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## Editorial

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**Biographical notes:** Goetz Greve is a Professor of Marketing from HSBA Hamburg School of Business Administration, Hamburg, Germany. He holds a Diploma in Business Administration and PhD from Christian-Albrechts-University at Kiel, Germany. His research interests include social media, digital marketing, sales management, and customer relationship management. His research findings have been published in journals such as *International Journal of Research in Marketing and Marketing Review St. Gallen*. He is a member of the editorial boards of the *International Journal of Marketing Studies* and the *International Journal of Internet Marketing and Advertising* and serves as an ad hoc reviewer for other journals, such as *European Journal of Marketing*, *Journal of Marketing Theory and Practice* and *Journal of Business and Industrial Marketing*.

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The use of social media as a marketing instrument as well as the implementation of mobile marketing applications has attracted a significant amount of interest from academics working in different fields. This interest has led to a number of studies discussing conceptual frameworks, analytical challenges, implementation issues, and performance outcomes. Social media and mobile marketing are generally viewed by scholars as two phenomena of internet marketing, and, a consequence, the two are generally studied separately. In a period of growing importance of the mobile internet, these themes are remarkably relevant, since they may act as catalysts of internet advertising possibilities. This growth in mobile is being driven by rapidly changing consumer habits, with smartphones as well as tablets gaining widespread adoption. Hence, the analysis of social media marketing and mobile marketing applications has become a central issue for marketers worldwide.

Therefore, the objective of this special issue on *Social Media and Mobile Marketing Innovations*, which is based on selected papers from the 2nd International Conference on Strategic Innovative Marketing (IC-SIM 2013), held at Prague, Czech Republic, on 13–17 September 2013, is to focus on new perspectives in marketing and advertising in an increasingly digitally, socially and mobile connected world. Accordingly, this special issue on *Social Media and Mobile Marketing Innovations* is extremely relevant, and of use to both academics and practitioners. It includes four research papers.

In their paper, 'Brand followers: motivations and attitudes of consumers to follow brands in social media', Hakan Yilmaz and Ebru Enginkaya explore the underlying motives of consumers to follow brands in social media. Specifically, the purpose of the study is to develop a related measurement scale and to empirically test the scale. The authors' findings revealed five important motives of consumers for following brands in social media: brand affiliation, conversation, opportunity seeking, entertainment, and

investigation. The authors provide direct managerial implications and directions for future research at the end of the paper.

The following article ‘Customer motives and benefits for participating in online co-creation activities’ by Efthymios Constantinides, Leonine A. Brünink, and Carlota Lorenzo-Romero highlights the importance of co-creation in social media for organisations as component of the value-creation processes resulting from new product development. Specifically, the authors identify the various motivators for customers to participate in online co-creation. The results indicate that customer participation in co-creation projects is motivated by four distinct types of benefits: personal integrative benefits, hedonic benefits, social integrative benefits, and learning benefits. Their findings also indicate that co-creators differ in their motivational level.

In her contribution ‘Development of an optimal solution for digital marketing variables in an online tool’, Vandana Ahuja focuses on the use of corporate blogs by organisations as tools which foster community interaction and organisational participation. The author studied the level of interactivity of a corporate blog by calculating an interactivity score and analysed the relationship between the level of interactivity of the blog and the reach as well as the Technorati rating of the blog. Further, by maximising the interactivity score, using linear programming, she attempted to determine an optimal solution to understand the desired level of presence of structural parameters in a blog, catering to specific functions served by the dimension of interactivity.

Finally, Jean-Eric Pelet and Panagiota Papadopoulou, in their study ‘Social media and m-commerce’ investigate social media in the mobile setting and the use of social media for mobile commerce. Accordingly, the authors offer insights into the understanding of customers’ perceptions and behaviour regarding mobile commerce and explore the potential of social media for mobile commerce, leveraging the augmenting use of social media via mobile devices. The exploratory, qualitative study indicates a positive intention towards mobile commerce, especially when it is combined with social media.

## **Acknowledgements**

The guest editor of this special issue would like to thank the Editor-in-Chief, 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, I would like to express my appreciation for their interest in the topical issue, their enthusiasm and their cooperation.

Finally, I would like to thank all the referees for their support and commitment during multiple rounds of the revision process.