Foreword

Proliferation of social media is metamorphosing various aspects of public and private interactions. Public spheres, public relations, publicity and image of the brands and organizations appear to be the most affected arenas due to the simple fact that social media is by the masses, for the masses and influences the masses to a greater extent. In organizations, social media has not only altered but has also augmented the media interactions, opinion leadership, publicity management, reputation management, crisis management, brand management, brand image and customer relationship management to name a few. Be it through Facebook, Twitter, Instagram, YouTube, Pinterest, WhatsApp or other similar platforms, social media is proving to be instrumental in breaking news, making it viral and keeping it relevant. Online and offline literature is abound of such examples wherein social media has tremendously affected or has shown the potential to affect the reputation of the organizations, in a positive or negative way, such as American Apparel’s Challenger disaster, MasterCard’s hashtag hijack, LG’s mockery of iPhones, Apple’s Bendgate, Dell Hell, Jasmine Revolution, etc. Transformed media landscape, composed of internet citizen journalist, generating content and news and ease of access of internet along with smartphones, necessitates a re-examination of Publicity, PR and Reputation management in this changed scenario.

This comprehensive text was conceptualized with the aim of providing a relevant theoretical framework, the latest empirical researches, problems and future research prospects in the dynamic and fast-evolving area of reputation management and brand management through social media with a specific focus on developing nations. The text was proposed with an aim to bridge the gap in research in the above-referred area. It is a significant contribution to the body of knowledge in the field on social media marketing.

The present treatise divided into five sections contains 15 chapters. The issues covered are customer relationship management and social media, PR, Publicity and reputation management through social media, role of social media in brand management, assessment of impacts of social media adoption and emerging trends in digital marketing. The contents are quite rich and they cover wider issues with respect to social and digital media. Contributions from all over the globe were compiled. Useful contributions were received from distinguished critics of US, Spain and Portugal.

In this highly competitive digital age of global interconnectivity and interdependence, task of brand management has become tough for the professional working in the organizations. The challenges in altered media scenario are both difficult and interesting and people are working on them with enthusiasm and tenacity to provide for solutions to keep up with the ever-changing threats. Practitioners not only need to understand business strategy and to work in tandem with their counterparts in areas such as customer service and advertising, but also to comprehend the public sentiment expressed on social media platforms, in order to help various stakeholders achieve their goals. This book is a good step in this direction.
The publication has been targeted at policy makers, technology developers, academicians, researchers, practitioners and students of public relations, brand management and social media to help them in improving their understanding of the subject so that improved marketing strategies can be put in practice. This book provides relevant theoretical frameworks and the latest empirical research findings in the area to contribute substantially to the body of knowledge on managing public relations and brand image through social media.

The editors Dr. Anurag Singh and Punita Duhan have made a sincere attempt to cover various facets of social media as envisioned by practitioners. Valuable insights can be found by reading the whole book. I compliment both the editors for this academic venture, so that academicians, researchers and policy makers may be benefitting by this presentation.

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Nageshwar Rao is working as in-charge Vice-Chancellor, Indira Gandhi National Open University, New Delhi since November 28, 2014. After completing his term as Vice-Chancellor of Uttar Pradesh Rajarshi Tondon Open University, Allahabad between August 2008 to August 2011, he has joined as Pro Vice Chancellor, Indira Gandhi National Open University New Delhi in December 2013. During the period between August 2011 and December 2013 he was Professor in Pandit Jawaharlal Nehru Institute of Business Management (PJNIBM) Vikram University, Ujjain where he also served as the Director of the institute for more than 13 years. He was appointed as Dean, Faculty of Management Studies for five terms; Dean, Faculty of Information Technology for one term and Chairman, Board of Studies in Management for four terms at Vikram University Ujjain. He is University Professor in Management for more than 23 years. He was also Reader in Faculty of Management Studies at Banaras Hindu University, Varanasi between 1985 and 1990 and Lecturer in Department of Commerce & Business Administration at Vikram University, Varanasi between 1978 to 1985. He has led a cherished First Class career and received his D.Phil from the University of Allahabad and ICWA from institute of Cost and Management Accountants of India, Kolkata. He has been a recipient of Gold Medals and various coveted scholarships of merit. He has contributed to the academics by writing eight books. His popular books are ‘Administration on Public Enterprises in India’ and ‘Communication Skills’. 37 students have been awarded Ph.D. in management under his supervision. To his credit, more than 160 research papers and articles have been published. He has been invited as a Resource person to approximately 25 EDPs (Executive Development Programmes) for Railways, NTPC, National Fertilizers etc. He has attended more than 90 National and International Seminars in management and allied disciplines. He has been a Member of Governing Council, for the Association of Indian Universities in 2010; a Member of Executive Council of Council of Science and Technology, U.P (2008-11); a Member, Academic Council of Banaras Hindu University, Varanasi; a Member of the Academic Council of Mahatma Gandhi Kashi Vidyapeeth, Varanasi; Uttaranchal Open University, Nainital; Vardhman Mahaveer Kota Open University, Banasthali Vidyapeeth, Jaipur, etc. He was the Chairman-Sports Board, Chief Warden-Hostels, Dean Students Welfare, Patron-Students Union and In-charge Professor, Ambedkar Peeth at Vikram University. He was also Hon. Secretary, Institute of Gandhian Thought and Peace Studies, University of Allahabad. He was nominated by Govt. of Madya Pradesh to be the Director of the Board of Professional Examination Board, Bhopal for a period of four years. He was also the President of Indian Accounting Association. Sarasvati Samman was conferred upon him by the Department of Higher Education U.P. Govt (India) on 5th Sep, 2010 and a Prof. B.B.L. Saxena Smriti Hindi Sewa Samman was conferred by Etawah Hindi Sewa Nidhi on 26 December, 2010. He was conferred with a Fellow Membership of the Institute of Cost and Management Accountants of India, Kolkata and also honoured as Fellow Member by the Indian Commerce Association. He was also made honoured by Gramin Patrakar Association Uttar Pradesh for contributions to Journalism in 2011, World Welfare and Astrology Research Institute, Allahabad in 2010 and Bioved Honorary Fellowship Award of Bioved Research Institute of Agriculture and Technology, Allahabad in 2010.

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