# Editorial

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Welcome to this new edition of the *International Journal of Technology Marketing*. We are glad to present the five papers of this issue as they are contributing to the development of both thinking and practice for the marketing of innovation. Two articles are devoted to the marketing of technology products while the three other articles are focusing more specifically on different aspects of the marketing of innovations.

The first article, entitled 'Optimal launch of a new generation of technology: a multi attribute approach discrete time diffusion process', focuses on the timing of the launch of a new product, undeniably one of the most critical decision in the marketing of a technology product. The authors revisit the well-known Bass model because it has been developed in continuous time, which limits its application on many real life applications with discrete time data. Recent years researches indicate that the commercial success of new products depends on how well the market opportunity, customer's adoption behaviour and how the complication of new product introduction timing is analysed and incorporated into the decision making process. Too quick a launch impacts the sales of their current generations while delay in launch may lead to customer's disinterest. The authors propose a new discrete innovation diffusion model using probability generating function based on the multi attribute utility theory (MAUT). This new models will prove of a large interest to professional in charge of fast moving technology products while it paves the ways to future research for academics who are interest to refine the model.

The second paper is about 'Communicating high-tech products – a comparison between print advertisements of automotive premium and standard brands'. The research objective is to find out if there is a difference in advertising high-tech products between premium and standard brands. It is based on a systematic content analysis of an extensive sample of print advertisements from the automotive industry. The intriguing results of this study show that premium brands tend to focus more on corporate branding than standard brands, whereas standard brands place a greater emphasis on product-related branding compared to premium brands. Moreover, premium brands communicate significantly more information per ad than standard brands, and they also differ regarding

the types of presented information. This study complements current theoretical and conceptual knowledge with empirical evidence while it enables marketers to better evaluate their own advertising strategies.

The third article is at the intersection of technology and innovation and is titled 'How to bring innovation into a conservative market?' The study is based on a real case of the introduction of a technology innovation – a digital tablet menu – in the very conventional restaurant industry. The research introduces an original conceptual framework to analyse conformist markets which do have some specific characteristics. It also presents a new model, labelled as 'innovation process scan' which details different tools for creating and marketing innovative products to conservative markets.

The next piece of writing, 'The future of augmented reality – an Open Delphi study on technology acceptance' brings a fascinating perspective on the marketing of a new technology which seems to be promised to a bright future. Augmented reality (AR) is an emerging interactive technology which merges digital information and the real environment in such a way that the user perceives them as one world. So far, AR applications have been predominantly adopted in the industrial sector and the technology's real breakthrough in the consumer area is still pending. The study uses an 'Open Delphi' approach in order to gain insights into experts' view of the current state and future acceptance and development AR. Results reveal that getting the end consumer to use AR applications may be more challenging than expected. In addition, on a more theoretical level, the 'open Delphi' methodology provides a significant number of advantages compared to the standard Delphi approach used by marketing researchers to probe the future of a new technology.

The last paper of this edition is devoted to an instrument which is getting very popular in the realm of innovation. It is titled 'Insights on the innovation hub's design and management'. It examines the design and management of innovation hubs and it highlights the challenges faced by organisations that have adopted this category of structure. The first challenge is the design of an efficient hub. The second difficulty is the capacity to extract value from all the data collected in a hub. Finally, the last question is about how to unleash the innovative potential of participants by defining appropriate corporate policies that are based on technological tools, incentives and rewards and orchestrating mechanisms to coordinate the network of communities. The research is based on the study of many successful examples of innovation hubs and we believe it provides a unique source of information about this popular tool which is increasingly adopted by companies, science parks and local authorities to enhance informally communication, knowledge sharing and open collaboration for innovation.

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.