

Table of Contents

International Journal of Social and Organizational Dynamics in IT

Volume 5 • Issue 2 • July-December-2016 • ISSN: 2155-6334 • eISSN: 2155-6342

An official publication of the Information Resources Management Association

Research Articles

- 1 BSC-SI: A Framework for Integrating Strategic Intelligence in Corporate Strategic Management**
Mouhib Alnoukari, Damascus University, Damascus, Syria
Rakan Razouk, Damascus University, Damascus, Syria
Abdullatif Hanano, Damascus University, Damascus, Syria
- 15 Analyzing the Factors Driving the Usage of Enterprise Social Network**
Perna Lal, International Management Institute, Delhi, India
- 31 Social Media: An Emerging Tool for Political Participation**
Manpreet Kaur, Lovely Professional University, Phagwara, India
Rajesh Verma, Lovely Professional University, Phagwara, India
- 39 Evaluating the Relevance of Contextual Hyper-Advertising on Social Media: An Empirical Study**
Dhote Tripti, Symbiosis Institute of Telecom Management, Symbiosis International University, Pune, India
Zahoor Danish, Symbiosis Institute of Telecom Management, Symbiosis International University, Pune, India
- 48 Predicting Business Bankruptcy: A Comprehensive Case Study**
Rui Sarmento, FEUP, University of Porto and Gallicyadas, Porto, Portugal
Luis Trigo, FLUP, University of Porto and Gallicyadas, Porto, Portugal
Liliana Fonseca, FEP, University of Porto, Porto, Portugal
- 66 Retail Marketing Strategies and Brand Management: A Global Retail Industry Perspective**
Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Bangkok, Thailand

COPYRIGHT

The *International Journal of Social and Organizational Dynamics in IT (IJSODIT)* (ISSN 2155-6334; eISSN 2155-6342), 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 Social and Organizational Dynamics in IT* is indexed or listed in the following: Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; PsycINFO®; The Standard Periodical Directory; Ulrich's Periodicals Directory