

EDITORIAL PREFACE

UVODNIK



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In what has become an established practice of Market-Tržište journal, the articles published in this issue are dedicated to very various topics belonging to the fields of marketing which are both topical and interesting for research – namely, those of digital, sustainable, and tourism marketing. Studies within the scope of digital marketing examine perceived value and satisfaction of users with e-commerce, behavioral intentions of consumers with regard to mobile payment services, and online consumer habits in the 55+ age group. The two papers dedicated to tourism marketing focus, respectively, on film-induced tourism and on rural tourism, as a form of sustainable development tourism. Sustainable development is also the thematic area of the paper whose authors examine the effects of environmental marketing strategy on marketing and financial performance of exporting firms.

During 2017, Market-Tržište accomplished new goals of which we are extremely proud because they serve an important indicator of the perseverance and quality of efforts invested in improving the journal. Thus, our editorial board enlisted another distinguished member who is one of world's leading scholarly authorities on marketing – Univ.-Prof. DDr. Adamantios Diamantopoulos, PhD, D.Litt., who holds the Chair in International Marketing at the Department of Business Administration, Faculty of Business, Eco-

U skladu s ustaljenom praksom časopisa Market-Tržište, i u ovome su broju objavljeni članci posvećeni raznovrsnim temama iz aktualnih i za istraživanje zanimljivih područja marketinga – digitalnoga, održivoga i marketinga u turizmu. U okviru prvoga, radovi su posvećeni percipiranoj vrijednosti i zadovoljstvu elektroničkim trgovanjem, namjerama u ponašanju potrošača prema korištenju usluga mobilnoga plaćanja te navikama korisnika interneta dobne skupine od 55 i više godina. Dva rada iz područja marketinga u turizmu usredotočena su na filmski te na seoski turizam kao oblik turizma održivog razvoja. Održivi razvoj krovno je područje i rada čiji autori propituju djelovanje marketinške strategije usmjerene okolišu na marketinške i finansijske učinke izvoznih poduzeća.

Tijekom 2017. godine Market-Tržište ostvarilo je nova postignuća na koja smo iznimno ponosni jer predstavljaju važan pokazatelj ustrajnosti i kvalitete napora usmjerenih u poboljšanje časopisa. Tako se našem uređivačkom odboru pridružio uvaženi profesor, jedan od vodećih svjetskih autoriteta u marketinškoj znanosti, Univ.-Prof. DDr. Adamantios Diamantopoulos, PhD, D.Litt. s University of Vienna, Department of Business Administration, Faculty of Business, Economics & Statistics (Chair of International Marketing). Isto je tako Clarivate Analytics – Web of Science obavijestio uredništvo časopisa o

nomics & Statistics of the University of Vienna. In addition, Clarivate Analytics – Web of Science notified the editorial board of the successful completion of the journal's evaluation as a basis for its contents to be referenced in the Web of Science™ Core Collection-Emerging Sources Citation Index (ESCI) beginning with Vol. 29, No. 1, 2017; this also serves as the official confirmation that Thomson Reuters specialist have recognised the value of our scientific journal.

Finally, in thanking all our members of the editorial board, authors, reviewers, proofreaders and collaborators, I would like to invite readers to browse a redesigned web page of the journal (www.efzg.unizg.hr/market) as part of the new web interface of the Faculty of Economics and Business – Zagreb.

Professor Đurđana Ozretić Došen, Ph. D.

Editor in Chief

uspješno završenom postupku evaluacije na osnovi kojega je odlučeno da će se sadržaji časopisa Market-Tržište, počevši od volumena 29, godište 2017 i broja 1, indeksirati u bazi Web of Science™ Core Collection - Emerging Sources Citation Indeks (ESCI), čime je i službeno potvrđeno da su specijalisti Thomson Reutersa prepoznali vrijednost našega znanstvenog časopisa.

Konačno, uz zahvalu svim našim članovima uredništva, autorima, recenzentima, lektorica-ma i suradnicima, čitatelje upućujem da istraže redizajniranu web stranicu časopisa (www.efzg.unizg.hr/market) u okviru novog web sučelja Ekonomskog fakulteta – Zagreb.

Prof. dr. sc. Đurđana Ozretić Došen

Glavna urednica