# Table of Contents

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

Chapter I
Key Success Requirements for Online Brand Management ................................................................. 1
   Subir Bandyopadhyay, Indiana University Northwest, USA
   Rosemary Serjak, University of Ottawa, Canada

Chapter II
The Role of Blogs on a Successful Political Branding Strategy......................................................... 16
   Luis Casaló, University of Zaragoza, Spain
   Miguel Guinaliu, University of Zaragoza, Spain
   Carlos Flavián, University of Zaragoza, Spain

Chapter III
Brand Personality of Web Search Engines: Who is the Conqueror of the Digital Age? .................... 31
   Aslıhan Nasır, Boğaziçi University, Istanbul, Turkey
   Sütphan Nasır, Istanbul University, Turkey

Chapter IV
The Naming of Corporate eBrands ..................................................................................................... 48
   Tobias Kollmann, University of Duisburg – Essen, Germany
   Christina Suckow, University of Duisburg – Essen, Germany

Chapter V
Returns on e-Branding Investment: Linking Pre-Acquisition Marketing Activity to Customer Profitability ................................................................................................................................. 61
   Patrali Chatterjee, Montclair State University, USA
Chapter VI
Consumers' Optimal Experience on Commercial Web Sites: A Congruency Effect of Web Atmosphere Design and Consumers' Surfing Goal ................................................................. 78
Fang Wan, University of Manitoba, Canada
Ning Nan, University of Oklahoma, USA
Malcolm Smith, University of Manitoba, Canada

Chapter VII
Nonlinear Pricing in E-Commerce ........................................................................................................... 95
José J. Canals-Cerdà, Federal Reserve Bank of Philadelphia, USA

Chapter VIII
The E-Mode of Brand Positioning: The Need for an Online Positioning Interface .......................... 112
S. Ramesh Kumar, IIM, Bangalore

Chapter IX
Job Search at Naukri.com: Case Study of a Successful Dot-Com Venture in India ................... 126
Sanjeev Swami, Indian Institute of Technology Kanpur, India

Chapter X
Trademark Infringement in Pay-Per-Click Advertising ................................................................. 148
Peter O'Connor, IMHI, Essec Business School, France

Chapter XI
E-Branding the Consumer for Cultural Presence in Virtual Communities.............................. 161
Robert Pennington, Fo Guang University, Taiwan

Chapter XII
Impact of Internet Self-Efficacy on E-Service Brands ................................................................. 176
Terry Daugherty, The University of Texas at Austin, USA
Harsha Gangadharbatla, Texas Tech University, USA
Matthew S. Eastin, The University of Texas at Austin, USA

Chapter XIII
Understanding Brand Website Positioning in the New EU Member States: The Case of the Czech Republic ................................................................. 193
Shintaro Okazaki, Universidad Autónoma de Madrid, Spain
Radoslav Škapa, Masaryk University Brno, Czech Republic

Chapter XIV
Online Consumers’ Switching Behavior: A Buyer-Seller Relationship Perspective .................... 216
Dahui Li, University of Minnesota Duluth, USA
Glenn J. Browne, Texas Tech University, USA
James C. Wetherbe, Texas Tech University, USA
Chapter XV
Understanding Consumer Reactions to Offshore Outsourcing of Customer Services .............. 228
Piyush Sharma, Nanyang Business School, Singapore
Rajiv Mathur, Percom Limited, New Delhi, India
Abhinav Dhawan, team4U Outsourced Staffing Services, New Delhi, India

Chapter XVI
An Extrinsic and Intrinsic Motivation-Based Model for Measuring Consumer Shopping Oriented Web Site Success ............................................................................................................. 241
Edward J. Garrity, Canisius College, USA
Joseph B. O’Donnell, Canisius College, USA
Yong Jin Kim, Sogang University, Korea & State University of New York at Binghamton, USA
G. Lawrence Sanders, State University of New York at Buffalo, USA

Chapter XVII
A Critical Review of Online Consumer Behavior ........................................................................ 262
Christy MK Cheung, City University of Hong Kong, Hong Kong
Gloria WW Chan, City University of Hong Kong, Hong Kong
Moez Limayem, City University of Hong Kong, Hong Kong

Chapter XVIII
Multi-Channel Retailing and Customer Satisfaction: Implications for eCRM ................................ 280
Patricia T. Warrington, Texas Christian University, USA
Elizabeth Gangstad, Purdue University, USA
Richard Feinberg, Purdue University, USA
Ko de Ruyter, University of Maastricht, The Netherlands

Chapter XIX
The Effect of Information Satisfaction and Relational Benefit on Consumer’s On-Line Shopping Site Commitment .................................................. 292
Chung-Hoon Park, Samsung SDS, Korea
Young-Gul Kim, Graduate School of Management, KAIST, Korea

Compilation of References ............................................................................................................ 313

About the Contributors ................................................................................................................ 351

Index .............................................................................................................................................. 356