### Editorial Preface

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

### Research Articles

1. **An Empirical Study of Impulse Buying Behavior in Online Bookstores**
   - G. Muruganantham, Department of Management Studies, National Institute of Technology, Tiruchirappalli, Tamilnadu, India
   - Ravi Shankar Bhakat, Department of Management Studies, National Institute of Technology, Tiruchirappalli, Tamilnadu, India

18. **A Comparative Study of Consumer’s Gender Based Attitude towards Mobile Value Added Services in Jalandhar District Using Tri-Component Model**
   - Savdeep Vasudeva, Department of Business Management, DAV Institute of Engineering & Technology, Jalandhar, Punjab, India
   - Gurdip Singh, Department of Engineering, Chandigarh Group of Colleges, Gharuan, Mohali, Punjab, India

37. **Targeted Online Marketing using Social Networking**
   - Mohamed K. Watfa, Faculty of Engineering & Information Sciences, University of Wollongong in Dubai, Dubai, UAE
   - Nima Najafi, Faculty of Engineering & Information Sciences, University of Wollongong in Dubai, Dubai, UAE
   - Mahmoud Bakkar, Faculty of Engineering & Information Sciences, University of Wollongong in Dubai, Dubai, UAE

51. **Evaluating the Persuasive and Memory Effects of Viral Advertising**
   - Maysam Shirkhodaee, Faculty of Economics & Administrative Science, Mazandaran University, Babolsar, Iran
   - Saeed Rezaee, Department of Business Management, Faculty of Management, Kharazmi University, Karaj, Iran

62. **Trends in the Use of Social Media as a Tool of Marketing Communications in FMCG Sector in India**
   - Baisakhi Banerjee, Department of Business Administration, PES Institute of Technology, Bangalore, Karnataka, India & University of Mysore, Mysore, Karnataka, India
   - Ashwini Kumar BJ, Department of Management Studies, Nitte Meenakshi Institute of Technology, Bangalore, Karnataka, India