
Editorial

Claudia E. Henninger* and Daniella Ryding

School of Materials,
University of Manchester,
Oxford Road, Manchester, M13 9PL, UK
Email: Claudia.henninger@manchester.ac.uk
Email: Daniella.ryding@manchester.ac.uk
*Corresponding author

Biographical notes: Claudia E. Henninger is a Lecturer of Fashion Marketing Management at the University of Manchester, UK. She is the Deputy Chair of the Academy of Marketing Sustainability SIG and is Co-editor of *Sustainability in Fashion* (Palgrave, 2017) and *Vintage Luxury Fashion* (Palgrave, 2018).

Daniella Ryding is a Senior Lecturer of Fashion Marketing and Faculty Lead for the New Academics Programme in Science and Engineering at the University of Manchester, UK. Her research specialism include complex cognition within different retailing contexts and strategic marketing developments within the global fashion industry. She is the Co-editor of *Sustainability in Fashion* (Palgrave, 2017) and *Vintage Luxury Fashion* (Palgrave, 2018).

The 21st century is characterised by technological innovations that have not only changed the way businesses operate, but also how consumers interact and engage (Kitchen, 2017). We live in a 24/7 world that allows consumers to make purchasing decisions from anywhere at any time, thus highlighting that technologies, such as the internet, foster connectivity and expand the reach of organisations, whilst at the same time fragment markets further (Schultz et al., 2011; Kitchen and Uzunoglu, 2015; Hu et al., 2018). This implies that organisations are now dealing with 'global' consumers that are technologically savvy, sophisticated and informed in real time through social media (Kelly, 2015; Mintel, 2018).

As such it may not be surprising that industry landscapes are changing, with industries adopting and implementing new technological innovations across their supply chains, which in some instances also fosters development of new business models (Hedenborg, 2018; Hu et al., 2018, Madan, 2018). Thus, in order to compete in an international environment it is vital for organisations to better understand their core competencies and how to preserve them, as well as seek out new opportunities to compete effectively (Leonard-Barton and Kraus, 1985; Hiduke and Ryan, 2013). Running parallel to this however, is the enormous pressure internationalisation and global competition places on organisations; thus often resulting in the need to readdress or refocus on business processes, as a means to offering improved value for all the stakeholders involved, particularly the end consumer (Pettigrew and Whipp, 1993; Crawford and Nahamis, 2010; Dawson and Andriopoulos, 2017).

This special issue was set out to gain new insights into the 21st century's dynamically changing market environment by focusing on *innovations and new frontiers for international marketing*. Contributions were invited to challenge and develop existing and new ideas surrounding an international marketing and management context, focusing further on implications for small and medium-sized enterprises (SMEs) as well as multi-national organisations. The contextual scope of this special issue was purposively left open in order to attract authors from different research disciplines, and contextual backgrounds. The eight contributions selected for this special issue cover a variety of international marketing and management issues, such as cost of equity capital, industrial development and its challenges, communication strategies and engagement, consumption practise and consumer behaviour, re-branding and customer-based brand equity, and project management. Moreover, this special issue attracted a truly global audience, having received contributions covering the European, African, and Asian markets.

The diversity of the contributions clearly highlights the significance of this special issue on 'Innovations and new frontiers for international marketing and management', demonstrating that different industries and countries face a variety of challenges that at times can also be observed across national borders. Each article clearly outlines key contributions and areas of future research that will enable the research community to explore new pathways for international marketing and management.

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