

EDITORIAL PREFACE

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It is a great pleasure to introduce the *International Journal of Online Marketing (IJOM)* third year first 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 written by Abdelaziz aims to investigate the effect of using avatar-based coaching as an instructional approach through virtual world to develop selling skills and learning satisfaction among business secondary school students in Egypt. It also seeks to examine how second life virtual learning objects can increase the probability of mastering selling skills among students. A one-group pre-test-post-test design is utilised in this study to test the effect of the new instructional approach on developing selling skills and learning satisfaction among a convenience sample of 23 commercial secondary school students. The findings revealed that the use of avatar-based coaching through second life learning objects has a significance effect on participants' selling

skills and learning satisfaction. The results supported the effectiveness of avatar-based coaching in developing selling skills.

As websites play a pivotal role in contributing to the brand identity of any organisation and an even greater role in stimulating the brand-consumer relationship, Jain, Ahuja and Medury tried to propose a framework for measuring the Brand Contribution Index (BCI) for a website. They identifying eight significant website dimensions viz. Relative Importance (RI_i), Popularity (Pi), Search Engine Optimisation (SEO_i), Domain Age (DA_i), Site Compatibility with Social Networks (SCSN_i), Keyword Research (KR_i), Site Quality (SQ_i) and Site Accessibility (SA_i). Their proposed Brand Contribution Index is a weighted measure of these eight dimensions. The proposed index will help organisations in studying the performance of their websites in the context of BCI and create suitable strategies to subsequently improve this performance across the website dimensions where the website is demonstrating a poor score.

The third article of Barnes, Pressey and Salciuviene, examine the effects of emotional states on higher-order need attainment in the computer-mediated environment. Depending on survey strategy, they collected data from 404 adult visitors within Second Life virtual worlds. The findings suggest that the emotional states exert significant effects on attainment of higher-order needs (i.e. belongingness, esteem and self-actualisation); the flow emotional state

exerts a greater effect on attaining higher-order needs than the remaining emotional states of anxiety, confusion and apathy. Based on the results, companies with presence in Second Life virtual worlds will be able to make more informed decisions when directing their efforts to enhance visitors' emotional experiences in their virtual islands.

As online shopping is becoming a well-accepted way to purchase variety of products and services, the main aim of the study of Amin and Amin (fourth article) was to propose a conceptual framework of online consumer buying behaviour by including various aspects of literature review viz, attitude, orientation and motivation towards online shopping. The study

discussed significant impacts of the proposed conceptual framework.

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.

Hatem El-Gohary
Editor-in-Chief
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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.