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## **Editorial: Some fresh perspectives about marketing high technology**

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Welcome to this new edition of the *IJTMkt*. At a time where the high tech industry is evolving drastically, we are glad to introduce the five papers in this edition as they are completely in line with the journal's mission. Each of them indeed proposes and fosters discussion on the advancement of marketing practice and theory for technology intensive products and services.

The first article entitled 'The renewal and transformation of high, medium and low tech: a comparative approach', provides a thought provoking view of the high technology industry in comparison with more 'traditional' sectors. Obviously practitioners and academics who are actively involved in the high tech sector have known for years that low-cost (and price) strategies works effectively for some technology-based solutions, especially for reaching innovation-averse customers. But this paper shows that the line between low-medium tech (LMT) and high tech (HT) products is increasingly blurring as in recent years, traditional industries have tend to rely more on innovation in order to differentiate from the competition. As stated a renewal and transformation is occurring as the LMT sector is shifting towards differentiation while HT is shifting towards cost focused strategy. Should this trend appear long standing and globalised, it will open new avenues for fresh thinking about the marketing of high tech products. More precisely, it could challenge the traditional adoption curve model and stimulate new marketing models aiming at maximising instant diffusion through aggressive penetration pricing, for instance.

The second paper entitled 'Some implications of an overly used word: convergence', reminds us that a concept can have different meanings, especially in the high tech world. Actually this is an industry whose marketers are always keen on giving acronyms or nicknames engineers on any new innovative technology. It helps to summarise and to popularise a sometime complex and difficult innovation. 'Cloud computing', 'Green technologies' and 'Consumer 2.0. IT' are some examples of the latest buzz word in the information technology industry in 2010. But those catchy names may have different

significance for different readers. One role of academics is to contribute to the clarification of concepts which may look exciting on paper but whose content is so vague that it cannot be easily understood or it derives uncertain or wrong conclusions about its possible application. The marketing of technology based solutions is less about generating excitement than conveying the sense and the value of those products and services to the market. The paper by about convergence illustrates clearly the point as it shows that the same word has different definitions in different countries and different industries. As a consequence it leads also to different implications from governments and companies in Western countries and in Asia, not only for the information technology sector.

The third paper entitled 'The competitive value of the internet an empirical investigation', reminds us that the value of a technology or a technology-based solution relies very often on the existence of complementary technologies. A famous illustration of this principle is the case of the operating software for computer in the past or mobile phones today. But this article focuses on another very famous technology, the internet. We know that if the internet can improve the performance of a firm, it can also destroy its value under certain circumstances. This paper considers the conditions where the internet is effectively enhancing the competitiveness and the business performance of the firms with the examinations of the linkages between online capabilities, technological opportunism, and competitive advantage.

One of its most interesting conclusions is that internet as a stand alone technology has no effective value for a firm. In order to provide a long standing competitive advantage it has to be combined with complementary organisational capabilities.

The combination of the internet with the mobile phone technology has given birth to the very promising mobile commerce also known as m-commerce. And the fourth article entitled 'Adoption of technological innovations in the m-commerce industry', provides a noteworthy conceptual model to analyse the implications of the environmental influences on the intentions of individual for adopting mobile technology, in that case, mobile banking services. This paper fills also a gap in research as different research papers had already called for more work on mobile banking as it represents one of the most recent popular technological innovations in B2B.

Finally, the last article entitled 'Technology intelligence systems for manufacturing technologies – an empirical analysis in the context of timing strategies', underlines the importance of a technology intelligence system for companies in order to keep their competitive advantage in delivering their solutions to the market on time. Time is of the utmost importance when marketing a high technology solution and very often the relative performance in time management can make or break the success of a product. Too early on the market, the product may not take off; too late and the competitors will have already occupied and the market space leaving.

Anticipation is also crucial as it is of the utmost importance to arrive on the market with the right technology, i.e. the one which will be accepted by the customers as it provides value for them. Too often, some companies bet on the wrong technology because they are too focused inward. The so-called NIH syndrome is always looming in the high technology sector as too many engineering driven firms believe that only they are able to understand and develop what is going to be the next revolutionary technology. Actually, in this matter it pays to be very open and to look outside to make the best technology development bets. The article indicates clearly that leading competitors are

carefully probing their competitors and cooperate extensively with universities and research facilities notably with the assistance of dedicated information technology tools.

Enjoy your reading and do not hesitate to send us your thoughts about these papers as well as your own research paper in the exciting field of marketing high tech! We look forward to reading from you soon.