

# Table of Contents

## International Journal of Online Marketing

Volume 6 • Issue 2 • April-June-2016 • ISSN: 2156-1753 • eISSN: 2156-1745

*An official publication of the Information Resources Management Association*

### Research Articles

- 1     **Stakeholder Relationship Management in Online Business and Competitive Value Propositions: Evidence from the Sports Industry**  
S. M. Riad Shams, Faculty of Business and Law, University of Newcastle, Callaghan, Australia
- 18    **Mobile Phone Purchasing and Brand Presence on Facebook**  
Barry Ardley, University of Lincoln, Lincoln, UK  
Jialin Hardwick, University of Lincoln, Lincoln, UK  
Lauriane Delarue, Independent Researcher, London, UK  
Nick Taylor, University of Lincoln, Lincoln, UK
- 34    **Internet Adoption and International Marketing in the Jordanian Banking Sector**  
Said Al-Hasan, Business School, University of South Wales, Pontypridd, UK  
Brychan Thomas, Business School, University of South Wales, Pontypridd, UK  
Ayman Mansour, Business School, University of South Wales, Pontypridd, UK
- 49    **Deriving Competitive Intelligence from Social Media: Microblog Challenges and Opportunities**  
Elisa Arrigo, University of Milan-Bicocca, Milan, Italy
- 62    **The Potential Contribution and Uses of Twitter by Tourism Businesses and Destinations**  
Marios D. Sotiriadis, Department of Transport Economics, Logistics & Tourism, University of South Africa (UNISA), Pretoria, South Africa

### COPYRIGHT

The **International Journal of Online Marketing (IJOM)** (ISSN 2156-1753; eISSN 2156-1745), Copyright © 2016 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: ACM Digital Library; 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; PsycINFO®; The Standard Periodical Directory; Ulrich's Periodicals Directory