EDITORIAL PREFACE

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

It is a great pleasure to introduce the *International Journal of Online Marketing (IJOM)* third year fourth issue to academic societies and scholars in the fields of marketing and online marketing. With the continuance 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 four manuscripts. The first paper of Raghubansie, El-Gohary and Samaradivakara aims to locate the key schools of thought in viral marketing (VM) literature, recognise the various sub-sets within viral marketing overall area of research and to identify the different gaps in viral marketing research literature offering a summation of the existing work done so far. Based on the findings, it is evident that the existing frameworks arising from the literature should be enhanced by the adoption of qualitative approaches that explore how general observations respond to contingent factors. The study provides practitioners and researchers with a clear summary of the development of viral marketing thinking, key contributions to the body of knowledge and the different issues linked to viral marketing future research agenda.

As social networks and its apparition and acceptance by customers are one of the more notable sociological phenomena; Miranda, Chamorro and Rubio (in the second article of this issue) explain the creation of an index to evaluate the presence of the companies on Facebook as the social network more used at international levels. The Facebook Assessment Index (FAI) is formed by several indicators grouped in three dimensions: popularity, interactivity and content. The weights for each category were obtained as recommended by a Delphi study conducted with 10 independent experts. The most interesting contribution of Miranda, Chamorro and Rubio work lies not in identifying firms that achieve higher scores on the FAI, but in comparing the pages with each other and making suggestions of ideas and practices that may improve a firm's Facebook presence as a marketing tool.

The third article of Natarajan, Balakrishnan, Balasubramanian and Manickavasagam aim to quantitatively review pertinent research activities that have been performed between 2005 and 2012 (July) in the area of internet marketing. 2158 research article abstract citations were analysed from 460 refereed academic journals collected from six databases then categorised under specific topics and network analysis was performed using GEPHI 0.8.1 to know the central topic in the last seven years. Consumer behaviour was found to be the most frequently studied topic in the area of internet marketing research followed by services and business strategy respectively. This study

provides both academics and practitioners with an extensive quantitative review of internet marketing literature along with an insight of how internet marketing research is emerging.

In the fourth article of this issue, Han and Cho examine how corporations communicate with consumers in social media. They conducted content analysis for Twitter activities of Fortune 500 companies, focusing on four factors: shared information, the method of communication, tweet contents, and tactics. The findings indicate that corporations tend to disclose their basic information mostly on their Twitter pages and mainly post organic tweets and corporate news. In terms of tweeting tactics, corporations were found to apply the "link" function to connect to their websites, blogs, or Facebook pages. Additionally, among three indexes (Fortune 500 rankings, the corporate activity score, and product group categorisation) for evaluating the corporate use patterns in Twitter, the product groups categorised by the Foote, Cone, and Belding (FCB) grid model (high/low involvement and thinking/feeling) proved that the model can be applied to examine the different Twitter activities of organisations. The results of this study can help with the development of a tailored measurement tool for managing consumers, depending on the different categories of organisations and designing future plans within a social networking site (SNS).

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 endless support and commitment as we endeavour to make the IJOM one of the most valued journals in the field of online marketing.

Thank you,

Hatem El-Gohary
Editor-in-Chief
IJOM

Hatem El-Gohary is the Editor-in-Chief of the International Journal of Online Marketing (IJOM), Associate Editor of International Journal of Customer Relationship Marketing and Management (IJCRMM) and the UK Director for the Institute for Research on Global Business (IRGB - UK). He have more than 19 years of experience in academia, worked as the marketing director of a multinational company as well as a marketing consultant for a number of national and multinational companies. His research interest include: Electronic Marketing, Electronic Business, Electronic Commerce, Internet Marketing and Small Business Enterprises. He has published several articles and book chapters and presented several research papers in various international conferences. He holds a PhD, MSc, MRes, PGDip, BSc as well as PGCHE. He is also a Certified E-Marketer (CeM), Certified Social Marketing Associate (CSMA), an AABPP Fellow, HEA Fellow, CIM member (MCIM), Chartered Marketer, CMI Fellow and has a significant record of experience in voluntary work in Egypt and the UK. With regards to awards and honours Dr. El-Gohary won: The Routledge Best Paper Award 2007, The American Academy of Business and Public Policy Best Paper Award 2009, The Birmingham City University Business School Best Paper Award 2011, the Ideal Student for Cairo University Award 1992, the Ideal Student for Cairo University Business School Award (twice for the years 1991 and 1992) as well as The SLED Best New Mentor Award 2007. Moreover, he has been awarded an Honorary Life Membership in UBU.