

# *MIS Review*

September 2012 Vol.18 No.1

---

## Contents

---

### Research Articles

- The Right Format of Web Advertisement: Case Study in Iran  
*Payam Hanafizadeh, Mehdi Behboudi* ..... 1
  
- Insights into Online Auction Market Structure of eBay in 2006-2007: A Historical Perspective  
*Yanbin Tu, Steven R. Clinton, Adora Holstein* ..... 31
  
- Data Hiding Technique Based on LSB Matching towards High Imperceptibility  
*Marghny H. Mohamed, Naziha M. Al-Aidroos, Mohamed A. Bamatraf* ..... 57
  
- Key Management Scheme for Cumulative Member Removal and Bursty Behavior in Secure Group Communication using *m*-ary Tree  
*R. Aparna, B.B. Amberker* ..... 71