Table of Contents

Preface

Foreword

Introduction The Strategic Role of Social Media: Emerging Trends and Open Research Questions
   Ron Tuninga; Vladlena Benson; Kingston University

Chapter 1. The management and performance of social media initial public offerings (IPOs): A case study analysis.
   Piotr Wisniewski, Warsaw School of Economics

Chapter 2. Strategic Role of Consumer Moments of Truth - a Marketing Challenge in Mobile Communities
   Lukasz Lysik, Karol Lopacinski, Robert Kutera, Piotr Machura, Wroclaw University of Economics

Chapter 3. Social Media in Crisis Communication: The Lance Armstrong Saga
   Maria Hopwood, Sports Management Worldwide; Hamish McLean, Griffith University

Chapter 4. The Business of Advocacy. A Case Study of Greenpeace
   Kiru Pillay, CSIR; Manoj Maharaj, University of KwaZulu-Natal

Chapter 5. Social media, participation and citizenship - new strategic directions
   Richard Bull, Monica Pianosi, De Montfort University

Chapter 6. Generation Y and Internet Privacy: Implication for Commercialization of Social Networking Services
   Zdenek Smutny, Cermak, University of Economics, Prague; Vaclav Janoscik, Academy of Fine Arts in Prague

Chapter 7. Social Media and Collective Intelligence: Online Communities’ Perspective
   Aelita Skarzauskiene, Ruta Tamosiunaite, Mykolas Romeris University

Chapter 8. A Tale of Two Banks: Customer Services on Facebook
   Nurdilek Dalziel, Janet Hontoir, LFS University College

   Daithi McMahon Mary Immaculate College, University of Limerick, Ireland
Chapter 10. How social media offers opportunities for growth in the traditional media industry: The case of travel journalism

Andrew Duffy, Nanyang Technological University

Chapter 11. Social Media in Micro SME Documentary Production

Fritz Kohl, University of Applied Sciences, Netherlands

Chapter 12. The Role Of Social Media in Shaping Marketing Strategies in the Airline Industry

Deniz Akçay, Istanbul Gelişim University

Chapter 13. Can the use of social media be useful in Universities’ Career Services? An overview of five European countries

Ginevra Gravili, University of Salento

Chapter 14. Strategic Role of Social Networking and Personal Knowledge Management Competencies for Future Entrepreneurs

Tiit Elenurm, Estonian Business School

Chapter 15. Critical Success Factors of Using Social Media as a Learning Tool in Higher Education

Alexander Kofinas, University of Bedfordshire; Abdallah Al-Shawakbeh, University of Greenwich; Andrew S. Lim, Hotelschool The Hague

Chapter 16. Desperately Seeking Customer Engagement: The Five-Sources Model of Brand Value on Social Media

Inna P Piven, Otago Polytechnic Auckland International Campus; Michael Breazeale, Mississippi State University

Chapter 17. The Emergence of Social Media as a Contemporary Marketing Practice

Solomon, T., Peter Raja, Massey University, New Zealand

Chapter 18. Getting new business contacts in foreign markets through social networking sites: Perspectives from professionals of Basque region in Spain

Aitziber Nunez-Zabaleta, Elena Olábarri, Sergio Monge-Benito, UPV/EHU


Shalin Hai-Jew, Kansas State University

Chapter 20. Finding Information Faster by Tracing My Colleagues’ Trails: A Reference Algorithm for Enterprise Search

Patrick Winter, Michael Schulz, Tobias H. Engler, University at Marburg
Chapter 21. Professional and Business Applications of Social Media Platforms

*Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand*