

EDITORIAL PREFACE

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For a full 30 years now, Market-Tržište journal has been both a respectable benchmark framework for acquiring and expanding one's marketing knowledge and a source of information on findings of scientific marketing research conducted in various environments and contexts in terms of the activities under scrutiny in different geographical areas. From a journal that focused primarily on the publishing of scientific papers of predominantly local scholars with a modest participation of foreign authors, it has grown into an international publication in the true sense of the word. A change in its orientation is evident not only through continuous internationalization over the years of the authors represented, reviewers, and members of the editorial board, but also through the parallel inclusion of the journal in a growing number of international reference and citation databases.

Thus, it is in a true working spirit that its 30th anniversary is being marked. Selecting and combining the papers for publication is a constant and recurrent challenge in the editing of each new issue, irrespective of the emergence of brand new areas of marketing research, the order of receipt of submissions to the journal and their steadily increasing volume from year to year. We have devoted this year's second issue to new findings on such standard topics as market segmentation (consumer lifestyle and

Punih trideset godina časopis Market-Tržište predstavlja referentni, respektabilni okvir za stjecanje i proširenje marketinških spoznaja, ali i za informiranje o rezultatima znanstvenih marketinških istraživanja provedenih u kontekstima različitih okruženja - djelatnosti i zemljopisnih područja. Od časopisa koji je primarno bio orijentiran objavljivanju znanstvenih radova većinom domaćih, uz skromnu zastupljenost inozemnih autora, razvio se u međunarodni časopis čija se dugogodišnja internacionalizacija paralelno i kontinuirano odvija u više pravaca – autorskom, recenzentskom, članstvu u uredničkom odboru kao i zastupljenosti u međunarodnim referentnim i citatnim bazama.

Obljetnicu obilježavamo radno. Trajni je i u uređivanju svakoga novog broja iznova prisutan izazov odabira i kombinacije radova za objavu, neovisno o pojavi sasvim novih područja istraživanja u marketingu, vremenskom slijedu primitka i rastućem broju priloga koje časopis bilježi iz godine u godinu. Broj 2018_02 posvetili smo novim spoznajama u okviru klasičnih tema kao što su segmentacija tržišta (životni stil i ponašanje potrošača prema mobilnom oglašavanju) te povezanost kvalitete usluge i percipirane vrijednosti sa zadovoljstvom i lojalnošću (u kontekstu usluga mobilne komunikacije). Isto tako, u ovoj je skupini radova s, uvjetno rečeno, tradicionalnim pristupom i rad posvećen prilagodbi i

behavior towards mobile advertising), and the connectedness between service quality and perceived value on the one hand and customer satisfaction and loyalty (in the context of mobile telecommunication industry) on the other hand. Another paper in this set, which use a fairly traditional approach so to speak, is a research study incorporating an adaptation and validation of a measuring scale to assess ICT and STEM service quality and student satisfaction. Two papers blazing new research trails deal with the application of sentiment analysis to explore user-generated tweets about global brands, and the role of technology and social media use by sales staff and its impact on B2B customer relationship performance. Finally, in the context of ever more present paradigm of experience economy, this issue also features a study of dance consumption using an experiential approach.

Proud of our track record and all the achievements of the last three decades, we are also looking forward to the years ahead of us. Building on sound foundations laid by serious and committed efforts as well as vast enthusiasm of previous editors in chief and members of the editorial board, authors, and reviewers, we will continue to present to our readership recent and current topics including some gaps that also provide authors with incentives for their scholarly and research work in the area of marketing.

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Editor in Chief

procjeni mjerne ljestvice za procjenu kvalitete usluge i zadovoljstva studenata ICT i STEM područja. Radovi koji predstavljaju nove istraživačke pravce i područja bave se primjenom analize sentimenta u istraživanju korisnički generiranih tweet poruka o globalnim markama, odnosno ulogom i utjecajem korištenja tehnologije i društvenih medija u odnosima prodavača i potrošača na tržištu poslove potrošnje. Konačno, ovoj grupi pridružujemo i rad koji u kontekstu sve zastupljenije paradigme ekonomije doživljava istražuje korištenje usluge plesa pristupom iskustvene ekonomije.

Ponosni na svoju prošlost i sva postignuća u protekla tri desetljeća, radujemo se budućnosti koja je pred nama. Polazeći od dobrih temelja koji su izgrađeni ozbiljnim, predanim i entuzijastičnim radom prethodnih urednika i članova uredništva, autora i recenzenata i dalje ćemo se truditi kako bismo čitateljima predstavili recentne i aktualne teme u okviru kojih autori pronalaze istraživačke jazove, a time i poticaje za znanstveno-istraživački rad u području marketinga.

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Glavna urednica