Table of Contents

Preface.................................................................................................................................................. xv

Section 1
Strategic use of IT/IS and Technologies for Marketing

Chapter 1
Web 2.0 Technologies and Marketing................................................................. 1
  *Dora Simões, University of Aveiro, Portugal*
  *Sandra Filipe, University of Aveiro, Portugal*

Chapter 2
Information Technology Communication: Main Challenges and Pitfalls to Marketing and Management – Evidence from Curitiba (in Brazil) ................................................................. 24
  *Adriane Setti, University of Algarve, Portugal*
  *Marisa Cesário, University of Algarve, Portugal*
  *Sílvia Fernandes, University of Algarve, Portugal*
  *Júlio Mendes, University of Algarve, Portugal*

Chapter 3
Artificial Intelligence: Marketing’s Game Changer............................................. 45
  *Edward Forrest, University of Alaska, USA*
  *Bogdan Hoanca, University of Alaska, USA*

Chapter 4
Business Management and New Technologies to Improve the Services........... 65
  *Giuseppe Granata, University of Cassino and Southern Lazio, Italy*

Chapter 5
The Treacherous Path of Corporate Social Responsibility (CSR) and the Role of Information Systems in its Implementation................................................................. 85
  *Tabani Ndlovu, Nottingham Business School, UK*
  *Amon Simba, Nottingham Trent University, UK*
  *Anastasia Mariussen, Oslo School of Management, Norway*
Chapter 6
Managing Digital Bonds in the Buyer-Supplier Relationships ................................................. 107
Jari Salo, Oulu Business School, Finland
Giuseppe Pedeliento, University of Bergamo, Italy
Robert Wendelin, Scania, Sweden

Section 2
Customer Relationship Management (CRM)

Chapter 7
The Role of Customer Relationship Management in the Global Business Environments .......... 130
Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 8
Data-Driven Customer Centricity: CRM Predictive Analytics .................................................. 157
Othman Boujena, Neoma Business School, France
Kristof Coussement, IESEG School of Management, France
Koen W. de Bock, IESEG School of Management, France

Section 3
Social Media and Social Networking

Chapter 9
Social Media as Marketing Information Systems Co-Creation in Viral Video Advertising .......... 176
Christos Karpasitis, University of Central Lancashire, Cyprus
Antonios Kaniadakis, Queen Mary University of London

Chapter 10
The Rise of Relationship Marketing with Social Media ............................................................ 196
Ana Margarida Barreto, New University of Lisbon, Portugal

Chapter 11
Social Media Performance Measurement ..................................................................................... 214
Goetz Greve, Hamburg School of Business Administration, Germany

Chapter 12
The Role of Online Social Networking in the Recruitment Context ........................................... 236
Vanessa Ratten, La Trobe University, Australia

Section 4
Improving Market Performance through Marketing

Chapter 13
Online Pricing and Auctions ......................................................................................................... 254
Kalender Özcan Atilgan, University of Mersin, Turkey
<table>
<thead>
<tr>
<th>Chapter 14</th>
<th>Risk Management, Trust and Repeat Online Shopping Intentions: A South African Perspective</th>
<th>273</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mercy Mpinganjira, University of Johannesburg, South Africa</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter 15</th>
<th>Confronting the Challenges of Asymmetry of Information and Competition: The Rise of eBay</th>
<th>293</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mikhail Ion Melnik, Kennesaw State University, USA</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter 16</th>
<th>Successful New Product Planning</th>
<th>308</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nicholas Grigoriou, Monash University, Malaysia</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter 17</th>
<th>Upgrading Marketing Research: Neuromarketing Tools for Understanding Consumers</th>
<th>337</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Anka Gorgiev, The University of Sheffield International Faculty, City College, Greece</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nikolaos Dimitriadis, The University of Sheffield International Faculty, City College, Greece</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter 18</th>
<th>Examining the Brand Communication Tools that Impact Brand Preferences of Women Consumer</th>
<th>358</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>buying intentions-Empirical Investigation of Middle East</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. M. Sakkthivel, Sur University College, Oman</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Sriram, Sur University College Oman</td>
<td></td>
</tr>
</tbody>
</table>

| Compilation of References | ............................................................................................................ | 373 |
|----------------------------|............................................................................................................|-----|
| About the Contributors     | ............................................................................................................ | 443 |
| Index                      | ............................................................................................................ | 451 |