

# CONTENTS

<i>List of figures</i>	<i>x</i>
<i>List of tables</i>	<i>xii</i>
<i>Acknowledgements</i>	<i>xiv</i>
<i>Preface</i>	<i>xv</i>
1 Citizen relationship management by the Government of India through social media channels <i>Rajan Gupta, Saibal Pal and Sunil K. Muttoo</i>	1
2 Academia goes social media, MOOC, SPOC, SMOC and SSOC: The digital transformation of higher education institutions and universities <i>Andreas Kaplan</i>	20
3 Integrating community and relationship building into universities' social media marketing: Implications from a case study <i>Jenny Hou</i>	31
4 Social media marketing for B2B: From information to decision to retention <i>Roisin Vize and Monique Sherrett</i>	46
5 Social media stakeholder co-creation of celebrities as human brands <i>Dave Centeno</i>	60

6	Social recruitment: Investing in social currency <i>Arti Sharma and Arunava Ghosh</i>	75
7	The struggle of the secrecy, safety and security of social media and smartphones <i>Ronald M. Zochalski, Jr</i>	90
8	Creating, contributing and consuming behaviour: How rational and affective appeals in social media facilitate engagement <i>Rebecca Dolan, Jodie Conduit and John Fahy</i>	102
9	Social media engagement and return on engagement <i>Ritu Srivastava</i>	117
10	The consumer engagement/return on social media engagement interface: Development of a conceptual model <i>Birgit A. A. Solem and Linda D. Hellebeek</i>	132
11	An unexpected journey: The influence of social media on consumer decision-making <i>Wolfgang Weitzl and Clemens Hutzinger</i>	149
12	Network based choice formation: A review in the context of online communities <i>Shameek Sinha and Sreyaa Guha</i>	162
13	Creepy and intrusive: A consumer's perspective of online personalized communications <i>Arlonda Stevens and Casey Newmeyer</i>	172
14	Social media measurement and monitoring <i>Mudra Mukesh and Anand Rao</i>	184
15	Attitudes towards brands and advertisements: Qualitative and thematic analysis of social media data <i>Emmanuel Mogaji and Temitope Farinloye</i>	206
16	Strategizing social media presence <i>Francesca Pucciarelli</i>	217
17	Salient role and centrality of trust in social media marketing <i>Anil Bhat and Nirankush Datta</i>	227

18	Trust relationships in social networks: A typology of strategies for communication between companies and their consumers <i>Zandra Balbinot and Sandrine Prom Tep</i>	246
19	Like-influencer framework: A study of factors influencing click of 'Like' option by users on Facebook <i>Rashmi Sharma</i>	258
20	Mechanisms for incentivizing and encouraging online social interactions – an experiment analysing the role of recommendations and rewards on advertisement sharing behaviour <i>William Feitosa</i>	271
21	The rise of social media: Implications for emerging markets <i>Ogechi Adeola</i>	282
22	Profiling youth on the basis of their motivations for social media political participation: Implications for political marketers <i>Devinder Pal Singh</i>	293
23	Privacy and information trading on social media applications <i>Sandhya Narayanan and Richa Agrawal</i>	308
	<i>Index</i>	321