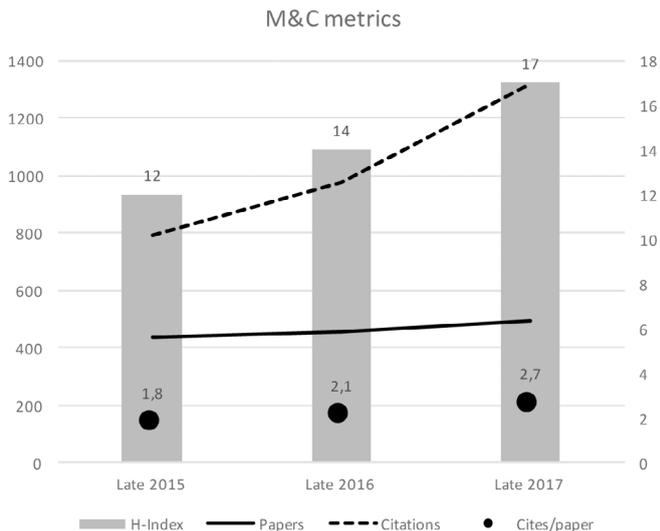


The M&C assessment: Found in translation

Daniele Dalli

The Italian Marketing Association (SIMktg) holds the copyright of this Journal. In 2015 SIMktg decided to publish papers in English. We finish to publish the papers in Italian that were still in the pipeline and since a couple of years the Journal is publishing only English papers. Then, it's time to make an assessment of the outcomes of this activity.

In the last three years we observe a significant increase in citations that grew from 793 in 2015 to 975 in 2016 and 1320 in 2017. Citations per paper also grew from 1.8 to 2,1 and 2.7 and finally H-index moves from 12 to 14 and 17. Data were collected from Google Scholar through Publish or Perish and then carefully checked for duplications and inconsistencies.



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These data are encouraging and witness the ability of the Journal to improve its integration in the international debate, getting an increasing number of citations from other international Journals (data collected from ISI-WOS, Scopus, and Google Scholar).

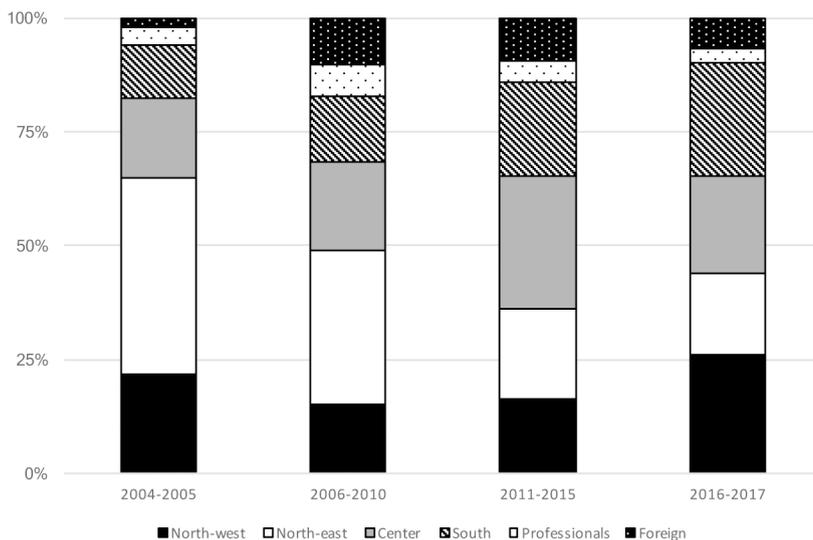
Most of the credit for these results goes to the authors that presented high quality papers stimulating discussion and citations. Secondly, but not less important, we have to acknowledge the priceless (even if free of charge) work of the reviewers and their coordinator that helped authors refine and better position their papers. For this reason, at the end of this Editorial we enclose a list of the winners of the yearly awards for best paper and best reviewer.

It is clear that we are performing better in longitudinal terms, but it is necessary to acknowledge that we are far from being competitive with other more experienced Italian Journals and – moreover – with international well known marketing Journals. But we are working to improve our abilities in this direction.

One of the things we have to do to further increase the integration of the Journal in the international debate is to improve the geographical and cultural scope of the community of our authors and hence readers.

In the long run we have been able to do so at the national level: at the very beginning (2004-2005) papers came from North East Italy and less from North West, Center, and South. Foreign scholars played a marginal role. Time by time we reached a more balanced distribution across geographical areas, at least in Italy.

The weight of foreign authors increased until 2010 and slightly decreased.



The aim for the near future is to improve the share of foreign scholars publishing in the Journal. This objective is consistent with the aim of positioning the Journal as an attractive outlet for the international marketing community and not only for Italian authors: we will still maintain a strong relationship with the Italian community, and for this reason we strongly encourage Italian scholars to submit papers that are co-authored by foreign colleagues. This could be the first step to move the Journal toward the above mentioned direction.

Finally, since the Journal publishes traditional papers (theoretical, reviews, empirical), in order to improve the variety and richness of contributions we encourage scholars interested in publishing in *M&C* to consider the following opportunities:

- Virtual Special Issues: those who are interested in a given topic/field could go back to the papers published in the Journal and summarize their results and implications with reference to the international literature.
- Research notes: scholars that are interested to publish preliminary, partial results from their ongoing research can submit short papers with light theoretical reviews and methodological sections.
- Case studies: case study methodology and related qualitative methods are growing in major journals and also *M&C* is open to such papers. We encourage scholars to propose papers about Italian case studies (companies, industries, districts, etc.) with micro or macro marketing implications.

University of Pisa
February 8, 2018

Table 1 – Best paper and best reviewer awards since 2007

	Best paper	Best referee
2016	Agostino Vollero*, Daniele Dalli**, Alfonso Siano*, <i>Brand negotiation and brand management. An Actor-Network Theory perspective</i> * University of Salerno, ** University of Pisa	Giuseppe Pedeliento University of Bergamo
2015	Silvia Grappi*, <i>Consumer boycott of companies implementing offshoring strategies</i> * University of Modena and Reggio Emilia	Gabriele Qualizza University of Udine
2014	Matteo Corciolani*, Mariarita Santanelli*, <i>L'effetto dell'autenticità della marca sull'attaccamento alla marca e sul senso di distinzione sociale avvertito dai consumatori</i> * University of Pisa	Francesco Izzo University Luigi Vanvitelli of Campania
2013	Maria A. Raimondo*, Gaetano Miceli*, Stefania Farace*, <i>Self o mass branding. La relazione tra personalizzazione e marca</i> * University of Calabria	Maria Vernuccio Sapienza University of Rome
2012	Maria Chiarvesio*, Eleonora Di Maria**, <i>Innovazione, comunicazione e presidio dei mercati. Le performance delle imprese del made in Italy</i> * University of Udine, ** University of Padua	Daniele Scarpi University of Bologna
2011	Marco Visentin, Gian Luca Marzocchi, Alessandra Zammit, <i>L'interazione fra effetto olistico e rappresentazione temporale nella percezione delle marche</i> * University of Bologna	Francesco Massara IULM Milan
2010	Daniele Dalli*, Riccardo Resciniti**, Annalisa Tunisini***, <i>Sviluppo e competitività delle medie imprese italiane nell'era globale</i> * University of Pisa, ** University of Sannio, *** Catholic University of Milan	Andrea Runfola University of Perugia
2009	Maria A. Raimondo*, Gaetano Miceli*, <i>Un modello formativo per la misurazione del valore per il cliente</i> * University of Calabria	Roberta Bocconcelli Carlo Bo University of Urbino
2008	Lia Zarantonello*, <i>L'adattamento della brand experience scale al mercato italiano</i> * Università Bocconi	Marco Visentin University of Bologna
2007	Chiara Mauri*, Harry Timmermans**, Fabio Zerbin*, <i>La conformazione dei network fedeltà. Un'analisi della relazione tra la sovrapposizione delle reti dei partner e l'efficacia dei programmi di fidelizzazione</i> * University of Aosta, ** Eindhoven University of Technology, *** Università Bocconi	Patrizia de Luca University of Trieste