

## UVODNIK

### EDITORIAL PREFACE

Odabirom radova za naš drugi broj u 2012. godini, kao i uvijek namjera nam je bila ponuditi različita aktualna područja znanstvenih istraživanja u marketingu i srodnim disciplinama, ali i međunarodnu perspektivu autora koji se njima bave. Nadajući se da smo uspjeli oblikovati zanimljivo štivo, o kojem će kao i do sada promišljati i prosuđivati ga čitatelji, zaključujemo još jednu uspješnu godinu izlaženja časopisa. Uspješnu zbog niza pozitivnih pomaka u internacionalizaciji, a to se prije svega odnosi na naše nove autore i recenzente iz inozemstva, te sve veći broj i kakvoću primljenih priloga za objavu. Ovo je ujedno i prigoda da se zahvali svima, uključujući čitatelje, jer bez suradnje i potpore ne bi bilo spomenutih postignuća ili bi ona bila znatno manja.

Našem se uredničkom timu pridružio profesor Emeritus Berend Wierenga (Department of Marketing Management, Rotterdam School of Management, Erasmus University). Iznimno se radujemo spremnosti da s nama dijeli svoje vrijedno i veliko iskustvo, posebice ono vezano uz činjenicu da je upravo profesor Wierenga prvi urednik jednoga od vodećih marketinških časopisa - The International Journal of Research in Marketing.

Na kraju želimo naše čitatelje obavijestiti da se pregled sadržaja časopisa Tržište od prvog broja 2012. godine objavljuje na portalu ELMAR (American Marketing Association), koji sadrži različite materijale za znanstvenike i nastavnike

In selecting the papers for publication in the second issue of Market journal in 2012, our intention was very much as usual – to provide to its readers both the results of scientific research in a variety of topical areas of marketing and its neighboring disciplines, and the international perspective of the authors researching them. With a sincere hope that this issue will make an interesting reading corpus to be pored over and, as always, best judged by its very readership, we are about to conclude yet another successful year of the journal. And successful it has been by an array of positive developments in our efforts aimed at its internationalization – thanks not only to our new foreign authors and reviewers but also to an increasing number as well as quality of the papers accepted for publication. As appropriate at such times, this is also a good opportunity to thank you all, including the readers, because our achievements would not have been at all possible or might not have been as significant without everyone's cooperation and support.

Our editorial team has grown with the addition of Profesor Emeritus Berend Wierenga (Department of Marketing Management, Rotterdam School of Management, Erasmus University), who joined us earlier this year. We are delighted at his generous offer to share his invaluable and extensive experience, made that much more important by the fact that Professor Wierenga himself was the founding editor of The International Journal of Research in Marketing, one the world's leading marketing journals.

To wrap up this brief editorial preface, we would like to point as interesting to our readers that Market journal's table of contents, starting with this

iz područja marketinga. Isto tako, člancima objavljenim u časopisu Tržište moguće je pristupiti putem pretraživača Google Scholar.

Prof. dr. sc. Đurđana Ozretić Došen  
Glavna urednica

year's first issue (Vol. 24, No. 1), has been available on the ELMAR (the American Marketing Association) academic resource portal, along with various other material for marketing scholars and lecturers. Also, the articles published in Market may now be accessed via Google Scholar.

Prof. Đurđana Ozretić Došen, Ph. D.  
Editor in Chief