



# FIIB Business Review

## Best Multidisciplinary Research Award

### Awarded to:

*Benedetta Esposito, University of Salerno, Italy;  
Maria Rosaria Sessa, University of Salerno, Italy;  
Daniela Sica, University of Salerno, Italy;  
Ornella Malandrio, University of Salerno, Italy*

### FIIB Business Review

Volume 10 • Issue 3 • September 2021

#### Perspective

- 196 Digitalization and the Indian Textiles Sector: A Critical Analysis  
202 The Case for Regulating Huawei

#### Case

- 205 The Future of Shared Economy: A Case Study on Airbnb

#### Review

- 215 Evolution of Electronic Word of Mouth: A Systematic Literature Review Using Bibliometric Analysis of 20 Years (2000–2020)

#### Research

- 232 Blockchain Technology and Facilitation of International Trade: An Empirical Analysis  
242 Effectiveness of Print Media Marketing in Digital Age: A Study on Indian Telecommunication Industry  
255 Cloud Computing Adoption for Healthcare: An Empirical Study Using SEM Approach  
276 Barriers for Entering the Digital World: Exploring Customer Value Co-destruction in Self-Service Technologies  
290 Luxury Shopping Websites: The Impact of 'Hygiene' Design Factors on Trust and Distrust

Find this journal online at <http://journals.sagepub.com/home/ibbr>



### Presented at:

BLM2-ICAM4 2021: An International e-Conference

Dr Sudhir Rana  
Editor  
FIIB Business Review