

UVODNIK

EDITORIAL PREFACE

Internacionalizacija kao obilježje brojnih poslovnih i društvenih procesa i aktivnosti današnjice u cijelosti je prikladan pojam za opis i sažimanje sadržaja još jednog, novog broja časopisa Tržište/Market.

Bez obzira na različitosti u podrijetlu autora i njihovu usmjerenost na područja znanstvenih istraživanja, u odabranim i objavljenim radovima prepoznaju se utjecaji koje upravo internacionalizacija kao sastavnica, time i karakteristika modernog marketinškog makro okruženja, izaziva i nameće u promišljanju o predmetima istraživanja te identificiranim problemima marketinške znanosti i prakse. Stoga ne čudi da su teme vezane uz potrebe kontinuiranog prilagođavanja promjenjivim uvjetima na tržištima prepoznate u istraživačkim naporima, odnosno u radovima posvećenim orijentaciji na potrošača, izgradnji njihove lojalnosti, utjecajima elemenata marke proizvoda/usluge, prilagodbama u mjerenju percipirane kvalitete, izgradnji korporativne kulture kroz internu komunikaciju i pravodobne organizacijske promjene, te aspektima etike i društvene odgovornosti u poslovanju podložnom neizbježnoj internacionalizaciji.

Nije na odmet podsjetiti da je internacionalizacija usmjerenje kojime se vodi i Uredništvo časopisa Tržište/Market. Naš je tim uvećan za četiri nova člana iz međunarodne marketinške akademske zajednice, a njihova će nam vrijedna postignuća i iskustva te spremnost na suradnju biti itekako značajna pomoć u budućem razvoju i afirmaciji

Internationalization, as a characteristic of numerous business and social processes and activities nowadays, seems an entirely appropriate term to describe and summarize the content of yet another issue of Market journal.

In the papers selected for publication in the new issue – regardless of the diversity of origin and scientific research focus of their authors – one may discern the impacts made by internationalization, as a particular component and feature of the modern marketing macro-environment that poses distinct challenges while reflecting on the topics of study and the problems identified in marketing theory and practice. It is not surprising, therefore, that the necessity of adjusting continually to changing market conditions has been recognized as a theme in research efforts, and in the present studies examining consumer orientation and ways to build consumer loyalty, the impact of various elements of product/service brand, adjustments in the measurement of perceived quality, corporate culture building through internal communication and a timely implementation of organizational changes, as well as the aspects of ethics and corporate social responsibility in the operations undergoing inevitable internationalization.

One might note that internationalization is at the heart of the orientation that steers the Editorial Board of Market journal as well. Our team has grown with the addition of four new members from the ranks of the international academic

ji časopisa. To su: prof. dr. sc. Gabriele Troilo sa SDA Bocconi School of Management, Bocconi University iz Milana, prof. dr. sc. Irene Gil Saura i prof. dr. sc. Alejandro Mollá Descals s Faculty of Economy, University of Valencia te prof. dr. sc. Nenad Brkić s Ekonomskog fakulteta Sveučilišta u Sarajevu.

U želji da ispunimo očekivanja naših vjernih i novih čitatelja iz akademskog okruženja i iz marketinške prakse, sadržaj prepuštamo pregledu, prosudbi i promišljanjima.

Prof. dr. sc. Đurđana Ozretić Došen
Glavna urednica

marketing community; their achievements, as well as experience and willingness to collaborate, will be invaluable in developing the journal in the future and building its acclaim further. They are: Professor Gabriele Troilo, Ph. D. of the SDA Bocconi School of Management, Bocconi University, Milan, Professor Irene Gil Saura, Ph. D. and Professor Alejandro Mollá Descals, Ph. D. of the Faculty of Economy, University of Valencia, and Professor Nenad Brkić, Ph. D. of the Faculty of Economics, University of Sarajevo.

Hoping to meet the expectations of our loyal current and new readers in academic circles and marketing practitioners alike, we present the journal's content for review, assessment and reflection.

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