It is a great pleasure and honour to introduce the *International Journal of Online Marketing* (IJOM) second year first issue to academic societies and scholars in the field of marketing. With the intention of positioning the IJOM as one of the most valued and respected journals within the field of online marketing, the IJOM editorial board is continuing to attract highly precious scholars, academic researchers and professionals from all over the world to contribute to the IJOM. Within this issue of the *International Journal of Online Marketing* and to achieve the IJOM mission we continue to publish a group of high quality original research papers on all aspects of online marketing.

This issue includes five manuscripts. As online communication might have a great impact on corporate brand image, El Gazzar and Mourad investigated in the lead article the effect of online communication on corporate brand image within Egyptian Higher Education Institutions. Using a sample of 200 students in two different types of universities representing foreign and private universities in Egypt, they found that students were satisfied with their university website and believe that such websites are cheerful and mirroring the true image and activities of their universities. Results also supported the idea that a university website is a simple reflection of the university’s image and activities and that there is a strong correlation between the website strategy and the corporate brand image of the university.

The second article, He, Chee, Chong, and Rasnick provide a complete Literature review related to using bibliometrics and text mining to explore the trends of E-marketing. The literature covered the period from 2001 to 2010 and identified: several core topics and themes of e-marketing research and reveals trends occurring in this growing area. The study reveals that combing bibliometrics with text-mining is a useful way to identify themes and trends for a topic in the literature and can produce meaningful results that can help researchers in achieving a deeper understanding of an area of interest.

The third article, written by El-Gohary, O’Leary, and Radway investigates the impact of entrepreneurship online teaching on science and technology degrees on students attitudes in developing economies. The paper reviews the published literature related to entrepreneurship teaching in general and in developing countries (e.g., Egypt) in particular. Based on this review, the study validates a conceptual model utilising a positivist research philosophy with a quantitative approach, in which quantitative data is collected based on survey strategy through questionnaires to address different levels of the study. The findings indicated that there is very few research studies in the literature related to entrepreneurship teaching in developing countries in general and there was no single study related to entrepreneurship teaching (in science and technology degrees) in Egypt. The
findings also illustrated that entrepreneurship online teaching in science and technology degree courses in developing economies (Egypt) have an impact on students’ attitudes towards starting a small business enterprise.

The intention of the article of Gaber and Zhang was to investigate license revocation protocol supporting digital license reselling in a Consumer-to-Consumer model. This LRP protocol investigated by Gaber and Zhang enables a license issuer, representing a content owner, to confirm that once a reseller has resold his license, the reseller cannot continue to use his resold license anymore.

The article of Esmaeili, Nasiri, and Minaei-Bidgoli provided a good investigation of applying personalized recommendation for social network marketing. The finding illustrated that social network marketing is one of the most useful types of marketing due to its flexibility and ease of use. In this paper, Esmaeili, Nasiri, and Minaei-Bidgoli introduced a group recommender system which, using data mining techniques and information theory, offers customized recommendations based on user preferences.

Finally, I would like to thank all the authors of this issue for submitting their high quality articles to the IJOM and very much appreciate the IJOM editorial board support and commitment as we endeavour to make the IJOM one of the most valued journals in the field of online marketing.

Hatem El-Gohary
Editor-in-Chief
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