Preface

The constantly changing landscape of E-Marketing makes it challenging for experts and practitioners to stay informed of the field’s most up-to-date research. That is why Information Science Reference is pleased to offer this three-volume reference collection that will empower students, researchers, and academicians with a strong understanding of critical issues within E-Marketing by providing both broad and detailed perspectives on cutting-edge theories and developments. This reference is designed to act as a single reference source on conceptual, methodological, technical, and managerial issues, as well as provide insight into emerging trends and future opportunities within the discipline.

_E-Marketing: Concepts, Methodologies, Tools and Applications_ is organized into eight distinct sections that provide comprehensive coverage of important topics. The sections are: (1) Fundamental Concepts and Theories, (2) Development and Design Methodologies, (3) Tools and Technologies, (4) Utilization and Application, (5) Organizational and Social Implications, (6) Managerial Impact, (7) Critical Issues, and (8) Emerging Trends. The following paragraphs provide a summary of what to expect from this invaluable reference tool.

Section 1, **Fundamental Concepts and Theories**, serves as a foundation for this extensive reference tool by addressing crucial theories essential to the understanding of E-Marketing. Introducing the book is “Supporting Marketing Practices” by Süphan Nasir, a great foundation laying the groundwork for the basic concepts and theories that will be discussed throughout the rest of the book. Another chapter of note in Section 1 is titled “The Significance of Marketing in Library and Information Science” by Monday Obaidjevwe Ogbo, which discusses the interesting progress of marketing’s applications to library science, an important development in the fields of electronic marketing and library science both. Section 1 concludes, and leads into the following portion of the book with a nice segue chapter, “Applying Personalized Recommendation for Social Network Marketing,” by Leila Esmaeili, Ramin Nasiri, and Behrouz Minaei-Bidgoli. Where Section 1 leaves off with fundamental concepts, Section 2 will discuss architectures and frameworks in place for E-Marketing.

Section 2, **Development and Design Methodologies**, presents in-depth coverage of the conceptual design and architecture of E-Marketing, focusing on aspects including e-novation, social network analysis, consumer-generated advertising, promotional strategy, and many more. Opening the section is “Framework for Mobile Marketing” by Dennis Lee, Ralf Muhlberger, and Mark Brown. This section is vital for developers and practitioners who want to know how to begin a process of development on a regional level. Through case studies, this section lays excellent groundwork for later sections that will get into present and future applications for E-Marketing, including, of note: “Situation Approach as Success Factor of Mobile Marketing” by Jörg Link and Franziska Seidl, and “Modeling Multi-Criteria Promotional Strategy Based on Fuzzy Goal Programming” by B.K. Mangaraj. The section concludes with an excellent work by Filipe Mota Pinto, entitled “Database Marketing Process Supported by Ontologies.”
Section 3, **Tools and Technologies**, presents extensive coverage of the various tools and technologies used in the implementation of E-Marketing. Section 3 begins where Section 2 left off, though this section describes more concrete tools at place in the modeling, planning, and production of E-Marketing. The first chapter, “*Mobile Promotion,*” by Gonca Telli Yamamoto, lays a framework for the types of works that can be found in this section, a perfect resource for planners looking for new technologies to bolster their efforts in the field. Section 3 is full of excellent chapters like this one, including such titles as “Using Bibliometrics and Text Mining to Explore the Trends of E-Marketing Literature from 2001 to 2010,” “*Viral Marketing via Social Networking Sites,*” and “*Search Engine Marketing in Small and Medium Companies*” to name a few. Where Section 3 described specific tools and technologies at the disposal of practitioners, Section 4 describes successes, failures, best practices, and different applications of the tools and frameworks discussed in previous sections.

Section 4, **Utilization and Application**, describes how the broad range of E-Marketing efforts has been utilized and offers insight on and important lessons for their applications and impact. Section 4 includes the widest range of chapters because it describes case studies, research, methodologies, frameworks, architectures, theory, analysis, and guides for implementation. Topics range from distance education, blended learning, health care, to privacy and trust services. The first chapter in the section is titled “*Ariel Egypt,*” and was written by Ahmed Tolba. The breadth of topics covered in the chapter is also reflected in the diversity of its authors, from countries all over the globe, including Egypt, Australia, Turkey, Kenya, Oman, Germany, Italy, UK, USA, and more. Section 4 concludes with an excellent view of a case study in e-government, “*Trust and Public Services in E-Government Based on Customer Orientation*” by Li-Chun Chiang.

Section 5, **Organizational and Social Implications**, includes chapters discussing the organizational and social impact of E-Marketing. The section opens with “*Citizen Marketing*” by Ruth E. Brown. Where Section 4 focused on the broad, many applications of E-Marketing technology, Section 5 focuses exclusively on how these technologies affect human lives, either through the way they interact with each other, or through how it affects behavioral/workplace situations. Other interesting chapters of note in Section 5 include “*Gender and E-Marketing*” by Erkan Özdemir and “*Cyberethics of Business Social Networking*” by Dário Elias Félix Oliveira Rodrigues. Section 5 concludes with a fascinating study of a new development in e-marketing, social influence marketing, in “*Designing an Ethical Structure for Social Influence Marketing (SIM)*.”

Section 6, **Managerial Impact**, presents focused coverage of E-Marketing as it relates to effective uses of technology acceptance, service dominant logic, mobile marketing management, and many more utilities. This section serves as a vital resource for developers who want to utilize the latest research to bolster the capabilities and functionalities of their processes. The section begins with “*Understanding the Factors Affecting the Adoption of E-Marketing by Small Business Enterprises,*” a great look into how small firms can utilize benefits previously thought to be reserved to their larger competitors. Because of the narrower scope of the topic area of Section 6, there are only 9 chapters in the section, but the value of the works is unmistakable. The section concludes with “*Business-to-Consumers eCommerce*” by Fahri Karakaya. Where Section 6 leaves off, Section 7 picks up with a focus on some of the more content-theoretical material of this compendium.

Section 7, **Critical Issues**, presents coverage of academic and research perspectives on E-Marketing tools and applications. The section begins with “*Theoretical Approaches to the Marketing of Innovation in Biotechnology Firms,*” by Tomas Gabriel Bas. Other issues covered in detail in Section 7 include segmentation challenges, privacy, gender, ethics and morality, and much more. The section concludes
with “How Much is Too Much?” by Nicholas P. Robinson and Prescott C. Ensign, a great transitional chapter between Sections 7 and 8 because it examines an important question going into the future of the field. The last chapter manages to show a theoretical look into future and potential technologies, a topic covered in more detail in Section 8.

Section 8, Emerging Trends, highlights areas for future research within the field of E-Marketing, opening with “Integrating Mobile Marketing into the Marketing Communication” by Süphan Nasir. Section 8 contains chapters that look at what might happen in the coming years that can extend the already staggering amount of applications for E-Marketing. Other chapters of note include “Brand Driven Mobile Marketing” and “The Google Online Marketing Challenge.” The final chapter of the book looks at an emerging field within E-Marketing, in the excellent contribution, “From E-Commerce to V-Commerce” by Susan Jones.

Although the primary organization of the contents in this multi-volume work is based on its eight sections, offering a progression of coverage of the important concepts, methodologies, technologies, applications, social issues, and emerging trends, the reader can also identify specific contents by utilizing the extensive indexing system listed at the end of each volume. Furthermore to ensure that the scholar, researcher, and educator have access to the entire contents of this multi volume set as well as additional coverage that could not be included in the print version of this publication, the publisher will provide unlimited multi-user electronic access to the online aggregated database of this collection for the life of the edition, free of charge when a library purchases a print copy. This aggregated database provides far more contents than what can be included in the print version, in addition to continual updates. This unlimited access, coupled with the continuous updates to the database ensures that the most current research is accessible to knowledge seekers.

As a comprehensive collection of research on the latest findings related to using technology to providing various services, E-Marketing: Concepts, Methodologies, Tools and Applications, provides researchers, administrators and all audiences with a complete understanding of the development of applications and concepts in E-Marketing. Given the vast number of issues concerning usage, failure, success, policies, strategies, and applications of E-Marketing in organizations, E-Marketing: Concepts, Methodologies, Tools and Applications addresses the demand for a resource that encompasses the most pertinent research in technologies being employed to globally bolster the knowledge and applications of E-Marketing.