
Editorial

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socially responsible marketing plans and sustainable business practices. He received his PhD and MA from the University Michigan School of Education, and an MBA from the University of Toledo.

In 2007, the American Marketing Association (AMA), North America's – and perhaps the world's – largest professional body in the discipline of marketing with over 30,000 members, released its new definition of marketing, the first in almost four years. Marketing, it suggested ...

“... is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.”

The new definition stimulated debate among scholars and practitioners alike, not least because of its largely catch-all attempt to cover every aspect of, and current fad in, marketing. Today, however, it is widely accepted, the AMA being considered a sort of *de facto* authority on all things marketing.

A much older definition, however, might be more appropriate for this special issue on marketing in emerging markets. Appearing for the first time in the Oxford English Dictionary in the year 1455, the word market – as in the verb *to market* – meant “to sell, or bring to market”. According to the definition, therefore, the essence of marketing is the act of going to market, not the activities therein *per se*. Indeed, at its core, marketing is about “loading up the cart and taking the harvest to town”. And consequently, marketing is not considered an option, but instead the necessary undertaking in the overall exercise of commerce.

Now this definition, although ancient history in comparison to the AMA's shiny if somewhat battered new one, is seemingly more appropriate for this special issue, because it raises the fundamental question “Are emerging markets different?” If so, then the logical and possibly more important extension for the discipline of marketing would be “Is marketing in emerging markets different?” That is to say, if emerging markets are indeed different, then how does the act of going to market differ?

The marketing literature, however, is noticeably svelte with respect to both these questions. Recently, Bianchi (2009) examined Chilean consumer expectations in the context of convenience stores; Salmi and Sharafutdinova (2008) measured Russian perceptions of mobile telephone features; and Si et al. (2009) looked at interpersonal influences in China. The marketing activities of measurement, brand extension, and sachet packaging have likewise all been explored (Farley et al., 2008; Fu et al., 2009; Singh et al., 2009). But overall, the characteristics of emerging markets, and the practice of marketing in emerging markets, remain relatively unknown.

Voilà, the rationale for this special issue. Indeed, as intimated in the call for papers, there have been increasingly louder calls as of late for more research on marketing in emerging markets, in order to both advance the discipline of marketing and insure its managerial relevance (to all those involved). Scientific research has traditionally been conducted in so-called industrialised nations, thereby calling into question the discipline's ‘universal’ conceptual and theoretical foundations. Additionally, from a purely pragmatic perspective, the growing importance of emerging markets in the world

economy suggests that understanding the practice of marketing in emerging markets is critical.

The call for papers generated great interest, with almost 25 submissions from emerging markets around the globe which explored very different marketing phenomena: distribution channels in Russia, electronic customer relationship management in Algeria, and female online behaviour in Bahrain, for example. With so many interesting submissions, it posed a daunting editorial challenge. But in the end, the result was six papers which the reviewers felt ‘made the cut’, four of which appear here and two which will follow in the next issue.

The first paper studies 20 global brands, attempting to understand how four brand constructs – country of origin, familiarity, liking, and trust – might influence the purchase intent of Hungarian consumers. In the second paper, the author explores how Mexican cooperatives access the marketing channels of their larger counterparts. The use of conjoint analysis as a reliable way to reveal what consumers value is well established in developed economies. The third paper, however, considers its use in emerging markets through a case study of a leading Estonian plastic packaging material producer. The antecedents of international expansion of Asia Pacific companies are the subjects of the fourth paper.

It has been a great pleasure to serve as guest editors for this special issue on marketing in emerging markets. We are grateful to our Editor-in-Chief, Satyendra Singh of the University of Winnipeg, who entrusted us with the task, and who, more importantly, initiated the idea of this special issue for the *International Journal of Business and Emerging Markets*. Of course, we are indebted to the 50 or so reviewers who contributed their valuable professional time and energy to the enterprise. In conclusion, we hope that you enjoy the special issue, and that it will, in its own way, advance the discipline of marketing and insure its managerial relevance.

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