

UVODNIK

EDITORIAL PREFACE

Ovaj broj časopisa Tržišta/Market poseban je jer njime obilježavamo kraj prvih četvrt stoljeća izlaska časopisa. Ponosni smo na ovo važno zajedničko postignuće pa koristim priliku da u ime člana uredništva zahvalim svima koji su tijekom dvadeset i pet godina sudjelovali u njegovu izdavanju kao autori, urednici, recenzenti, jezični savjetnici i drugi suradnici te ugradili svoja znanja, talent i vještine u njegov sadržaj i oblikovanje.

Kratki uvodnici kakve običavam pisati doista nisu prikladni za sumiranje dvadesetpetogodišnje, po mnogo čemu ipak posebne povijesti Tržišta/Market. Ipak, treba istaknuti da su čvrsto vjerovanje u opravdanost postojanja hrvatskog marketinškog časopisa, entuzijizam, trud te ustrajnost kolegica i kolega (bez isticanja imena kako netko ne bi bio ispušten) konstanta koja je omogućila Tržištu/Market savladavanje brojnih, raznovrsnih prepreka i prilagođavanje zahtjevnim promjenama u razvoju njegove međunarodne orijentiranosti i prihvaćenosti.

I ubuduće će srž i temeljno usmjerenje ostati nepromijenjeni – ponuditi međunarodnoj znanstvenoj i stručnoj javnosti aktualne i zanimljive marketinške te s marketingom povezane znanstvene sadržaje dominantno, ali ne isključivo vezane uz teoriju i praksu marketinga u rastućim i tržištima u razvoju diljem svijeta. Međunarodni karakter (iako oduvijek prisutan) te njegovo osnaživanje i dalje će se isticati među pravcima razvoja časopisa jer smo čvrsto uvjereni kako obogaćuje njegovu vrijednost i atraktivnost za

The issue of Market you are holding in your hands is special in that it marks the completion of the first quarter of a century of the journal's publication. We are proud of this important joint accomplishment, so I take this opportunity on behalf of the editorial board to thank each and every person who has participated in its publication over the past 25 years, contributing their knowledge, talents and skills to the journal's content and design in the capacity of authors, editors, reviewers, language consultants and all other collaborators.

Short editorial prefaces that I usually write are not suitable by any means to summarize the 25-year history of Market which is special in many ways. After all, in doing so one ought to recall not only a firm belief in the very justifiability of a Croatian marketing journal, but also the enormous enthusiasm, perseverance and effort invested into it by our colleagues (without mentioning any names for fear of omitting anyone) as a constant that has enabled Market to overcome numerous and varied obstacles and adapt to demanding changes while developing its international orientation and acceptance.

The very essence and fundamental orientation of the journal remains unchanged – to provide international scientific and professional audiences with topical and interesting marketing and related scientific content, predominantly but not solely related to the theory and practice of marketing in emerging markets around the

autore, recenzente i čitateljstvo. Isto tako, počevši od sljedećeg broja, u Tržište/Market će se uvesti nekoliko novina koje za sad nećemo otkriti. Upravo one će ga dodatno približiti aktualnim trendovima u znanstvenoj marketinškoj periodici.

Naš se urednički tim povećao pa želimo dobrodošlicu prof. Georgeu J. Avlonitisu (Department of Marketing and Communication, Athens University of Economics and Business (AUEB)) čije će dugogodišnje bogato iskustvo u međunarodnoj marketinškoj akademskoj zajednici biti itekako vrijedan doprinos budućnosti časopisa.

Nadajući se i s očekivanjima da sadržaj broja pred vama donosi nove i/ili dodatne korisne informacije, drugačije poglede na neke već možda dobro poznate teme i probleme te možda izazov i/ili motivaciju za promišljanje i buduća istraživanja, prepuštamo prosudbi šest radova i jedan kritički prikaz. Još jednom nam autori pokazuju kompleksnost znanstvene i poslovne realnosti marketinga kroz područja istraživanja i različitih pristupa istraživanju ponašanja potrošača na krajnjem i tržištu poslovne potrošnje, te marketinga u umjetnosti (muzejima).

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Glavna urednica

globe. Even though always present, the international character of the journal – which, we are confident, enhances its value and attraction to authors, reviewers and readership alike – and its further strengthening will continue to be among the prominent strategic directions of development. Similarly, starting from the next issue, several novelties (which we would like to keep secret for now) will be implemented in Market in a bid to bring it even closer to current trends in scientific periodical literature on marketing topics.

Our editorial team has grown, so we would like to welcome Professor George J. Avlonitis (Department of Marketing and Communication, Athens University of Economics and Business (AUEB)), whose long-standing and rich experience in the international marketing academic community will make an exceptionally valuable contribution to the journal's future.

Hoping and expecting that the content of the issue in front of you will bring not only new and/or additional useful information, different perspectives of what might be well-known topics and issues, but also a challenge and/or motivation for possible further reflection and research studies, we are presenting six papers plus one critical review. Once again, the authors have demonstrated the complex scientific and business reality of marketing through the areas of their research and different approaches to examining customer behavior in final consumption and B2B markets, as well as in art (museum) marketing.

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