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Electronic Commerce Research and Applications aims to create and disseminate enduring knowledge for the fast-changing e-commerce environment. A major...182 JOURNAL OF INTERNATIONAL CONSUMER MARKETING FIGURE 1. Cross-Cultural Consumer Behavior Framework (Adapted from Manrai and Manrai 1996) Consumer Behavior DomainsThe Procedia - Social and Behavioral Sciences is not accepting new publication proposals. For more information on above and questions related to...ShanghaiRanking's Global Ranking of Academic Subjects 2018