

EDITORIAL PREFACE

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It is a great pleasure to introduce the *International Journal of Online Marketing (IJOM)* fourth 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 five manuscripts. The purpose of the first article of Sahli and Legoh  rel was to investigate the different factors influencing the intention to use the Internet to book tourism products online in Tunisian context. To this end, they selected the Decomposed Theory of Planned Behaviour (DTPB) to help in understanding the intention to book online. Through an online survey of 158 completed questionnaires, Sahli and Legoh  rel demonstrated the importance of the causal relationships between predictor variables and the dependent variable, namely the intention to book online. Thus, their study has confirmed the explanatory power of the DTPB model in accounting for consumers' behavioral intention in the context of e-tourism.

Given the important role of information technology, virtuality has become crucial issue in contemporary organisations. As virtual teams are comprised of members who are located in more than one physical location, they need to be effectively collaborating to harness their full performance capabilities in order to compete in the highly competitive environments. Therefore, the second article of El-Kassrawy, examines the impact of trust determinants on virtual team effectiveness represented in virtual team satisfaction and performance. Through a survey 125 of virtual team members who had experienced at least two years in this field, El-Kassrawy results indicated that determinants of trust positively influence virtual team satisfaction and virtual team performance. This study provides novel insights into virtual team behaviours, managerial and research implications for effective virtual team.

The third article of Hanafizadeh, Behboudi and Hasanabad aims to incorporate an e-business framework in advertisement intermediates that lets advertisers advertise in customized way. In this approach, they focused on displaying a personalised advert for each user by which marketers could redirect their visiting prospects into becoming their own consumers.

As Social Media nowadays has a great impact on the social behaviour of people and their behaviour as consumers, the main aim of the study of Sindhwani and Ahuja (fourth

article) was to use netnography (online marketing research technique using qualitative and interpretive methodology) to study users in the virtual space. Sindhvani and Ahuja study revolves around analysing the relationship between the degree of involvement of Starbucks with its consumers and the level of consumer participation in the organisational co-creation strategies. The findings indicated that factors that drive consumers to post more ideas on the online community of Starbucks viz. “My Starbucks Idea” involves the psychological aspects of consumer behaviour which are utilised by Starbucks.

The fifth article written by Arora and Wahi explores how viral marketing plays a major role for companies. Their paper gives an insight into

the various models to provide an overview into the mathematical aspects associated with viral marketing. Arora and Wahi work elucidates how organisations can design their viral marketing campaigns to target different types of customers.

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 (IJCRM) 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.