

International Journal of Online Marketing

January-March 2014, Vol. 4, No. 1

Table of Contents

EDITORIAL PREFACE

- iv **Editorial Preface**
Hatem El-Gohary, Birmingham City University Business School, Birmingham, UK

RESEARCH ARTICLES

- 1 **Using the Decomposed Theory of Planned Behavior (DTPB) to Explain the Intention to Book Tourism Products Online**
Alia Besbes Sahli, Economics and Management, University of Angers, Angers, France
Patrick Legoh  rel, Economics and Management, University of Angers, Angers, France
- 11 **The Impact of Trust on Virtual Team Effectiveness**
Yasser A. El-Kassrawy, Faculty of Commerce, Tanta University, Tanta, Egypt
- 29 **Online Advertising Intermediary: How Online Advertising Works?**
Payam Hanafzadeh, School of Management and Accounting, Allameh Tabataba'i University, Tavanir, Tehran, Iran
Mehdi Behboudi, Department of Business Management, Islamic Azad University, Pounak, Qazvin, Iran
Hamideh Mokhtari Hasanabad, Management and Productivity Research Center, Islamic Azad University, Pounak, Qazvin, Iran
- 39 **A Study of Online Co-Creation Strategies of Starbucks Using Netnography**
Preetika Sindhvani, Jaypee Business School, Jaypee Institute of Information Technology, Uttar Pradesh, Noida, India
Vandana Ahuja, Jaypee Business School, Jaypee Institute of Information Technology, Uttar Pradesh, Noida, India
- 52 **Viral Marketing: A Brief Study of Pre-Established Methods and Models for Understanding the Various Implications on the Corporate Sector**
Neha Arora, Jaypee Business School, Noida, Uttar Pradesh, India
Ashok Wahi, Jaypee Business School, Noida, Uttar Pradesh, India

Copyright

The **International Journal of Online Marketing (IJOM)** (ISSN 2156-1753; eISSN 2156-1745), Copyright   2014 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 Online Marketing* is indexed or listed in the following: Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; ProQuest Advanced Technologies & Aerospace Journals; ProQuest Computer Science Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; The Standard Periodical Directory; Ulrich's Periodicals Directory