Index

A
action research (AR) 61-62
   action taking phase 71
diagnose phase 71
evaluation phase 72
   reflection phase 72
Adaptive Software Development (ASD) 268
Akaike Information Criterion (AIC) 5-6
aloofs 149, 151
anchored relationships 44
Australian Bureau of Statistics (ABS) 64, 75
axiology 3

B
balanced developed firms 134
Battery data-set 157
Bayesian Information Criterion (BIC) 5-6
Bed & Breakfast (B&B) 70, 83
benchmarking 28
blog content 281
   blog archives 281
   blog comments 281
   blog posts 281
   blog templates 281
bloggers 280
blogs 280
   body 69, 258, 281
   footer 281
   header wrapper 281
   main column 281
   outer wrapper 281
   sidebars 281
brand 251
brand insistence 252
brand mark 251
brand name 251
Brinkerhoff’s siz stage model 218
Business intelligence (BI) 155
Business-to-business (B2B) 65, 88
business-to-consumer (B2C) 65, 88
buzz marketing 144

C
capability maturity model (CMM) 129
channel advantages 146
CIPP model 218
CIRO model 218
collective self esteem 44, 55
combinatorial auctions 182
commoditisation process 133
comparison shopping services 164-165
competitive advantage 206
complex adaptive systems (CAS) 266
Consumer Generated Content (CGC) 99
customer-generated media 232, 246
customer surplus 184
Consumer to Consumer (C2C) 181
content analysis 28
content management system (CMS) 74, 92
contingency driven firms 134
Controlled AIC (CAIC) 6
Critical Success Factors (CSFs) 251
cultures with high levels of uncertainty 234

D
Data Cleaning 209
Data Integration 209
data mining 206, 208-209
data mining algorithms 207, 209
   Bayesian Beliefs Networks 210
decision trees 157, 209
fuzzy sets 210
genetic algorithms 209
   inductive logic programming 210
neural networks 210
rough sets 210
statistics 22, 64, 72, 75, 84, 86, 92, 96, 105,
123, 153, 174-175, 194, 196, 198, 202, 207,
210, 215, 219, 222, 237, 246, 284, 289, 295,
298
data mining strategies 210
association 55, 57, 62, 84, 86, 89, 93, 96, 105-
106, 110-111, 117-119, 141, 153, 202-203, 211,
213, 245, 304
classification 6, 154-163, 210-211, 221, 268
clustering 6, 163, 184, 211
prediction 122, 155, 159-160, 162-163, 211,
247
visualization 207, 209, 211
Data Selection 207, 209
Data Transformation 209
degenerate distribution 170
Department for Business, Innovation and Skills
(DBIS) 84
Department for Culture, Media and Sport (DCMS)
62
dimensionality auction 4-5, 182
disclosure of information concerns 47
demographic re-identification 47
face re-identification 47
identity theft 47, 50-53
re-identification 47
disoriented firms 135
duopoly 169
Dutch auction 182

E
ease of use 44, 46, 65, 72, 90, 98, 102, 108-111, 113,
115, 117-118, 121, 123, 131, 139, 196-202,
204, 257
e-commerce 13
e-learning training 214-218
electronic commerce (EC) 65
electronic marketplaces 100-101, 164, 177
electronic Word-of-Mouth (eWOM) 280
Emotional (E) 3
English auction 182
enjoyment 108, 110-111, 113, 115, 117-119, 121,
123-124, 197-201
entropy statistic (EN) 5
European Commission (EC) 64, 77
expectation-maximization algorithm (EM) 5
Extreme Programming (XP) 268, 270, 277
extrinsic motivation 197

F
Facebook’s Markup Language (FBML) 85
Feature-Driven Development (FDD) 266, 269, 277
Finite MIXture - Partial Least Squares (FIMIX-PLS) 5
fixed time auctions 185
Former Soviet Union (FSU) 230-231
forward planners 134

G
government-to-constituent (G2C) 88
Gross Domestic Products (GDP) 86
Gross Value Added (GVA) 86

H
heavyweight methodology 268
waterfall methodology 270
Heteroskedasticity Consistent Estimates (HSCE) 174
hierarchical menus 15
High power distance and masculine cultures 234
Holton’s three level evaluation 218
hotel pricing 295
hotel search engines 295
human-centric 207
Human Resources Department (HRD) 215

I
IB1 and IBk 157
ICT Budget Intensity 131
ICT Motivation 131
ICT Use Orientation 131, 138
immature firms 134
individualism (IDV) 112
inductive machine learning 156
infomediary reputation 253
Information Age Partnership (IAP) 85
information communications (ICs) 84
Information Communication Technologies (ICT) 14
information systems (IS) 90
integrated reputation system 166
Integration of Marketing Communications (IMC) 14
intention 196
Internet auctions 183
Internet Marketing (IM) 250
internet self sufficiency 44
intrinsic motivation 197
inviters 44
IPO model 218
Index

J
J48 157-159

K
Kauffman and Keller’s five level model 218
Kirkpatrick four level evaluation 218
knowledge discovery 207
knowledge discovery in databases (KDD) 208
Knowledge Representation 209
knowledge workers 206

L
LADTree 157, 159-160
laggards 148, 151
lightweight or agile methodology 268
    extreme programming methodology 270
linkers 44
listeners 148, 151
Logical (L) 3
long term orientation (LTO) 112
loyalty 109
    multidimensional 109
    unidimensional 109
luddites firms 135

M
machine-learning (ML) 154
MANOVA 195, 200
manufacturer brand 253
masculinity (MAS) 112
META tags 16
micro-blogging 231
micro firms 60
mobile commerce (m-commerce) 265
monopolistic market 172
multicollinearity 199

N
national culture and social media adoption 234
    collectivist cultures 234
    high power distance and masculine cultures 234
    individualistic cultures 234
    uncertainty avoidance cultures 112, 234, 244, 305
need for cognition 44
need to belong 44, 55, 203
new digital media (NDM) 61-62
non-degenerate distribution 171

O
offline factors 253, 255, 258
equity 3, 10, 25-26, 31, 126, 255-256, 258-259, 261-262
name 9, 44, 47-48, 251-252, 255, 258-259, 261-262, 286, 298
online analytical processing (OLAP) 155
online branding 252
online course (OC) 222
online factors 253
    emotional connection 255, 258, 260
    technology and design 254, 258-259
    word of mouth 152-153, 234, 245, 253-254, 258-259, 296
on-line retailer brand 253
Online Social Media (OSM) 143, 145
online travel pricing 295
online wine tourism 26
Open Application Program Interfaces 85
Open Source software 85
ordinary least-squares regression (OLS) 166

P
Partial least squares (PLS) 115
passive users 44
Pattern Evaluation 209
personal digital assistants (PDAs) 265
personal innovativeness 197
personal involvement 198
pivot 131
place based marketing strategies 27
post-purchase communications and evaluation 233
power distance (PDI) 112
Practical (P) 3
Index

Pricegrabber 164, 166, 177-178
purchase behaviour 233

Q
quantile regression (QR) 166, 175

R
Random forest and Random tree 157
ready firms 136
Really Simple Syndication (RSS) 287
reputation building 165
research and development (R&D) 89
Resource Based View (RBV) 88
reverse auction 182

S
safety training 217
Scrum 269-270, 277
sealed-bid first-price auction 182
Second Life (SL) 3
segmentation 5
sidedness auction 182
Simeon’s AIPD framework 26
  attracting 29
  delivering 30
  informing 29
  positioning 30
small and medium-sized enterprises’ (SMEs) 83
small businesses (SBE) 63
sniping 184
social browsing 46
social capital 46
  bonding 46
  bridging 46
  keeping in touch 46
social communication channels (SCC) 146
social computing 41
social network games 196
Social network sites (SNSs) 195
social searching 46
sticky 48
storytelling 234
strategic alignment model (SAM) 129
Stratford-upon-Avon (SuA) 94
support vector machines (SMO) 157

T
technology acceptance model (TAM) 90, 110
Theory of Reasoned Action (TRA) 196
Tourism 2.0 295
trademark 251
trade name 252
traditional course (TC) 222
Travel 2.0 297
Travel Industry Association of America (TIA) 86, 106
travel search engines 296

U
uncertainty avoidance (UAI) 112
unique selling points (USPs) 100
usage intentions 196
user-generated content websites 232
user-generated media 232, 248
user involvement attitudes 147
  optimist 147
  pessimist 147
  skeptic 147
user involvement levels 147
  enthusiast 147
  nicher 147
  regular 147
users’ generated content (UGC) 296

V
variable time forward auctions with fixed inactivity window 188
variance inflation factor (VIF) 199
via avatar survey bots (ASBs) 5
Vickrey auction 182
virtual branding 25
virtual communities 233
virtual identities 43
virtual worlds 2, 10

W
web presence 109
website navigation 15
website size 15
website usability 15
website visitor activity 15
WEKA 156
Wine Bloggers 280
word-of-mouth 144
word of mouth (WOM) 234, 296