
Editorial: Exploring some frontiers issues in the marketing of technology and innovation

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Welcome to another regular issue of the *International Journal of Technology Marketing*, where we explore some fascinating recent topics in the exciting field of technology and innovation.

The first article is titled 'Key determinants for purchasing pirated software among students' deals with a very important topic for both academics and professional: the infringement of copyright for software product. This descriptive research tries to understand the non-financial factors that influence the purchase of pirated software. Using a multivariate regression analysis, the results suggest that factors like value consciousness, knowledge of copyright laws and novelty seeking behaviour of users are key determinants for purchasing pirated software. On the opposite, social factors like normative susceptibility and informative susceptibility were also not found being significant. The paper offers other interesting insights such as the fact that respondents did not view such purchases as unethical and even though they were aware about areas where original software's were available, still they preferred to purchase the counterfeit products.

The second article is dedicated to autonomous cars, a product development technology which is getting an accelerated traction in the car industry in recent times. It is titled 'Will songs be written about autonomous cars? The implications of self-driving vehicle technology on consumer brand equity and relationships'. While a number of legal and technical issues need to be resolved before self-driving cars can be commercialised, they are predicted to offer a number of potential advantages in terms of passenger convenience, safety, and comfort, although there is also speculation that the technology may reduce the emotional bond that many consumers have for cars and car brands. The paper uses branding literature and theory to predict how self-driving technology may change the influence of brands on consumer vehicle choice, including the desire to own a car, and the potential opportunities and challenges this will present to automotive and non-automotive brand managers and researchers.

The third paper is also related to brand research, not at product level but at corporate level, as suggested by its heading 'Analysing impression management strategies of Egyptian telecommunications companies on social media'. In a fierce competing industry as telecommunication, improving brand image is of critical importance and some companies are increasingly using social media to strengthen their competitive position. Using the relatively new concept of organisation impression management (OIM), the article emphasises the importance of OIM to project a good corporate image in order to be perceived positively by the stakeholders. Analysing the Facebook pages of three different telecommunications companies, the research examines the dynamics of OIM at work and their effect on organisation's appeal by measuring customers' satisfaction and engagement on the companies' Facebook pages. Since there is still little research on OIM we believe that this paper will add value to the literature in terms of influencing how organisations should approach their customers. This might be also interesting for future papers being published in the *IJTMKT*.

In the next three following papers, we are focusing more on the innovative aspect of technology marketing. We start with the fourth paper titled 'Mobile cloud computing: Innovation and creativity perspectives'. In recent time, the increased usage of multimedia mobile applications has led to more focus on mobile cloud computing as a way to store and access electronic information. Mobile devices have been creative outlets for introducing consumers to new technological innovations, which has changed the way society relates to emerging technologies. The aim of this article is to focus on the innovation and creativity embedded in mobile cloud computing and compare it to traditional cloud computing. This will help to predict new ways future creative processes can be embedded in technological innovations particularly in terms of the internet-of-things. A set of research propositions are discussed in this paper that link innovation and creativity to the mobile cloud phenomenon.

The fifth article is about 'How to co-create local food products with consumers?' thanks to the use of social media. It starts with the premise that, while local food supports local finance, employment and cultural traditions, local food producers often have limited resources to invest in R&D, and their risk taking ability is low. Consequently, social media offers cost-efficient opportunities for involving customers in product and service development. This original piece of writing explores the potential of a co-creation approach for food producers and how to engage consumers in such processes. The research is dyadic, taking both the consumers' and producers' perspectives.

The results indicate that consumers seem to be interested in having long-term relationships with producers. Their motivations to participate in co-creation were found to be mostly related to the possibility of producing better products and of learning and gaining new insights. The paper concludes on the current implementation of social media use by local food producers and offers some suggestion for future developments.

The last article is also about product co-creation, but in a B2B perspective. The paper is titled: 'Barriers and conditions of open operation: a customer perspective on value co-creation for integrated product-service solutions'. Using a multiple exploratory case studies with four customers and four providers within the manufacturing and process industries, this study identifies three barriers to open operation (operational cultural resistance, loss of operational know-how and risk of operational conflict) that may restrict the potential for increased value co-creation and must be managed to support the adoption of integrated solutions. In addition, the authors identify two key conditions related to the criticality of the operational process and the state of operational

competences as strong influences for which form of open operation engagement would be favoured by customer. The study holds both theoretical and practical implications. On the academic side, the authors have developed a powerful framework illustrating and characterising different types of open operations from the customer perspective; this framework can be the basis for other research around the same topic. For professionals, the paper offers interesting recommendations, notably regarding the importance to identify which type of operations they are entering for the customer and adapting or reconfiguring their offerings to create better fit.

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.