
Editorial

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Biographical notes: Gandolfo Dominici is a Tenured Associate Professor of Marketing at the Dep. SEAS of the University of Palermo, Italy. He is the Scientific Director and a co-founder of the Business Systems Laboratory. He is a member of directors board of the World Organisation for Systems and Cybernetics (WOSC), of the Special Integration Groups Board of the International Society for the Systems Sciences and of the Council of Advisers of Direction of the Consorzio Universitario di Economia Industriale e Manageriale (CUEIM). He is the author of more than 70 published articles and books. He is the Editor-in-Chief of *IJMABS* and of *IJEMR* and member of the editorial board of 13 international journals. His main research interests are: marketing, e-marketing, new product development, systems thinking and organisational cybernetics.

The globalisation of market systems, driven by developments of information and communication technology, leads to deep cultural and behavioural changes of organisations, firms and customers.

Today's economic, social and environmental challenges require business systems with increased agility and flexibility able to afford the higher and performance requirements of the global market.

Creative interactions among customers and providers of goods and services in the market call for new business models and new organisational systems. These new models must take into account the constraints of existing resources and prevailing social constructs while at the same time be able to take advantage and fully exploit the potentials of new values, and the opportunities offered by the new digital technologies.

Value co-creation emerging shift, growing competition at a global level and developments of information and communication technologies entail firms and organisations able to adapt, modify and integrate their knowledge, organisation and policies.

Business responsiveness to issues of relevance in the global market require business models with increasing fluidity to relate their creativity potential to implementation. In order to better understand market dynamics, both academics and practitioners need innovative models and constructs that go beyond existing linear development models.

Market dynamics of globalisation cause sustainable competitive advantages to vanish swiftly and require fast business decisions able to cope with the escalating importance of

unpredictable customer's choices and preferences. Therefore, firms and organisations need to deal with growing fluidity and complexity of both their internal (organisational) and external (markets) contexts. These changes cannot be managed by linear models but require systemic approaches. Therefore, the new challenges of market competition entail novel organisational, management and marketing theories and practices.

Academic business systems research had been growing worldwide but we cannot yet tell the same about the application of systemic views in consulting and business practice.

Digital technologies and transdisciplinary approaches may help clarifying business and market forms that are more likely to anticipate and respond to environmental, social and economic needs of this millennium.

The novel business systems theories should descend from the ivory tower of the academia to be implemented in the real world, thus steering firms toward new goals of development that embrace the economic, environmental and social aspects of sustainability.

To this aim, the *International Journal of Markets and Business Systems* is taking the challenge to gather and disseminate contributions that analyse, according to a systemic approach, a wide variety of business processes, decision and activities within their actual business and market settings.

In this respect, the *IJMABS* fosters the exchange of knowledge and practices and knowledge between different countries and cultures as well as case studies describing ground-breaking applications and cases of systemic and business theories in a wide range of contexts and cultures.