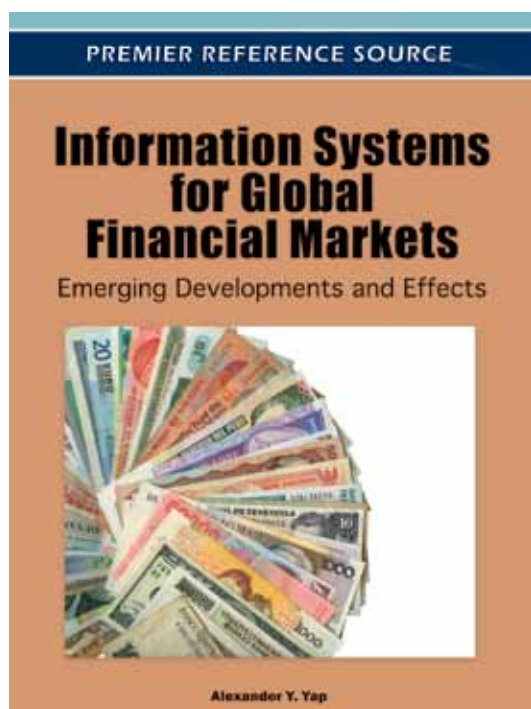


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Alexander Y. Yap is an Associate Professor of Information Systems at Elon University, North Carolina. He holds a Ph.D. degree in Information Systems from Copenhagen Business School (Denmark), an MBA in International Management from Exeter University (UK), and a Masters in Development Economics from Williams College (USA). He won the prestigious 'ICIS Best Paper Award' in Helsinki, Finland. His research papers have been published in the *Journal of Global Information Management*, the *Journal of E-Commerce Research*, *Journal of Electronic Markets*, and the *Journal of Enterprise Information Systems*, among others. He has also published in prestigious IS conferences, which include the ICIS, ECIS, and ACM.



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