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

Acknowledgment .................................................................................................................................. xx

Section 1
Harnessing the Power of Social Media Marketing and Web Analytics

Chapter 1
Marketing Meets Social Media: Classification and Evolution of Internet Marketing ....................... 1
Anteneh Ayanso, Brock University, Canada
Kaveepan Lertwachara, California Polytechnic State University, USA
Brian Mokaya, Brock University, Canada

Chapter 2
Marketing in an Interactive World: The Evolving Nature of Communication Processes Using
Social Media .......................................................................................................................................... 29
Sheila Sasser, Eastern Michigan University, USA
Mark Kilgour, University of Waikato, New Zealand
Linda D. Hollebeek, University of Waikato, New Zealand

Chapter 3
Effects of Consumers’ Social Media Participation on Consumer Behavior:
A Marketing Perspective .......................................................................................................................... 53
Ashish Kumar, Aalto University School of Business, Finland
Ram Bezawada, The State University of New York at Buffalo, USA

Chapter 4
Social Media Marketing In Emerging Economies: Case Study of Three Indian Firms ...................... 79
Madhupa Bakshi, NSHM School of Management and Technology, India
Prashant Mishra, Indian Institute of Management, India
Section 2
Getting Inside the Consumers’ Mind with Social Media Data

Chapter 5
Integrating Social Media and Traditional CRM: Toward a Conceptual Framework for Social CRM Practices ..................................................................................................................................... 103
Kanghyun Yoon, University of Central Oklahoma, USA
Jeanetta D. Sims, University of Central Oklahoma, USA

Chapter 6
Analytics and Performance Measurement Frameworks for Social Customer Relationship Management .................................................................................................................................................. 132
Anteneh Ayanso, Brock University, Canada
Derek Visser, Brock University, Canada

Chapter 7
Social Media Usage and Adoption: Are People Ready? ................................................................. 161
Line L. Olsen, BI Norwegian Business School, Norway
Tor W. Andreassen, NHH Norwegian School of Economics, Norway

Chapter 8
Insights into Social Media and Online Digital Music .......................................................................... 181
Yanbin Tu, Robert Morris University, USA
Miao Zhao, Roger Williams University, USA
Cathleen Jones, Robert Morris University, USA

Section 3
Enhancing the Power of Social Media Analytics

Chapter 9
Exploring the Properties of Online Social Network Data and Their Implications for Consumer Social Data Analytics .......................................................................................................................................................... 210
Yamen Koubaa, France Business School, France

Chapter 10
Improving Search and Navigation User Experience by Making Use of Social Data ................................................. 231
Mario Cataldi, Université Paris 8, France
Luigi Di Caro, Università degli Studi di Torino, Italy
Claudio Schifanella, Università degli Studi di Torino, Italy

Chapter 11
A Semantic Approach to LinkedIn Profiles: Critical Analysis and Insights .................................................. 254
Ilias Kapareliotis, Abertay Dundee University, UK
Patricia Crosbie, Abertay Dundee University, UK
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compilation of References</td>
<td>269</td>
</tr>
<tr>
<td>About the Contributors</td>
<td>297</td>
</tr>
<tr>
<td>Index</td>
<td>303</td>
</tr>
</tbody>
</table>