
Editorial

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Biographical notes: Dr. Demetris Vrontis is a Professor in Marketing and the Dean of the School of Business at University of Nicosia in Nicosia, Cyprus. He is also a Visiting Teaching Faculty for Henley School of Management in the UK, a Visiting Professor for Vorarlberg University in Austria, a Visiting Research Fellow at Manchester Metropolitan University in the UK, a Visiting Fellow at Leeds Metropolitan University in the UK and an External Examiner for Cape Peninsula Technological University in South Africa and Nottingham Trent University in the UK. His prime research interests are on international marketing, marketing planning, branding and marketing communications, areas in which he has widely published in over 45 refereed journal articles, contributed chapters and cases in books/edited books and presented papers to conferences on a global basis. Dr. Vrontis is also the author of eight books mainly in the areas of international marketing and marketing planning. Dr. Vrontis is the Founder and Editor of the *EuroMed Journal of Business*, and the Editor for the *World Journal of Business Management*.

Dr. Alkis Thrassou is the Head of the Marketing Department in the School of Business at the University of Nicosia, Cyprus. Dr. Thrassou obtained a BEng (Hons) degree in Engineering with Management and a PhD in Strategic Marketing Management from the University of Leeds (UK). From 1996 until 2002 he worked as a business and project manager for an engineering and management firm in Cyprus, leading teams of professionals through many projects of varying sizes and nature. In 2002 he joined the Marketing Department of the University of Nicosia, Cyprus, involving himself in various scholarly activities, lecturing on marketing-related subjects to both undergraduate and postgraduate students, and undertaking research in the fields of small firms, services and consumer behaviour. He retains strong ties with the industry, acting also as a Consultant.

The debate on global marketing has captured the interest of academics and practitioners and has produced a wide array of divergent viewpoints. While the subject of international marketing itself is much discussed, the discussion rarely concentrates on smaller organisations, thereby overlooking a vital segment of businesses and underestimating their international potentialities. The internet is indisputably a principal tool used by SMEs towards internationalisation and the first true leverage against the larger, more powerful competitors.

Aiming at the epicentre of world business transformation, this special issue attempts to fill this knowledge gap by attracting papers on SME internationalisation involving substantial utilisation of the internet. It intends to provide an outlet for research on small businesses and the role of the internet in the development and implementation of their international marketing strategies. The work published in this issue covers internet marketing situations that can be useful for both academics and practitioners.

Initiating this guest edition for the *International Journal of Internet Marketing and Advertising* took a great deal of time and energy. Our objective was to develop a guest edition that would be not only scholarly but also of use to professionals in the business world. Further, our intention was to put together articles that present current, state-of-the-art research and critical thinking, designed to equip scholars and practitioners with the knowledge base necessary in this specific area of marketing.

We believe that we have introduced varied and fascinating topics for our readers and hope that you find this special edition of the *International Journal of Internet Marketing and Advertising* to be both interesting and valuable.