

EDITORIAL PREFACE

*Hatem El-Gohary, Birmingham City University Business School, UK
& Cairo University Business School, Egypt*

It is a great pleasure to introduce the International Journal of Online Marketing (IJOM) third year second 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. As the study of e-consumer behaviour is getting more attention in e-commerce related literature, the first paper written by Yan Vun, Harun, Lily, and Lasuin examines service quality and customer loyalty through investigating the mediating role of customer satisfaction among professionals. The study aims to investigate the influence of e-service quality dimensions (efficiency, requirement fulfilment,

accessibility, privacy and responsiveness) on customer satisfaction and customer loyalty as well as to understand the mediating effect of customer satisfaction on e-service quality and customer loyalty. The study employed survey strategy using a self-administered questionnaire with professionals working in different industries and business settings located in Sabah, Malaysia. Results indicated that out of five e-service quality dimensions, efficiency, accessibility, privacy and responsiveness are positively affecting customer satisfaction but in contrast accessibility had insignificant impact on customer satisfaction. Meanwhile, efficiency, accessibility and responsiveness were found to have a positive and significant relationship with customer loyalty. The findings of hierarchical regression indicated that customer satisfaction partially mediated the effects of efficiency, privacy and responsiveness on customer loyalty.

The second article of Hamouda and Tabbane, examines the impact of exposure to Electronic word of mouth (EWOM) on consumer purchase intention. More specifically, the study focuses on the mediating role of attitude towards

the product in the relationship between purchase intention and EWOM exposure. To this effect, the study was conducted over a number of 204 internet users who were exposed to online hotel comments. Three distinct linear correlations were used. First, the correlation between the intention to visit the hotel and EWOM evaluation, then a second correlation between attitude towards the hotel and EWOM evaluation and finally, a third multiple regression of purchase intention on both attitude towards the hotel and EWOM evaluation. The obtained results indicated that attitude towards the product is a full mediating variable between purchase intention and EWOM evaluation.

The third article of Alavi and Ahuja, examine E-Commerce in a Web 2.0 world through using online business communities to impact consumer price sensitivity. Through an extensive literature review the study examines the impact of reference price effect, difficult comparison effect, price quality effect and switching cost effect on consumer price sensitivity and proceeds to segment consumers into groups which demonstrate similar characteristics.

As cyber criminals on the internet super highways are massively affecting online marketing activities all over the world, the paper of Agwu provide a technical investigation of the different cyber criminals' shades and colours within the Nigerian cyber space. Agwu study present the various ways in which the internet is used for criminal purposes within the Nigerian polity. It further examined the various crime related laws, their adequacies and implications. Findings revealed the interplay of different

methods through which vulnerable individuals and organisations are defrauded. The strategies proposed for addressing these crimes are also applicable to other developing countries. The findings also lay solid foundations for further research within different strands of crimes. Agwu conclude with recommendations for policy makers, businesses, and internet services providers with emphasis on the need for greater awareness creation.

The final paper written by Ali and Khan provide an ICT infrastructure framework for microfinance institutions and banks in Pakistan. The paper analyse the impact of technological advancements within the microfinance industry from an academic as well as practitioners point of view. Ali and Khan proposed that some ICT components (on an optimised approach) can be beneficial for new and experienced microfinance players in Pakistan with regards to the efficient and cost effective delivery of its services to its customers without any major hindrance

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
IJOM

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.