
Editorial: At the forefront of research about marketing high technology

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Welcome to this new edition of the *International Journal of Technology Marketing*. One of the goals of this journal is to be at the forefront of the research about the marketing of technology-based products in exploring new concepts and new fields. This volume is a good illustration of the journal's reach and scope at a time where innovation and globalisation are more than ever the priorities in technology marketing.

The growth of e-books seems to be taking off very rapidly. After the CDs, the DVDs, and the TV networks, it seems that the next casualty of the digital revolution could be the book with the raise of the e-book. In April 2011, Amazon, announced that that its customers now buy more e-books than print books with a ratio of 105 e-books for every 100 hardcover and paperback books, excluding free e-books. Since Amazon has been selling print books for 15 years and electronic books for less than four years, this is quite a performance. In that perspective, the first article entitled 'An analysis of consumer behaviour when adopting technological innovation: a Brazilian perspective of e-books' brings an interesting perspective on this new phenomenon. An additional benefit is to provide the reader with an analysis of this new product trend in one of the most fast changing of the emergent countries.

One of the results of the research is that e-book adoption is its easy-of-useness. This is totally consistent with the technology acceptance model (TAM) which is the major theoretical reference frame today about the acceptance of innovation and technology by the markets. But the TAM model focuses on adoption only through instrumental extrinsic components such as ease-of-use and usefulness. However, in the recent years, there has been a growing body of research demonstrating that it is necessary to consider not only the rational, but also the emotional motivations as a success factor for technology acceptance. The second article entitled 'The role of emotion in hi-tech product adoption: the case of WCDMA in Korea' provides an additional contribution to the expansion of

the TAM model, as it focus on the importance of emotions and especially the perceived enjoyment, to facilitate the embracing of technology products by consumers.

Following our previous issue about the increasing role of customers in the design of innovative technology products, the third article, entitled 'Accelerating customer integration into innovation processes using Pico Jobs', introduces the intriguing and fascinating concept of 'Pico Jobs' as a way to engage customers in the innovation process. Pico Jobs are small, highly structured paid tasks which can hardly be solved automatically with information and communication technology (ICT) and where customer involvement can provide quick and original solutions. There are today various marketplaces which offer those jobs as a pioneering way for crowdsourcing.

The fourth article considers also the innovation crowdsourcing process but with a different perspective. The paper entitled 'Customer participation in innovation processes of inventors and SMEs' examines the frequency and conduct of customers' participation in the various phases of both the innovation process and the life cycle of the firm. It concludes that customers are essential in SMEs' innovation activities. It suggests a change in public innovation policy which should focus on encouraging customer participation through financial schemes.

The last two articles are of a different kind as there are two cases studies about the marketing of new technologies on emergent markets. The first of the two case studies analyses the case of renewable energies at a critical phase of its development on the British market which is still at an early stage compared to other countries at a time where the RE markets are growing fast at an international level. The second case study, entitled 'Nokia's strategies in Indian mobile handsets market', offers some unique insights about the marketing strategy of Nokia on the booming and difficult Indian mobile handset markets in the first half of the previous decade.

Those two papers have been through our double blind review process and were considered original enough to be deserved as such. No doubt that they can be a useful secondary source of information for future research.

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