

EDITORIAL

*Daniele Dalli**

The Journal has entered the 11th year and, together with other Italian Management journals is facing important challenges. The most important one is trying to move from a local/national status and get an international standing. This is the road that the Presidential Board of the Italian Marketing Association (SIMktg, owner of the Journal) traced a couple of years ago. The main implication of such a decision is publishing only in English.

The quality of the journal has been raised through a more thorough selection and training of the reviewers, improving the traceability of procedures, and updating the governance through the involvement of excellent scholars into the Editorial and the Scientific Boards. From the quantitative point of view, we have been able to meet the deadlines and delivering all the four issues per year on time. Bibliometric performances are increasing, but they are not satisfactory if compared with SIMktg Board expectations and editorial staff efforts.

Still, these data demonstrate that the Journal is growing and that our authors have been cited pretty often. As a form of recognition of their work we decided to publish the statistics of those who contribute to the Journal H index.

Tab. 1 – Bibliometric data M&C (October 2015)

Papers	438
Citations	793
Years	11
Cites per year	72
Cites per paper	1,8
H index	12
Query Date	26/10/15

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Cites	Authors	Title	Year
22	Cantone, Risitano, Testa	Strategie di sviluppo delle destinazioni turistiche e ruolo della marca territoriale	2007
21	Tunisini, Dallì	Processi e competenze di marketing delle medie imprese italiane: opportunità e limiti per la crescita	2007
19	Pencarelli, Splendiani	Il governo delle destinazioni e dei prodotti turistici: analisi di alcune esperienze	2008
19	Bartolazzi, Forlani, Fortezza	Caratteri e potenzialità degli eventi come "esperienze mediterranee": il caso "Palio de lo daino"	2008
16	Guercini	Marketing imprenditoriale, marketing manageriale e conoscenza di mercato del vertice d'impresa	2005
16	De Nisco	Country of origin e buyer behavior: una meta-analisi dalla letteratura internazionale	2006
16	Lugli	Food & beverage intertype competition	2004
15	Testa, Cantone, Risitano	Strategie di sviluppo delle destinazioni turistiche e ruolo della marca territoriale	2007
14	Dallì	La ricerca sul comportamento del consumatore: lo stato dell'arte in Italia e all'estero	2004
14	Ancarani, Costabile	Convergenza e strategie di marketing. Definizione del costruito, esperienze aziendali, domande di ricerca	2005
12	Gummeson	Editoriale. The three service marketing paradigms: which one are you guided by?	2012
12	Aiello, Donvito	L'evoluzione dei network per il marketing territoriale e l'attrazione degli investimenti	2007
12	Raimondo, Miceli	La concettualizzazione e la misurazione del valore per il cliente	2005
12	Pels, Polese, Brodie	Value co-creation: using a viable systems approach to draw implications from organizational theories	2012

Beyond citation analysis, the journal has internal procedures to support and improve the quality of the research of its authors. One of these is the best paper and best reviewer award that are intended to give our collaborators and authors a tangible demonstration of gratitude for their commitment and support. During the Annual Conference held in Turin the following colleagues were nominated and publicly awarded:

- The best reviewer award goes to Francesco Izzo (Second University of Naples)
- The best paper award goes to Matteo Corciolani and Mariarita Santanelli (University of Pisa): *L'effetto dell'autenticità della marca sull'attaccamento alla marca e sul senso di distinzione sociale avvertito dai consumatori*

An important source of material and support for the Journal are the Special Interest Groups (SIGs, Sezioni tematiche). They often manage Special Issues as well as collective research programs that find room in the Journal. The colleagues in charge of Interest groups were asked to provide suggestions about emerging trends and growing research areas to be considered by other colleagues in order to develop their research projects and submit interesting materials to the journal.

At the moment I received the following suggestions. As soon as I receive other information about this topic, I will forward it through email and/or SIMktg website.

- International Marketing
 - ✓ Cross-national differences (psychic and cultural distance) and international mergers and acquisitions
 - ✓ Entry strategies in emerging markets and SMEs
 - ✓ International branding (global vs local brand), consumer ethnocentrism and consumer cosmopolitanism.
 - ✓ New technologies and new global industries.
- Consumer Behaviour
 - ✓ Recognizing Differences in Consumers and Customers
 - ✓ Creating and Communicating Enduring Customer Value
 - ✓ The sharing economy and collaborative consumption
- Marketing Communication
 - ✓ Online – Off line integration
 - ✓ New business models and value chain strategies
 - ✓ New interaction patterns between ad agencies and customers
 - ✓ Consumer engagement and new paradigms for (shared) brand management
 - ✓ New challenges in creativity management
 - ✓ Content marketing and (digital-social) storytelling

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- ✓ New criteria for profiling and targeting
- ✓ Media planning: complexity and new opportunities
- ✓ Communication performance measurement
- Place Marketing
 - ✓ Event management and territorial marketing
 - ✓ Place branding and territory marketing
 - ✓ Place branding and social media marketing
 - ✓ Regional products, certification, and place branding
- Technology & Marketing
 - ✓ Marketing with technology (Marketing implications of social media, Big data and marketing, Interactive marketing strategies in competitive environments)
 - ✓ Marketing and innovation (Market orientation and Innovation, Consumers' adoption of innovation and marketing strategy in high tech firms, Online idea generation platforms and customers' engagement in NPD process)

Finally, In order to prepare the present editorial, I have asked the young colleagues from the Consulta Giovani¹ to help me in finding out if and how Interest Groups could contribute more effectively to the journal. We have classified the papers presented during the parallel sessions and highlighted possible areas of overlapping and interaction between SIGs. In the following table, every SIG (columns) presents data about how many papers out of the total presented at the conference could be presented also in a different session. For example, the International Marketing SIG presented 11 papers, 7 of which could fit into other SIGs.

For every SIG, each column shows which are the other SIGs that could provide opportunities for interaction and collaboration. For example, in the case of International Marketing most of the papers presented could fit also with the Made in Italy SIG.

I believe that this brief exercise could bring new opportunities for our authors, SIMktg members, and the colleagues in charge of SIGs to present their research in a new fashion, more oriented toward interdisciplinary and cross-section approaches. In this sense, I strongly encourage our readers to propose ideas and call for papers for new special issues. I will do my best, with the help of the Editorial Staff for spreading proposals and supporting these projects.

University of Pisa, October 2015

1. Annamaria Tuan (University of Pisa), Alice Mazzucchelli (University of Milano Bicocca), Marcello Risitano (University of Naples Parthenope), Donata Tania Vergura (University of Parma), Federica Ceccotti (University of Rome La Sapienza), Paola Scorrano (University of Salento).

INT	CB	COM	RET	BUS	BRA	SUS	SER	MAD	PLA	TEC	TUR
7/11	6/10	3/3	0/3	4/9	7/7	4/4	2/2	7/7	7/7	7/8	13/14
INT	-	+		+		+		+++	+		
CB	-	+			+++	+	+	+	+	+++	+++
COM	+++	-			++	+		+	+++	+++	+++
RET	+		-		+			+		+	+
BUS				-	+			+			
BRA	+			+	-	+		+	+		+
SUS	+	+				-	+				
SER						+	-				
MAD	+++							-	+++		+
PLA	+			+		+	+	+	-	+	+++
TEC	+	+			+		+	+	+	-	+++
TUR						+	+	+	+++	+	-

INT = International Marketing; CB = Consumer Behaviour; COM = Marketing Communication; RET = Retailing & Channel Management; BUS = B2B Marketing; BRA = Product & Brand Management; SUS = Sustainable Marketing; SER = Service Marketing; MAD = Made in Italy; PLA = Place Marketing; TEC = Technology & Marketing; TUR = Tourism, Culture & Arts Marketing