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## **Editorial: Revisiting the marketing strategy and tactics of technology innovative solutions**

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Welcome to this new edition of the *International Journal of Technology Marketing*. We are glad to present the six papers of this issue as they are contributing to the development of both thinking and practice for the marketing of technology intensive products and services. Two articles are related to overall marketing strategy, as they are devoted to internationalisation and consumer behaviour, and the other articles are investigating some specific elements of the marketing mix.

The first article entitled 'How to develop business models for rapid internationalisation: lessons from a high-tech startup' considers a key strategic marketing challenge for high tech startups as an early internationalisation is often a critical step on their growth path. To do so, they have often to develop business models which have to be adapting to different markets, and the selection of the right business model is a key success factor in the internationalisation process. This absorbing paper analyse the drivers for the development of different types of business models for market entry, and compare the development requirements posed by alternative business models. It comes to the conclusion that, when entering new markets, firms need to develop several business models and entry modes in parallel in order to balance risk, revenue flow, as well as resource allocation and acquisition. The paper offers also some practical implications which will be of use to managers looking for an international expansion of a fast growing technology-based business.

The second paper entitled 'Innovation and marketing in Africa – a Ghanaian perspective' explores the issues and challenges that confront the marketing of innovation in Africa, and especially in Ghana. The African continent is far from being immune to technology, for instance, it has been the place which has experimented one of the fastest adoption rate of mobile phones. Similarly, social media have grown very fast while some applications as mobile wallet have increased more than in the western developed countries. But while Africans are known to be creative and innovative, this study examines the reasons why these innovative and creative thoughts are largely

underexploited to the advantages of business organisations, in terms of infrastructure, culture, technical skills, or regulatory environment. The article paves the way for developing solutions which can address those issues and which may contribute to ease the adoption of innovative technological solutions in Africa.

The third article, 'Interpreting simultaneous use of an existing technology and its replacement innovation', provides a thought provoking view about the customers' perception and use of both an existing technology and its replacement. Indeed, a lot of marketing strategy underplays this dimension as they tend to overemphasise the adoption of a new technology and to underestimate the time it takes for customers to definitely quit using a well-known and familiar product or service. This very original research examines the reasons why users resist giving up the existing technology even when they have adopted the replacement innovation. It provides both academics and professional with significant insights and it suggests that during the product development process and particularly during post launch evaluation, firms should monitor this simultaneous behaviour of using at the same time the traditional and the new technology product or service.

The fourth article offers a noteworthy decision model about the timing of launching technology-based product. This is an important marketing issue which is familiar to technology marketers dealing with products whose life cycle is often significantly short. The paper is titled 'An interactive approach to determine optimal launch time of successive generational product'. Indeed, the determination of optimal launch time is especially critical for high-technology products, where the introduction of each successive generation of a product requires the firm to explicitly consider its impact on the demand for preceding generations. The optimisation model applies the multi-attribute utility theory with two main decision factors, cost and launch speed. The model may be used for a variety of other studies of marketing segmentation analysis system and is of immediate practical interest to product managers while academics could use it to deepen the understanding of entry time of newer generation of products.

The fifth piece is entitled 'Cooperative advertising with a strong retailer and a weak manufacturer: a closer look at the consumer electronics industry'. It casts a new light on a well-known topic, co-op advertising, defined as the advertising budget contribution of a manufacturer to a retailer's local advertising expenditures. But this paper analyses an original but understudied situation of weak manufacturers and strong retailers, a condition which is typical of the recent evolution of the consumer electronics industry. The article is based on the game theory and introduces a model which can be of interest not only for academics but also for professional with the introduction of additional decision variables

Finally, the last article entitled 'A study of pricing strategy in platform business: a multi-agent simulation approach' comes at the time where platform business has gained a significant use in the marketing strategy of technology products and services, especially over the internet. The paper explores the value of low pricing strategy which is generally used for increasing the number of users on a given platform but whose influence on platform provider's profitability is often dubious or poorly measured. The research is based on multi-agent simulation techniques and one of its originality is that it incorporates not only consumers and suppliers but also advertisers as platforms users. This makes a more realistic simulation of reality than previous models. Some findings are notable and of particular interest is the fact that the models allows to estimate the impact of network effect on the revenues and profit of a platform provider

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 the marketing of technology-based solutions and innovations! We look forward to reading from you soon.