# Table of Contents

## Volume I

### Section 1
**Fundamental Concepts and Theories**

This section serves as a foundation for this exhaustive reference tool by addressing underlying principles essential to the understanding of E-Marketing. Chapters found within these pages provide an excellent framework in which to position E-Marketing within the field of information science and technology. Insight regarding the critical incorporation of global measures into E-Marketing is addressed, while crucial stumbling blocks of this field are explored. With 9 chapters comprising this foundational section, the reader can learn and chose from a compendium of expert research on the elemental theories underscoring the E-Marketing discipline.

### Chapter 1

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Süphan Nasir, Istanbul University, Turkey

### Chapter 2
Mobile Marketing Practices

---

Gonca Telli Yamamoto, Okan University, Turkey

### Chapter 3
An Overview of Digital Media and Advertising

---

Irene J. Dickey, University of Dayton, USA
William F. Lewis, University of Dayton, USA

### Chapter 4
Analysis of the Variables which Determine a Good E-Marketing Strategy: The Techniques Most Used During Times of Crisis

---

Beatriz Sainz de Abajo, University of Valladolid, Spain
Isabel de la Torre Díez, University of Valladolid, Spain
Miguel López Coronado, University of Valladolid, Spain
Carlos de Castro Lozano, University of Córdoba, Spain
Section 2
Development and Design Methodologies

This section provides in-depth coverage of conceptual architecture frameworks to provide the reader with a comprehensive understanding of the emerging developments within the field of E-Marketing. Research fundamentals imperative to the understanding of developmental processes within e-marketing are offered. From broad examinations to specific discussions on methodology, the research found within this section spans the discipline while offering detailed, specific discussions. From basic designs to abstract development, these chapters serve to expand the reaches of development and design technologies within the E-Marketing community. This section includes 12 contributions from researchers throughout the world on the topic of E-Marketing.

Chapter 10
Framework for Mobile Marketing: The Locales Framework .................................................. 152
   Dennis Lee, American University in Dubai, U.A.E.
   Ralf Muhlberger, The University of Queensland, Australia
   Mark Brown, The University of Queensland, Australia

Chapter 11
E-Novation Deployment: Creating New “Spaces” and Distribution Using E-Novation .......... 172
   Stephen Dann, Australian National University, Australia
Chapter 12
Social Network Analysis in Marketing

Przemysław Kazienko, Wroclaw University of Technology, Poland
Piotr Doskocz, Wroclaw University of Technology, Poland
Tomasz Kajdanowicz, Wroclaw University of Technology, Poland

Chapter 13
Consumer Generated Advertising in Blogs

Dilip Mutum, University of Warwick, UK
Qing Wang, University of Warwick, UK

Chapter 14
Situation Approach as Success Factor of Mobile Marketing

Jörg Link, University of Kassel, Germany
Franziska Seidl, University of Kassel, Germany

Chapter 15
Modeling Multi-Criteria Promotional Strategy Based on Fuzzy Goal Programming

B.K. Mangaraj, Xavier Labour Relations Institute, India

Chapter 16
A License Revocation Protocol Supporting Digital License Reselling in a Consumer-to-Consumer Model

Tarek Gaber, University of Manchester, UK, and Suez Canal University, Egypt
Ning Zhang, University of Manchester, UK

Chapter 17
Database Marketing Process Supported by Ontologies: An Oil Company Distribution Network Case Study

Filipe Mota Pinto, Polytechnic Institute of Leiria, Portugal

Section 3
Tools and Technologies

This section presents an extensive coverage of various tools and technologies available in the field of E-Marketing that practitioners and academicians alike can utilize to develop different techniques. These chapters enlighten readers about fundamental research on the many tools facilitating the burgeoning field of E-Marketing. It is through these rigorously researched chapters that the reader is provided with countless examples of the up-and-coming tools and technologies emerging from the field of E-Marketing. With 12 chapters, this section offers a broad treatment of some of the many tools and technologies within the e-marketing field.

Chapter 18
Mobile Promotion

Gonca Telli Yamamoto, Okan University, Turkey
Chapter 19
Marketing Analysis of Emerging Peer-to-Peer Microlending Websites ............................................. 303
Djamchid Assadi, Burgundy School of Business (Groupe ESC Dijon-Bourgogne), France
Meredith Hudson, First United Bank in Durant, Oklahoma, USA

Chapter 20
Mobile Customer Relationship Management (mCRM): Constraints and Challenges ......................... 324
Günter Silberer, University of Mannheim, Germany
Sebastian Schulz, University of Göttingen, Germany

Chapter 21
Using Bibliometrics and Text Mining to Explore the Trends of E-Marketing Literature from 2001 to 2010 ............................................................................................................................................... 341
Wu He, Old Dominion University, USA
Thad Chee, Old Dominion University, USA
Dazhi Chong, Old Dominion University, USA
Elizabeth Rasnick, Old Dominion University, USA

Chapter 22
A Fuzzy Logic Approach for the Assessment of Online Customers .................................................. 350
Nicolas Werro, Swisscom AG, Switzerland
Henrik Stormer, Edorex Informatik AG, Switzerland

Chapter 23
A Fuzzy Segmentation Approach to Guide Marketing Decisions ....................................................... 368
Mónica Casabayó, ESADE-URL, Spain
Núria Agell, ESADE-URL, Spain

Chapter 24
Viral Marketing via Social Networking Sites: Perceptions of Students in a University Environment .......................................................................................................................... 389
Ranadeva Jayasekera, University of Southampton, UK
Thanos Papadopoulos, University of Southampton, UK

Chapter 25
Online Social Media as a Driver of Buzz Marketing: Who’s Riding? .................................................. 412
Khan Md. Raziuddin Taufique, Presidency University, Bangladesh
Faisal Mohammad Shahriar, Leading University, Bangladesh

Chapter 26
Search Engine Marketing in Small and Medium Companies: Status Quo and Perspectives ............ 423
Tom Alby, uniquedigital GmbH, Germany
Burkhardt Funk, Leuphana University Lüneburg, Germany
Chapter 27
Connecting Small and Medium Enterprises to the New Consumer: The Web 2.0 as Marketing Tool
Efthymios Constantinides, University of Twente, The Netherlands

Chapter 28
Exploring Determinants Influencing the Intention to Use Mobile Payment Service
Amira F. A. Mahran, Cairo University, Egypt
Hala M. Labib Enaba, Cairo University, Egypt

Volume II

Chapter 29
Strategies for an Integrated Distribution Problem
Helena R. Lourenço, Universitat Pompeu Fabra, Spain
Rita Ribeiro, Catholic University of Portugal (Porto), Portugal

Section 4
Utilization and Application

Chapter 30
Ariel Egypt: From Market Penetration to Fierce Competition
Ahmed Tolba, American University in Cairo, Egypt

Chapter 31
E-Novation Curriculum (Communication and Education): Who Should Care?
Daphne Freeder, University of Technology, Australia

Chapter 32
Marketing E-Learning and the Challenges Facing Distance Education in Africa
Bamidele A. Ojo, Fairleigh Dickinson University, USA

Chapter 33
Ad Avoidance and Distance Education Marketing: How Ad Avoidance Can Affect Distance Education Advertising
N. Bilge Ispir, Anadolu University, Turkey
Chapter 34
Exploring E-Marketing Practises as Tool for Globalisation by Egyptian SBEs

Hatem El-Gohary, Birmingham City University, UK & Cairo University Business School, Egypt

Chapter 35
Marketing a Blended University Program: An Action Research Case Study

Kathryn Ley, University of Houston Clear Lake, USA
Ruth Gannon-Cook, De Paul University, USA

Chapter 36
Strategies for Marketing an Academic Library in an African Setting

Sylvia A. Ogola, Maseno University, Kenya
Japhet Otike, Moi University, Kenya

Chapter 37
Fishermen on the Batinah Coast in Oman: A Study from the Subsistence Marketplace Perspective

Shweta Belwal, Sohar University, Oman
Rakesh Belwal, Sohar University, Oman
Fadhil Al-Shizawi, Ministry of Social Development, Oman

Chapter 38
Online Advertising in Relation to Medicinal Products and Health Related Services: Data and Consumer Protection Issues

Eleni Tzoulia, LL.M. Heidelberg, Germany

Chapter 39
A Business Model Framework for Second Life

Alessia D’Andrea, National Research Council, Italy
Fernando Ferri, National Research Council, Italy
Patrizia Grifoni, National Research Council, Italy

Chapter 40
Marketing Online Education

Ormond Simpson, University of London, UK

Chapter 41
Important Issues in Online Education: E-Pedagogy and Marketing

Murat Hismanoglu, Akdeniz University, Turkey

Chapter 42
Trust and Public Services in E-Government Based on Customer Orientation

Li-chun Chiang, National Cheng Kung University & Taiwan E-Governance Research Center, Taiwan
Section 5
Organizational and Social Implications

This section includes a wide range of research pertaining to the social and behavioral impact of E-Marketing around the world. Chapters introducing this section critically analyze and discuss trends in e-marketing, such as gender, privacy, and attitudes towards intelligent technologies. Additional chapters included in this section look at ICT policies, and engagement with technology. Also investigating a concern within the field of E-Marketing is research which discusses the effect of trust on E-Marketing. With 11 chapters, the discussions presented in this section offer research into the integration of global E-Marketing as well as implementation of ethical and workflow considerations for all organizations.

Chapter 43
Citizen Marketing ........................................................................................................................................718
Ruth E. Brown, The University of Nebraska-Lincoln, USA

Chapter 44
Gender and E-Marketing: The Role of Gender Differences in Online Purchasing Behaviors ..........729
Erkan Özdemir, Uludag University, Turkey

Chapter 45
Modeling Customer Behavior with Analytical Profiles ........................................................................744
Jerzy Surma, Warsaw School of Economics, Poland

Chapter 46
Cyberethics of Business Social Networking .........................................................................................756
Dário Elias Félix Oliveira Rodrigues, Universidade Lusíada, Portugal

Chapter 47
21st Century Learning Opportunities for SME Success: Maximizing Technology Tools and Lifelong Learning for Innovation and Impact .................................................................781
Kathleen P. King, University of South Florida, USA
John J Foley III, Citigroup, USA

Chapter 48
A Comparative Analysis of Online Social Networking Sites and Their Business Models ...............803
T. Andrew Yang, University of Houston-Clear Lake, USA
Dan J. Kim, University of Houston-Clear Lake, USA

Chapter 49
Internet Marketing and SMEs .....................................................................................................................814
Daniel John Doiron, University of New Brunswick Saint John, Canada
Chapter 50
The Influence of Content and Trust on Consumers’ Intention to Accept Mobile Advertisements ................................................................. 836

Mika Westerlund, Helsinki School of Economics, Finland
Risto Rajala, Helsinki School of Economics, Finland
Tuure Tuunanen, The University of Auckland, New Zealand
Jari Salo, University of Oulu, Finland

Chapter 51
Studying Web Search Engines from a User Perspective: Key Concepts and Main Approaches ................................................................. 851

Stéphane Chaudiron, University of Lille 3, France
Madjid Ihadjadene, University of Paris 8, France

Chapter 52
Encouraging Engagement in Game-Based Learning ........................................ 878

Nicola Whitton, Manchester Metropolitan University, UK

Chapter 53
Designing an Ethical Structure for Social Influence Marketing (SIM) ......................... 888

Stephen Brock Schafer, Digipen Institute of Technology, USA
Thomas Palamides, Government of Canada, Canada

Section 6
Managerial Impact

This section presents contemporary coverage of the social implications of E-Marketing, more specifically related to the corporate and managerial utilization of information sharing technologies and applications, and how these technologies can be extrapolated to be used in E-Marketing. Core ideas such as consumer trust, social networking behavior, and other determinants that affect the intention to adopt technological innovations in E-Marketing, are discussed. Equally as crucial, chapters within this section discuss how leaders can utilize E-Marketing applications to get the best outcomes from their contractors and their citizens.

Chapter 54
Understanding the Factors Affecting the Adoption of E-Marketing by Small Business Enterprises ................................................................. 909

Hatem El-Gohary, Bradford University School of Management, UK
Myfanwy Trueman, Bradford University School of Management, UK
Kyoko Fukukawa, Bradford University School of Management, UK

Chapter 55
Expanding TAM and IDT to Understand the Adoption of E-Marketing by Small Business Enterprises: An Empirical Investigation ........................................ 931

Hatem El-Gohary, Birmingham City University, UK
Volume III

Chapter 56
Management of World Heritage Sites: An Integrated Sustainable Marketing Approach .......... 952
  Deepak Chhabra, Arizona State University, USA

Chapter 57
Service-Dominant Logic: Toward Reframing Business for Enhanced E-Novation .................. 970
  Robert F. Lusch, University of Arizona, USA
  Stephen L. Vargo, University of Hawai‘i at Manoa, USA
  Melissa Archpru Akaka, University of Hawai‘i at Manoa, USA

Chapter 58
Path to Success: Innovative Managerial Approach ................................................................. 986
  Ahu Genis-Gruber, TOBB University of Economics and Technology, Turkey
  Ramazan Aktas, TOBB University of Economics and Technology, Turkey

Chapter 59
Mobile Marketing Management: Marketing Objectives, Types and Implementation
Techniques ........................................................................................................................................ 1002
  Key Pousttchi, University of Augsburg, Germany
  Dietmar G. Wiedemann, University of Augsburg, Germany

Chapter 60
Exploring the Potential of e-CRM in SME Marketing Practice .............................................. 1012
  Fiona McMahon, University of Ulster, Northern Ireland
  Aodheen O’Donnell, University of Ulster, Northern Ireland

Chapter 61
A Knowledge Management Approach to Marketing and the Advent of Customer Knowledge
Management ................................................................................................................................. 1030
  Samiha Mjahed, University of Tunis, Tunisia
  Abdelfattah Triki, University of Tunis, Tunisia

Chapter 62
Business-to-Consumers eCommerce: How Companies Use the Internet in Marketing Products
and Services to Consumers ........................................................................................................ 1051
  Fahri Karakaya, University of Massachusetts Dartmouth, USA
Section 7
Critical Issues

This section contains 8 chapters, giving a wide variety of perspectives on E-Marketing and its implications. Such perspectives include reading in privacy, gender, ethics, and several more. The section also discusses new ethical considerations within electronic and mobile marketing. Within the chapters, the reader is presented with an in-depth analysis of the most current and relevant issues within this growing field of study. Crucial questions are addressed and alternatives offered, such as what makes up “good corporate conduct online.” Rounding out this section is a look at “how much is too much” when it comes to avoiding violating privacy laws.

Chapter 63
Theoretical Approaches to the Marketing of Innovation in Biotechnology Firms: New Products for New Markets ................................................................. 1069
Tomas Gabriel Bas, University Adolfo Ibañez, Chile

Chapter 64
Segmentation Challenges Posed by ‘Transnationals’ in Mobile Marketing .................. 1079
Ibrahim Sirkeci, European Business School London, Regent’s College, UK
Richard Mannix, European Business School London, Regent’s College, UK

Chapter 65
Social Networking and Privacy: A Contradiction? .................................................. 1100
Steffen Ortman, IHP, Germany
Peter Langendörfer, IHP, Germany
Michael Maaser, IHP, Germany

Chapter 66
Between Physical and Virtual Reality: The Case of Benetton Brand, “A Company that is Born From Ideas” ................................................................. 1121
Annamaria Silvana de Rosa, Sapienza University of Rome, Italy
Elena Bocci, Sapienza University of Rome, Italy

Chapter 67
The Impact of Gender and Age on Consumer Responsiveness to Permission-Based Mobile Advertising ................................................................. 1148
Heikki Karjaluoto, University of Jyväskylä, Finland
Heikki Lehto, Brandson, Ltd, Finland
Matti Leppäniemi, University of Oulu, Finland

Chapter 68
Theories behind Mobile Marketing Research ............................................................. 1168
Ramin Vatanparast, Nokia, Inc., USA
Chapter 69
Moral Guidelines for Marketing Good Corporate Conduct Online .................................................. 1192
Mary Lyn Stoll, University of Southern Indiana, USA

Chapter 70
How Much is Too Much? How Marketing Professionals can Avoid Violating Privacy Laws by
Understanding the Privacy Principles ................................................................................................................. 1206
Nicholas P. Robinson, McGill University, Canada
Prescott C. Ensign, Telfer School of Management, University of Ottawa, Canada

Section 8
Emerging Trends
This section highlights research potential within the field of E-Marketing while exploring uncharted
areas of study for the advancement of the discipline. Introducing this section are chapters that set the
stage for future research directions and topical suggestions for continued debate, centering on the new
venues and forums for discussion. A pair of chapters on fuzzy knowledge and marketing strategies makes
up the middle of the section of the final 9 chapters, and the book concludes with a look ahead into the
future of the E-Marketing field, with “From E-Commerce to V-Commerce.” In all, this text will serve as
a vital resource to practitioners and academics interested in the best practices and applications of the
burgeoning field of e-Marketing.

Chapter 71
Integrating Mobile Marketing into the Marketing Communication: Exemplification of Mobile
Marketing Campaigns ............................................................................................................................. 1221
Süphan Nasir, Istanbul University, Turkey

Chapter 72
Mobile Business and Mobile TV: Available Technologies, Future Opportunities and New
Marketing Trends ........................................................................................................................................ 1240
Marco Garito, Viale Fulvio Testi Milano, Italy

Chapter 73
Brand Driven Mobile Marketing: 5 Theses for Today and Tomorrow ............................................. 1252
Christopher Quente, Creative Director, Germany

Chapter 74
Managing E-Health in the Age of Web 2.0: The Impact on E-Health Evaluation ................................. 1268
Benjamin Hughes, ESADE, Spain

Chapter 75
The Google Online Marketing Challenge: A Transnational Comparison of Classroom Learning
with Real Clients, Real Money, and Real Advertising Campaigns ..................................................... 1289
Sven Tuzovic, Pacific Lutheran University, USA
Lyle Wetsch, Memorial University of Newfoundland, Canada
Jamie Murphy, Murdoch Business School, Australia
Chapter 76
New Digital Media Marketing and Micro Business: A UK Perspective ........................................ 1309
   Cindy Millman, Birmingham City University, UK
   Hatem El-Gohary, Birmingham City University, UK

Chapter 77
The Marketing Strategies and Applications of English Language Teaching (ELT) Programs via Distance Education ........................................................................................................................................ 1332
   Salih Usun, Mugla University, Turkey
   Sevki Komur, Mugla University, Turkey

Chapter 78
Social Computing and the New Market: How Social Computing is Driving Market Competition ........................................................................................................................................ 1353
   Jason G. Caudill, Carson-Newman College, USA

Chapter 79
From E-Commerce to V-Commerce ................................................................................................ 1373
   Susan Jones, Ferris State University, USA