Preface

This book aims to address the main issues of interest within the topics of entrepreneurship and marketing in digital world. Digital economy it is a driver of change, innovation and competitiveness for all sorts of companies and entrepreneurs alike.

In particular, this book will emphasize emergent and innovative aspects of digital marketing strategies and entrepreneurial approaches to overcome the challenges of the digital world.

In addition, this book aims to explore and discuss innovative studies and reports as key developments such as, Digital Marketing, Digital Entrepreneurship, e-Business, e-Commerce, e-Government, e-Learning, e-Health, Smart Cities and social networks and new trends associated to digital world challenges and opportunities.

This book aims to address a range of approaches including, but not limited to, the conceptual, and technological and design issues related to these developments.

This comprehensive and timely publication aims to be an essential reference source, building on the available literature in the field of entrepreneurship and digital marketing in the world while providing for further research opportunities in these dynamic fields. It is hoped that this text will provide the resources necessary for policy makers, researchers, students and managers to approach these topics across the globe. It approaches a broad range of topics, structured in the following sections:

Section 1: Digital Entrepreneurship
Section 2: Technological Approaches
Section 3: E-Business and E-Commerce – Strategies and Trends
Section 4: Digital Marketing
Section 5: Marketing and Social Networks and Search Engines
Section 6: E-Government, E-Learning, and E-Health

The paragraphs that follow detail the organisation of the book, including its sections and chapters.

SECTION 1: DIGITAL ENTREPRENEURSHIP

Chapter 1, "Corporate Social Responsibility and Digital Tools: The Cause-Related Marketing Case," authored by Galan-Ladero and Galera-Casquet, studies Cause-Related Marketing (CRM) programs conducted in digital contexts, to provide an understanding of their key features and the core digital technologies that they employ. The authors argue that the application of digital tools represents new important

possibilities for CRM projects, in the sense that they allow for a swift dissemination of the campaigns with a global impact, which, in turn, can motivate business to participate in these programs, since their brand's image and reputation can become internationally improved. They analysed CRM campaigns conducted in the last years and completed and they concluded that there is a besides the use of traditional mass media, such as TV, radio and press, there is a massive deployment of digital technologies, namely nowadays YouTube, blogs and social networks.

Chapter 2, "E-Entrepreneurial Intention of Business Students: E-Entrepreneurial Intentions Through EAO Model," by Batool and Ullah, explores the role of the Entrepreneurial Attitude Model in the prediction of the business intentions of students. The authors postulate that there is a growing number of business graduates and that their interest in 3g and 4g is increasing, which have led them to attempt to combine the impact of business studies with online businesses interest. They developed a questionnaire that was administered to the final year business students, from top business schools, having collected 343 responses. Based on the findings, the authors concluded that the Entrepreneurial Attitude Model can be used for the creation of business intentions in business graduates.

Chapter 3, titled "Institutional Entrepreneurship, Trust, and Regulatory Capture in the Digital Economy," by Mundula and Auci, examines the mutual influence of institutional entrepreneurs and political institutions to uncover in what manner can this interrelation lead to the improvement of national economic growth and enhance the legal setting to develop economic activities within a country. The authors provide a context for their research by discussing institutional entrepreneurship theory and focus firstly on the significance of trust, secondly on the novel approaches based on trust relations, thirdly on the relationship between trust and institutional entrepreneur and finally on the interdependence among institutional entrepreneurship, trust relationships and institutional environment.

Chapter 4, titled "The Role of the Entrepreneur in the Promotion of the Digital Economy: A Multi-Country Case Study Between Brazil and Portugal," Paschoalotto, Oliveira and Luz, examines the impact that entrepreneurs have in the development of the digital economy, by conducting a case study involving Brazil and Portugal. The authors argue that entrepreneurship growing as a distinguishing factor in the market, especially in an era marked by globalisation and digital economy. The authors developed a questionnaire that was administered to two successful digital entrepreneurs in both countries. The findings reveal that both entrepreneurs believe that the digital economy has transformed the features of entrepreneurs, particularly in what concern the knowledge that remains to be developed in the market, in the case of Brazil, and also the acquired experience, in the case of Portugal.

Chapter 5, "Entrepreneur Woman and the Information and Communication Technologies for Business Management Improvement," by Ríos-Manríquez, examine the importance of Information and Communication Technologies (ICT) as internal and external efficiency tools within the entrepreneur women management background. Through a quantitative research approach, with a descriptive, correlational and regression analysis to a sample of 133 entrepreneur women, the author assessed the if the incorporation of ICT in basic ICT stage, ICT development stage and ICT maturity stage could enhance the management by entrepreneur women in micro, small and medium enterprises (MSME) located in Guanajuato, Mexico. The author's finding reveal that both the stages of ICT's incorporation and the size of the MSME, women's management.

SECTION 2: TECHNOLOGICAL APPROACHES

Chapter 6, "Assessing Gender Gaps on ICT Competences in Four European Countries," authored by Sarmento, Galego, Dias and Amorim, explore the existence of a gender gap in terms of ICT competences, focusing on the specific context of four European countries. The authors' study was supported both by questionnaires and interviews that aimed to depict the ICT competence profile of female and male students and establishing a comparison with the perspectives and demands of employers of leading industries. The results of the empirical research show that certain ICT skills, such as problem solving in a technological rich setting, still need to be further developed by women. These results can assist higher education institutions to rethink their technological courses' offers and adjust them in order to make them more gender friendly.

Chapter 7, with the title "Plan of Ecological Platform for Global Enterprise Cloud Market and Global Network Security," by Zhang, presents both a plan for the global market ecosystem platform and a series of countermeasures that can be applied to address global network security, in order to expand on the existing research of global network security and to accelerate global market cooperation. The authors of this chapter focus on exploring the ecological market resorting to the use of the current cloud platform via a global cloud technology, which is based on cloud computing business model application of network technology, and also the internet of things. This is done in order to foment the development of the economy and the much desired worldwide economic balance of enterprises.

Chapter 8, authored by Plascencia, Cuevas and Deniz, considers the important elements of entrepreneurship and global marketing within the context of the digital economy. The authors administered a survey, with the aim of obtaining an employment and an unemployment profile applied, to 10 municipalities. The data that was collected was then integrated into an electronic platform, containing the information for each of the municipalities. The authors argue that the creation of the technological platform supports decision-makers with concern to investment and business, because it makes updated and systematised information readily accessible to them, assisting them in defining with confidence, the amount and the branch of production that can inspire and deliver possible benefits.

Chapter 9, "The Role of Urban Living Labs in Entrepreneurship, Energy, and Governance of Smart Cities," by Pego and Bernardo, examines the role of urban living labs in entrepreneurship, energy and governance of smart cities, the place where the relationship between innovations, governance, and renewable energy is managed. The authors methodology was based on content analysis and also on the scrutiny of some European examples of urban living labs in the cities of Amsterdam, Helsinki, Stockholm and Copenhagen. The chapter argues that urban living labs are an innovative concept that engage users in innovation, development and are viewed as a response to the innovation challenges faced by service providers in the area of information and communication technology.

Chapter 10, "The Use of Digital Tools for the Disclosure of Sustainability Reports in the Tourism Sector," by Paiva and Carvalho, provides an analysis of the disclosure of information delivered to stakeholders employing digital tools and offers a comparison between the sustainability reports provided by a company and the corporate sustainability report guidelines. The authors resort to a qualitative methodology to examine the case one of the largest Portuguese hospitality group with operations and hotels all over the world, in an attempt to offer some evidence about their use of digital tools has a method to communicate sustainability results to their stakeholders. The results depict a scenario of transparency and ethical behaviour towards sustainable development that meets the stakeholders' expectations and incorporates the entirety of the organisation in their relationship.

SECTION 3: E-BUSINESS AND E-COMMERCE – STRATEGIES AND TRENDS

Chapter 11, with the title "Composite Indicators for Measuring the Popularity of Portugal and Its Tourism Regions Using Google Trends," by Dinis, Costa and Pacheco, presents composite indicators that have the potential to impact the understanding of the phenomenon of online tourism in Portugal, with a particular emphasis in measuring, nearly in real time, the Portuguese's interest for their domestic tourism both at a national and regional level. The authors used the GT tool for data collection, using a set of specific research terms, to create the set of composite indicators. Their results demonstrate that, in Portugal tourism related searches decrease from September to December and this diminution affects the Algarve and the Alentejo regions more significantly; and that the Portuguese's interest in the products' characteristic varies from region to region.

Chapter 12, "Innovative Role of Users Within Digital Economy: The Case of Information/Knowledge Flows at Social and Semantic networks (Web 2.0/3.0)," authored by Andrade, reflects on the role that users have in the context of digital economy, particularly in regards to social and semantic networks. The author argues that within the settings of a contemporary globalised and networked society, the centrality of transformative mobilities and flows becomes evident, particularly the communication flow that derives from the exchange of information and knowledge among citizens in urban spaces and common social innovation at an economic, cultural, and artistic level. The chapter also posits that Web 2.0 and Web 3.0 are both at the centre of innovative hybrid authorship structures.

Chapter 13, titled "Marketing Trends in the Digital Age: The Rise of New Marketing Paradigms (Virtual Marketplaces, Connectivity, and Advocacy)," by Pereira, debates the transformational impact of the technologies of the digital age, underlining major trends and their effect from a marketing standpoint. The author emphasises the importance that technology has had and continues to have on civilization's development and draws on findings from relevant literature to argue that Marketing continuously reinvents itself to reflect the changes brought by technologies, adopting new paradigms and precepts. The author presents the argument that understanding these technologies and how to best benefit from is of key importance. As such, the growing virtualization of the marketplace is a key element in understanding the new structures that the markets will embrace in the future and how to compete in them.

Chapter 14, "Trends in Hospitality Marketing and Management: Facing the 21st Century Challenges," authored by Gustavo, addresses the challenges that the 21st century poses to the hospitality sector in terms of marketing and management and the structural changes that the sector has experienced. The author argues that with consumers becoming more dependent on technology, the hospitality industry has been compelled to embrace online settings for distribution, narrowing the distance between the consumers and the business, which become available anytime, anywhere. This chapter also underlines the transformations that have occurred with concern to operational management with the emergence of new management procedures and precepts to respond to new forms of competitiveness and the new demands of the sector in face of globalisation and the advancement of information technologies.

SECTION 4: DIGITAL MARKETING

Chapter15, "Digital Marketing in an New age Economy," by Ananth and Dananjayan, explores the ways in which companies Working within the digital marketing context are deploying several tools to assist the creation of businesses in a competitive business environment. It underlines the basic precepts of

digital marketing while attempting to debate how companies can measure the effectiveness of the use of digital marketing both in terms of their performance and also with concern to the benefits granted to their clients in employing digital marketing. The authors explored the B2B space and selected, as their unit of study, companies, started between 2007 and 2009 in India, including those working with Search Engine Optimization methods. Their findings portray a scenario of good progress among the digital marketing companies, mainly due to India's digitalisation.

Chapter 16, "Main Generators of the Electronic Word-of-Mouth in the Case of Hotels," by Sánchez-Fernández, Bassi and Cardona, explores the contribution that service quality, emotional experience and customer satisfaction makes to the creation of electronic word-of-mouth in the lodging services sector and the factors that lead clients to make online comments on hotels. Through a questionnaire, in which 240 people were asked about their last stay at a hotel in Uruguay, the authors examined the weight that the variables quality, satisfaction and experience had on the consumers' intentions for electronic word-of-mouth generation. The findings reveal the importance of emotional experience for the generation of online comments, which is superior to that of other factors and it demonstrated that, the online comments that the clients post are a reflection of the emotions that they've experienced during their stay at the hotel.

Chapter 17, titled "Understanding E-Marketing Strategies," by Agüera, examines e-marketing and the different strategies that are used to attract and engage consumers, to offer an explanation of what elements constitute a digital marketing strategy. The author argues that market research is key to the development of strategies and that different sources can be used to obtain the data that is necessary to make the most adequate decisions and to maintain the connection with the client. The chapter asserts that in order to success in digital marketing, processes must be followed, namely, the establishment of the goals and a background effort for determining what are the costumers' preferences. Also, the author underlines the importance of emerging tools in e-marketing, such as big data and content marketing.

SECTION 5: MARKETING AND SOCIAL NETWORKS AND SEARCH ENGINES

Chapter 18, "Creating Consumer-Based Brand Equity With Social Media Content Marketing," authored by Weitzl, examines the perceptions of consumers in terms of the content that is circulated by marketers and other consumers on Facebook's fan-pages and their related consumer-based consequences. The author assessed the effect of various forms of consumer content perceptions on the consumers' engagement with the fan-page, their online activities and the consumers' brand mindset, their brand awareness, image and attitude. The author distributed an online survey that gathered a total of 390 responses from members of a Facebook brand page of a major Austrian grocery chain. The results show that the consumers' positive assessment of both marketers posts and the posts published by other consumers can work as significant predictors of fan-page engagement.

Chapter 19, "The Impacts of Facebook Ads on Brand Image, Brand Awareness, and Brand Equity," by Erkan, Gokerik, and Acikgoz, investigates the effect that Facebook ads have on the creation of brand image, brand awareness, and also brand equity. The authors argue that Facebook represents a novel facet of advertising, given the fact that it offers more reach to the ads and it allows them to be targeted, but while its influence on consumers' purchase intentions are known, its potential effect on the brands remain relatively unidentified. The authors developed a conceptual model was developed based on the Advertising Value Model, which was tested via a structural equation modelling with the assistance of

a survey of 194 university students. Their findings confirm the model that was proposed and reiterates Facebook ads' significant contribution to brand image, brand awareness, and brand equity.

Chapter 20, with the title "Search Engine Marketing Strategies: Google Answer Box-Related Search Visibility Factors," by Miklosik, proposes a framework for organisations to determine what factors have the potential to assume a greater role in the selection of a website to be extracted in a Google Answer Box and what generates the particular relevance of a website regarding a search query. This study was supported by an analysis of the 10 websites listed in the Search Engine Results Page for a specific search query. The author posits that organisations are required to be aware of the significance of enhanced visibility in converting users and consumers who are already actively engage in searching for information online and those who are in contact with above the line advertising.

SECTION 6: E-GOVERNMENT, E-LEARNING, AND E-HEALTH

Chapter 21, with the title "Relevance, Need, and Opportunity: The Experience of the Market Study for the Online Bachelor's Degree in Economics at the UCOL," by Cuevas, Plascencia, Deniz, Ceballos and García, addresses the demand for an online modality of the Bachelor degree in economy at the University of Colima. The authors conducted a survey with a sample of 425 people to identify the need demand for an online version of the course, to determine the creation, development and application of such educational offer, to verify the requirements in terms of the adaptation of the plans and programs of study and the assess the strengthening of the quality in academic training. This chapter's findings demonstrate that education is facing important challenges and distance education is affirming itself as a real alternative to face-to-face educational methods.

Chapter 22, titled "Social Innovation to Achieve Global Health," by Pereira, Rebehy, Castro and Galvao, proposes a proposes a description of the definitions and use of eHealth tools, with a special emphasis on how social media have the potential to contribute to disabling barriers, solving problems, and assisting the collaborative efforts towards the promotion and extension of the reach of eHealth tools to poor and marginalized populations. The authors focus on the need for educational or cultural strengthening that can favour disruptive innovation. Their argument goes further than technology itself, it concerns the use of a simpler technology that can be obtained at low cost to create new products or services which can be valuable for the prevention of health problems and to address the challenges that of the people that are not served by the conventional health sector.

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