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## Editorial

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Welcome to another issue of the *International Journal of Technology Marketing*, where we combine our regular issue with a special section on ‘Marketing of innovation under conditions of uncertainty’, edited by Asghar Afshar Jahanshahi.

This editorial will cover the regular papers, while the special section has its own editorial written by our guest editor.

The first three papers of our selection are centred on the understanding of the market. This topic is of the utmost importance for facilitating the adoption of technology and innovation, as we have shown in our last books on the adoption of innovation (Brem and Viardot, 2015) and the evolution of innovation management (Brem and Viardot, 2013).

In the first thought-provoking paper is titled ‘Augmented reality smart glasses: an investigation of technology acceptance drivers’. Philipp A. Rauschnabel and Young K. Ro propose an exploratory model of antecedents to the adoption of smart glasses, a new category of wearable technology devices that may substantially influence media usage in the near future. Their empirical study reveals the importance of various drivers, such as functional benefits, ease of use, individual difference variables, brand attitudes, and social norms. The key finding is that although smart glasses are worn in a similar manner to fashion accessories and capture various personal information, self-presentation benefits and potential privacy concerns seem to be less likely to influence smart glasses adoption. The findings provide pre-market knowledge about smart glasses that will certainly interest scholars and managers to understand this innovative technology.

The next article takes another view of customer understanding with the perspective of technology driven start up companies. In ‘Trial-and-error marketing: the role of the customer in tech start-ups’, Fabian Eggers and Deborah Brown McCabe analyse the part of customer understanding in the decision-making process of young technology firms which face unusual time pressures and uncertainty. The authors consider also if the behaviours of these firms differ from ‘textbook’ marketing based on market research as the foundation for developing and executing marketing strategies as start-ups are less

likely to apply strategic rules developed for large and established organisations. The research identify four key approaches used by those start up for developing new product development: focus, need finding, network creation and utilisation, and middle ground.

The results of the research do not imply the uselessness of classic 'textbook' marketing, but rather suggest alternating between entrepreneurial and traditional marketing over time. In conclusion, this captivating paper provides a set of extremely stimulating theoretical propositions and managerial implications.

In the last paper of the regular issue 'A review and analysis of literature on netnography research', Michael Bartl, Vijai Kumar Kannan and Hanna Stockinger introduce a new way to better understand the digital market by using an innovative qualitative research methodology. As a matter of fact, netnography is an ethnographic research method conducted online that explores digital consumer behaviour. The authors are presenting a comprehensive review and analysis of the existing and fast growing body of academic literature on netnography in parallel with the development of the use of social media. The main results are that currently netnographic research is increasingly adopted by scholars and companies for consumer research. As netnography is still an emerging field, there is no doubt that this remarkable article will pave the way for future research on this topic.

Enjoy your reading and do not hesitate to send us your comments as well as your next academic paper about the marketing of technology-based solutions and innovations.

## References

- Brem, A. and Viardot, E. (2013) *Evolution of Innovation Management: Trends in an International Context*, Palgrave Macmillan, Basingstoke.
- Brem, A. and Viardot, É. (2015) *Adoption of Innovation: Balancing Internal and External Stakeholders in the Marketing of Innovation*, pp.1–10, Springer International Publishing.