
Editorial: Information systems and marketing

Adam Vrechopoulos*

ELTRUN – IMES (Interactive Marketing and Electronic Services),
Department of Management Science and Technology,
Athens University of Economics and Business,
76 Patission Str., 104-34 Athens, Greece
Fax: +30-210-8203723
E-mail: avrehop@aueb.gr
*Corresponding author

Ioannis Kopanakis

E-Bi (E-Business Intelligence Lab),
Department of Commerce and Marketing,
Technological Educational Institute of Crete,
K. Palama and I. Kakridi, 72200 Ierapetra, Crete, Greece
E-mail: i.kopanakis@emark.teicrete.gr

Biographical notes: Adam Vrechopoulos is an Assistant Professor at the Athens University of Economics and Business (AUEB), Department of Management Science and Technology, and the Scientific Coordinator of the Interactive Marketing and Electronic Services (IMES) research group at the ELTRUN Research Center at AUEB. He received his PhD from Brunel University at UK, MBA from ALBA and BSc in Information Systems from AUEB. He has published more than 90 papers in peer reviewed journals and academic conferences and three books. He is an Associate Editor of the *European Journal of Information Systems* and Editorial Board Member of the *Electronic Markets*.

Ioannis Kopanakis is an Assistant Professor and the Head of the Department of Commerce and Marketing at the Technological Educational Institute of Crete. He received his Diploma in Computer Science from the University of Crete (1998), Greece, MSc in Information Technology (1999) and PhD in Computation (2003), both from UMIST, UK. His research interests include data mining, visual data mining and e-business intelligence. He has published more than 30 papers in journals and refereed conferences, and he has acted as a Reviewer for several international journals and member of conferences' scientific programme committees.

The extended exploitation of advanced information systems for commercial purposes (e.g., web-based retail stores, CRM and business intelligence applications, pervasive information systems, etc.) radically transforms the way of managing customer relationships, applying integrated marketing communication activities, designing electronic retail stores, providing customer service, investigating consumer-user behaviour, developing strategic marketing planning programs, interacting with stakeholders, etc. Indicatively, an online user interacting with a web-based information

system constitutes at the same time a consumer visiting an online retail store to buy products and/or services. It is crucial, therefore, to investigate his/her behaviour and evaluate the performance of the electronic store through an interdisciplinary research approach (e.g., human computer interaction, retailing, consumer behaviour, evaluation of information systems, etc.). Similarly, advanced information processing mechanisms (e.g., data mining, business intelligence applications) reposition established marketing research methods and practices providing through that huge opportunities for research initiatives in that field. To that end, traditional marketing theories and models can well serve as a starting point for research attempts towards investigating how information systems dynamics transform established marketing knowledge or create new one.

The objective of this special issue which is based on selected papers from the 4th Mediterranean Conference on Information Systems (MCIS) held in Athens, Greece at 25–27 September 2009 is to bring together researchers from both information systems and marketing domains that employ, however, an interdisciplinary approach in their research efforts.

Specifically, this special issue of *IJIMA* includes five research papers positioned in the following research domains: information systems and user-consumer behaviour, multichannel electronic retailing and pervasive commerce, integrated marketing communications through innovative information systems, electronic customer relationship management (e-CRM), strategic marketing planning, online tourism and virtual communities and e-loyalty. In summary:

Tobias Kowatsch et al. in their paper ‘The role of product reviews on mobile devices for in-store purchases: consumers’ usage intentions, costs and store preferences’ developed and empirically tested a theoretical model based on innovation diffusion theory, technology acceptance model and theory of planned behaviour. Their model aims to investigate how product reviews through mobile phones affect consumer behaviour within the physical retail store. Their findings indicate that consumers are willing to use product reviews on mobile phones for in-store purchases. They also found that consumers intend to use such a service even if they have to pay a small amount of money for that purpose. Authors provide direct managerial implications and directions for future work at the end.

Then, Drossos et al. in their paper ‘Advertising on the internet: perceptions of advertising agencies and marketing managers’ explore the issue of internet advertising efficiency through a survey targeted to business managers. Specifically, the purpose of their study is to explore through a strategic perspective the perceptions of both advertised firms and advertising agencies of the internet as an advertising medium and its potential. Their findings imply that advertising through the internet is perceived as a questionable and ineffective marketing channel at least for the moment. However, their findings also imply that advertising agencies and their clients are willing to exploit the benefits of internet advertising in the short run. Implications and future research directions are provided at the end of the paper.

The issue of customer relationship management (CRM) constitutes the research area in which the paper of Cristiane Drebes Pedron and Mário Caldeira is positioned. The paper entitled ‘Customer relationship management adoption: using a dynamic capabilities approach’ provides an analysis of CRM organisational dynamic capabilities. Specifically, they apply the dynamic capabilities perspective towards analysing through a qualitative research approach how companies can improve their CRM initiatives. At the end, they propose a theoretical framework related to CRM dynamic capability underlying the need

of organisations to adopt a dynamic model in order to support their strategic CRM planning in the context of an evolving and competitive business environment.

Alessandro Inversini and Lorenzo Cantoni in their paper 'Towards online content classification in understanding tourism destinations' information competition and reputation' explore the phenomenon and the dynamics of blogs, wikis, reviews, etc. in the online tourism sector. Specifically, they explore how unofficial information sources that are gaining popularity among internet users affect the effectiveness of destination managers' efforts towards promoting their services. They employ content analysis on search results and their findings imply that destinations need to manage their online reputation holistically by leveraging on the users' online contributions for marketing and reputation purposes.

Finally, the paper 'The impact of virtual communities of e-loyalty: a conceptual framework' by Krumay et al., explores the factors and prerequisites that are essential for the success of virtual communities in terms of influencing consumer e-loyalty. Authors present a relevant framework discussing the fundamentals of both e-loyalty and virtual communities opening avenues for further research and providing corresponding research questions on this emerging topic.

Acknowledgements

The guest editors of the special issue on information systems and marketing, of the Volume XX, Number XX, of the *International Journal of Internet Marketing and Advertising (IJIMA)*, would like to thank the Editor in Chief of *IJIM*, Professor Dr. Eldon Y. Li, and all the authors that submitted their papers to this special issue. To the authors with their papers selected to be published in this issue after referee, we would like to show appreciation for their enthusiasm, commitment, and their endless cooperation.

Finally, we would like to thank all the referees participated in the reviewing procedure for their support and commitment during the multiple rounds of the revision process.