
Editorial

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Welcome to this new edition of the *International Journal of Technology Marketing (IJTMKT)*. At a time where technology is revolutionising traditional industries while giving birth to fast growing emergent business, never has been so important the research about how to market effectively technology. This is because technology is also deeply impacting the marketing management, from the understanding of the customers to the design of effective marketing strategies and their implementation as all the elements of the marketing mix are getting transformed by the digital revolution. We are glad with this new edition of the *IJTMKT* to contribute to a better understanding of the marketing of technology based solutions both from a theoretical and an operational point of view.

The first paper entitled ‘Selection patterns in front-end decision making – determining the probability of idea progress within the internal innovation process’ is of particular interest to technology marketers and strategists as it focus on the front end of the innovation process where the groundwork of successful innovation is done in order to create new products or services. But the front-end decision making is a vastly challenging task due to the typically high number of alternatives being evaluated with little information and high levels of uncertainty. Thus the paper identifies different selection strategies with a methodology similar to corporate ratings and shows how to apply in practice the idea selection practice. An interesting key finding is also that, in highly uncertain situations, detailed analyses do not necessarily lead to better decisions.

The second paper, named ‘Managing the lifecycle of online innovation contests – a case study on an innovation intermediary’s approach’, provides an in depth analysis of how online innovation contests (OICs) can be a very effective way for a firm to generate new ideas for products or services with the help of external sources. The paper analyses the design and management of OICs and come with some remarkable conclusions about the social aspect of OICs and the importance of designing and managing the social subsystem over only the technical subsystem of an OIC.

The next three following articles provide new hindsight about high tech customers. The paper titled ‘Consumer’s acceptance of high-tech products: the case of RFID credit cards in Taiwan’ explores in detail the role of perceived risks in conjunction with other

factors in the adoption of technology base services, taking RFID credit cards as the basis for this research. The article shows notably that perceived risks are directly and negatively related to both perceived usefulness and use intentions, with most of the influences on use intentions being mediated through perceived usefulness. Results show also that technology readiness may mitigate risk perception as well as influence behaviour intentions and leads to higher intentions to adopt.

The fourth paper casts a new light on how to leverage the user experience in an industry which is impacted by technology. Titled 'Creating value through user experience: a case study in the metals and engineering industry', the article considers the way suppliers in the metals and engineering industry are turning to user experience as a source of competitive advantage and value creation for the customer. Like in many other industries, they are mostly facing the double marketing issues of creating a solid value argumentation for user experience as well as showing the link between user experience and the monetary value it can create for the customer. The paper comes with a very robust analysis about the way to overcome those problems which is based on a four-step process and is then conceptualised in a compelling framework which is linking user experience and customer value.

Following in the same vein about customer experience, the fifth article, 'Identifying customer satisfaction estimators using review mining', comes with an exciting research about how to maximise the use of customer satisfaction. The paper states that the various methods which have been developed to collect information on customer sentiments, perceptions, and demands are often falling short of providing practical guidance about how to apply this information to offer superior products and services to customers. The article introduces a new method for identifying the strengths and weaknesses of products or services which is based on language-processing software. This technique seems to have a promising future as it offers many benefits to the marketers. Indeed, it can help enterprises to identify, understand, and solve discrepancies between customer expectations and perceptions of their products or services. It also reduces the cost and time needed to collect and analyse actionable data. Finally, it can be moved to digital media and it can also be adapted to gauge perceptions of quality related to things other than tangible goods and/or services

The last paper deals with a new kind of distribution channel, completely driven by the evolution of the technology, the so called 'cloud'. The article is entitled 'Cloud enabled business model innovation: gaining strategic competitive advantage as the market emerges' and it explores the impact of cloud computing on the marketing and business strategy of the firms which are using it. The paper shows that, even this looks like a promising avenue for innovation and differentiation, there are still limitations to achieve the full potential of this new technology as the technology is still at an early stage and has not yet fully been adopted by the market.

Enjoy your reading of this new edition of the journal and do not hesitate to send us your thoughts about those papers as well as your own research paper in the exciting field of technology and innovation marketing. We look forward to reading from you soon!