

# EDITORIAL PREFACE

## UVODNIK



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Uvijek s jednakom radošću i zadovoljstvom zbog izlaženja novog broja časopisa Market-Tržište čitateljima u ruke predajemo štivo aktualnog i zanimljivog sadržaja. U šest članaka koje potpisuju autori iz tri zemlje (Turske, Češke i Hrvatske) predstavljamo intrigantne teme, predmete i probleme istraživanja koji će sigurno potaknuti znanstvenu znatiželju za daljnjim proučavanjem i istraživanjima.

Prvi rad troje turskih koautora pregledom povijesti aktivizma marke iz izvora marketinške literature i analizom ključnih riječi povezanih s izučavanim konceptom otkriva pojašnjenje prirode aktivizma marke. Autori ističu da aktivizam marke poduzećima može pomoći u razvoju holističke veze s kupcima, poticanju lojalnosti marki i zagovaranju potrošača.

U drugom radu trojice turskih koautora primjenom modela potvrde očekivanja i kvantitativne metodologije istraženi su marketinški izazovi s kojima se susreću poduzeća koja koriste umjetnu inteligenciju, poglavito čimbenici koji utječu na zadovoljstvo i namjere daljnjeg korištenja proizvoda zasnovanih na umjetnoj inteligenciji (robotskih usisivača).

U jednom od dvaju radova čeških autora predstavljeno je kvalitativno istraživanje biheviornih odgovora malih i srednjih poduzeća tijekom krize izazvane bolešću COVID-19, i to istražujući

It always gives us great joy and pleasure, at the time that a new issue of Market-Tržište journal is issued, to be able to commit its topical and hopefully interesting content to the hands of our faithful readers. In a total of six papers authors from three countries (Turkey, Czechia and Croatia) present intriguing topics of their investigation and other research issues that are sure to spur scientific curiosity and desire for further study and exploration.

Through a review of the history of brand activism in marketing literature sources and subsequent keyword analysis, the first paper co-authored by three Turkish researchers clarifies the nature of this concept. Its authors emphasize that brand activism can help companies develop holistic bonds with their customers while inspiring their loyalty and encouraging consumer advocacy.

In the second research study by three other Turkish co-authors, the expectation-confirmation model is employed to investigate the marketing challenges encountered by manufacturers using Artificial Intelligence – primarily the factors affecting satisfaction and continuance intention among the users of AI-based robotic vacuum cleaners.

One of the two papers authored by Czech scholars presents the results of a qualitative research of the behavioral responses of compa-

njihove prakse oblikovanja tržišta, izazove s kojima su se suočavala i korištene stilove vodstva. Ustanovljeno je da stadij krize djeluje kao katalizator i poticaj u usvajanju transformativnijeg stila vodstva i njegovanju kulture promjene.

Sustavni pregled literature o učinku online marketinga na online i offline prodaju, koji su izradili češki koautori, donosi sveobuhvatni kategorizacijski okvir kojim su klasificirana istraživanja o učinkovitosti različitih instrumenata online marketinga. Identificirane su glavne kategorije - oglašavanje korištenjem vlastitog kanala i višekanalno oglašavanje, zajedno s njihovim potkategorijama te uobičajene istraživačke metode.

U samostalnom radu hrvatskog autora opisano je kvalitativno istraživanje o mogućnostima učinkovita korištenja temeljnih načela design thinking koncepta u širem kontekstu marketinga. Rezultati otkrivaju jasnu vezu i kompatibilnost. Design thinking može ponuditi inovativan pristup tradicionalnim marketinškim strategijama, što potencijalno vodi poboljšanju razine usredotočenosti na kupca.

Rad hrvatskih koautora predstavlja sveobuhvatno istraživanje teorijskih osnova marketinga utjecajnih osoba (influencer marketing). Autori otkrivaju ključne uvide u ovo brzorastuće područje te predlažu sedam značajnih istraživačkih prilika unutar domene marketinga utjecajnih osoba smatrajući ih samom srži evolucije područja marketinga utjecajnih osoba za znanstvena istraživanja i praksu.

Uvijek mislimo da je potrebno istaknuti našu neizmjernu zahvalnost na kontinuiranoj podršci naših suradnika, autora, recenzenta i čitatelja. Ona nas usmjerava i pokreće prema naprijed.

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nies during the COVID-19 crisis, exploring their market-shaping practices, the challenges encountered, and the leadership styles employed. It found that crises periods serve as catalysts, having the potential to encourage the adoption of transformational leadership and foster a culture of changes.

A systematic literature review of the effects of online marketing on both online and offline sales conducted by Czech co-authors yielded a comprehensive categorization framework for the classification of studies exploring the effectiveness of various online marketing instruments. Two major categories – own-channel advertising and cross-channel advertising – were identified, along with their subcategories and common research methods.

In his paper the autonomous Croatian author describes the results of qualitative research into the possibilities of effectively utilizing the fundamental principles of design thinking in a broader marketing context. It revealed a clear connection and compatibility between design thinking and marketing, where design thinking can provide an innovative approach to traditional marketing strategies, potentially leading to improved customer focus.

The final Croatian paper by two co-authors is a comprehensive research study of the theoretical foundations of influencer marketing, yielding crucial insights into this fast-growing area. The authors propose seven significant research opportunities within the influencer marketing domain which they see as the very crux of the evolution of this field with both scholarly and practical implications.

We feel it is necessary to emphasize now and at all times how immeasurably grateful we are to our collaborators, authors, reviews, and readers for their continuous support – that is precisely what is guiding and driving us forward, so thank you once again!

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