Preface

Marketing information system (MKIS) is an essential tool for translating raw data to useful information. Strategic information, domain knowledge, and guidance within systematic strategic analysis are vital for managers to support strategic operation of firms such as marketing strategy development. The recent advancements of information technology and systems have transformed the marketing function due to the ability through technological means to record, find and compare marketing information. It is fundamental to understand the nature, role and strategic value of marketing information in different organizations, appreciate the role of information in marketing strategy, planning, management, monitoring, control and moreover to examine that marketing information system is a tool that is designed to support managers to make decision about marketing.

Information is the most valuable asset of enterprises and creates economic value in firms along with operational and strategic advantages. It is essential to identify information and research requirements for business and marketing decisions. Marketing information systems (MkIS) are people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers. Thus exploring the value of marketing information systems is crucial to the success of firms. The proposed book aims to provide knowledge of the functional components and structure of MkIS, to analyze the technological needs for supporting the marketing management processes, to reinforce the execution of marketing management by managing information, and to integrate business analytics to marketing.

This book consists of a compilation of eighteen (18) chapters // contributions discussing the “Trends and Innovations in Marketing Information Systems”. These chapters // contributions are written by thirty two (32) authors, from all over the world, including many internationally renowned and experienced researchers and specialists in several disciplines and integrate contributions from academe, research institutions, and industry.

The book is structured into four (4) sections:

**Section 1:** Strategic use of IT/IS & Technologies for Marketing (including chapters 1-6)

**Section 2:** Customer Relationship Management (CRM) (including chapters 7-8)

**Section 3:** Social Media & Social Networking (including chapters 9-12)

**Section 4:** Improving market performance through marketing (including chapters 13-18)
Chapter 1, “Web 2.0 Technologies and Marketing,” by Dora Simões and Sandra Filipe introduces the book with an overview of the use of social media marketing by pre-adults, setting off from a case study of pre-adults of different courses at a Portuguese higher education school. The aim of the chapter is to evaluate longitudinally the types of social media used by pre-adults, the contexts in which they use each social media type, their opinions about the intentions of social media marketing and the influences of social media marketing on their brand knowledge, attitude and behaviour.

Chapter 2 “Information Technology Communication: Main Challenges and Pitfalls to Marketing and Management. Evidence from Curitiba (in Brazil),” by Adriane Setti, Marisa Cesário, Silvia Fernandes and Júlio Mendes, analyze the communication defects between IT professionals and users of their products and services, and then discuss some pitfalls and challenges to management and marketing. It addresses the communication between IT professionals and users in the corporate environment of Curitiba (Brazil). Results lead to perceive a need of formal training and screenplay by IT professionals to serve customers, manage their careers and assist technology on behalf of users.

Chapter 3, “Artificial Intelligence: Marketing’s game changer” by Edward Forrest, and Bogdan Hoanca, offers a discussion to the applications and technologies utilizing Artificial Intelligence (AI), especially AI agents, that have begun to proffer the marketer unprecedented marketing research and communication capabilities. However, at the same time AI applications are empowering the consumer to bypass or question the corporate marketing message. Virtual Personal Shopping Assistants (VPSAs) can learn consumers’ tastes, predict their needs, and optimize their product purchases. VPSAs are able to instantly match a consumer’s need against all accessible products that meet the consumer’s expectations and price points. It is becoming increasingly important for marketers to recognize the primary role that the consumer’s VPSA will play in the marketing game and adjust their marketing efforts accordingly.

Chapter 4, “Business Management and new technologies to Improve the services” by Giuseppe Granata, deals with the key issues, of implementing CRM in e-Government. It lays particular stress on the CRM capabilities of identifying and differentiating users, promoting take-up of e-Government and measuring the progress against its stated objectives.

Chapter 5, “The treacherous path of Corporate Social Responsibility (CSR) and the role of Information Systems in its implementation” by Tabani Ndlovu, Amon Simba and Anastasia Mariussen, some of the key issues to implementing CRM in e-Government. It lays particular stress on the CRM capabilities of identifying and differentiating users, promoting take-up of e-Government and measuring the progress against its stated objectives.

Chapter 6, “Managing Digital Bonds in the Buyer-Supplier Relationships” by Jari Salo, Giuseppe Pedeliento and Robert Wendelin, aims to strengthen our limited knowledge of how different types of digital bonds can be strategically managed. In this chapter the authors, first provide a digital bond matrix in which four different types of digital bonds are identified. Then the proposed matrix is empirically validated by analyzing four different case studies representative of each digital bond identified. Finally, the matrix is applied as a device to inform strategic actions and decisions that can/should be undertaken to improve firms’ digital bonds portfolio.

Chapter 7, “The Role of Customer Relationship Management in the Global Business Environments” by Kipokin Kasemsap, explains the theoretical and practical concept of CRM; the components of CRM in terms of key customer focus (KCF), CRM organization, knowledge management (KM), and technology-based CRM; the application overview of CRM; the importance of organizational characteristics in CRM; and the implementation of CRM in modern organizations.
Chapter 8, “Data-Driven Customer Centricity: CRM Predictive Analytics” by Othman Boujena, Kristof Coussen, and Koen W. De Bock, enlighten our knowledge on Customer relationship management (CRM) as it becomes an important tool in the toolset of the marketer. It is the practice of using the huge volumes of historical customer data to predict future customer behavior. This chapter introduces the reader to the shift towards a data-driven customer centricity approach, where marketers act upon what they know, rather than upon what they think.

Chapter 9, “Social media as marketing information systems: Co-creation in viral video advertising” by Christos Karpasitis, and Antonios Kaniadakis, propose an understanding of Social Media as useful Marketing Information Systems, which increasingly support the e-marketing function. More specifically, they explore the changing role of customers who as they become increasingly engaged in the Social Media Ecosystem and form communities of interest around certain products, they assume a more active role in co-creating and spreading marketing messages. To demonstrate this process they discuss the case of branded videos that are developed as part of viral marketing campaigns.

Chapter 10, “The Rise of Relationship Marketing with Social Media” by Ana Margarida Barreto, relates the improvement of market performance through marketing, specifically relationship marketing, by taking into consideration the brand perspective and the consumer perspective. The chapter aims to describe how social media has brought big challenges to brands, especially the strong ones, with repercussions on their brand image and consequently their brand equity, and how relationship marketing can be the answer to these new challenges.

Chapter 11, “Social media performance measurement” by Goetz Greve, discusses the theoretical foundations of social media and develops dimensions for social media performance measurement. In addition, the integration of social media performance measurement into a marketing information system is discussed and implementation issues are critically evaluated. The chapter closes with an outline of further research directions and a conclusion.

Chapter 12, “The role of online social networking in the recruitment context” by Vanessa Ratten, examines how recruiting services are being used by online social networks. Using a sample of 218 Pennsylvanian college students, the chapter integrates social cognitive theory to understand the factors affecting intentions to adopt online social networking recruiting services. The role of online behavioral advertising, ethical orientation, social influencers and online privacy concerns are investigated to see who they affect behavioral intentions. The results, provides practical and managerial insights into the role of online social networking in the recruitment context.

Chapter 13, “Online Pricing and Auctions” by Kalender Özcan Atilgan, discusses the revolution in pricing of businesses driven by the Internet. Within this context, primary characteristics of online pricing and auctions are reviewed systematically from the both view of buyers and sellers interacting. Furthermore, this chapter evaluates the effects of Internet as a new pricing mechanism and future trends of pricing rules within this attractive option.

Chapter 14, “Risk management, trust and repeat online shopping intentions: A South African perspective” by Mercy Mpinganjira, investigate the practices of online retailers that help in mitigating online shopping risk and the influence of these on customers’ levels of trust as well as on their intentions to re-purchase from specific online stores. The findings of the chapter, reveal that provision of adequate online product information and online store security has positive influence on customers’ level of trust in an online store. The findings also show that trust in an online store has significant influence on customers’ intentions to repurchase from a store.
Chapter 15, “The Rise of eBay: Confronting the Challenges of Asymmetry of Information and Competition” by Mikhail Ion Melnik, is dealing with the phenomenon of online auctions and how they become synonymous with the name of eBay as further more with the hegemony over the U.S. online auction market. In addition to greater competition, online businesses operating in the consumer-to-consumer space also faced other challenges including asymmetry of information. The industry and particularly eBay were successfully able to overcome this challenge and turn it into a shield against potential competitors.

Chapter 16, “Successful New Product Planning” by Nicholas Grigoriou. The matter of conceptualizing, designing, and marketing new products is known as new product development. Successful new product development is a considerable challenge for any market oriented organization. The cost of designing and developing new products is increasing while the rate of success of new products is not. Marketing managers are constantly looking for ways to improve their new product development process. This necessitates, among other things, linking an organization’s capabilities and resources with the new product demands of the markets they serve. This chapter considers some of the internal process any market driven organization should focus on to improve the likelihood that their new products will enjoy market success.

Chapter 17, “Upgrading Marketing Research: Neuromarketing Tools for Understanding Consumers” by Anka Gorgiev and Nikolaos Dimitriadis, focuses on the recent developments in the marketing industry resulting from the rise of neuromarketing. It offers analysis of the problems initiated by the traditional marketing research approaches and how these problems are being resolved by implementation of neuromarketing techniques. Concluding, the authors provide initial insights from a small scale qualitative research conducted among representatives from all segments of marketing industry.

Chapter 18, “Examining the Brand Communication Tools that Impact Brand Preferences of Women Consumer buying intentions—Empirical Investigation of Middle East” by A M Sakkthivel and B Sriram, aims to design a model of constructs of brand communication tools (direct and indirect) and test the impact of the same on brand preferences of women consumer buying intentions from Middle Eastern countries with specific evidences from Sultanate of Oman. The results revealed that both the communication tools found to have a significant impact. It is found that the direct brand communication tools have a higher impact over women buying intentions.

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