
Editorial

Gianpaolo Vignali

School of Materials,
University of Manchester,
Oxford Rd, Manchester, M13 9PL, UK
E-mail: gianpaolo.vignali@manchester.ac.uk

It is with pleasure that I introduce the following papers, earlier versions of which were presented at the 10th International CIRCLE Conference hosted by The Polytechnic Institute of Viana do Castelo, Portugal.

Centre for International Research in Consumers, Locations and their Environments (CIRCLE), was created at Leeds Metropolitan University in 2003. In 2005, an EU Tempus project to develop an International Masters was successfully applied for by the University of Applied Science in Vorarlberg, the University of Zagreb, and Leeds as a partner. In 2005/2006, Vorarlberg and Zagreb sent students to Leeds for the masters and to follow a doctoral programme.

It was agreed that all partner universities [80 by 2013] would have their own CIRCLE [research centre] but Circle International would be created independent of any university to host an independent conference and to develop activities hosted separately to the research centres. To this end, an annual conference has been hosted by different partner universities who themselves control the costs, revenues and activities in their own session. The Scientific Committee remains consistent throughout the years to ensure that the papers presented at the annual conference are of the highest calibre. Over 120 papers were submitted to the conference this year of which the best papers have been put forward to this special issue

The papers in this special were originally presented in front of academics from across the world in the consumer behaviour discipline. The papers have been multiple blind reviewed amongst the audience and the scientific committee of CIRCLE. This allows a very unique way of the dissemination of research following a rigorous approach and one, which enhances the quality of the paper throughout the process. From recommendations of the panels at the CIRCLE Conference and the scientific committee, these papers have been improved from their initial submission and I am excited to present these papers in the following special issue.

The first paper titled, 'Satisfaction and loyalty of tourists in a cross-border area', has been written by a team of academics from the universities in Girona and Barcelona, Spain. Their paper discusses the impacts of cross-border tourism and the likely reasons for this type of tourism. The results of this study have helped to create a model of customer satisfaction that managers on both sides of the border can employ to improve behavioural intentions.

The next paper focuses on the, 'Applications of psychological constructs in global empirical consumer acceptance research: a meta-study'. In this paper, the author links psychological constructs and how this influences individuals acceptance behaviour. In relation to previous studies and theories implemented, the results of this paper suggest

that there are variety of further motives that influence the innovation of acceptance decision.

Dennis Schlegel presents, 'A comparison of global empirical results on company cost-of-capital practices'. This seminal paper reflects the work, which Dennis has been completing in his PhD study. The study focuses on the differing cost-of-capital models and how these are applied in managerial finance. The results of this study suggest that there is a large variance in previous research and that further investigation is required.

Two academics from Poland (Aleksandra Grzesiuk and Ewa Frąckiewicz) investigate, 'Online communities in Poland: are e-commerce companies involved in creating and managing online social networks?' This paper considers the changing way in which we communicate with one another and how this is managed. The use of social media as a marketing vehicle and how business should manipulate this to their advantage.

The next paper 'The mix map modelling approach: research application – a thought for the service industry' sees a father and son combination who have researched in the field of the mix map method. This strategic method also known as Stratics has been applied to the service industry to see if the application fits in this environment.

'Fans club brand relationship: football passion', was presented at the conference by Ricardo Cayolla and co-authored with Sandra Maria Correia Loureiro. This paper investigates the attachments that fans possess with their supported clubs and provides a list of attributes that are closely aligned with this particular group of consumers. This research is of particular relevance to brand managers and how they can benefit from this knowledge.

The next paper authored by Sabine Scheffknecht-Sinz entitled 'The impact of bureaucracy/red tape on the employees of multinational enterprises', considers large multi national enterprises. It particularly focuses on the employees of this organisation and their motivations and satisfactions and how red tape may hinder their overall engagement.

The final paper of this special issue considers, 'Tourism in Croatia between the two world wars: the Dubrovnik district case'. In this paper, the author has explored archive records to see how the cycle of tourism has changed and shifted in Croatia. It is interesting to see how the service industry has played a key part in this development and how it works today.

I hope you enjoy reading this issue and look out for further research disseminated through the CIRCLE Networks.