Index

A

Academic Library Marketing 111-112, 127
applying marketing strategies 611
practical marketing techniques 612
strategic marketing relevance 610
acceptance 340
action research 608
Action Research (AR) 1311, 1321
ad avoidance 555
commercial zapping 556
commercial zipping 556
adCopy creation 423
affiliate marketing 47
age 1155
Alternative Reality Game (ARG) 1262
American Marketing Association (AMA) 173, 553
Analytical Customer Profile (ACP) 746, 754
Arab Union for Small Enterprises (AUSE) 572
Artificial Intelligence (AI) 383
attitude toward advertising 1151
Automatic Speech Recognition (ASR) 1336
Average Revenue Per User (ARPU) 1248

B

Benetton Company, the 1122
Berry Picking model 864
bibliometric analysis 341-342
bid optimization 423, 432, 436
biotechnology 1069
blog 97, 720
blogosphere 199
blogs 199, 533
Bottom of Pyramid (BOP) producers 244
brand awareness 1007
brand campaign 1255
branded keywords 434
brand image 1007
branding 38, 94
brand loyalty 1008
brand stories 1255
brand strategy 995
brand values 988
browser 1384
bulk messaging 6, 12
business networking 759
Business-to-Business (B2B) marketing 1380
buzz 723, 728
buzz marketing 413
buzz riders 417

campaign type
implementation toolbox 1003
selection toolbox 1007, 1010
cash management 980
causal relationship 941
centrality measures 197
certificate preparation 608
certification 608
characteristics of services
inseparability 94, 113, 461
intangibility 94, 113, 760
 perishability 94, 113
 variability 113, 765, 853, 922
child safety 988
citizen journalism 719, 728
citizen marketing 718, 720, 728
Clickstream 57, 356, 366, 434, 1106, 1109
cluster analysis 143, 343
collaboration 973
collaborative work 766
collective classification 189
communal interaction 204

Volume I, pp. 1-481; Volume II, pp. 482-951; Volume III, pp. 952-1391
competitive advantage 1018
complaint 1042
complaint management 1042
Computer-Mediated Communication (CMC) Technologies 1337
Computer-Mediated Environments (CME) 82
Computer Supported Collaborative Work (CSCW) 155
connect card 9, 14
customer-generated 722
customer-generated advertisements 724, 728
Consumer Generated Content (CGC) 1259
Consumer-Generated Media (CGM) 52, 96
customer knowledge 1034
Customer Knowledge Management (CKM) 1035
customer profiling 745
customer related knowledge 1033
customer relation 366
Customer Relationship Management (CRM) 62-63, 77-78, 91, 95, 213, 335, 350, 749, 1014, 1024-1025, 1033-1035, 1218
Customer Relationship Management (CRM) system 213
customers 972
cyberethics 759
cyberethics-mix 762
density 978
digital advertising 44
digital economy 757
digital license reselling 246-247, 257
digital piracy 763
digital prosthesis 760
Digital Rights Management (DRM) 246-247
direct advertising 650
direct marketing 213, 1085
distance education 540, 1338

e-business 1013, 1053
economic indicator 960
Economic Reform and Structural Adjustment Programme (ERASP) 571
e-Customer Relationship Management (E-CRM) 1014
educational marketing 553
egoism 716
Egyptian National Telecommunication Organisation (ENTO - Egypt Telecom) 572
eHealth 1270
e-learning 666
Electronic Commerce (e-commerce) 1053, 1355, 1359, 1383, 1387
Electronic Health Record (EHR) 1273
electronic intrusion 1212
Electronic Marketing (e-marketing) 85, 172, 342, 568, 733, 743, 760, 911, 932, 1056
e-marketing 918, 938
e-marketing strategy 1056
e-marketing techniques
e-mail marketing 66
distance education 540, 1338

demographic 972
e-commerce 1053
economic indicator 960
Enhanced Data Rates for GSM Evolution (EDGE) Technology 9, 14
e-novation 79, 83, 172
e-novation curriculum 525
tenure 972
tenure-continuity 972
tenure-related knowledge 1033
tenure-relation 366
Customer Relationship Management (CRM) 62-63, 77-78, 91, 95, 213, 335, 350, 749, 1014, 1024-1025, 1033-1035, 1218
Customer Relationship Management (CRM) system 213
customers 972
cyberethics 759
cyberethics-mix 762
European Investment Bank (EIB) 568, 911
European Investment Fund (EIF) 568, 911
European Law 650
experiential learning 1290
experiential marketing 1249

F
face-to-face 608
Fishbein Multi-Attribute Model 1169
focus group 937
forms (structures) 980
free 758
Freedom of Speech 769
full-cost pricing 115
fuzzy classification 350-351, 355-356
fuzzy clustering models 372
fuzzy decomposition 366
fuzzy goal 226
Fuzzy Goal Programming (FGP) 227, 230, 244
fuzzy logic 366
fuzzy segmentation 368-369, 372, 376, 378-384
fuzzy sets 352

G
Gaussian distribution 143
gender 1154
gender differences 731
General Packet Radio Service (GPRS) 9, 14
generic keywords 434
globalization 991, 1334
Global Positioning System (GPS) 10, 15
Global System for Mobile communications (GSM) 1
good corporate conduct 1194
Goods-Dominant (G-D) Logic 971
Google Health 1274
Google online marketing challenge 1290, 1295
Grahamon, Brad L. 199

H
handlooms 229
Health 2.0 1269
heritage indicator 960
heritage tourism 952
heritage tourism planning 965
hierarchical fuzzy classification 350, 356-359, 365
Hierarchy-of-Effects (HOE) model 201
Human-Computer Interaction (HCI) 155
hybrid course 608

I
ICT evaluation framework 1274
idle times situation 214
image 1125
Independent Commission for Population and Quality of Life (ICPQL) 540
indirect advertising 650
information behavior 859-860
Information Communication Technology (ICT) 450, 1314
information ecology model 867
Information Foraging theory 866
information practice 860-861
information pricing 111, 122
information retrieval system (IRS) 852
information searching 857
information seeking 857
theories in 863
information services
place and distribution of 116
promotion of 117
Information Technology (IT) 974
information visualization techniques 854, 856
innovation 84
Innovation Diffusion Theory (IDT) 913-914, 932, 1174
innovative marketing 1317
instant-Win 1231, 1239
institutional indicator 960
instrumental interaction 204
Intangible Cultural Heritage (ICH) 227, 244
Intellectual Property Rights (IPR) 763
private interest 763
public interest 763
interaction degree 144
interactive marketing 745, 754
international management 992
International Monetary Fund (IMF) 571
Internet access 767
Internet Marketing (IM) Framework 935
internet pharmacy 650
Internet Relay Chat (IRC) 653
Iterated Local Search (ILS) 491, 505
Iterative Classification Algorithm (ICA) 192

K
keyword advertising 1292
keyword selection 423, 429
knowledge 1031
knowledge conversion 1031
Knowledge Discovery in Databases (KDD) process 260
Knowledge Management (KM) 1030, 1033
Kotler-Andreasen-Keiser approach 611

L

LAMDA algorithm 374, 376
License Revocation Confirmation (LRC) 252
License Revocation List (LRL) 246, 248, 251
license revocation methods
  hardware-based 251
  software-based 251
License Revocation Protocol (LRP) 246, 248, 256
limitations
  political environmental 543
  socio-economic 545
Locales Framework (LF) 154, 171
  civic structure 157, 170
  interaction trajectory 157
  locale foundation 156
  mutuality aspect 157
Local Search (LS) methods 491, 505
Location Based Services (LBS) 1260

M

macrostructure 213
marketing 608
marketing campaign 367
marketing convergence 1377
Marketing Decision Support System (MDSS) 48
marketing of innovation 1070
marketing plan 129, 131, 134, 591, 593, 598
marketing research 118, 1065
marketing strategies 733, 743
  forward marketing 132-133, 135
  internal marketing 133, 1074
  place strategy 734
  price strategy 735
  product strategy 734
  reverse marketing 132-135
marketing strategy 995
  promotion strategy 736
market repositioning 1123
market research 527
market segmentation 49, 118, 130, 217, 369-372, 376, 381, 384-387, 957, 1075, 1086, 1091, 1095, 1098
market share 512
marketspace 172
medicinal products 650
Medicine 2.0 1272
message credibility 206
micro-blog 1363
micro blogging 97
micro firms 1314
microstructure 213
minig schema 261
misinformation 766
mission statement 959
mission statement indicator 959
mixed reality 661
mobile advertising 21
mobile broadcast 26
mobile business administration services 20
mobile business developments 1248
mobile campaign 30
mobile campaign tactics 1229
mobile channel 153
Mobile Commerce (m-commerce) 461
mobile content 26
mobile coupons 158, 1232
mobile CRM 27, 340
mobile data services 18
mobile field sales automation 11
mobile internet 17
mobile job management application 11, 14
mobile market cosystem 1242
Mobile Marketing Association (MMA) 166, 562, 1222-1223
Mobile Marketing (m-marketing) 22-23, 165, 212, 1003, 1148, 1223, 1241
  campaign 155, 1241
  location-based 1235
  objectives 1006
  research 1179
  standard types 1005
mobile message 25
mobile nationals 1089
Mobile Network Operators (MNOs) 1
Mobile Office Application (MOA) 8
mobile off-portal and search 25
mobile order application 11, 15
mobile originated SMS 7, 15
Mobile payment (m-payment) 460
mobile portal 25
mobile search 26
Index

mobile sweepstakes 1230
mobile terminals 27, 327
mobile terminated SMS 7, 15
mobile TV 1242
mobile viral marketing 1006
model statistics 261
morality 1193
multibehavioural segmentation 377, 387
Multi-Criteria Decision-Making (MCDM) 230, 245
multifaceted consumer 369, 376, 387-388
multilingual searching 852, 854-855
Multimedia Message Services (MMS) 6, 158, 171, 214, 287, 1006, 1187-1188, 1221, 1230
Multi-Objective Combinatorial Optimization Problem (MOCOP) 493, 505

N

Need For Cognition (NFC) 204
network marketing 1017
network technology 326, 340
neuromarketing 370
new collaborative platforms 84
New Digital Media (NDM) 1312
new products 1071
non-hierarchical cluster analysis 378

O

online purchasing 743
on-ground course 592, 608
online courses 677
online shop 367
online advertising 651, 1293
online consumer 743
online course 608
online language learning 1345
online marketing 1359
online purchasing behaviors 732
online shopping 743
Online Social Media (OSM) 412, 414
Ontology Web Language (OWL) 262
open code software 762
operant resources 972
opt-in 301
opt-out 301
organizational socialization 866
organizational structure 992
OSM users 416

P

paid search 1292
 Parsy-Yar 140
Pay Per Click (PPC) 51
Peer-to-Peer (P2P) lending 303
 communication and promotion analysis 319
 competition analysis 308
 distribution analysis 315
 macro-environment analysis 311
 market analysis 307
 pricing analysis 313
 product policy analysis 312
Peer-to-Peer (P2P) networks 246
perceived behavioural control 1150
Perceived Ease of Use (PEOU) 1150
permission marketing 47, 524, 529
permission policy 340
personal data 651
Personal Digital Assistants (PDA) 36, 212, 658, 1080, 1223
Personal Information Protection and Electronic Documents Act (PIPED Act) 1207
personalization 746
personalizing search engines 854
Personal Video Recorders (PVR) 555
pervasive game 1262
pharmaceutical industry 651
portal 1385
Predictive Model Markup Language (PMML) 261
Principle of “Place of the Act” 648, 651
privacy 1105, 1107
privacy policy 1214
privacy principles 1207
Product, Price, Place, and Promotion (4Ps) 39, 89, 1354
promotional downloadable content 1234, 1239
promotional strategy 226, 997
prosumer 719, 728
prosumption 173
protection of minors 768
provider-driven (push) mobile campaign 1227
proximity marketing 27
puffery 1193
pull campaigns 1003, 1011
Purchase Funnel Model 90, 101
push campaigns 1003, 1011
Push to Talk (P2T) 11, 15
Index

Q
quasi-stationary situation 215
Question Answering (QA) 855

R
reactance 340
Really Simple Syndication (RSS) feeds 41
recommender systems 138
relationship marketing 93, 695
Research and Development (R&D) 1071
resources 972
Return on Investment (ROI) 21, 43, 424, 787
Rich Site Summary (RSS) 447
risk perception 716

S
saree 245
savings heuristic 492, 505
search advertising 1292
search engine 1385
search engine evolution 852-853, 871
Search Engine Marketing (SEM) 34, 44, 423
Search Engine Optimization (SEO) 34, 44, 824, 827, 870, 1059, 1308
search engines 50, 1060
positioning 62, 69
search situation 215
Second Life (SL) 653
segmentation 745
segmentation criteria 1083
segmentation variables 1083
self-efficacy 716
self-regulation 769
Semantic Web Rule Language (SWRL) 262
service 971
Service-Dominant Logic 173
Service-Dominant Logic (SDL) 79, 82, 971
service failure 1042
Service-Oriented Architecture (SOA) 82
service recovery 1044
Services Promotion vs. Marketing 127
sharp classification 351, 354-355
Short Message Services (SMS) 171, 214, 287, 1178, 1221
advertising 302
bulk SMS 301
marketing 302
premium SMS 302
site credibility 206
situation appropriateness 213
situation evaluation 222
situation potential 213
Small and Medium Enterprises (SME) 62, 423, 441, 814, 833, 927, 948, 989
Small and Medium-Sized Entity (SME) Marketing 1015
Small Business Enterprises (SBE) 567-568, 910-911, 932, 934-935
Small Business Enterprise (SBE) 911
Small Business Enterprises (SBE) 910, 932
Small Enterprise Development Organisation (SEDO) 570-571
SMS advertising 21
social bookmarking 98
social computing 1357
Social Customer Relationship Management (Social CRM) 100
Social Fund for Development (SFD) 570-571, 589
social indicator 960
social influence 1151
social media 96
social media marketing 441, 1058
Social Network Analysis (SNA) 197
social networking 97, 1386
social networking privacy 770
social network marketing 138
social networks 1107
social searching 856, 869
specialized search engines 854, 856
speech synthesis 1336
sponsor credibility 206
sponsored search 423, 437, 1293, 1380-1381, 1385
Structural Equation Modeling (SEM) 471
structural model 941
Student Relationship Management (SRM) 95
Sum of the Squared Error (SSE) 143
suppliers 972
sustainable development 956
sustainable indicators 958
sustainable marketing 957
sustainable tourism marketing 955

T
target market 514, 1056
technical base protocols 327, 340
Technology Acceptance Model (TAM) 462, 703, 716, 909-910, 912-913, 916, 931-933, 1172
Perceived Ease of Use (PEOU) 913, 1173
Perceived Usefulness (PU) 913, 1173
Index

technology adoption 910, 912, 931
technology intervention 153
terms and conditions 1105
text and win campaign 6, 1230
text mining 343
Text-to-Speech (TTS) 1336
Theory of Planned Behaviors (TPB) 716, 915
decomposed model 915
Theory of Planned Behavior (TPB) 1171, 1183
Theory of Reasoned Action (TRA) 1170
trade-off 772
transactional marketing 89, 92, 695
transnational 1090
Traveling Salesman Problem (TSP) 505
two-way SMS 7, 12, 15

U
ubiquitous computing 1357
unfair advertising 651
Unified Theory of Acceptance and use of Technology (UTAUT) 1169, 1177
United Nations Educational, Scientific and Cultural Organization (UNESCO) 547, 953
User-Created Content (UCC) 719
user-driven (pull) mobile campaign 1228
User Generated Content (UGC) 443-444, 459
User-Generated Information 1272

V
Value Added Services (VAS) 1, 12
value deployment 175
value proposition 972
Vehicle Routing Problem (VRP) 483, 485, 505
Vehicle Tracking and Directing System (VTDS) 10, 15
vigilante marketing 719, 728
viral marketing 46, 68
Virtual Commerce (v-commerce) 1383, 1386
Virtual Communities (VC) 652, 761
virtual world 1364, 1384
voyeuristic interaction 204

W
Web 2.0 765, 1101, 1272, 1376
Web 3.0 1375
web design 1315
web search engines 853
website indicator 960
Websites 743, 955
widget 1257
Wireless Application Protocol (WAP) 9, 327, 1178,
1221, 1233
Word-of-Mouth (WOM) 722
Word-of-Mouth (WOM) communications 200
World Heritage Sites (WHS) 953