# Preface

After passing the classic, rational, modern, interpretive, and natural theories, organizational scientists realized that the application of general and public theories could not be useful for a variety of different businesses. In the 21st century, businesses are undergoing rapid and multi-dimensional changes. The emergence of new technologies, Internet, virtualization, and the globalization of production and consumption cause the conversion of the "Information Era" to the "Cyber Era." On the one hand, existing modes and strategies of marketing are public and general, but on the other hand, they are old and inefficient. There is a relative consensus that each organization demands new particular modes of structure, strategy, leadership, and marketing in the Cyber Era. This consensus requires that the new trends and strategies of contingency marketing be provided in a book. This book provides these rational demands of managers and researchers of marketing.

A literature review shows that the new trends and strategies of marketing in the context of cyber environment are provided sporadically, but there is no coherent reference that has collected these strategies. This book provides a variety of emerging trends and strategies of marketing proposed to different businesses for success in the Cyber Era in a coherent, conceptual framework. This conceptual framework provides an advanced and categorized variety of marketing trends and strategies for emerging organizational structures by investigating their infrastructures, CSFs, required specializations, development processes, required reengineering, structure designation, implementation methods, advantages, disadvantages, challenges, and futures. The book approach is qualitative and practical, not the statistical findings of positivist studies. It has been organized into two sections: emerging trends such as personal blog marketing, e-services marketing, G2C marketing, social network marketing, virtual marketing; and emerging strategies in current modes of marketing such as recovery strategies in online service failure, Halal branding, sport marketing, customer experiences management, and FRIENDVERTISING.

The book is useful for upper-level students, researchers, academicians, professional and practitioners, scientists, and executive managers of marketing in profit and non-profit organizations.

The book contains 16 chapters written by professional researchers coming from academic and industrial fields. The chapters in section 1 make an overview of emerging trends of marketing in the cyber era.

The extension of the information economy and electronic networks have caused the shifting of the economy from goods to services and emerging e-service marketing in the cyber era. The synthesis of Internet marketing and services marketing has formed this new area of marketing. Chapter 1, "E-Service Marketing," starts with introducing e-service marketing and comparing components of traditional and electronic services marketing. The click-only and click-and-mortar business models are described as types of e-tailing. The paradigm shift from traditional e-commerce to e-service is investigated. In order to measure e-service quality, some scales are discussed. Finally, the chapter suggests 7Cs of the customer interface in e-service marketing.

Nowadays, companies have noticed the potential of personal blogs, and it is not surprising that these blogs are increasingly becoming commercialized. In addition, opposition of consumers towards the commercialization of blogs is slowly growing, specifically towards sponsored posts on blogs. The chapter 2, "Personal Blog Marketing," looks at the commercialization of personal blogs and defines some of the key terms that have emerged as a result of this phenomenon, including "sponsored posts." It also examines the concerns that marketing communications on blogs may be contributing to the shadow economy around the world. The uniqueness of this new form of advertising is emphasized.

For the last two decades, virtualization has been a developing phenomena in management studies, particularly within the context of the creation of inter- and intra-organizational networks, establishing strong relationships with customers, and the appreciation of intangible assets in marketing. Chapter 3 titled "Virtual Marketing" identifies the main directions of virtualized marketing and presents the changes that occur in marketing due to extensive and intensive Internet usage and the directions of network technology development and its impact on prospective marketing activities. The analyses go a beyond simple "e-marketing" perspective. The chapter is interesting for marketing managers, who in the cyber era have to deal with new challenges of collaboration, customer engagement, and value network creation.

Chapter 4 titled "SMS Marketing: An Emergent Trend within SMEs" considers the significance of SMS marketing amongst Small and Medium Enterprises (SMEs) and emphasizes the various advantages of SMS marketing to SMEs within emerging economies. Different factors are considered, such as what SMS marketing entails and the trends of SMS marketing globally. The findings offer significant insight into how SMEs can better understand consumer perceptions about SMS and in turn employ SMS marketing as a source of sustainable competitive advantage.

In addition to business sector, the public sector has been revolutionized in the cyber era. Public administration has been challenged by "new public management" and "government redesign" paradigms. In addition, the relationship between government and citizen has been changed dramatically based on the mentioned paradigm shift. Customer orientation in the public sector is one of changes originating from the private sector's principles and paradigms. In chapter 5, "G2C Marketing: Dimensions and Functions of ZRM," firstly, customer orientation and its importance in government activities, especially e-government is described, and principles, applications, and experiences of citizen relationship management as a technique of customer-oriented governments is described.

Given the strategic relevance of Customer Relationship Management (CRM) as a way to improve customer relations in the cyber era and also the lack of instruments customized for the Business-to-Consumer (B2C) market in general, chapter 6 titled "B2C Market: Development of a CRM Scale" develops and validates a reliable and valid scale to measure customers' perceptions regarding aspects they consider relevant in their relationship with companies that might influence their shopping experiences. This chapter is a starting point to provide a comprehensive measure of customer relationship management based on customers' perspectives.

Chapter 7, "Social Network Marketing: Customer Value, CRM, and Competitive Actions," reviews marketing on Internet social networks from three different perspectives. The first concentrates on creating customer value in social networks. The focus of the second part is on a conceptual model of customer relationship management, which consists of five stages: defining, generating, communicating and delivering values for customer, as well as creating value for a company. The competitive actions taken by social networks are the subject of the third part of the chapter.

Tourism is an important service sector across the world in the cyber era. Given the significance of this sector, it is important to consider how this sector can be promoted to the end users and what types of marketing strategies should be formulated in order to achieve maximum market share. Therefore, chapter 8, "Tourism Marketing: Opportunities and Challenges of Online Modes," highlights the ever-changing needs and wants of customers in terms of their destination choices. Moreover, the chapter elicits the relevance of various marketing strategies that are part of accessing and promoting online modes. These differential marketing strategies are important to consider as they cater to the needs of varied customer segments. Furthermore, relevant tourism-based examples are included that reflect the changes in the tourism marketing space.

The Internet has become one of the strongest components of commerce. The number of online customers continues to rise, and satisfying them is a vital issue in order for online companies to survive. Customer experience is important in e-commerce as well as in traditional commerce. Online customer experience is a unique subject that should be analyzed for gaining sustainable competitive advantage in e-commerce, since there are more intangible elements for online retailers than brick and mortar retailers. The main aim of the chapter 9, "Online Customer Experience," is to identify the formation of online customer experience and to show the importance of online customer experience. If online customer experience is created by the online retailer, customer satisfaction and loyalty can be developed later. For such reasons, factors that affect online customer experience and designing a Website for creating online customer experience are discussed in this chapter.

Section 2 contains 7 chapters about emerging cyber strategies in marketing.

Despite a proliferation of a number of studies on service failures and recovery in e-service settings, there is a paucity of knowledge of ways in which service failures and recovery practices are implemented. Chapter 10, "Recovery Strategies in Online Service Failure," offers a new perspective on effective relational mechanisms that would bridge the rupture between consumers and companies. Its analysis adds to studies on service failures and recovery by elucidating recovery strategies relevant to retailers' operations in online environments. This analysis advances knowledge of online service failures and recovery. The chapter shows that consumer expectations of service failures and recovery are context driven, which requires companies to fine-tune their recovery strategies to improve recovery satisfaction.

Muslim and Islamic marketing is very important on the global level. Chapter 11, "Halal Branding: An Emerging Strategy in Islamic Marketing," investigates Muslim food markets. The foundations of Halal food are explained, and the roots of the concept of Halal and the challenges facing that are described. The second section includes Islamic branding and the foundations of Islamic branding. Then, Halal branding is explored, and the practical issues of Halal branding are analyzed. The final section offers a comprehensive model of Halal branding and includes all the essential concepts of the previous models.

Sport is one of most profitable industries in the 21st century. Chapter 12, "Sport Marketing: Cyber Strategies for Clubs and Events," introduces and informs the reader about the new technologies used in the world of sports through their actors: players, athletes, teams, and events. The new media's opportunities are processed, highlighting the way sports organizations make use of the potential of these new communication channels in their marketing strategy to interact and control both the message and content offered to their customers. The chapter has a section specifically devoted to the use of social networks and virtual communities in the sports sector. Likewise, this chapter draws attention to the problems linked to the indiscriminate use of this technology, such as distribution problems, information control, intrusiveness, and the latest studies and advances in sports marketing online strategies.

In today's world, the most prevalent tool of digitalized marketing is to utilize online networks. In this expedient and easy-to-access avenue, brands in a competing market are able to reach out to a wider audience of consumers who also contribute to shaping the brands. Chapter 13, "FRIENDVERTISING: A New Advertising Strategy in Social Network Marketing," analyzes the growing influence of a new online advertising strategy called "Friendvertising." It investigates how social networks are interacting with each other and how consumers are oriented to certain brands being advertised in a specific way. According to the results, the brands that motivate the youth to share their own advertisements in social media receive more positive comments about their advertisements. One should decide on the same crucial criteria while applying Friendvertising practices: cultural background of audience, frequency of social media use, referring to other friends in social media (being knowledgeable and reliable about the brand), expectations of users and their previous experiences with the brand, creativity of advertisements, originality and entertaining content of advertisements, genre, as well as difficulties and opportunities of the field.

Consumers worldwide are showing great interest in e-commerce and many believe that e-commerce plays a significant part in the global economy. Selling apparel online is one example of this e-commerce impact. Although many studies have investigated satisfaction in an online shopping setting, none of these studies examine it distinctly in the point-of-purchase and post-purchase phases. Hence, chapter 14, "Online Customer Satisfaction at Point-of-Purchase and Post-Purchase Phases," proposes an improved model for measuring customer satisfaction by considering it at the point-of-purchase and post-purchase phases.

In today's world, it is imperative that managers possess the ability to integrate and apply concepts about managing in different work cultures. Cross-cultural management has significant applications with regard to influencing the customer experience. Cross-cultural management and customer-experience management can hence be mutually collaborative disciplines for organizations, and these twin concepts can further become organizational assets. Chapter 15, "Cross-Cultural Management: A New Strategy for CEM," provides exposure to diverse management styles across the globe and imparts understanding of the different approaches through a comparative analysis of each management style. It provides knowledge of the mechanics of doing business abroad. This chapter also introduces how business ethics pertains to the social responsibility of cross-cultural managers and the role ethics play in the management of transnational companies. Online communities can be useful tools for cyber marketing and customer experience management by being good collaboration enablers.

In recent years, the status of the tourism industry and its role in social-economical development has caused countries to pay more attention to tourism's various dimensions, especially in developing countries. Publicity and advertizing have significant influence on the sustainable growth of the tourism industry. In addition, information sources can help tourism in the countries. It seems that the role of Climate Information Sources (CISs) on tourism marketing is more critical than other resources. Chapter 16, "Climate Information Sources (CISs) and Tourist Satisfaction," investigates the satisfaction of CISs quality of foreign tourists in order to attract tourists to Iran. In this chapter, CISs are divided into two main categories: Website sources and printed sources. The two sources are investigated in the aspects of attractiveness, motivation/influence, usefulness, validity, and user-friendliness.

The book enables a variety of managers of businesses to choose the best marketing trend and strategy according to their own conditions in the cyber world and helps professors, students, and researchers of organizations in the cyber fields to further their knowledge on the emerging marketing modes and practices in the cyber era.

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