
Editorial

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1 Introduction

The convergence of communication and technology now means the world is becoming less restricted by geographic boundaries. In the virtual world, physical distances no longer matter, and consumers from around the globe share more in common than ever before. As we change the way we communicate with one another, we also need to change the way persuasive messages are composed and delivered. This transformation makes it an exciting time for advertising academics and practitioners to rethink how electronic communication is used not only to reach consumers in our own countries, but throughout the world. Obviously, significant challenges remain at the forefront of this cross-cultural amalgamation with a great need for research on the practice and theory of e-advertising in a global community, which is precisely the justification for this special issue.

The papers in this issue address many of the most vital matters facing cross-cultural e-advertising. For instance, Dilts, Hauser and Hausknecht emphasise that e-businesses today must identify, understand and integrate cultural references within their marketing strategies and present a hybrid multichannel framework, which relies on the internet to

enhance local cultural appeals within a global business environment. An's work follows by empirically examining the creative strategy and information content of 33 local web advertising brands. His findings suggest important implications for e-advertising as significant cross-cultural differences associated with individualism were observed between Korea and the USA.

La Ferle and Kim move away from examining the corporate implications to address cross-cultural consumer motivations and individual processing differences online. They report that US and Korean motivations differ across social dimensions as well as communication style preferences. Guo et al. also investigate cross-cultural differences; however, they focus on exploring attitudes towards the internet advertising in general. Their findings illustrate the unique characteristics of various cultures exude as beliefs in economic, personal and regulatory dimensions were found to positively affect attitudes differently. Finally, Li and Lee explore the emerging area of mobile advertising within the context of an Asian culture heavily focused on mobile communication. They present a framework linking mobile advertising with direct response advertising and cite interactive communication with increased response rates as key findings from their work.

While this special issue addresses key topics associated with cross-cultural e-advertising, the work presented represents the beginning of this rich area of research. We hope that the discoveries presented will lead to more questions as advertising academics and practitioners move forward together in this exciting area. We would like to thank the authors who submitted manuscripts for this issue and extend our gratitude to the reviewers for their service. Finally, we would like to thank the Editor-in-Chief, Dr. Eldon Y. Li, for the opportunity to serve the *International Journal of Internet Marketing and Advertising*.