
Editorial

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Biographical notes: Yioula Melanthiou, an Assistant Professor at the University of Nicosia, holds a BA in Business Administration (Marketing Major), an MSc in Marketing (University of Salford, UK), a PhD in Marketing (University of Manchester, UK), and is a Chartered Marketer. She has worked for seven years in the industry as a research executive, research account manager, and marketing consultant prior to joining the University of Nicosia in 2004, where she has since then been teaching several marketing courses at an undergraduate and postgraduate level. She has published several papers in peer reviewed journals and presented her work at various international conferences. Her primary research interests are in the areas of social media marketing, marketing of higher education, and consumer behaviour.

Technology is evident in all aspects of our lives today. In some areas and industries it is of paramount importance and substantial investments are made. In other areas, industries and even countries, technological aspects are still in their exploratory phase. Businesses must embrace new technologies and develop new business models in their quest to thrive in an ever changing and competitive environment. In the midst of the economic crises we need to find ways to be better, quicker, cheaper and more effective in business and to do this it is vital to introduce aspects of innovation. The articles in this special issue were presented, in earlier versions, at the 5th and 6th Euromed Annual Conferences which were held in Montreux (2012) and Estoril (2013) respectively.

The first article by Voutinioti presented an e-government adoption model for predicting and explaining citizens' adoption behaviour, regarding the use of government to citizen (G2C) e-services. The paper also aimed to identify the salient factors related to citizens' low adoption of e-services. A quantitative perspective was used and a conceptual research model was derived that encompassed various dimensions of e-government that relate to citizen adoption behaviour within the framework of theory of planned behaviour (TPB). Structural equation modelling (SEM) was used for both the model and the instrument for validation purposes. The findings identify the major constructs, such as attitude, perceived behavioural control, and subjective norms, as well as additional factors related to trust, social influence, and IT penetration. The findings presented in this study provide useful insights for researchers and policy makers when designing and implementing e-government systems, enabling them to plan and design services more effectively.

Mobile marketing is one of the latest direct marketing communication channels and is becoming increasingly popular among marketers, owing to an array of benefits it offers, both to the potential customers as well as businesses. The role and importance of mobile marketing was examined and presented in a paper by Amirkhanpour, Vrontis and

Thrassou. The purpose was to theoretically define and refine its potentialities and to propose a conceptual framework towards its utilization in the wider strategic marketing context. Structurally, the paper investigates the value of incorporating mobile marketing into the marketing mix, and especially direct marketing practices of business enterprises. It subsequently, identifies the benefits that the mobile channel offers, particularly by using a multi-channel marketing strategy known as the social, local, and mobile (SoLoMo) marketing. The paper successively discusses the utilisation of various mobile marketing communication tools and ultimately develops a conceptual contemporary mobile strategic marketing preliminary model, both in the context of contemporary consumer behaviour.

Reitano, Taylor, Greig and Sposato explored the motivations of those starting green businesses or greening established businesses in Italy. Taylor and Walley's green entrepreneur typology is used in the research, as a framework for comparison of established businesses and start-ups. The purpose of the research was to provide insights for policy makers and educators in the UK and Italy into ways to foster green entrepreneurship. Questionnaires were sent to SME owner-managers in the Calabrian region of Italy, who were listed on the website of Confindustria (a national business association representing both manufacturing and service enterprises throughout Italy). The results indicate that, whilst profit is still a key determinant of the business approach, sustainability is playing an increasingly influential role. A lot of attention has been paid to the technological innovation as a way for industry and policy makers to work towards more radical and systemic improvements in environmental performance. The term eco-innovation draws attention to the positive contribution that industry can make to sustainable development and a competitive economy.

Is it possible to have customer loyalty in the e-tailing marketplace? Giovanis and Athanasopoulou examine the role of e-service quality, e-satisfaction and e-trust and relate these factors as directly impacting customer loyalty. Their study empirically tested a model of the determinants of customer loyalty in an e-tailing context and the sample consisted of 451 customers of consumer electronics e-tailers in Greece. Their findings indicated that e-loyalty is positively affected by e-satisfaction and e-trust; that e-service quality dimensions of reliability/efficiency; privacy/security and ease of use/usability are shown to be antecedents of both e-satisfaction and e-trust, and e-satisfaction mediates the relationship between the other three e-service quality dimensions, namely information quality/benefits; responsiveness; and web design and e-trust.

Kooli, Ben Mansour and Utama carried out a study in Indonesia which examined online trust but used an integrative approach. With the use of an online questionnaire, 401 responses were collected from online consumers. Their findings showed that purchase intention is significantly influenced by online trust and that there is significant impact of personality-based trust (benevolence, integrity, credibility), cognitive based trust (reputation and cost benefit calculation) and institutional based trust (situation normality) on online trust.

Finally, Coelho, Nobre and Becker examined brand image and social network impacts and focused on Facebook mainly as the preferred social network platform. The study investigated the impact that social networks have on developing and maintaining company brands. Two similar questionnaires were developed, one for consumers (269 respondents) and another administered to companies (42 respondents) to study a firm's social network site from their and the consumer's perspective. Their findings suggested that there appears to be no significant relationship between the brand use of

Facebook pages and consumer purchase intention, however there seems to be an impact of Facebook presence on brand image.

I hope that the articles put together in this special issue have provided useful insights regarding innovation and entrepreneurship. Moreover, I would like to thank the reviewers and of course the editors of the *International Journal of Technology Marketing* for inviting me to put together this special issue.