

---

## Foreword

---

### 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  
\*Corresponding author

### Éric Viardot

EADA Business School,  
C/ Aragó, 204, 0811 Barcelona, Spain  
E-mail: eviardot@eada.edu

---

Welcome to this new edition of the *International Journal of Technology Marketing* where besides ‘regular articles’ section, we are pleased to making room for a special issue including the best case studies about ‘Innovation and knowledge sharing in 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 extremely rigorous and they have accepted only four papers among the 69 case studies presented at the conference. Consequently, we have enough space 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 peer review process.

Mass customisation is a growing trend in the building of the marketing offer, not only technology services but also for an increasing number of products, as technology is offering extensive flexibility in manufacturing and operations. Thus, the article, from Damm, de Pablos Heredero, and Rodríguez-Monroy, is of particular interest as it presents ‘A review and a conceptual framework of the key value drivers of mass customisation’. The authors discuss the different kind of influences on the key value drivers of mass customisation. They also present an interesting conceptual framework that helps in explaining for the dissimilarity in customers’ willingness to pay and that brings new knowledge about the value increment of mass customised products as perceived by customers.

The paper by Padhi, entitled ‘A cross-sectional, multivariate, disaggregated study on impact of key drivers of customer satisfaction on brand perception and loyalty in selected hotel chains of India’ examines the explicit linkages that extend from internal processes to customer satisfaction to customer loyalty in the hotel industry, a sector which has

recently been deeply impacted by an increasing dependency to technology from customer booking, to brand promotion on social networks, customer satisfaction measurement, evaluation and management with online tool. The nature of the research framework describe as cross-sectional, multivariate and disaggregated offers an original analysis which gives interesting insights on the dynamic relationship between the three main foundations of repeat business that are the customers' satisfaction, their brand perception and their loyalty.

The third paper is extremely exciting as it cast an additional light about the expectations of customers when confronted with a radical innovation. The paper is entitled 'Influence of car design within the electric mobility market', by Scherder and Drauz. It investigates how customers preferences for new to-be-launched electric cars in comparison with current regular cars. The paper examines the variation of preferences by gender, age and nationality. The main results are a need for conformity as customers would prefer the electric car to look similar to their existing cars, and would not add value as having an electric car easily identified as such by its design or its features. With this research in the automotive sector, the authors are clearly bringing an additional valuable contribution to the theory of the adoption of innovation while they are bringing useful insights to the professional marketers who are working in this industry.

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