# Table of Contents

**Foreword by Paolo Picicocchi** ............................................................................................................................................................................ xvii

**Foreword by Sharad Kumar Venkta** .................................................................................................................................................................... xix

**Preface** ........................................................................................................................................................................................................ xx

**Acknowledgment** .................................................................................................................................................................................................. xxiv

### Section 1

**Introduction: E-Tailing Global Challenges and Opportunities**

**Chapter 1**
Advocating Electronic Business and Electronic Commerce in the Global Marketplace .................. 1  
*Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand*

**Chapter 2**
E Commerce as a Tool for Resource Expansion: Postal Partnerships, Data Protection Legislation and the Mitigation of Implementation Gaps .................................................................................................................. 25  
*Marianne Ojo, North-West University, South Africa*

### Section 2

**E-Tailing Opportunities and Challenges in Emerging Economies**

**Chapter 3**
Challenges and Opportunities of E-Tailing in Emerging Economies ............................................. 50  
*Ritu Narang, University of Lucknow, India*

**Chapter 4**
China’s E-Tailing Blossom: A Case Study............................................................................................ 72  
*Bo Liang, Saint Vincent College, USA*

Yanbin Tu, Robert Morris University, USA & Jianghan University, China

*Thomas Cline, Saint Vincent College, USA*

Zhongyu Ma, State Information Center Beijing, China
Chapter 5
E-Commerce in India: Evolution and Revolution of Online Retail .................................................. 99
Prateek Kalia, I.K Gujral Punjab Technical University, India
Navdeep Kaur, Guru Nanak Dev Engineering College, India
Tejinderpal Singh, Panjab University, India

Chapter 6
An Epigrammatic View of E-Retailing in India: Prospects and Retrospects .................................... 121
Parag Shukla, M.S. University of Baroda, India
Parimal Vyas, M.S. University of Baroda, India

Section 3
Virtual Communities: The People Power in E-Retailing

Chapter 7
Harnessing the Potential of Virtual Communities: A Strategic Approach ........................................... 133
Dharmendra Pandey, Amity University, India

Chapter 8
Opinion Leaders Go Online: An Empirical Study on Interpersonal Influence on Purchase Intentions in E-Retailing ................................................................. 145
Agostino Vollero, University of Salerno, Italy
Alfonso Siano, University of Salerno, Italy
Domenico Sardanelli, University of Salerno, Italy

Section 4
Hybrid Consumer Behaviour in Digital World

Chapter 9
The Changing Face of Shopper Behavior and E-Tailing The New Paradigm ........................................... 168
Rajesh V., Retail Strategy Consulting & Knowledge Partner, India

Chapter 10
Discernment of Youth towards E-Retailing in Asian and Gulf Marketing Territories ......................... 183
Soney Mathews, INTI-IU, Malaysia
Seema Varshney, Waljat College of Applied Sciences, Oman
Jagdeep Singh Jassel, INTI-IU, Malaysia

Section 5
Communicating and Delivering Value Online

Chapter 11
Engaging your Global Social Media Audience: A Framework for E-Retailers ...................................... 206
Leila Samii, Aurora University, USA
Chapter 12
Role of Media in Success of E-Tailing................................................................. 229
  Surabhi Singh, IMS Ghaziabad, India

Chapter 13
Omnichannel Retailing ....................................................................................... 244
  Gulnaz Banu P., NIFT-Bengaluru, India
  Gokulakannan P., NIFT-Bengaluru, India

Chapter 14
Competing Through Logistics Management: Studies on E-Retailing in China............... 256
  Yaqiong Lu, Xi’an Jiaotong-Liverpool University, China
  Zheng Liu, Xi’an Jiaotong-Liverpool University, China
  Lei Ma, Nanjing University of Science & Technology, China

Chapter 15
Taxation Policy Measures for E-Retailers........................................................... 276
  Sana Moid, Amity University, India

Section 6
Case Study

Chapter 16
Case Study E-Tailing Health Services in India.................................................. 292
  Bobby Kurian, Jain University, India

Compilation of References .................................................................................. 309

About the Contributors ......................................................................................... 348

Index ..................................................................................................................... 355