

EDITORIAL PREFACE

Keeping one's promises and meeting the expectations of consumers and the public is undoubtedly among the most important tasks of marketing experts. The editorial board may be satisfied in this respect since all the activities necessary for the 1st issue of Market in 2007 to find its way into the hands of its readers have been completed on schedule. We have also attained our goal of reverting to the twice yearly publishing dynamics. I would like to thank everyone responsible – authors, reviewers, our proof readers and all the members of the editorial board for their efforts and strict adherence to deadlines!

We are very pleased with a two-member increase to our editorial board. New members are Mira Marušić, Professor Emeritus, Ph. D. of the Faculty of Economics and Business – Zagreb and Prof. Anthony Pecotich, Ph. D. of the School of Economics and Commerce, University of Western Australia. In addition to publishing papers and her innovations in marketing and management education, Professor Marušić is especially known to the national academic and expert public for training generations of marketing experts and scientists. Professor Pecotich, who is of Croatian origin, has given years of contributions to the international marketing community, among other things, by publishing a number of papers in prestigious marketing journals. Also, he has helped selflessly to affirm Croatian marketing by training young economists in cooperation with fellow scholars.

Judging by the interest of potential authors in having their papers published in Market, the journal's future seems well-assured. The current issue, much like the last one, is dominated by the papers written by young authors, masters of science from Croatia whose interests focus on a number of diverse areas of marketing science and practice. Slovenian authors, our fellow professors at the Faculty of Economics and Business in Maribor, prepared an interesting paper on an area of consumer

behavior that remains relatively modestly researched, particularly in transition economies. The importance of services in modern market economies and the need to study and research the specifics of marketing and management expertise that is related to services is the topic of three papers by young scientists, differing both thematically and in terms of their content (research of the marketing application level in services, problems with service quality measuring, ways to boost service competitiveness). The topicality of introducing and monitoring very different aspects of brand management (building brand equity, private labels, applying the concept of social responsibility through a brand's environmental embeddedness) is reflected in the papers by three young economists. Finally, another young scientist dedicated his paper to the analysis of the conditions and the need to introduce marketing considerations in education, within the scope of social marketing.

A message to our readers and, in particular, interested authors who already have published or are yet to publish their papers in Market is that we have taken steps to have the journal included in new databases. We are very pleased to announce that Trziste has been accepted for listing in ProQuest ABI/INFORM. Its content is expected to be available in this database in September 2007. Also, through persistent efforts we are hoping to be able win the confidence of the editorial boards of several more international databases that are of crucial importance especially for social sciences.

We believe that this issue of Market too will make interesting and useful reading. Interested authors have a permanent invitation to submit their work. We remind you that all the information necessary is available at the end of each issue, including this one, and also invite you to visit our website with current information and an archive of paper abstracts published in two previous volumes.

Professor Đurđana Ozretić Došen, Ph. D.

Editor in Chief