
Editorial

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Biographical notes: Georgios Tsekouropoulos is a member of the Adjunct Faculty of Alexander Technological Educational Institute of Thessaloniki and of Hellenic Open University in marketing session. Also, he is a researcher in Agricultural Economics Research Institute (AGRERI) expert in marketing – consumer behaviour and entrepreneurship. His scientific and research interests include e-marketing, entrepreneurship, consumer behaviour, e-commerce, e-promotion of products and management. In addition, he is an accomplished researcher with many scientific publications in international journals and international conferences. In addition, he is an editor and a writer of international scientific journals, scientific books and tomes.

Maurizio Canavari is an Associate Professor of Agricultural Economics and Appraisal. He holds the Doctoral in Appraisal and Land Economics from the University of Padua. His current research interests range from the marketing of quality agri-food products, consumer preference and willingness to pay for specific quality attributes, management in the agri-food industry, quality certification, and adoption of innovations in agriculture.

In our attempt to be updated and keep up with all the modern trends and demands of contemporary societies, we present the special issue entitled: ‘New approaches for innovative business in the era of internet marketing and advertising’ of the *International Journal of Internet Marketing and Advertising (IJIMA)*. The special issue aims at providing a leading forum for timely, in-depth presentation of relevant recent advances in methodologies, theories and applications in innovative internet marketing trends and advertising in the field of business and organisations.

The chosen articles selected from 5th International Conference on Contemporary Marketing Issues 2017 (5TH ICCMI 2017) are being significantly modified and with at

least 40% more material. Moreover, all the authors of the articles are acclaimed scientists and professionals in their domain. The target is to bring together professionals, experts and researchers of internet marketing and advertising who wish to work on them.

In addition, the whole effort of publishing this special issue is an attempt to inform the scientific community about the current trends in the sector of marketing and entrepreneurship. The articles to be published have been in review process by acclaimed professors and scientists of the field and cover a wide range of marketing functions, advertising and management operations.