

Table of Contents

International Journal of Online Marketing

Volume 6 • Issue 3 • July-September-2016 • ISSN: 2156-1753 • eISSN: 2156-1745

An official publication of the Information Resources Management Association

Research Articles

- 1 **The Role of Education in Breaking the Nexus between e-Marketing and Online Fraud**
Francesco Sofo, University of Canberra, Canberra, Australia
Michelle Sofo, University of Canberra, Canberra, Australia
- 15 **Does Social Media Really Help? From Customer Involvement to New Product Success**
Rebecca Liu, Department of Marketing, Lancaster University Management School, Lancaster, UK
Aysegul Eda Kop, University of Aberdeen, Aberdeen, UK
- 34 **User and Firm Generated Content on Online Social Media: A Review and Research Directions**
Abhinata Daiya, Mohanlal Sukhadia University, Udaipur, India
Subhadip Roy, Indian Institute of Management, Udaipur, India
- 50 **Brand Loyalty and Online Brand Communities: Is Brand Loyalty Being Strengthened Through Social Media?**
Katherine Barnett, William Paterson University, Wayne, NJ, USA
Sharmila Pixy Ferris, Department of Communication, William Paterson University, Wayne, NJ, USA

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