
Editorial

Edyta Rudawska

Marketing Department,
Faculty of Economics and Management,
Institute of Management and Marketing,
University of Szczecin,
Mickiewicza 64 Street, 71-101 Szczecin, Poland
Email: edyta@rudawska.pl

Biographical notes: Edyta Rudawska is a Professor and the Head of the Marketing Department, and the Director of the Management and Marketing Institute at the Faculty of Economics and Management, University of Szczecin in Poland. She is interested in issues regarding customer relationship management and marketing management. She is an author or co-author of 180 publications. Her latest book is titled: *The Significance of Customer Relations in the Process of the Development of a Company Value*. She has been a manager of five scientific research projects financed by the National Science Centre and a marketing coordinator of three European projects. In 2010, she was awarded by the President of the Polish National Bank for the Best Habilitation Thesis.

It is a great pleasure for me to forward this special edition of the *International Journal of Business and Globalisation* on 'The technology revolution in marketing management processes'.

Papers presented in this special issue focus on theoretical and practical aspects of marketing management in respect to different geographical markets and different target segments and the role of new information and communication technologies in this process. Each article covers core concepts (theories) and research results expanding the current knowledge on the use of new technologies in marketing management.

Today, rapidly changing technologies, unlimited access to information and global competition are a source of new challenges for companies operating in the market and also for the marketing concept itself. Additionally, uncertainty and risk, which are a natural part of contemporary market realities, make traditional marketing rules insufficient. This therefore implies the necessity to look for new ways for achieving competitive advantage.

Marketing is an area of company activity that has undergone many changes in the last two decades. New communication tools, ensuring interactivity in processes, new ways of cooperation with customers, new ways of reaching customers, creating offers and value for customers, etc. are an effect of the information revolution in the sphere of marketing.

In the near future, we can expect next new trends, and as a consequence new opportunities, business models and concepts. This special issue is dedicated to the influence of the technology revolution on marketing theory and practice.

This issue presents papers from different countries, which are based on observations and research results run in markets of different cultures. I would like to open this special issue with papers, which refer to the use of new technologies in the marketing process.

The first is a very interesting paper on ‘Marketing communication in hypermedia computer-mediated environments vs. the paradigm of a network society’ by Jan W. Wiktor, whose scientific interests focus on communication strategy. The paper is a timely presentation of his reflections on marketing communication systems in the environment of a network society. His reflections focus on three significant aspects. The first reflection refers to the marketing communication model in a hypermedia computer-mediated environment. Second, he addresses the issue of the changing role of recipients in the system of an on-line marketing communication. These changes are best characterised by the term ‘com-sumer’ – a recipient of messages who actively and constantly seeks on-line information, and who is able to process, evaluate, use and communicate this information to other recipients via global communication networks. The third aspect relates to the divergence of an on-line marketing communication instruments and their possible classifications. The paper is followed by the manuscript by Agnieszka Żbikowska, which also refers to the use of new technologies in marketing communication process, and specifically in PR activity. The paper is titled: ‘The use of social media by journalists: guidelines for public relations practitioners’. She explains that social media have become nowadays a very influential tool for both journalists and PR practitioners. Agnieszka Żbikowska aims to indicate how PR professionals should develop their activities in cooperation with journalists using social media as well as to give some guidelines, which could have a positive impact on media relations and publicity. Her recommendations for the PR industry are based on a comparative analysis of the research conducted among journalists in 2013–2014. The analysis leads to conclusion that social media do not play a decisive role in building relations between journalists and PR practitioners, but these media can facilitate the process of establishing relations and cooperating with journalists or make it more attractive. Social media are also perceived as a place where the outcomes of journalistic work are published and act as a source of information for editors. As such, they can be important elements in the publicity of an organisation. Social media are also a point of interest of Sandra Misiak-Kwit and Małgorzata Wiścicka. Their paper is titled: ‘Selected trends in online trading with special focus on group buying – case study’. They assume that the pace of changes taking place in the area of social networking sites result in new trends occurring in customer and enterprise environment. So they decided to identify essential trends in online trading. Theoretical considerations focus on description of selected trends in trading on the internet. The empirical part presents the importance of the Internet in development of SME and describes a case showing characteristic features of using group buying tool from microenterprise’s point of view in service sector in Poland.

Except for communication policy new technologies influence other marketing functions, like marketing research as well. Two other papers evidence this. The first was prepared by Cassiana Maris Lima Cruz, Janine Fleith de Medeiros, Lisiane Caroline Rodrigues Hermes, Arthur Marcon and Érico Marcon. It is titled: ‘Neuromarketing and the advances in the consumer behaviour studies: a systematic review of the literature’. Their study aimed to perform a systematic literature review in order to identify the advances in consumer behaviour research using neuromarketing. Also, the research results were analysed using correspondence techniques. Theoretically, by evaluating the articles selected for the development of this study, it may be stated that academic research has made important contributions regarding neuromarketing, mainly researches performed in the field of neuroscience and psychology. Analysing the selected

sample of articles, it was possible to group the main contributions into, fundamentally, three dimensions:

- 1 studies that seek to conceptualise neuromarketing, as well as to describe its applications and methodological possibilities in the development of field studies
- 2 studies that seek to map the brain regions involved in decision making processes of buyers
- 3 studies that map how information is processed by the brain.

The next paper, titled 'The third methodological movement in marketing research' by Paweł Chlipala explains the idea of the new methodological approach related to the integration of qualitative research, carried out on the bases on the constructivist paradigm, with quantitative research compliant with the positivist paradigm. As the author indicates, integrated methodology is a valuable alternative to the research carried out with only one of the two designated trends in contemporary marketing research methodologies. The research in the third methodological movement allows for adjusting better to the changing environment and the consumer, and consequently it responds better to the information needs of today's organisations.

The third sphere of influence of new technologies on the way marketing functions are coordinated regards the way an offer is provided to the customer. Louise F. Reid, Heather F. Ross and Gianpaolo Vignali provide us with a very interesting input in this field. In their paper, titled: 'An exploration of the relationship between product selection criteria and engagement with 'show-rooming' and 'web-rooming' in the consumer's decision-making process' they concentrate on new behaviours in the shopping process, involving purchasing across channels through show-rooming (viewing in store and buying online) and web-rooming (viewing online and buying in store). Using a quantitative methodology, this paper tested consumers' motivation and propensity to engage in 'show-rooming' and 'web-rooming'. The results indicate that 'show-rooming' behaviour prevailed when efficient price and product comparisons could not be conducted in physical channels; and 'web-rooming' was used when the consumer could not predict garment dimensions online. This demonstrates the need for retailers to acquire a deeper understanding of the information consumers require within each selling interface, with an aim to minimise the potential of lost sales that result when consumers switch to more proactive competitor brands.

An important role of new technologies should be also indicated in the process of company internationalisation. Three papers of the special issue relate to this area. The first one is by Martina Toullová, Marcela Tuzová and Lucie Veselá. In the paper titled: 'The specifics of internationalisation process of Czech agricultural small and medium-sized enterprises', the internationalisation, is perceived as one way enterprises can achieve growth and maintain their competitiveness. The authors' attention in the paper is especially paid to the motives, barriers and risk factors of internationalisation of these enterprises. The paper deals with both agricultural SMEs that already expanded their activity in foreign markets as well as with those that do not operate in foreign markets. A continuation of this theme is the paper of the same authors on: 'Key risk factors in internationalisation of Czech engineering small and medium-sized firms'. To be successful in internationalisation the firms must be aware of risks they may encounter in foreign markets. However, the literature shows that risk management is not so

developed in SMEs even though they are more exposed to risks and are more vulnerable than large multinational companies. This paper aims to identify the most important risk factors in foreign expansion of Czech engineering SMEs in order to identify the greatest threat for them in the internationalisation process. Moreover, it deals with the risk management practices, which these firms apply.

The third part of the special issue is dedicated to other sectors and other areas of marketing activity. Barbara Masiello, Francesco Izzo, Enrico Bonetti and Raffaele Fedele focus on place marketing. Their paper: 'Place marketing in the policy makers perspective: testing a holistic model to unfold the state of the art' focuses on defining a holistic model of place marketing management, which gives more complete and useful suggestions for practitioners, and on testing it with an empirical research carried out through the submission of a questionnaire to Italian municipalities. Drawing on a cross-disciplinary literature review, we propose a model that recognises the existence of three different levels of analysis:

- 1 the place as a platform of resources
- 2 the place identity, a bundle of different 'vocations'
- 3 the products of the place.

With reference to three levels, our model highlights the need for different strategic management processes (resource-centred versus market-driven) and suggests a number of implications for place marketing. Another paper in this part is by Jorge Moll-de-Alba, Lluís Prats and Lluís Coromina. The paper is on: 'The effect of tourism expenditure on the behaviour of tourists in Barcelona'. The authors analyse tourist demand in relation to the city of Barcelona, with the aim of defining the effect of tourist expenditure on tourist behaviour in urban destinations. The relationships between motivation, satisfaction, length of stay and repeat visits are studied for leisure and business travellers. Tourist expenditure is used as a moderating effect.

I sincerely hope this special issue will inspire you and encourage searching for new opportunities that the business environment creates for marketing. Providing you with this special issue of *International Journal of Business and Globalisation*, I would like to thank all the authors for inspiring manuscripts, which stimulate reflections on the influence of new technologies on contemporary companies' marketing strategies. I wish to express my gratitude to the reviewers of papers presented in this special issue. Your recommendations and suggestions allowed the authors taking a fresh look at their work and significantly improve their papers. Your openness and friendliness in expressing your opinions on reviewed papers was a great chance for the authors to benefit and had a major impact on the final shape of the special issue. I do appreciate the opportunity to cooperate with you and hope for it in the future. Thank you for your time and engagement. Finally, I would like to take the opportunity to thank the editor, Professor Leo Dana and the *IJBG* team for their support and help during the process of creating this special issue.