

EDITORIAL PREFACE

UVODNIK

Even though demanding and not at all simple, the job of a scientific journal editor is always both challenging and interesting. One can therefore say, without exaggeration, that – while providing considerable excitement – the creation of the content of each new issue offers little or no certainty about the final outcome. In fact, it is neither unusual nor rare for schedule shifts or delays to occur on account of objective and/or subjective reasons of the authors or during the review of their work, with publishing even canceled at some stage in this process. Nevertheless, the goal is always to offer readers topical and attractive individual studies, so their selection aims at achieving holistic and synergetic effects in combination with all other papers being published at the same time.

In that spirit, we have also prepared the content of the latest issue of *Market/Tržište*, which leaves our hands with no doubts about its attractiveness to readers. The variety of topics, as well as the fields of study to which the papers published in this issue are devoted, once again testify to the number and scope of applications of the marketing thought. Even one glance at the authors' affiliations confirms an international dimension of the journal as the fruit of our continued efforts at its increasing internationalisation.

In closing yet another volume of *Market/Tržište*, we would like to thank all authors, reviewers, collaborators and readers for their trust. We remain

lako zahtjevan i nimalo lak, urednički posao u znanstvenom časopisu uvijek je i iznova izazovan i zanimljiv. Bez pretjerivanja se može reći da je kreiranje sadržaja svakog novog broja uzbudljivo, a konačan rezultat teško je s potpunom sigurnošću unaprijed predvidjeti. Naime, nije neobično niti se rijetko događa da se, uslijed objektivnih i/ili subjektivnih razloga, tijekom recenzije radova naših autora dogode vremenski pomaci, odgode pa čak i odustajanja. Unatoč tome, uvijek je cilj ponuditi čitateljima aktualne i atraktivne pojedinačne radove, a njihovim odabirom i kombiniranjem truditi se ostvariti i holističke, sinergijske učinke.

U tom je nastojanju oblikovan i sadržaj novog broja *Market/Tržišta*, za koji smo sigurni da će vas privući svojim sadržajem. Još jednom i ponovno, kroz raznovrsnost tema i područja kojima su objavljeni radovi posvećeni, svjedočimo brojnosti i obuhvatu primjena marketinškog promišljanja. Naime, već i sam pogled na afilijacije autora objavljenih radova upućuje na međunarodnu dimenziju i naše kontinuirano nastojanje za rastućom internacionalizacijom.

Na kraju još jednog godišta u životu *Market/Tržišta* zahvaljujemo autorima, recenzentima, suradnicima i čitateljima na povjerenju. Čvrsto smo uvjereni da je *Market/Tržište* inicijativa koja od početka i trajno ima pozitivan utjecaj na afirmaciju marketinga kao znanstvene dis-

confident that the journal will continue to prove its role as an initiative that has, since its very inception, exerted a lasting, positive impact on the acclaim of marketing both as a scientific discipline and in practice. We look forward to a fruitful future collaboration and accomplishment of new joint goals.

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

cipline i prakse. Veselimo se budućoj produktivnoj suradnji i novim zajedničkim postignućima.

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Glavna urednica