

# Table of Contents

## International Journal of E-Services and Mobile Applications

Volume 10 • Issue 2 • April-June-2018 • ISSN: 1941-627X • eISSN: 1941-6288

*An official publication of the Information Resources Management Association*

### Research Articles

- 1 **Who Spends the Highest Penny in Online Shopping?**  
Prateek Kalia, Ludhiana College of Engineering & Technology, Ludhiana, India
- 17 **An Empirical Investigation of the Impact of Demographic Factors on E-Government Services Adoption**  
Isaac Kofi Mensah, School of Management, Harbin Institute of Technology, Harbin, China  
Jianing Mi, School of Management, Harbin Institute of Technology, Harbin, China
- 36 **From Mobile Service Quality Evaluation to E-Word-Of-Mouth: What Makes the Users of Mobile Banking Applications Speak About the Bank? The Moderating Role of Brand Reputation**  
Amira Trabelsi Zoghlami, ISCCB, University of Carthage, Tunis, Tunisia  
Karim Ben Yahia, ESSEC Tunis, University of Tunis, Tunis, Tunisia  
Sarrah Berraies, ISG Tunis, University of Tunis, Tunis, Tunisia
- 58 **Taxonomy of Distributed Denial of Service (DDoS) Attacks and Defense Mechanisms in Present Era of Smartphone Devices**  
Kavita Sharma, National Institute of Technology, Kurukshetra, India  
B. B. Gupta, National Institute of Technology, Kurukshetra, India

### COPYRIGHT

The **International Journal of E-Services and Mobile Applications (IJESMA)** (ISSN 1941-627X; eISSN 1941-6288), Copyright © 2018 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of E-Services and Mobile Applications* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; GetCited; Google Scholar; INSPEC; JournalTOCs; Library & Information Science Abstracts (LISA); MediaFinder; Norwegian Social Science Data Services (NSD); SCOPUS; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory