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## Editorial: Adaptation versus standardisation in global marketing for small businesses

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### Claudio Vignali\*

The Leeds Metropolitan University  
School of Tourism and Hospitality Management  
City Campus, Leeds, LS1 3HE, UK  
E-mail: C.Vignali@lmu.ac.uk  
\*Corresponding author

### Demetris Vrontis

Department of Marketing  
School of Business Administration, Intercollege  
46 Makedonitissas Ave.  
P.O. Box 24005, 1700 Nicosia, Cyprus  
Fax: +357 22 353722  
E-mail: Vrontis.D@intercollege.ac.cy

### Tihomir Vranešević

Graduate School of Economics and Business Zagreb  
Trg J.F. Kennedyja 6, 10000 Zagreb, Croatia  
E-mail: tvranesevic@efzg.hr

**Biographical notes:** Claudio Vignali joined the Leeds Metropolitan University in 2003 as the Arnold Ziff Chair in Retail Marketing Management. He has written a plethora of articles and books in the field of marketing. Prior to joining Leeds, he was the head of the consumer section at Manchester Metropolitan University. He is Editor of three academic journals and also serves as adviser on a number of journals.

Demetris Vrontis is Associate Dean of the School of Business of the Intercollege Cyprus. He obtained both his BSc and PhD degrees from the Manchester Metropolitan University and his MBA from Hull. He is Visiting Professor at a number of international universities and is also Fellow at Leeds Metropolitan University. He has written many articles and books in the field of marketing.

Tihomir Vranešević obtained his BSc, MSc and PhD degrees at the Graduate School of Economics and Business Zagreb. Currently, he is Deputy Dean and Associate Professor in the Marketing Department of the same school. He lectures undergraduate courses on marketing and marketing research, and graduate courses on customer relationship management and brand management. Professor Vranešević is author of the book *Upravljanje zadovoljstvom klijenata* (Customer Satisfaction), and co-author of the following books: *Marketing*, *Upravljanje strateškim marketingom* (Marketing Strategy),

*Marketing Planning, Customer Satisfaction and Istraživanje tržišta* (Marketing Research). He is also author of numerous scientific and professional articles in the areas of marketing, marketing research, customer satisfaction, brand management, *etc.*

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The 14 articles and cases included in this issue have been developed by academics from around the world. It is a pleasure to bring together works that have been done in developing countries as well as areas of the globe that are regarded as more 'modern'.

The debate on global standardisation versus international adaptation has captured the interest of both practitioners and academics and the selection of an optimal stance seems to be an integration of the two approaches. The selection of the parameters seems to be based on a number of organisational characteristics and micro/macro environmental forces.

The contribution from Australia looks at the global effects of branding. The Cypriot contribution examines the effect of country of origin, which when read with the American contribution on mass customisation makes good reading.

The examination of individual country culture is also interesting. The Scottish contribution examines SMEs in the Czech Republic. From Denmark we have the examination of the small shop concept, whilst from Spain we have an investigation into brand choice. The Croats look at the effect of pricing whilst a joint effort between the Croats and the English, examines the effect larger stores has on smaller retailers. A joint initiative between Cyprus, England and Croatia examines the expansion of a state business and the effect this has on small enterprises in Hungary. From Italy we have a piece that compares hospitality issues in both the UK and Italy. Finally from the UK we have two interesting contributions. One is about the diversification of an English tradition the rural Pub, whilst the other is explaining the importance of knowledge transfer to small entrepreneurs.

In reality we have put together a series of papers that are truly global and international and that gives various perspectives to the characteristics and variables that differing entrepreneurs value in their own environment.