

---

## From the Editors-in-Chief

---

### Alexander Brem

School of Business and Economics,  
Friedrich-Alexander University of Erlangen-Nuremberg,  
Lange Gasse 20, 90403 Nuremberg, Germany  
E-mail: brem@idee-innovation.de  
E-mail: brem@industriebetriebslehre.de

### Eric Viardot\*

EADA Business School,  
C/ Aragó, 204,  
08111 Barcelona, Spain  
E-mail: eviardot@eada.edu  
\*Corresponding author

**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 Researcher and Teaching Assistant at the Chair of Industrial Management, University of Erlangen-Nuremberg, where he currently works as a Professor of Idea and Innovation Management. Moreover, he is the Founder and Partner of VEND Consulting GmbH, Nuremberg. His current research interests include technology and innovation management as well as entrepreneurship. He is a 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 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 multinational corporations.

---

Welcome to this new edition of the *International Journal of Technology Marketing*. This is not the first time we have decided to divide this issue into a ‘special issue papers’ section and a ‘regular articles’ section. Indeed, it provides us the opportunity to receive the best case studies about ‘strategic practices adopted for technology marketing’ from the last International Conference on Management Cases. They have been selected by our esteemed colleagues Sardana and Thatchenkery, who are introducing each of those papers in the specific editorial dedicated to the special issue.

Their selection process was tough enough to have only five papers accepted. Hence, it leaves room enough for incorporating three ‘regular papers’ coming from our backlog of available articles. 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 paper of the ‘regular articles’ section, entitled ‘Managing product variety decisions for sustainable profitability in B2B industries’, from Kuffer and Brecht, analyses the drivers in the decision to introduce and manage product variants from a marketing perspective in an industrial context. The paper identifies three main categories of reasons and examines also the impact on costs and profitability of a product range extension. The authors come with interesting insights which offer new perspectives for researchers as well as some practical significance for practitioners.

The second article, from Tu, Lu and Tung is about ‘A study of software product sampling’, which is a frequent marketing strategy in the software industry. The research evaluates the impact on the buying decisions of various factors such as sampling effectiveness and network externality effect but also attrition (forgetting) rate, software price, as well as learning costs. It also provides some advices to software vendors to increase the efficiency of a sampling strategy.

The last paper of the ‘regular articles’ focus on an important feature of technology-based products: their aesthetics. Though there are some articles about the importance of the ‘look and feel’ aspect of high tech product, this dimension is often underestimated in the academic research. In its article entitled ‘Aesthetic technology: scale development and measurement’, Swilley offers a scale to measure the aesthetics of a technology device and shows that it can be effectively used in understanding consumer attitudes and intentions toward technology product. The article paves the way for future investigations enlarging its perspective and it opens promising avenues for possible application to marketers.

With this special issue about the ‘Strategic practices adopted for technology marketing’ completed by three 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 innovation and 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.