

EDITORIAL

UVODNIK

New content presented in brand new robes, so to speak, is the summary that best describes the issue of Market-Tržište journal you have right before you. Previously announced and gradually implemented changes as regards the structure of papers, as well as the publication of their full text in English only, have been complemented by the new visual identity of the journal.

Persevering in the commitment and dedication to excellence, we trust these changes will be a contributing factor in our efforts to further enhance the acclaim of the journal by making it more attractive to potential authors and readers, thus increasing its reach and relevance in international academic circles. The new approach aims at mirroring as closely as possible the editorial practices of leading scientific marketing journals, which are our lasting role models and important sources of ideas for further improvement.

The editorial board has been joined by two new members, whose involvement will undoubtedly contribute to the journal's prospects. They are Professor Maja Symura-Tyc of the University of Economics in Katowice, Poland, and Professor Joško Brakus of the Leeds University Business School in Great Britain. Two long-standing members – Professor Marianna Strzyżewska of the Kotarbinski University of Information Tech-

Novi sadržaji, ovoga puta i u novom ruhu, sažeto i najbolje opisuje broj časopisa Market-Tržište koji upravo držite u rukama. Prethodno najavljivane i postupno uvođene promjene u kontekstu strukture članaka i objave punoga teksta, pisanoga isključivo na engleskom jeziku, upotpunjene su i novim vizualnim identitetom časopisa.

Ustrajni u našem opredjeljenju i težnji za izvrsnošću, uvjereni smo da će uvedene promjene osnažiti mogućnost korištenja prilika za daljnju afirmaciju časopisa, učiniti ga atraktivnijim za potencijalne autore i čitatelje te tako pomoći povećanju dosega i relevantnosti u međunarodnom akademskom okruženju. Novim pristupom nastojali smo se još više približiti praksi uređivanja vodećih znanstvenih marketinških časopisa, koji i dalje ostaju naši uzori i važni izvori ideja za poboljšanje.

Uređivačkom odboru pridružila su se dva nova člana čiji će angažman neupitno doprinijeti kontinuiranom napretku časopisa. To su profesori Maja Symura-Tyc (University of Economics in Katowice u Poljskoj) i Joško Brakus (Leeds University Business School iz Velike Britanije). Dva dugogodišnja člana napuštaju nas jer odlaze u mirovinu i prestaju se aktivno baviti znanosti. To su profesori Marianna Strzyżewska (Kotarbinski University of Information Technology and

nology and Management in Olsztyn and Professor Lluís G. Renart of the IESE Business School, University of Navarra – will be leaving us on their retirement, as they also retire from active scientific work. We would like to take this opportunity to express our heartfelt thanks for their invaluable contribution to the journal's achievements.

As far as content is concerned, the papers published in this issue share a common goal of researching, identifying and reflecting the consequences that new paradigms to be found in the business environment, corporate culture, and digital technology have on the development of the marketing science and practice. The key topics studied by the authors include innovativeness, consumer experience, internationalization, ethical issues, and the digital marketing environment and platforms.

The fact that Market-Tržište has been included in the ERIH PLUS database and The Central European Journal of Social Sciences and Humanities – CEJSH helps increase the availability of its content.

With a mixture of pride and joy at what has been accomplished, we submit this year's first issue for perusal by our faithful readers, authors, reviewers, and collaborators.

Professor Đurđana Ozretić Došen, Ph. D.

Editor in Chief

Management in Olsztyn) i Lluís G. Renart (IESE Business School, University of Navarra). Ovom prigodom želimo im izraziti zahvalnost za sve vrijedne doprinose našim postignućima.

Sadržajno, zajedničko je obilježje radova objavljenih u ovom broju težnja za proučavanjem, identificiranjem i odražavanjem posljedica koje nove paradigme u poslovnom okruženju, korporativnoj kulturi i u digitalnoj tehnologiji imaju na oblikovanje marketinške znanosti i prakse. Ključna teme kojima su se autori posvetili obuhvaćaju inovativnost, iskustvo potrošača, internacionalizaciju, etička pitanja te digitalno marketinško okruženje i platforme.

Market-Tržište uvršteno je u baze ERIH PLUS i The Central European Journal of Social Sciences and Humanities - CEJSH, čime će se dodatno povećati dostupnost sadržaja časopisa.

S radošću i ponosom na učinjeno, prvi broj za ovu godinu prepuštamo prosudbi naših vjernih čitatelja, autora, recenzenata i suradnika.

Prof. dr. sc. Đurđana Ozretić Došen

Glavna urednica