

EDITORIAL PREFACE

UVODNIK



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In bringing to an end this unimaginably demanding and challenging year 2020 – burdened by both academic writing and publishing difficulties – we wish to extend our sincere thanks to all collaborators for their contribution to this issue. Thanks to their proactive involvement, we have mastered numerous hurdles, some of which had never been encountered before.

Despite a radical change in all our working and living styles, the inflow of quality papers to be reviewed for publication has been stable and has, if anything, increased slightly through the year. We are happy to report that there has been no departure from the customary approach, in which we provide our readers with a combination of various topics, methodological approaches to research focusing on selected problems in different contexts of study, which are all described in the papers published. Thus, in this issue we present a study authored by a Croatian researcher of the influence of factors such as informativeness, entertainment, irritation, and credibility of advertisement on its perceived value and the attitude to advertising through catalogs and store fliers. In their paper, Indian authors present the results of an empirical study of the way in which physical prominence of the sales personnel affects purchase behavior of male customers at health supplement and nutraceuticals retail stores. The topic of research by Malaysian authors is brand management, specifically the knowledge of customer-based

Privodeći kraju neočekivano zahtjevnu, tešku i za akademsko pisanje i objavljivanje problemima bremenitu 2020. godinu, iskreno i veliko hvala našim autorima, recenzentima i svim suradnicima koji su svojim proaktivnim angažmanom pomogli savladati brojne izazove, i to mnoge nove i dosad nepoznate.

Unatoč drugačijim uvjetima rada i života, priljev kvalitetnih radova za razmatranje i objavu tijekom godine bio je stabilan, odnosno u blagom porastu. Stoga nas raduje da nema odstupanja od uobičajenog pristupa kojim u svakom novom broju časopisa čitateljima nudimo kombinacije različitih tema, metodoloških pristupa istraživanju odabrane problematike i konteksta provedenih studija opisanih u objavljenim radovima. Tako ovom prigodom predstavljamo rad hrvatskog autora koji istražuje utjecaj čimbenika informativnosti, zabave, iritacije i vjerodostojnosti oglasa na percepciju vrijednosti i stav o oglašavanju putem kataloga i trgovačkih letaka. U radu indijskih autora predstavljeni su rezultati studije o utjecaju tjelesnog isticanja prodajnog osoblja u prodavaonicama dodataka prehrani i nutraceutike na kupovno ponašanje muškaraca. Upravljanju markom, konkretno produbljivanju znanja o tržišnoj vrijednosti marke temeljenoj na percepciji potrošača kroz utvrđivanje osobnosti doživljaja i naklonjenosti marki kao prethodnicama angažmana s markom, istraživanje su posvetili malezijski autori. Potom, konceptu-

brand equity experience established through personality, brand experience, brand attributes, and brand affect as antecedents of brand engagement. A conceptual model describing information technology as infrastructure with a role of providing incentives to knowledge in organizations through a dynamic concept, including trust-based learning, is presented in the paper authored by Indonesian researchers. In their combined research study, authors from Tanzania and India explore customer perceptions of mobile money transaction failures and response to them, as well as recovery in an emerging market context. Finally, the paper by Turkish authors provides a literature review with a focus on sustainable development goals in construction industry marketing, and their importance for lean and green marketing management in the construction industry.

The journal's editorial board has also seen some changes after our long-standing distinguished member, Professor Emeritus George Avlonitis (Athens University of Economics and Business), passed away late in 2019. His exceptional contribution to the European and international marketing community will leave a lasting and indelible mark for posterity. Following years of dedicated work and commitment to the journal in the capacity of technical editors, our colleagues Associate Professors Zoran Krupka, Ph. D. and Vatroslav Škare, Ph. D. have now progressed to the editorial board. Their technical editor role has been taken over by our young post-doctoral faculty member Tanja Komarac, Ph. D. while Assoc. Prof. Zoran Krupka, Ph. D. will from now on fill a role of assistant editor in chief. Strengthened and empowered in the new roles, we will put even greater effort into raising the journal's quality level, its international character and reach while continuing to build its reputation as a desirable destination in academic publishing.

Armed with an indispensable dose of optimism and confident that our joint, selfless efforts will continue to bring fruit in a more prosperous year 2021, we commit into our readers' hands what we hope will be interesting and topical content of the new issue of Market-Tržište journal!

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

alni model koji opisuje informacijsku tehnologiju kao infrastrukturu koja ima ulogu potpore poticanju znanja u organizacijama kroz dinamični koncept, od kojih je jedan učenje, predstavljen je u radu autora iz Indonezije. Autori iz Tanzanije i Indije istražuju percepcije korisnika usluga mobilnog novca o neuspjelim transakcijama, odgovorima na njih kao i oporavku u kontekstu tržišta u razvoju. Konačno, rad turskih autora donosi pregled literature iz perspektive ciljeva održivog razvoja u marketingu u građevinskoj industriji i njihove važnosti za strategije upravljanja lean (agilnim) i zelenim marketingom u građevinskoj industriji.

U proteklom razdoblju došlo je i do promjene u sastavu uredništva časopisa. Nažalost, krajem 2019. godine iznenada nas je napustio naš dugogodišnji član Professor Emeritus George Avlonitis (Athens University of Economics and Business) čiji će iznimni doprinos europskoj i svjetskoj marketinškoj akademskoj zajednici ostati neizbrisivo i trajno obilježen. Nakon dugogodišnjeg predanog angažmana i rada u svojstvu tehničkih urednika, naši su kolege izv. prof. dr. sc. Zoran Krupka i izv. prof. dr. sc. Vatroslav Škare promijenili status i postali članovi Uredništva, a njihovu je ulogu tehničke urednice preuzela naša mlada kolegica postdoktorandica dr. sc. Tanja Komarac. Istovremeno, kolega izv. prof. dr. sc. Zoran Krupka postao je pomoćni urednik. Osnajeni i u novim ulogama još ćemo se više truditi podizati razinu kvalitete časopisa, njegovu internacionalizaciju i doseg te i dalje neumorno graditi reputaciju za akademsko objavljivanje poželjne destinacije.

S neophodnom dozom optimizma, u uvjerenju da ćemo zajedničkim nesebičnim naporima svjedočiti puno boljoj 2021. godini, u ruke čitatelja predajemo sadržajno zanimljive i aktualne priloge novoga broja Market-Tržišta!

Prof. dr. sc. Đurđana Ozretić Došen
Glavna urednica