
Editorial

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Biographical notes: Alexander Brem received his Diploma in Business Administration and PhD from the University of Erlangen-Nuremberg in 2004 and 2007, respectively. From 2004 to 2007, he was Senior Research and Teaching Assistant at the Chair of Industrial Management, University of Erlangen-Nuremberg, where he currently works as Assistant Professor. Moreover, he is Founder and Partner of VEND Consulting GmbH, Nuremberg. His current research interests include idea and innovation management and strategic management in SMEs. He is Reviewer and editorial board member of various international journals such as *Technovation* and *International Journal of Innovation Management*.

Eric Viardot is a Permanent Professor of Marketing and Strategy at EADA Business School in Barcelona. He holds a Doctorate in Management. He is a graduate of the HEC Business School, Paris, and the Institute of Political Sciences, Paris. He has been working in different marketing positions for Hewlett-Packard in France, Canada and the USA. He was then a Financial Director for a large international NGO in Asia and Central America. After that, he joined Bain and Company as a Senior Consultant and had numerous assignments in Europe with technology-driven companies. He has published various books and articles on strategic management and marketing with a strong focus on technology and innovation management. He teaches regularly in executive programmes in Europe. He is an active consultant and trainer, and has worked with several major multi-national corporations.

For us as editors of an international journal, it is very important to publish high-quality and current academic research. However, it always takes time to pass through the double-blind review process: motivated and engaged reviewers need their time to offer not only critique on the paper, but insightful hints for advancements as well.

Therefore, we decided to split this issue, as only four quality papers were selected through the review process for this special issue. Hence, it leaves room enough for

incorporating two 'regular papers' coming from our backlog of available articles. Consequently, this issue is divided into a 'special issue papers' section and a 'regular papers' section. This means that regular papers are not remaining too long in the queue of 'articles to be published' because of the edition of a special issue. We believe this is an additional incentive for authors to offer their manuscript to the *IJTMKT* for evaluation, as we are aware that it is important for academic authors to have their paper published not too long after the paper has been officially accepted through our double blind review process.

The first article of the 'regular papers' section, entitled 'Forming positive advertising and product attitude: the role of product involvement' by Edward Shih-Tse Wang provides new insights about the impact of product involvement and the attitude of consumers on the perceptions of technology products that are advertised online. Even though various works have indicated the important role of consumer involvement in affecting consumers who were exposed to advertising, we know little about the manner in which consumer product involvement forms the positive advertising attitude and perceived product value of an advertised product. This is the goal of this paper which comes with interesting results both for academics and practitioners.

The second paper, 'Emotional connections to books and technological innovations: an e-book perspective' by Vanessa Ratten, explores another aspect of the consumer attitude in consideration with the adoption of technology. It focuses on the importance of emotion and emotional connections in forging a strong relationship between the customers and the new product. Recently, this approach has been taken successfully by some of the major smartphones vendors. The paper considers another promising category of technology-based innovation: the e-book. Relying on social cognitive theory associated with different technology adoption models, the author underlines the importance of emotional connection in the technology adoption process and derives also practical implications for marketing managers.

With this special issue about the 'Marketing of emerging technologies' completed by two regular papers with innovative point of view, we are proud to have this new edition of the *International Journal of Technology Marketing* being once again at the forefront of the research about the marketing of technology-based products and services.

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 are also interested in developing special issues that centre on a specific topic. Send us your proposal – we are looking forward to it.