# Table of Contents

**Preface**...................................................................................................................................................... xvi

**Acknowledgment** ........................................................................................................................................... xxii

## Section 1

**Social CRM: Strategies and Applications**

### Chapter 1

The Impact of Social Business Strategies in Creating Empirical Social Business Models ................... 1  
*Siavash Moheb, University of Tehran, Iran*  
*Ali Golrokh, University of Tehran, Iran*

### Chapter 2

Social CRM Analytics: Gaining Customer Insights for Designing Social CRM Strategies ............... 22  
*Prerna Lal, International Management Institute, India*

### Chapter 3

The Impact of CRM and Social Media Technologies on Customer-Orientation Process and Sales Performance ................................................................. 42  
*Mahdi Sheykhlar, Islamic Azad University, Iran*  
*Rozita Shahbaz Keshvari, Islamic Azad University, Iran*

### Chapter 4

Adoption of Facebook for Customer Relationship Management for SMEs: Exploring the Underlying Motivations ........................................................................................................ 60  
*Babak Abedin, University of Technology, Sydney, Australia*

### Chapter 5

Electronic Customer Relationship Management (E-CRM) Practices of Micro, Small, and Medium Scale Enterprises in Ghana ........................................................................................................... 72  
*Rebecca Baah-Ofori, University of Professional Studies Accra, Ghana*  
*George Amoako, Central University College Accra, Ghana*
Chapter 6
The Use of Social Media in the Higher Education Institutions in Turkey: A Case of the Higher Education Institutions in Istanbul ................................................................. 95
   Ali Acılar, Bilecik Şeyh Edebali University, Turkey

Chapter 7
Gamification Impact on Customer Relationship Development in Virtual Environment .......... 108
   Rimantas Gatautis, Kaunas University of Technology, Lithuania
   Audrone Medziausiene, Kaunas University of Technology, Lithuania

Section 2
Social CRM: Customer Learning and Engagement

Chapter 8
CKM 2.0: Integrating Web 2.0 into Customer Knowledge Management............................. 130
   Fatemeh Najafloo, University of Tehran, Iran
   Hatef Rasouli, University of Tehran, Iran
   Mehdi Shamizanjani, University of Tehran, Iran

Chapter 9
The Effects of Fan Personality on Participation in Social Media Based Brand Community: Role of Personality on Participation in the Social Media................................................................. 155
   Ali Balapour, University of Tehran
   Amir Khanlari, University of Tehran

Chapter 10
Study of the Automatic Evaluation of Website Quality from Customer Insight: A Case Study of the Most Visited News Websites as Influential Social Media Tool ........................................... 178
   Molood Arman, University of Tehran, Iran
   Hassan Hajipoor, University of Tehran, Iran
   Babak Sohrabi, University of Tehran, Iran

Chapter 11
Social Media, Customer Relationship Management, and Consumers’ Organic Food Purchase Behavior .................................................................................................................. 198
   Evelyn Chronis, The University of Sydney, Australia
   Qiang Lu, The University of Sydney, Australia
   Rohan Miller, The University of Sydney, Australia

Chapter 12
The Effects of Social Media-Based Brand Communities on Brand Loyalty and Brand Equity: Case Study – Cinere Company ................................................................. 216
   Amir Khanlari, University of Tehran, Iran
   Faezeh Rezaei, University of Tehran, Iran
   Seyed Abolghasem Mira, University of Tehran, Iran
Chapter 13
Using Social Media to Influence CRM and Loyalty: Case Study of Restaurant Industry .................. 244
   Rozita Shahbaz Keshvari, Islamic Azad University, Iran

Chapter 14
Electronic Word of Mouth Marketing: Relationship between Brand Loyalty and Electronic Word
of Mouth in Social Marketing Networks ........................................................................................... 268
   Sahra Zamanian, University of Tehran, Iran
   Amir Khanlari, University of Tehran, Iran

Compilation of References .................................................................................................................. 290

About the Contributors .................................................................................................................... 326

Index ................................................................................................................................................... 331