It is a great pleasure and honour to introduce the *E-Marketing in Developed and Developing Countries: Emerging Practices* book to academic societies and scholars in the field of marketing. The book endeavours to extend the quality of research in the field of E-Marketing. Although it was a huge challenge to introduce such a new book to the world, the book has a great potential and will help E-Marketing (as a new marketing phenomenon and philosophy) to grow in a dramatic and dynamic way. With no doubt, the Internet has not only changed the way businesses interact and deal with their customers and clients, but it has also changed ways of conducting business. Within this context, marketing activities on the Internet are no longer limited to the use of plain text messages. The possibility of using the Internet as an instrument for conducting marketing, commercial, and business activities has been widely investigated and recognised in marketing. This recognition of the potential of the Internet as a marketing tool rose from the great benefits that any company regardless of its size can gain from using the Internet in conducting its marketing activities.

Indeed, the revolutionary developments in IT, computer science, and communications have expanded the role of the Internet beyond its simple use as a communication tool to become a unique and extremely important means for communicating with customers, providing services on a 24/7 bases, entering new markets, reducing costs, and increasing sales. Moreover, one of the main characteristics of the Internet is its ability to be used both as a direct sales channel and as an interactive communications tool. Consequently the Internet can affect company marketing performance in two different ways, directly through increasing direct sales, and indirectly by providing higher level of customer satisfaction. This improves relationships with customers as well as productivity.

Digital Age Marketing, E-Marketing, Internet marketing, Web Marketing, E-Mail Marketing, Intranet Marketing, Extranet Marketing, Mobile Marketing, E-Business, and E-Commerce are changing the shape and nature of marketing activities and practises all over the world. As a result of the recent revolution in computer science, the Internet, the World Wide Web (WWW), information technology (IT), media and communications, a growing number of firms and enterprises are using the Internet and other electronic and digital age tools to communicate with suppliers, business customers, and end users of their products and services. New forms of marketing are formed and have presented a great opportunity for all kinds of enterprises to grow. This book tries to illustrate the different E-Marketing practises in developed and developing countries to add to the limited accumulative knowledge in the field of digital age marketing. The chapters presented in the book will provide a great opportunity for understanding different E-Marketing tools and trends used in both developed and developing countries.

To help in achieving a better understanding of E-Marketing, this book aims to add to the limited accumulative knowledge in the field through providing readers with the most current digital age marketing
tools, trends, and practices used in both developed and developing countries. The book will also raise the level of awareness on the main studies carried out in the field of digital age marketing and their corresponding findings. As a result of that, the book will help researchers and scholars in the field of digital age marketing to have a clearer view towards its concept that in turn will contribute to the related accumulated knowledge in the field.

This book will create a deep understanding of E-Marketing activities and practices which in turn will provide benefits for entrepreneurs, policy makers, students, practitioners, researchers, and educators though providing a clearer view and deep complete understanding for all the aspects related to E-Marketing.

The potential audiences of this book are well distributed among academic and research societies interested in and related to E-Marketing from one side and marketing managers, entrepreneurs, policy makers, students, practitioners, and educators from the other side. As this book provides a clearer view and deeper complete understanding of all the aspects related to E-Marketing activities and practices in developed and developing countries, it will be particularly interesting for these parties. Undoubtedly such understanding of digital age marketing activities and practices will have a great positive impact on all the potential audiences of this book. To the Editors knowledge there are no competing titles for this book project. Meanwhile, this project is very unique as it is one of the very few titles investigating digital age marketing activities and practices in developing countries, which are very less represented in the literature.

This book includes eighteen chapters distributed among three parts. While part one of the book presents chapters investigating E-Marketing Recent Issues and Emerging Practices in General, part two presents chapters investigating E-Marketing Recent Issues and Emerging Practices in Developed Countries. Meanwhile, part three presents chapters investigating E-Marketing recent issues and emerging practices in developing countries.

Part one includes 10 chapters, which starts with the chapter of Vollero and Siano (University of Salerno, Italy). The lead chapter discusses the challenges and opportunities of consumer empowerment in online reputation management. The chapter addresses the role of consumer empowerment in a social media context and its influence on the building of an online reputation. The main objective of the chapter is to delineate the “new” power of consumers when they operate within social media such as blogs, social network sites, opinion platforms and/or reputation-based systems, etc. To this end, the chapter aims to answer the following research questions: ‘What are the different categories and features of online consumer empowerment?’ and ‘What is the role of empowered consumers in maintaining/developing a favourable online brand/corporate reputation?’ From a practical standpoint, the identification of the decisive factors that support a firm’s e-reputation can indicate how an organisation could benefit from online consumer empowerment, without being overwhelmed by it. Moving to conceptual implications, the prime value of this chapter is that it attempts to narrow the gap in the field in terms of existing research and suggests online reputation management as an interpretative key of a modern conceptualisation of e-marketing.

The second chapter, written by Shams (Central Queensland University, Australia) tries to explore competitive advantage in market space through studying the different implications of relationship marketing. As the application of RM in the market space evolves as more sensitive than the traditional marketplace, this chapter attempts to recognise RM perspectives that are standardised as RM indicators of five grown organisations and have been playing a key role to influence their competitive advantage in the market space. Fifteen RM indicators are attributed from the Internet marketing practices of these
organisations that could be utilised to sustainably nurture competitive advantage in the market space. The application of these RM indicators emerges as viable across industries and markets.

The third chapter of Enaba and Hegazy (of Cairo University Business School, Egypt) discusses some new marketing applications for the Internet, as the Internet now occupies an important space in our daily lives because it is one of the important sources for information and an important source of knowledge. The chapter illustrates how Internet applications have made a lot of improvements in terms of facilitating work, cost and effort saving, expanding markets, and changing the methods used to carry out these activities.

The intention of the chapter of Mahrous (of Cairo University Business School, Egypt) was to explore social media marketing through providing prospects for marketing theory and practice on the social web. The chapter aimed at shedding the light on the rising global phenomena of social media marketing in the B2C or in the B2B markets. Specifically, the chapter provides a review and synthesise of the prominent literature on social media marketing as well as examining the best practices of companies that use social media platform to achieve marketing objectives. A special emphasis is given within the chapter on delineating the effect of social media use on customer buying behavior. The chapter concludes with useful insights and tips that can help companies to develop social media marketing strategies in order to boost brand visibility and enhance sales.

The chapter of Tarek Gaber (of Suez Canal University, Egypt) provided detailed discussion on digital rights management through a deep discussion on the different issues to support e-Commerce. The chapter highlights the need for DRM as a tool facilitating e-Commerce. It also provides the history of developing DRM and the main components of a DRM system. It also gives an overview of the existing DRM system used in e-Commerce systems. It then discusses some open issues in the current DRM system to support consumers’ rights, so supporting e-commerce business.

Chapter six, written by Cooper (of Birmingham City University, UK) provides new insights on e-Emerging practices. Cooper aimed to give a vector to the background of e-business and from that to highlight the areas which have driven the emerging practice of e-business. According to him, every generation views the origins of development from its immediate past, the evolution is often lost in the passion for the future, but it is just this developmental trajectory that predicts the future. This Chapter therefore takes a historical perspective and looks at one root of “e-” and uses its overview to consider the direction and barriers to global acceptance in the interdependent globalised business community.

As we are living in a world wherein there soon will be more mobile phone subscriptions than people, chapter eight of Desai and Forrest (of University of Alaska Anchorage, USA) examine the emerging character of Smartphone usage from both the user and marketing practitioner’s perspective (specifically from the consumer perspective profiles of Smartphone ownership and use patterns). The chapter concludes with analysis and discussion of the current state of mobile analytics and mobile measurement. Within this regard, Desai and Forrest found that mobile analytics and mobile measurement have not evolved as rapidly as the proliferation of mobile devices. Measurement and analysis of data generated from mobile usage remains in its nascent state due to the technological challenges of multiple operating systems, devices, and carriers as well as the lack of standards for technology and advertising specifications.

The intention of chapter eight of Gaber (of Suez Canal University, Egypt) and Zhang (of University of Manchester, UK) is to analyse the Digital License reselling problem and its impact on E-commerce. They formally formulated the problem of reselling digital license and discussed the state-of-the-art of the existing license reselling solutions proposed in the literature. They also analysed their strengths and
limitations and proposed a framework allowing a consumer to resell his/her license to another consumer without compromising the underlying security of the DRM system. Moreover, they also discuss the impact of allowing license reselling on E-commerce.

The chapter of Žižka and Dařena (of Mendel University in Brno, Czech Republic) tried to discover opinions from customers’ unstructured textual reviews written in different natural languages. The chapter presents a method based on the automatic extraction of expressions that are significant for specifying a review attitude to a given topic. The significant expressions are composed using significant words revealed in the documents and significant words are selected by a decision-tree generator based on the entropy minimization. Words included in branches represent kernels of the significant expressions. The full expressions are composed of the significant words and words surrounding them in the original documents. The results are here demonstrated using large real-world multilingual data representing customers’ opinions concerning hotel accommodation booked on-line, and Internet shopping. Knowledge discovered in the reviews may subsequently serve for various marketing tasks.

Meanwhile, as the use of electronics has made old standards obsolete or at least “Passé,” the question of ethics in the use of electronics has not been addressed very well. Therefore, the aim of chapter ten written by Codling (of Mississippi State University, United States of America) is to set up ethics standards by which the entrepreneur can make best use of e-marketing, use of Internet, e-mails, and other electronic processes that can be used for commerce, while being sensitive to the standards that exist in differing societies and cultures.

Part two of the book looks at E-Marketing recent issues and emerging practices in developed countries and contains 5 chapters. The lead chapter in this part, chapter eleven, written by Saavedra (of Universidad EAFIT, Colombia), Criado (of Barcelona Autonomous University, Spain), and Andreu (of Barcelona Autonomous University, Spain) is trying to answer the following question: Is social media marketing really working? The chapter investigates social media and its impact on the relationships among market orientation, entrepreneurial orientation, and business performance. The chapter study uses data from 191 Spanish firms from several sectors to measure the impact of the intensity of use of social media marketing on the relationship between the dynamic capabilities of market orientation and entrepreneurial orientation, and business performance. The results provide evidence of the moderating effects of social media marketing intensity on the strength of the mentioned relations and the importance of a strong and committed marketing strategy on digital social networks for businesses.

The following chapter of Sofo and Sofo (of University of Canberra, Australia) investigate E-Marketing as an antecedent to online fraud. As we live in a new world of constant technological upgrades and their pervasive intrusions especially in trade and commerce, the new e-commerce world order continues to transform the way business interactions occur in dynamic, complex and adaptive ways. This has opened up ways for new and sometimes less scrupulous dealings in the online marketplace. Key questions answered in the chapter: What are the new guidelines and best practices that mitigate the risks for consumers and advertisers? What constitutes online deceptive behavior and internet fraud? What explanatory frameworks and concepts from the academic literature can we use to best inform us about safeguarding the erosion of consumer trust that occurs through fraudulent e-marketing? The chapter explores four Australian case studies (each featuring a nexus between e-marketing and fraudulent online transactions) in order to apply a new theoretical framework based on constructionism to the emerging problem of online scams. The main contribution of the chapter is the application of the Theory of Reality Construction to e-marketing. This innovative perspective includes social, psychological and intellectual dimensions which may be
useful to entrepreneurs, policy makers, students, practitioners, researchers, and educators who seek to gain a deeper appreciation of the darker side that exists in the new era of e-marketing.

The main intention of the chapter of Ha (of University of Newcastle, Singapore) was to investigate credit card usages and risks in the e-market depending on a case study approach in Melbourne, Australia. The chapter aimed at (i) examining the awareness and experience of undergraduates in Melbourne, Australia of current and potential online risks, (ii) exploring how undergraduates deal with online incidents, and (iii) making policy recommendations on how to enhance e-consumer protection. A total of 802 valid responses received from the surveys conducted in Melbourne, Australia were used in the research presented in this chapter. Findings demonstrate that most of the respondents were not aware of online incidents which could lead to credit card fraud. A number of them have encountered online incidents. Also, several respondents would less likely seek help from government and/or non-government organisations when encountering online incidents. Overall, credit card use and risks in the e-market is an under-researched area in Australia, and this chapter of Ha is a pilot study in this field. Findings from this chapter would contribute to the body of knowledge of credit card use and debt due to online shopping, and e-consumer protection.

The chapter of Slim, Marion, and Ingrid (of SKEMA Business School – Univ Lille Nord de France, France) investigated ways for improving consumer performance and perceived service quality in a new type of commercial environment in 3D. Thanks to an experiment on a 3D commercial website, the impact of a virtual salesperson is observed on consumer performance (effectiveness in product retrieving), immerssion, and satisfaction. Results highlighted the immersive capacity of such a commercial environment, the positive contribution of a virtual salesperson on consumer performance and the interest in a virtual salesperson’s help with online purchases. Theoretical and managerial implications are developed and discussed throughout the chapter.

Chapter fifteen of Carlson (of University of Newcastle, Australia), Ahrholdt (of Hamburg School of Business Administration (HSBA), Germany), Sridharan (of University of Newcastle, Australia), and Simatupang (of Bandung Institute of Technology, Indonesia) discusses new insights into consumer loyalty of website-services: the quadratic effect of flow. The chapter used two data sets of 406 Australian consumers of a website-service delivered in the sport field to investigate, first, the interplay of flow with the established loyalty drivers satisfaction and trust and, second, by extending the analysis to the investigation of the functional form of flow’s influence on consumer loyalty. The results show that flow is acting in parallel with satisfaction and trust to enhance consumer loyalty. Thereby, flow has a negative, quadratic form; that means higher levels of flow have diminishing incremental returns with loyalty, and, consequently, a saturation zone of the effect of flow on loyalty is confirmed. This chapter contributes to the study of flow theory development in the online environment by analysing its quadratic effects on consumer loyalty and flow’s role acting in parallel with satisfaction and trust. In doing so, the research within the chapter reveals efficient key resource allocation implications to enhance consumer loyalty, as well as future research directions to further advance the development of flow theory.

Part three of the book looks at E-Marketing recent issues and emerging practices in developing countries and contains three chapters. The lead chapter in this part, chapter sixteen, written by Eid (of UAE University – UAE) and El Sharief (of King Abdul Aziz University, Kingdom of Saudi Arabia) discusses E-Government in less developed countries. The chapter is devoted to a comprehensive review of literature relevant to shed light on the e-Government in less developed countries, its importance, and finally the effect of the e-Government on the government activities. It also discusses some applications which have been tried by a number of less developed countries and the results they have achieved.
Chapter seventeen, written by Al-Hasan, Thomas, and Mansour (of Glamorgan Business School, University of Glamorgan, UK) provide some emerging practices of the impact of Internet adoption on the international marketing of the Jordanian banking sector. The chapter aims were to explore the extent of the banking sector’s adoption of Internet applications in Jordan for marketing products and to identify the impact of such adoption on developing international markets. This chapter also aimed to determine the major obstacles restraining banks marketing their products internationally through the Internet and to make recommendations conducive to an effective and optimal implementation of Internet applications for marketing bank products locally and internationally. The main research problem is the absence of a clear and comprehensive understanding of the banking sector’s adoption of the Internet in Jordan to market products and services and the impact of such adoption on marketing products. The key results of the chapter show that Jordanian banking sector’s adoption of the Internet has had an impact on the international clients’ commitment towards the banks. With regard to the international banking services these have differed according to banks size. Also, it has been found that the quality of international banking services have differed according to the banks’ experiences. Overall, the Internet applications for the marketing of banking services have been undertaken in an efficient manner. Al-Hasan, Thomas, and Mansour also found that the main obstacle facing Jordanian banking sector’s adoption of the Internet for marketing its services internationally is the lack of legislation with regard to the regulation and control of e-transactions.

The intention of the last chapter (chapter 18) of Purani (of the Indian Institute of Management, Kozhikode, India) and Sahadev (of University of Sheffield, UK) is to explore the role of technology readiness in developing trust and loyalty for E-services. The chapter looks at the impact of technology readiness on the evaluation of e-service quality and its subsequent impact on e-trust and e-loyalty. Users of job-service portals in India were contacted for data collection. A total of 350 respondents replied to the questionnaire. The data was analysed through a path analysis procedure. The study within the chapter found ample evidence for the impact of technology readiness on e-service quality, e-trust and e-loyalty. However, the path from e-trust to e-loyalty as well as from e-service equality to e-trust was not found to be significant. The chapter discusses the development of the conceptual model, empirical study as well as the implications. Moreover, the practical implications that emerge from the results were also discussed by Purani and Sahadev.

Finally, the editors would like to thank all the authors for submitting their high quality articles to this book and very much appreciate the editorial board support and commitment as we endeavour to make this book one of the most valued books in the field of E-Marketing.

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