

**AN EMPIRICAL STUDY ON PERCEIVED USEFULNESS OF  
SOCIAL NETWORKS IN VALUE CREATION FOR USERS IN  
SELECTED CITIES OF THE GUJARAT STATE  
LIST OF ABBREVIATIONS**

A	- Agree
AAM	- Automation Acceptance Model
ARPA	- Advanced Research Projects Agency
AVE	- Average Variance Extracted
B2B	- Business to Business
B2C	- Business to Consumer
B2G	- Business to Government
BB	- Bulletin Board
BBN	- Bolt, Beranek, and Newman
BBS	- Bulletin Board System
BI	- Behavioural Intention
C2B	- Consumer to Business
C2C	- Consumer to Consumer
CERN	- European Organization for Nuclear Research
CFA	- Confirmatory Factor Analysis
CGAs	- Consumer Generated Advertisements
CRC	- Computing Resource Center
CRM	- Customer Relationship Management
CWAM	- Course Website Acceptance Model
DN	- Data Networks
DTPB	- Decomposed Theory of Planned Behaviour
e-CAM	- e-Commerce Adoption Model
ECM	- Expectation-Confirmation Model
e-Commerce	- Electronic Commerce
eSAT	- e-Satisfaction
eWOM	- E-Word-of-Mouth
FB	- Facebook
FGAs	- Firm-Generated Advertisements
FTP	- File Transfer Protocol

## LIST OF ABBREVIATIONS

GPA	- Grade Point Average
HEIs	- Higher Education Institutions
HTTP	- Hypertext Transfer Protocol
IAMAI	- Internet Mobile Association of India
IDT	- Innovation Diffusion Theory
IM	- Instant Messaging
IMPs	- Interface Message Processors
IP	- Internet Protocol
IS	- Information Systems
IT	- Information Technology
ITAM	- Integrated Technology Acceptance Model
JR	- Job Relevance
KMO	- Kaiser-Meyer-Olkin
LAN	- Local Area Network
m-Commerce	- Mobile Commerce
MLVS	- Means of Latent Variable Scores
MWTAM	- Mobile Wireless Technology Acceptance Model
NCSA	- National Centre for Supercomputing Applications
NGOs	- Non-Government Organizations
NPV	- Net Present Value
OLS	- Ordinary Least Squares
PBC	- Perceived Behavioural Control
PCA	- Principal Component Analysis
PDA	- Personal Digital Assistant
PDA's	- Personal Digital Assistants
PE	- Perceive Enjoyment
PEOU	- Perceived Ease of Use
PIIT	- Personal Innovativeness in Information Technology
PIP	- Perceived Improvement Potential
PLS	- Partial Least Square
PM	- Perceived Mobility
PPI	- Perceived Peer Influence
PQ	- Perceived Ubiquity

## LIST OF ABBREVIATIONS

PR	- Perceived Reachability
PU	- Perceived Usefulness
PV	- Perceived Value
R <sup>2</sup>	- Coefficient of Determination
RCM	- Rotated Component Matrix
SCV	- Superior Customer Values
SEM	- Structural Equation Modeling
SEO	- Search Engine Optimization
SI	- Social Influence
SMS	- Short Messaging Services
SN	- Subjective Norms
SNS	- Social Networking Site
SNT	- Social Network Technology
SNW	- Social Network
SNWs	- Social Networks
SNWUs	- Social Network Users
SRI	- Stanford Research Institute
SSBTs	- Self-Service Banking Technologies
TA	- Technology Acceptance
TAM	- Technical Acceptance Model
TCB	- Total Customer Benefits
TCC	- Total Customer Cost
TCP	- Transmission Control Protocol
TPB	- Theory of Planned Behaviour
TRA	- Theory of Reasoned Action
TRAI	- Telecom Regulatory Authority of India
TTFM	- Task Technology Fit Model
UCLA	- University of California, Los Angeles
USA	- United States of America
UTAUT	- Unified Theory of Acceptance and Use of Technology Model
VAM	- Value-Based Adoption Model
VC	- Value for Customers

## **LIST OF ABBREVIATIONS**

VDP	- Value Delivery Process
VoIP	- Voice over Internet Protocol
WIMD	- Wireless Internet via Mobile Devices
WIMT	- Wireless Internet Mobile Technology
www	- World Wide Web