
Editorial

Jayanthi Ranjan*

Institute of Management Technology,
Hapur Road, Raj Nagar,
Ghaziabad – 201001, Uttar Pradesh, India
Fax : +91-120-2827-895
Email: jranjan@imt.edu
*Corresponding author

Vandana Ahuja

Jaypee Business School,
Jaypee Institute of Information Technology,
A-10, Sector 62, Noida, Pin-201307, India
Email: vandana.ahuja@jiit.ac.in

Biographical notes: Jayanthi Ranjan is a Professor of IT and Associate Dean of International Relations, IMT Group of Institutions and has more than 20 years of teaching, consulting and research experience in big data, business analytics and business intelligence. She is a gold medalist and university rank holder in her graduation. She has over 190 publications that have appeared in international refereed journals and conference proceedings and written 12 cases that have appeared in The Case Centre, *SAGE CASE Journal*, and Richard Ivey case houses. She has received two best paper awards. She has received many awards like Best Teacher Award, India, Best Woman Management Researcher Award in 2009, Best Management Researcher Award in 2010, Best Management Scholar Award in 2011, Best Management Researcher Award in 2012, and Global Management Research Award in 2013 from AIMS International. She is also serving as an editor in several refereed journals.

Vandana Ahuja has 15 years of experience across the corporate sector and academia. She is the author of *Digital Marketing* – a book published by Oxford University Press. She has worked with the Jaypee Group, and NIIT, India where she was responsible for business development and marketing for corporate training programmes. She has been actively researching the domain of the collaborative web, with focus on its contributions to the fields of marketing and CRM and has several years of research experience. She has published several manuscripts in international and national journals. Her research work has found a place in the curriculum being offered by the Digital Marketing Institute, Middlesex, UK. She also serves on the editorial board of several international journals and books. At Jaypee Business School, she is the area-chair, marketing and teaches sales and distribution management, social media and e-marketing, and B2B marketing.

1 Introduction

Technological advances and the speed with which new technologies are being embraced by the corporate, along with the rising power of the consumers and their ability to get what they want, when they want it, from whomever they want, have opened up new challenges for marketing. With this in mind, the need for understanding the digital world and its application becomes one of the greatest competitive aspects for a business's survival. The buzzword of globalisation holds no meaning without the concept of what is being termed as 'digitisation'.

This provided the context for the *National Conference on Social Media and EMarketing* which was organised by the Jaypee Business School, at Noida, on March 1, 2014.

The conference provided an excellent platform for participants where they could share their research, opinions and knowledge related to the latest developments in the fields of e-marketing and social media. The conference was inaugurated by the Hon'ble Vice Chancellor, Professor S.C. Saxena, who focussed on the way technology had changed the dynamics of business organisations. The session commenced with a keynote speech on *Growth in a Digital World: Using the Internet for Business Reorganisation*, by Dr. Y. Medury, COO, JES and Chancellor, JIIT. His session focussed on the revenue models being developed and used by e-businesses today. This was followed by a session on *Self-Service Propagation Using Digital Assets for Customers and Inside the Organisation* by Mr. Arvind Mehrotra, President, Asia Pacific, India and Middle East, NIIT Technologies Ltd. Mr. Mehrotra's session focussed on how social media had changed the way organisations were leveraging the consumer emotions.

Mr. Mandeep Singh, Head, Consumer Marketing, Google, spoke about *Marketing @ Google* and shed light on the various marketing endeavours of Google using new media and advertising strategies. Dr. Neena Sondhi, Professor at IMI Delhi, focussed on *Exploring Customer Engagement in a virtual World*. Mr. Premjeet Sodhi, COO, Lintas spoke about *a new approach to Media in the Advertising World*. Dr. V.S.R. Krishnaiah, Senior Technical Director, National Informatics Centre shared a very enlightening session on *E-Governance-Engaging the Citizen in a Digital World*.

2 Research

Research participation came in from Department of Management Studies, IIT Delhi, IMI, Delhi, IIFT, Delhi and Amity, Noida, amongst other Business Schools and members from the corporate sector.

The conference received several good quality research manuscripts. The theme of the conference encompassed the growing usage of the internet across diverse streams of life and functional domains. Research contributions were invited across streams in social media, e-marketing, analytics and viral marketing. E-commerce, web business models and online retail were issues under consideration. Papers were selected on the basis of their contribution to existing literature in the field. Mahajan et al. contributed a manuscript which compared mining algorithms in e-learning environments and research conducted under Professor A.N. Singh et al. at IIT Delhi traced security issues in government portals in India. Yadav and Bandyopadhyay used the systems dynamic approach to develop a comprehensive framework on sustainability awareness through

social media. Reviewer comments pointed out the importance of sustainability and the need to draw attention to the ability to use the medium for a righteous cause. Dr. Neena Sondhi's paper showcased an empirical study of 236 online buyers residing in India. The study revealed the existence of three distinctly different segments-online innovators; socially complaint buyers and the online laggard buyers. Each segment had its own particular motivations and usage patterns, thus would be extremely significant both for theory building as well as for designing target specific marketing strategies. Jain and Ahuja's paper addressed e-marketing and the consumer decision making process. It devised a methodology for segmentation of consumers in the online space.

We would like to thank all the authors of this issue for submitting their high quality articles to the journal and appreciate the reviewers whose endless support and commitment helped us take the issue to it is logical conclusion.