Table of Contents

International Journal of Virtual Communities and Social Networking
Volume 8 • Issue 1 • January-March-2016 • ISSN: 1942-9010 • eISSN: 1942-9029
An official publication of the Information Resources Management Association

Guest Editorial Preface

iv  Special Issue on Social Media Networking for Customer Mapping and Reputation Management
Shalini Srivastava, Jaipuria Institute of Management, Noida, India
Shikha Bhatia, Jaipuria Institute of Management, Noida, India

Research Articles

1  Customer Journey Maps for Demographic Online Customer Profiles
Deepa Ittimani Tholath, Loyola Institute of Business Administration (LIBA), Chennai, India
Fr. Casimirraj S.J., Loyola Institute of Business Administration (LIBA), Chennai, India

19  Pro-Business or Common Citizen? An Analysis of an Indian Woman CEO’s Tweets
Ashish K. Rathore, Department of Management Studies, Indian Institute of Technology Delhi, New Delhi, India
Nikhil Tuli, Department of Management Studies, Indian Institute of Technology Delhi, New Delhi, India
P. Vigneswara Ilavarasan, Department of Management Studies, Indian Institute of Technology Delhi, New Delhi, India

30  Crisis Management and Image Restoration through Social Networking: Analysis of Maggi Crisis
Debarati Bhattacharya, Communication Area, Indian Institute of Management, Ahmedabad, India

42  Strategies to Overcome Dark Side of Social Media for Organizational Sustainability
Jitender Sharma, Jaipuria Institute of Management, Noida, India

COPYRIGHT
The International Journal of Virtual Communities and Social Networking (IJVCSN) (ISSN 1942-9010; eISSN 1942-9029), Copyright © 2016 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The International Journal of Virtual Communities and Social Networking is indexed or listed in the following: ACM Digital Library; Bacon’s Media Directory; Cabell’s Directories; DBLP; GetCited; Google Scholar; INSPEC; JournalTOCs; Library & Information Science Abstracts (LISA); MediaFinder; The Index of Information Systems Journals; The Standard Periodical Directory; Ulrich’s Periodicals Directory