

GUEST EDITORIAL PREFACE

Special Issue on M²BUS: Methods and Tools for Marketing and BUSINESS Strategies on Social Networks

Fernando Ferri, National Research Council - Institute for Research on Population and Social Policies, Rome, Italy

Patrizia Grifoni, National Research Council - Institute for Research on Population and Social Policies, Rome, Italy

Alessia D'Andrea, National Research Council - Institute for Research on Population and Social Policies, Rome, Italy

Online social media (OSM) such as blogging, podcasting, and social networking are designed to support information exchange, interaction, and knowledge building and sharing on the web; they are attracting significant interest from both companies and consumers. The study of the enormous potentials of OSM requires scientific and technological competences in different disciplines, from computer science to social science, communication science, and economics to provide new theories, models, methods, and case studies.

Our purpose of this special issue is to facilitate multidisciplinary discussions on the social networking theories, methods and experiences with focus on e-business and e-marketing due to their significant impacts both on business decision making processes and, more generally, on the society.

The papers for this special issue have been selected through a peer review process involving three reviewers for each paper; four papers have been accepted for publication. The papers address a variety of topics such as strategic management dimensions of OSM, innovation spectrum for the OSM users, machine learning and data mining approaches, and mobile electronic payment systems.

The strategic management dimensions of OSM, specifically in terms of the influ-

ence that this phenomenon has on companies decision making processes, is the topic of the paper titled "The Influence of Corporate Social Media on Firm Level Strategic Decision Making: A Preliminary Exploration." The authors provide an exploratory model to analyse the OSM influence on strategic decision making processes. The model consists of three different dimensions of strategy processes that influence OSM. These dimensions are environmental factors, strategist characteristics, and decision issue characteristics.

An adoption of the innovation spectrum for the OSM users is the core objective of the paper titled "Adoption of Online Social Media Innovation: Who's Inside the Spectrum?" that proposes a hybrid model of OSM innovation. The model identifies the expected timeline of adoption of OSM innovation by the different user groups and provides useful insights about the expected level of response of different user groups towards any specific innovative efforts.

Methods and technologies involved in OSM such as machine learning and data mining approaches and mobile electronic payment systems have been discussed in the two papers respectively titled "A Review of Machine Learning and Data Mining Approaches for Business Applications in Social Networks" and "A Secure Mobile Payment Framework

in MANET Environment.” In particular, the first paper describes technical aspects of learning and mining approaches applied to social networks and their business potentials. The paper provides a review of the most important existing approaches in machine learning and data mining community regarding analysis of social networks, their business applications and potential future evolution. The second paper proposes a mobile payment framework for multi hop Cellular networks. The framework, that uses Mobile Agent technology and Digital Signature with Message Recovery (DSMR) mechanism, ensures authentication, integrity, confidentiality and non-repudiation. It achieves identity protection transaction privacy

and payment/order secrecy, and prevents double spending, overspending, and money laundering.

Marketing and business strategies for OSM are becoming more and more sophisticated with the development of the new models, methodologies and technologies presented in this special issue. The development of new tools for OSM will greatly increase consumers’ social networking activities.

Fernando Ferri
Patrizia Grifoni
Alessia D’Andrea
Guest Editors
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