Table of Contents

Preface xix

Volume I

Section 1
Fundamental Concepts and Theories

Chapter 1
A Literature Survey on the Usage of Fuzzy MCDM Methods for Digital Marketing 1
Cengiz Kahraman, Istanbul Technical University, Turkey
İbrahim Yazıcı, Istanbul Technical University, Turkey
Ali Karaşan, Istanbul Technical University, Turkey

Chapter 2
Halal Branding: A New Trend in Islamic Marketing 20
Ali Shahnazari, Payame Noor University, Iran

Chapter 3
Defining Place Image 38
Candi Clouse, Cleveland State University, USA
Ashutosh Dixit, Cleveland State University, USA

Chapter 4
Mobile Customer Relationship Management: An Overview 59
Tolga Dursun, Abant İzzet Baysal Üniversity, Turkey
Süleyman Çelik, Abant İzzet Baysal Üniversity, Turkey

Chapter 5
Investigating the Mechanics of Affiliate Marketing Through Digital Content Marketing: A Key for Driving Traffic and Customer Activity 73
Parag Shukla, The Maharaja Sayajirao University of Baroda, India
Parimal Hariom Vyas, The Maharaja Sayajirao University of Baroda, India
Hiral Shastri, Independent Researcher, India

Section 2
Development and Design Methodologies

Chapter 6
Digital Marketing Strategy for Affinity Marketing: Utilising the New Marketing Arena 87
Aster Mekonnen, GSM London, UK

Chapter 7
A Case-Based Identification of Internal and External Issues for Branding Strategies 106
Abu Sayeed Mondal, Swami Vivekananda Institute of Science and Technology, India
Dilip Roy, University of Burdwan, India

Chapter 8
Using Social Strategy to Retain Customers: Cases and Tips 124
Wafaa A. Al-Rabayah, Independent Researcher, Jordan

Chapter 9
Branding Impetus for Start-Ups: Relevance and Rhetoric 138
Umashankar Venkatesh, Great Lakes Institute of Management, India

Chapter 10
Fuzzy Time Series: An Application in E-Commerce 157
Ali Karasan, Yıldız Technical University, Turkey
İsmail Sevim, Yıldız Technical University, Turkey
Melih Çinar, Yıldız Technical University, Turkey

Chapter 11
Branding Through Sponsorship-Linked Marketing: A Case of Chinese Sports Apparel and Equipment Brand "Li Ning" 191
Luke Lunhua Mao, University of New Mexico, USA
James Zhang, University of Georgia, USA

Chapter 12
Consuming "Innovation" in Tourism: Augmented Reality as an Innovation Tool in Digital Tourism Marketing 215
Azizul Hassan, The Cardiff Metropolitan University, UK
Roya Rahimi, University of Wolverhampton, UK

Chapter 13
Conceptualizing and Measuring Content Marketing in Luxury Firms: An Exploratory Analysis 233
Elisa Rancati, University of Milan – Bicocca, Italy
Niccolo Gordini, University of Milan – Bicocca, Italy
Alexandru Capatina, University Dunarea de Jos of Galati, Romania

Chapter 14
Building Academic Branding: The Digital Branding as Academic Footprint 257
Ruth Matovelle Villamar, Escuela Superior Politécnica del Litoral, Ecuador

Chapter 15
Destination Brand-Building of Cultural Heritage Tourism 278
Xing Huibin, Hebei University, China
Azizan Marzuki, Universiti Sains Malaysia, Malaysia
Stella Kostopoulou, Aristotle University of Thessaloniki, Greece

Chapter 16
The Roles of Corporate Marketing Strategies and Brand Management in the Global Retail Industry 294
Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 17
The Role of Value Co-Creation on Brand Image: A Conceptual Framework for the Market Performance of SMEs in Malaysia 326
Pravina Jayapal, Universiti Sains Malaysia, Malaysia
Azizah Omar, Universiti Sains Malaysia, Malaysia

Chapter 18
Co-Creating Brand Value Through Social Commerce 349
Yichuan Wang, Auburn University, USA
Nick Hajli, Newcastle University, UK

Chapter 19
Pre-Purchase User Perceptions of Attributes and Post-Purchase Attitudes in Building Successful Online Retail Promotional Strategies 368
Sajad Rezaei, Taylor's University – Lakeside, Malaysia
Rona Chandran, Taylor's University – Lakeside, Malaysia
Yoke Moi Oh, Taylor's University – Lakeside, Malaysia

Chapter 20
Online Brand Expansion Towards the Offline Setting: Which Way to Go? 383
Rafael Bravo, Universidad de Zaragoza, Spain
Leif E. Hem, Norwegian School of Economics, Norway
José M. Pina, Universidad de Zaragoza, Spain

Chapter 21
The Functions of the Narrator in Digital Advertising 406
Nursel Bolat, Ondokuz Mayis University, Turkey

Section 3
Tools and Technologies

Chapter 22
Augmented Reality as an Emerging Application in Tourism Marketing Education 425
Azizul Hassan, Cardiff Metropolitan University, UK
Timothy Jung, Manchester Metropolitan University, UK

Chapter 23
Gaining a Continuous Retaining Relationship with Customers in Mobile Sector 444
Irene Samanta, Technological Educational Institute of Piraeus (TEI), Greece

Chapter 24
Brand Awareness Quotient: A Metric for Effectiveness of Employer Branding Initiatives 460
Komal Ratra, Symbiosis Centre for Management and Human Resource Development, India
Netra Neelam, Symbiosis International University, India

Chapter 25
Network-Based Targeting: Big Data Application in Mobile Industry 474
Chu (Ivy) Dang, The Chinese University of Hong Kong, China

Chapter 26
Financial Implications of Relationship Marketing in Airline Business 497
Hasan Dinçer, Istanbul Medipol University, Turkey
Ümit Hacıoğlu, Istanbul Medipol University, Turkey
Aydın Özdemir, Beykent University, Turkey

Chapter 27
Digital Marketing Analytics: The Web Dynamics of Inside Blackberry Blog 542
Shirin Alavi, Jaypee Institute of Information Technology, India
Vandana Ahuja, Jaypee Business School, India

Chapter 28
Digital Marketing Optimization 559
Neha Jain, Jaypee Business School, India
Vandana Ahuja, Jaypee Business School, India
Yajulu Medury, Jaypee Group, India

Volume II

Chapter 29
Reputation Management Through Online Feedbacks in E-Business Environment 568
Vikas Kumar, Sharda University, India
Prasann Pradhan, Shri Venkateshwara University, India

Chapter 30
Fuzzy Nominal Classification Using Bipolar Analysis 588
Ayeley P. Tchangani, Université de Toulouse, France

Chapter 31
Social Media Marketing and Value Co-Creation: A System Dynamics Approach 609
Francesca Costanza, University of Palermo, Italy

Chapter 32
Sentiment Analysis of Social Media as Tool to Improve Customer Retention 635
Wafaa A. Al-Rabayah, Independent Researcher, Jordan
Ahmad Al-Zyoud, Yarmouk University, Jordan

Chapter 33
Application of Web-Based Geographical Information System (GIS) in E-Business 649
Somnath Chaudhuri, Maldives National University, Maldives

Chapter 34
Using Social Media Tools in Marketing: Opportunities and Challenges 666
Nozha Erragcha, Faculty of Law, Economics, and Management, Tunisia

Chapter 35
International Branding at Mirza International: Dilemma Unsolved 684
Gautam Dutta, Indian Institute of Foreign Trade, India

Chapter 36
Marketing With Twitter: Challenges and Opportunities 695
Alena Soboleva, University of Western Sydney, Australia
Suzan Burton, University of Western Sydney, Australia
Aila Khan, University of Western Sydney, Australia

Chapter 37
Web 2.0 Technologies and Marketing 733
Dora Simões, University of Aveiro, Portugal
Sandra Filipe, University of Aveiro, Portugal

Section 4
Utilization and Applications

Chapter 38
Digital Marketing in Online Education Services 757
Surabhi Singh, Jaipuria School of Business, India

Chapter 39
Crowdsourcing Corporate Sustainability Strategies 767
Peter Jones, University of Gloucestershire, UK
David Hillier, Centre for Police Sciences, University of Glamorgan, UK
Daphne Comfort, University of Gloucestershire, UK

Chapter 40
Social Media and Customer Retention: Implications for the Luxury Beauty Industry 780
Ellen Stokinger, London Metropolitan University, UK
Wilson Ozuem, University of Gloucestershire, UK

Chapter 41
SMEs and Branding Strategies 803
Neeta Baporikar, Namibia University of Science and Technology, Namibia & University of Pune, India
Mukund Deshpande, Independent Researcher, India

Chapter 42
The Role of Business Model Development in the Ex-Post Creation of Online Entrepreneurial Opportunity 818
İpek Koçoğlu, Gebze Technical University, Turkey
Ali E. Akgun, Gebze Technical University, Turkey
Halit Keskin, Yıldız Technical University, Turkey

Chapter 43
Search Engine Marketing: An Outlining of Conceptualization and Strategic Application 843
Azizul Hassan, Cardiff Metropolitan University, UK
Sumesh S. Dadwal, Glyndwr University London Campus, UK

Chapter 44
Role of Internet in the Development of Medical Tourism Service in Tunisia 859
Olfa Bouzaabia, University of Gabes, Tunisia
Rym Bouzaabia, University of Sousse, Tunisia
Kais Mejri, IHEC Sousse, Tunisia

Chapter 45
Service Sector and Antecedents of Marketing Strategies for Emerging Markets: A Case of Indian Market 884
Sumesh Singh Dadwal, Northumbria University – London, UK

Chapter 46
Engagement With Online Customers in Emerging Economies: The Power of Online Brand Communities and Social Networking Sites 908
Esra Arıkan, Istanbul Bilgi University, Turkey

Chapter 47
CRM in Tourism: Customer Relationship Management (CRM) 928
Roya Rahimi, University of Wolverhampton, UK
Vipin K. Nadda, University of Sunderland, UK
Hui Wang, University of Sunderland, UK

Chapter 48
Entertainment Media: Times of Branded Content 956
Paula Cordeiro, University of Lisbon, Portugal
António Mendes, University of Lisbon, Portugal & IADE – Creative University, Portugal
José Mascarenhas, University of Lisbon, Portugal
Sofia Lameira, University of Lisbon, Portugal

Chapter 49
Giving Brand Image to a Nation: A Proposed Framework 979
Bintang Handayani, Universiti Utara Malaysia, Malaysia
Basri Rashid, Universiti Utara Malaysia, Malaysia

Chapter 50
Crowdsourcing and Crowd Participation: Incentives in the OR.C.HE.S.T.R.A Community 999
Stefano Consiglio, University of Naples "Federico II", Italy
Mariavittoria Cicellin, University of Naples "Federico II", Italy
Giancarlo Ragozini, University of Naples "Federico II", Italy
Adriana Scuotto, University of Naples "Federico II", Italy

Chapter 51
Service Branding Through Quality Practices in Public and Private Telecommunication Organization 1016
Archana Krishnan, University of Delhi, India

Chapter 52
Author-as-Franchise-Product: Edgar Rice Burroughs Inc. and Tarzan as Historical Branded Entertainment 1035
Matthew Freeman, University of Nottingham, UK

Chapter 53
Giving Personalized Treatment: Customer's Perception Is Your Reality 1056
Nidhi Phutela, Symbiosis Centre for Management Studies, India
Anubha Vashisht, Symbiosis Centre for Management Studies, India

Chapter 54
Social Media Engagement: Reshaping the Consumption Patterns of Generation Y Caribbean and Latin American Consumers 1070
Kathy-Ann P. Fletcher, University of East London, UK
Christiana M. Emmanuel-Stephen, University of East London, UK

Chapter 55
An Analytical Study of the Facebook Content Management Strategies of Dominos India 1091
Priyanka Bhardwaj, Jaypee Institute of Information Technology, India
Rohit Singh Adhikari, Jaypee Institute of Information Technology, India
Vandana Ahuja, Jaypee Institute of Information Technology, India

Chapter 56
Let It Go: Consumer Empowerment and User-Generated Content – An Exploratory Study of Contemporary Fashion Marketing Practices in the Digital Age 1106
Matteo Montecchi, London College of Fashion, The University of the Arts London, UK
Karinna Nobbs, London College of Fashion, The University of the Arts London, UK

Chapter 57
Affiliate Marketing and Customer Satisfaction 1130
Surabhi Singh, Jaipuria School of Business, India

Chapter 58
The Impact of Emerging Technologies and Social Media on Different Business(es): Marketing and Management 1138
Smita Agrawal, Global Institute of Technology, India

Volume III

Chapter 59
Antecedents and Consequences of Customer Brand Engagement: An Empirical Study in the Mobile Headset Category 1148
Souvik Roy, IBS Hyderabad, India
Santanu Mandal, IBS Hyderabad, India

Chapter 60
Marketing on Tumblr: Where It Helps to Be Honest (And Weird) 1171
Kristen Smirnov, Whittier College, USA

Chapter 61
Halal Branding for Medical Tourism: Case of Indian Hospitals 1190
Anita Medhekar, CQUniversity, Australia
Farooq Haq, Canadian University of Dubai, UAE

Chapter 62
mMarketing Opportunities for User Collaborative Environments in Smart Cities 1213
Artemis D. Avgerou, Imperial College, UK
Despina A. Karayanni, University of Patras, Greece
Yannis C. Stamatiou, University of Patras, Greece

Chapter 63
Building China's Global Brands 1242
Donald E. Sexton, Columbia University, USA

Section 5
Organizational and Social Implications

Chapter 64
Engaging Consumers via Twitter: Three Successful Communicative Strategies 1264
Veronica Ravaglia, Università Cattolica del Sacro Cuore, Italy
Eleonora Brivio, Università Cattolica del Sacro Cuore, Italy
Guendalina Graffigna, Università Cattolica del Sacro Cuore, Italy

Chapter 65
The Effects of Consumer Engagement Behavior on the Growth of Social Media Brand Community: Evidence From an SME 1283
Xiaoyun He, Auburn University at Montgomery, USA
Arash Negahban, California State University, USA

Chapter 66
The Intersection of Social Media and Customer Retention in the Luxury Beauty Industry 1305
Ellen Stokinger, London Metropolitan University, UK
Wilson Ozuem, Regents University, London UK

Chapter 67
Factors Promoting Social CRM: A Conceptual Model of the Impact of Personality and Social Media Characteristics 1329
Ainsworth Anthony Bailey, University of Toledo, USA

Chapter 68
The Paradox of Authenticity and Its Implications for Contemporary and "Bizarre" Tourism Campaigns 1353
Bintang Handayani, President University, Indonesia

Chapter 69
Influences of Search Engine Optimization on Performance of SMEs: A Qualitative Perceptive 1371
Stella Tomasi, Towson University, USA
Xiaolin Li, Towson University, USA

Chapter 70
Social Media Influencers and Consumer Online Engagement Management 1398
Qiang (Steven) Lu, The University of Sydney, Australia
Zhen Yi Seah, The University of Sydney, Australia

Chapter 71
Radical Transparency and Brand Equity as Key Factors for Successful Business Strategy 1407
Elena Veselinova, Goce Delčev University of Štip, Macedonia
Marija Gogova Samonikov, Goce Delčev University of Štip, Macedonia

Chapter 72
The Effect of Social Networks on Branding: A Factorial Analysis Approach 1434
Meriem Nouala, Sidi Bel Abbes University, Algeria
Marwa Imene Mekki, Sidi Bel Abbes University, Algeria
Abdelmadjid Ezzine, Sidi Bel Abbes University, Algeria

Chapter 73
Getting Brand Commitment Through Internet and Mobile Sports Marketing: An Insight on Real Madrid Football Team 1453
Verónica Baena, European University of Madrid, Spain

Chapter 74
The Role of Loyalty Program (LP) and Brand Attachment in Establishing Word-of-Mouth Intentions: An Empirical Investigation in the Mobile Sector 1470
Nedra Bahri-Ammari, IHEC of Carthage, Tunisia

Chapter 75
Social Group Influences 1493
Rajagopal, EGADE Business School, Tecnologico de Monterrey, Mexico
Raquel Castaño, EGADE Business School, Tecnologico de Monterrey, Mexico

Chapter 76
The Crowd Economy: From the Crowd to Businesses to Public Administrations and Multinational Companies 1513
Epi Ludvik Nekaj, Crowdsourcing Week, USA

Chapter 77
Benefits of Customer Relationship Management on Customer Satisfaction: An Empirical Study 1532
Nastaran Mohammadhossein, Universiti Teknologi Malaysia, Malaysia
Mohammad Nazir Ahmad, Universiti Teknologi Malaysia, Malaysia
Nor Hidayati Zakaria, Universiti Teknologi Malaysia, Malaysia

Chapter 78
Influence of Trust and Affect on Brand Loyalty and Brand Performance: The Case of Indian Television News Channels 1554
Madhupa Bakshi, West Bengal University of Technology, India
Prashant Mishra, Indian Institute of Management, India

Chapter 79
Beneficial E-Personalization and Related Technological Innovations Applied to E-Tailing 1572
Alan D. Smith, Robert Morris University, USA

Chapter 80
Evaluating the Relevance of Contextual Hyper-Advertising on Social Media: An Empirical Study 1600
Dhote Tripti, Symbiosis Institute of Telecom Management, Symbiosis International University, India
Zahoor Danish, Symbiosis Institute of Telecom Management, Symbiosis International University, India

Section 6
Critical Issues and Challenges

Chapter 81
What Social Media Marketing Content Is Best to Engage Consumers? A Content Analysis of Facebook Brand Pages 1611
Chedia Dhaoui, Insight Social Networks, Australia

Chapter 82
Analysing the Role of Social Media in Dialogue Marketing and Management as a Contemporary Franchising Local Area Marketing Technique 1634
Geoffrey B. Webster, Central Queensland University, Australia
Margee Hume, Central Queensland University, Australia

Chapter 83
E-WOM Issues and Challenges: A Study With Respect to the FMCG Sector 1664
Dhiraj Jain, Symbiosis Centre for Management Studies, India
Yuvraj Sharma, Cognus Technology Ltd., India

Chapter 84
Private Label in the Tourism Industry: The Effects of Economic Crises 1683
Juan José Blázquez-Resino, University of Castilla-La Mancha, Spain
Cesare Amatulli, LUISS Guido Carli University, Italy
Giovanni Pino, University of Salento, Italy

Chapter 85
The Organization of the Future and the Marketing Function: Marketers' Competencies in the Era of Information Technology 1709
Mario Gonzalez-Fuentes, Trinity University, USA

Index xxi