

# Table of Contents

## International Journal of Business Analytics

Volume 7 • Issue 2 • April-June-2020 • ISSN: 2334-4547 • eISSN: 2334-4555

### Special Issue on Marketing Analytics: Developing New Conceptual Frameworks, Theories, and Measures to Understand the Emerging Use of Data Analytics

#### Guest Editorial Preface

vi Surabhi Singh, Department of Marketing, IMS Ghaziabad, Ghaziabad, India

#### Research Articles

- 1 **Conceptualizing the Role of Data Analytics and Technology in E-Governance: An Insight**  
Parag Sunil Shukla, The M.S. University of Baroda, Vadodara, India  
Mayank Mathur, Faculty of Management Studies, The M.S. University of Baroda, Vadodara, India
- 13 **Online Advertisement Using Web Analytics Software: A Comparison Using AHP Method**  
Manu Sharma, Advertising and Marketing Area, School of Management, Doon University, India  
Sudhanshu Joshi, Operations and Supply Chain Area, School of Management, Doon University, India
- 34 **Airline Choice: A Comparison of Classifiers in Traditional Analysis vs Decision Trees**  
Archana Shrivastava, Amity School of Business, Amity University Uttarpradesh, Noida, India  
P. James Daniel Paul, Ernst and Young LLP, Bengaluru, India  
J.K. Sharma, Amity School of Business, Amity University Uttarpradesh, Noida, India
- 54 **From “e” Retail to “omni” Channel Retail: A Strategic Initiative of a Fashion Etailer**  
Himanshi Agarwal, Amity University, Noida, India  
Shailja Dixit, Amity University, Noida, India

#### Book Review

- 69 **Research Methodology and its Applications in Management**  
Mukesh Chaturvedi, Sharda University, Greater Noida, India

#### COPYRIGHT

The **International Journal of Business Analytics (IJBAN)** (ISSN 2334-4547; eISSN 2334-4555), Copyright © 2020 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 Business Analytics* is indexed or listed in the following: Cabell's Directories; Google Scholar; INSPEC; SCOPUS; Web of Science Emerging Sources Citation Index (ESCI)