

# UVODNIK

## EDITORIAL PREFACE

Svaki novi broj Tržišta iznova nas ispunjava nadom da smo našem čitateljstvu pripremili aktualno, zanimljivo i relevantno štivo, ali i zadovoljstvom da je još jednom uloženi trud autora, recenzenata, naših stručnih suradnika i članova Uredništva združen u materijal namijenjen članovima akademske marketinške zajednice i marketinškim stručnjacima u praksi.

Ponekad se, nažalost, u profesionalnim, ali i u akademskim krugovima stječe krivi dojam da je u marketingu „gotovo sve rečeno“ i da su „iscrpljena“ brojna područja istraživanja. Stoga je pobuditi interes za rezultate rada istraživača i znanstvenika često nezahvalno i iznimno teško, posebice u marketinškoj praksi. Srećom, znanstvena je znatizelja trajan i jak motiv zahvaljujući kojem istraživači, a potom i autori pisanih radova, propituju istraženo i pronalaze neistraženo, uvijek s predanošću, odlučnošću i strašću da uspiju pokazati kako su potreba i potraga za znanjem neiscrpane. U tom kontekstu promatramo i teme radova objavljenih u ovom broju: istraživanje prethodnika i posljedica tržišne orijentacije u malim i srednjim industrijskim poduzećima; preferencije potrošača za turističkim e-uslugama i kulturnom baštinom u različitim sredinama, određivanje najvažnijih varijabli koje utječu na ponašanje potrošača na internetu, otkrivanje stavova prema oglašavanju sa stajališta različitih generacijskih skupina, izloženost trgovine na malo vremenskom riziku u odnosu na mogući utjecaj na posjećenost prodavaonica i prodaju mnogih kategorija proizvoda, primjena TAM-a (*Technolo-*

The publication of each new issue of Market fills us with hope that it will prove interesting and relevant to our readership, as well as pleasure that the selfless effort by all authors, reviewers, our external collaborators and members of the Editorial Board involved in its production has once again resulted in the material for perusal by members of the academic community and marketing practitioners alike.

The impression one sometimes gets in professional and academic circles – quite wrongly – is that almost “everything has been said” in marketing, and that numerous areas of possible research have already been exhausted. This makes it all the more challenging to arouse the interest among marketers for the results of work of researchers and scientists. Fortunately, scientific curiosity provides a lasting, strong motivation for researchers and authors of studies to reexamine what might have been explored, and find yet unexplored areas with unrelenting dedication, passion and determination to succeed in showing that the need and the quest for knowledge are inexhaustible. This is the context in which we look at the topics of papers published in this issue: study of antecedents and consequences of market orientation in small and medium-sized enterprises; consumer preferences for tourist and cultural heritage e-services in different environments, determination of the most important variables affecting online consumer behavior, exploration of various generational attitudes to marketing, retail exposure to weather risk with

gy *Acceptance Model*) na tržištima u razvoju te zadovoljstvo i lojalnost studenata javnih i privatnih sveučilišta.

Potpora inozemnih kolega kroz članstvo u našem uređivačkom odboru za nas predstavlja neposrednu nagradu za uložene napore u razvoju časopisa te dokaz da smo na pravom putu. Stoga s radošću ističemo da su se uređivačkom odboru pridružili prof. dr. sc. Maja Makovec Brenčič, profesorica s ljubljanskog Faculty of Economics i prorektorica sveučilišta University of Ljubljana, te prof. dr. sc. Udo Wagner, profesor s bečkog Faculty of Business, Economics and Statistics, University of Vienna, koji obnaša funkciju Predsjednika EMAC-a (*European Marketing Academy*). Isto tako, želimo vas obavijestiti da je uspješno okončan evaluacijski postupak i Tržište je uvršteno u poljski Index Copernicus, na njihov IC Journals Master List 2012. U razdoblju od objave prethodnog broja uvršteni smo i u njemački katalog Elektronische Zeitschriftenbibliothek - EZB (Electronic Journals Library).

Potaknuti novim postignućima i ubuduće ćemo ustrajati u nastojanju da što bolje odgovorimo izazovima uređivanja znanstvenog časopisa i njegove međunarodne afirmacije.

Prof. dr. sc. Đurđana Ozretić Došen  
Glavna urednica

regard to store visits and sales of numerous product categories, application of TAM (Technology Acceptance Model) to developing markets, and the satisfaction and loyalty of students at state and private universities.

We see the support of our international colleagues through their membership of the Editorial Board as a direct award for the efforts invested in the journal's development, as well as evidence that we are on the right path. It is, therefore, with pleasure that we would like to outline new additions to our editorial team: Professor Maja Makovec Brenčič, Ph. D. of the Ljubljana Faculty of Economics and Vice-Rector of the University of Ljubljana, and Professor Udo Wagner of the Vienna Faculty of Business, Economics and Statistics, University of Vienna, who is presiding over the European Marketing Academy (EMAC). Also, we would like to inform you of the successful completion of evaluation before including Market journal in Poland's Index Copernicus, and in its IC Journals Master List 2012. Since the publication of the last issue, the journal has also been referenced in the German *Elektronische Zeitschriftenbibliothek - EZB* catalogue (Electronic Journals Library).

These recent achievements inspire us with commitment to remain dedicated to providing an optimum response to the challenges of editing a scientific journal, and continuing to enhance its international recognition in the future.

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