# Table of Contents

Preface ........................................................................................................................... v

Chapter I. Social Oracles as Advertising Tools in Programmable Businesses ..........1  
   Nick V. Flor, University of New Mexico, USA

Chapter II. Economic Issues in Advertising via E-Mail: Role for a Trusted Third  
   Party? ................................................................. 38  
   Ram D. Gopal, University of Connecticut, USA 
   Arvind K. Tripathi, University of Washington Business School, USA 
   Zhiping D. Walter, University of Colorado at Denver, USA

Chapter III. Web Personalization for E-Marketing Intelligence ............................... 48  
   Penelope Markellou, University of Patras, Greece, & Research Academic 
   Computer Technology Institute, Greece 
   Maria Rigou, University of Patras, Greece, & Research Academic Computer 
   Technology Institute, Greece 
   Spiros Sirmakessis, Technological Educational Institution of Messolongi, 
   Greece, & Research Academic Computer Technology Institute, Greece

Chapter IV. E-Commerce as Knowledge Management: Managing Consumer  
   Knowledge .......................................................... 69  
   Rachel McLean, Manchester Metropolitan University Business School, UK 
   Nigel M. Blackie, University of Salford, UK

Chapter V. MSQ-Model: An Exploratory Study of the Determinants of Mobile  
   Service Quality ......................................................... 93  
   Jan Nordman, Swedish School of Economics and Business Administration, 
   Helsinki, Finland 
   Veronica Liljander, Swedish School of Economics and Business 
   Administration, Helsinki, Finland
Chapter VI. Experiencing Quality: The Impact of Practice on Customers’ Preferences for and Perceptions of Electronic Interfaces ................................................................. 130
Kyle B. Murray, University of Western Ontario, Canada

Chapter VII. The Impact of eBay Ratings and Item Descriptions on Auction Prices: A Comparison of Designer Watches and DVDs ....................................................... 149
Mark P. Sena, Xavier University, USA
C. Edward Heath, Northern Kentucky University, USA
Michael A. Webb, Xavier University, USA

Chapter VIII. Viral Experiences: Do You Trust Your Friends? ......................................... 166
Shenja van der Graaf, Utrecht University, The Netherlands

Chapter IX. Public Opinions of Online Privacy: Definitions, Assessment and Implications for Industry and Public Policy ............................................................. 186
Kim Sheehan, University of Oregon, USA

Chapter X. Online Privacy: Consumer Concerns and Technological Competence ................................................................. 200
Pushkala Raman, Florida State University, USA
Kartik Pashupati, Southern Methodist University, USA

Chapter XI. Using Server Log Files and Online Experiments to Enhance Internet Marketing ................................................................. 226
Charles F. Hofacker, Florida State University, USA
Jamie Murphy, University of Western Australia, Australia

Chapter XII. CRM, KDD and Relationship Marketing: Requisite Trio for Sustainable E-Marketing ................................................................. 250
Nikhilesh Dholakia, University of Rhode Island, USA
Jounghae Bang, University of Rhode Island, USA
Ruby Roy Dholakia, University of Rhode Island, USA

Chapter XIII. An Interactive Marketing Communication Model in New Product Diffusion ................................................................. 268
Fiona Sussan, Baruch College, CUNY, USA

Chapter XIV. A Rhetorical-Prototype Mechanism for Creating International E-Marketing Materials ................................................................. 297
Kirk St.Amant, James Madison University, USA

Chapter XV. How Innovativeness Influences Internet Shopping ..................................... 323
Ronald E. Goldsmith, Florida State University, USA
Barbara A. Lafferty, University of South Florida, USA

About the Authors ..................................................................................................... 337

Index ........................................................................................................................ 344