Table of Contents

Foreword .................................................................................................................. xv

Preface ..................................................................................................................... xvii

Chapter 1
Social Media as a New Emerging Tool of Marketing ........................................... 1

Rawan T. Khasawneh, Jordan University of Science and Technology,
Jordan

Chapter 2
Towards a Framework for Integrating Social Media, Customer Relationship,
and Knowledge Management .................................................................................. 11

Olayiwola W. Bello, University of Ilorin, Nigeria
Modupe Folarin, City University London, UK
Nasir Faruk, University of Ilorin, Nigeria

Chapter 3
Social Customer Relationship Management (SCRM): A Strategy for
Customer Engagement .......................................................................................... 45

Ameen Al-Azzam, Technical College in Tai’f, Saudi Arabia
Rawan Khasawneh, Jordan University of Science and Technology,
Jordan

Chapter 4
Marketing on Tumblr: .......................................................................................... 59

Kristen Smirnov, Whittier College, USA

Chapter 5
The Effect of Social Networks on Branding: A Factorial Analysis Approach .... 84

Meriem Nouala, Sidi Bel Abbes University, Algeria
Marwa Imene Mekki, Sidi Bel Abbes University, Algeria
Abdelmadjid Ezzine, Sidi Bel Abbes University, Algeria
Chapter 6
Social Media as Social Customer Relationship Management Tool: Case of Jordan Medical Directory ................................................................. 108
Wafaa A. Al-Rabayah, Independent Researcher, Jordan

Chapter 7
Determinants of Brand Recall in Social Networking Sites ....................... 124
Kaan Varnali, Istanbul Bilgi University, Turkey
Vehbi Gorgulu, Istanbul Bilgi University, Turkey

Chapter 8
The Impact of Social Media on Customer Engagement with U.S. Banks .......... 154
Arturo Haro-de-Rosario, University of Almería, Spain
Laura Saraite, University of Almería, Spain
Alejandro Sáez-Martín, University of Almería, Spain
María del Carmen Caba-Pérez, University of Almería, Spain

Chapter 9
Social Networks Impact on Potential Customers’ Buying Decisions and Current Customer Loyalty ........................................................................... 173
Wafaa A. Al-Rabayah, Independent Researcher, Jordan

Chapter 10
Opinion Mining: A Tool for Understanding Customers – Challenges and Approaches ..................................................................................... 193
Rawan Khasawneh, Jordan University of Science and Technology, Jordan
Izzat Alsmadi, Texas A&M University - San Antonio, USA

Chapter 11
Sentiment Analysis of Social Media as Tool to Improve Customer Retention ........................................................................................................... 207
Wafaa A. Al-Rabayah, Independent Researcher, Jordan
Ahmad Al-Zyoud, Yarmouk University, Jordan

Chapter 12
Can the Usage of Social Media Increase the Gregariousness of the Family to Grow Successful Family-Owned Businesses? The Usefulness of Social Media in Growing a Family-Owned Business ................................................. 224
Mambo Governor Mupepi, Grand Valley State University, USA
Patience Taruwinga, Saint Joseph’s College, USA
Wafaa A. Al-Rabayah, Independent Researcher, Jordan