

UVODNIK

EDITORIAL

SKRB ZA SLOVENSKO MARKETINŠKO IZRAZOSLOVJE

Dočakali smo jubilejno, 20. številko Akademije MM. Pri pregledu nekaj prejšnjih števil sem ugotovila, da so uredniki svoje uvodnike praviloma sklenili polni upanja v prihodnost te naše prve in edine slovenske znanstvene revije s področja marketinga. Zdaj razumem, zakaj, saj uredništvo te ni lahka naloga. Tako sem se tudi jaz soočala s pomanjkanjem prispevkov, ki bi jih avtorji bili pripravljeni deliti s strokovnim marketinškim miljejem, zato ta številka izhaja z manjšo zamudo.

O izzivu, kako narediti revijo privlačnejšo za objavljanje in kako pridobiti čim več čim bolj kakovostnih člankov, ki bodo prispevali k razvoju slovenske marketinške stroke, smo razpravljali že nekajkrat. Nazadnje je pogovor o tem potekal tudi med tremi uredniki revije in dogovorili smo se, da moramo tej problematiki nujno nameniti več časa in naporov, če želimo revijo ohraniti vsaj v trenutni obliki. Dejstvo, da v rokah vendarle držite že 20. številko Akademije MM, je samo po sebi zgovorno in škoda bi bilo, da prekinemo tradicijo njenega izhajanja. Ob preprekah, s katerimi se je revija soočala v obdobju od leta 1997, ko je izšla njena prva številka, pa do danes, ji je, zahvaljujoč prizadevanjem posameznikov znotraj DMS in urednikov ter recenzentov, ki so prispevali svoj del, vedno znova uspelo.

LET'S TAKE CARE OF SLOVENE MARKETING TERMINOLOGY

The 20th issue of Akademija MM is here. While browsing through previous 19 issues, I noticed that my predecessors were optimistic about the future of the first and only Slovene scientific marketing journal. Now I know why. An editor is not an easy job. Like many editors before me, I faced similar obstacles, specifically lack of quality papers. Hence, this issue is published a bit later than scheduled.

We have already discussed how to make the journal more attractive to researchers and how to get as many quality papers as possible, the papers that will contribute to the development of the marketing profession in Slovenia. We've discussed this so many times. Recently, the three-member editorial staff agreed we must devote even more time and effort to this problem if we want the journal to remain in its current form. The very fact that you're reading the 20th issue of Akademija MM proves that it would be insane to break the tradition. Despite the difficulties since the 1997 inaugural issue, individuals within the Slovenian Marketing Association as well as editors and reviewers have made sure that each and every next issue is published.

I am not the only one in academic circles who feels an incredible pressure to publish in English

Podobno kot moji kolegi tudi sama občutim, da so v akademskih krogih pritiski, naj raziskovalno delo objavljamo v angleškem jeziku in v najboljših svetovnih marketinških revijah, ogromni. Tudi zato je pisanje prispevkov za domače revije pogosto postavljeno na stranski tir. Hkrati pa se zavedam, da ne smemo pozabiti, da imamo kot strokovnjaki, ki se raziskovalno ukvarjamo z marketingom in sorodnimi področji, dolžnost in odgovornost do slovenske marketinške stroke. To pa nam narekuje tudi skrb za slovensko marketinško izrazoslovje, ki je temelj za obstoj in nadaljnji razvoj te stroke v našem prostoru. Obenem je za njen razvoj pomembno tudi, da priložnost dobijo vsi perspektivni mladi akademiki in praktiki, ki s svojim raziskovalnim delom pod mentorstvom profesorjev in starejših kolegov razvijajo nova in zanimiva znanja. In kje je vse to znanje najbolje in najlažje deliti, če ne v stanovski strokovni in znanstveni reviji?

Seveda mora podpora reviji priti še od drugod. Tudi kolegi iz prakse morajo (vsaj občasno) vzeti v roke katero od številčk Akademije MM in prepoznati vrednost in uporabnost v njej predstavljenih raziskovalnih rezultatov. Ti niso namenjeni le izmenjavi med akademiki, temveč tudi in predvsem plemenitenju razmislekov praktikov o tem, kako se spopasti z izzivi v vedno manj prijaznem vsakdanu v marketinški stroki. Velik prispevek k temu pa lahko vsi marketinški praktiki dajo tudi tako, da revijo soustvarjajo z objavljanjem strokovnih člankov in tako bogatijo še zakladnico slovenske marketinške prakse.

Tokratno številko je s svojimi prispevki sooblikovalo deset avtorjev, ki so pripravili pet izvirnih znanstvenih člankov. Zbir prispevkov je na prvi pogled eklektičen, a pozorni bralec lahko kljub temu prepozna vsaj eno skupno točko prispevkov: vsi odpirajo aktualne teme, ki so v slovenskem prostoru relativno slabo raziskane in so pomembne za razvoj slovenske marketinške stroke oz. na splošno prispevajo k marketinški praksi znotraj specifičnih področij.

Prvi prispevek, ki sva ga pripravili s soavtorico Laro Šesek, raziskuje problematiko slovenskega marketinškega izrazja. V njem potrjujeva tezo, da je stanje glede terminologije v slovenskem marketingu dokaj kaotično, kar sicer za mlade, hitro razvijajoče se stroke ni nič neobičajnega. Na kaotičnost poleg rab različnih terminov v praksi in teoriji opozarjajo tudi slovenski marketinški akademski strokovnjaki. Ti so podali svoje poglede na problematiko in skušali nanizati razloge za težave, s katerimi se slovenski marketing srečuje na terminološkem področju. Prispevek sam po sebi ne ponuja vseh odgovorov na zapletene terminološke zagate, sploh pa ne obljublja enostavnih rešitev.

in the top marketing academic journals. Hence, writing for Slovenian journals is often put on hold. On the other hand, we must not forget that we are marketing experts and we have a responsibility, no, it is our duty to nourish Slovenian marketing knowledge and expertise; we must be concerned with the Slovenian marketing terminology – it is the foundation for the existence and further development of this profession in our country. Furthermore, all promising young researchers and marketing professionals, through their research under the supervision of professors and senior colleagues, must get their chance. And isn't an academic journal the best and the easiest way to share what you've learned?

The journal needs support from others, too. Our colleagues, who work in marketing at various companies and organizations, should (at least occasionally) read Akademija MM and recognize the value of the research results. Research isn't only the scientists' domain. Moreover, practitioners should also contribute to the journal's content.

This 20th issue of Akademija MM includes 5 papers by 10 authors. The collection of articles is at first glance eclectic, however, a careful reader can still recognize at least one thing they share: all five deal with issues that are relatively poorly researched and are important for the development of the Slovenian marketing profession.

First, Lara Šesek and myself, we discuss the Slovenian marketing terminology. Its chaos is confirmed, although this isn't unusual for a young discipline. Academics in Slovenia in the field of marketing are included in our paper with their views on the issue by explaining the reasons for the chaotic terminology. We don't pretend to offer the answers to the question, nor do we promise easy solutions to the problem. Our main goal was to restart the conversation for a marketing vocabulary.

The next two papers discuss the current buzz in marketing – online marketing, specifically communications via social media. Anja Čampa in Samo Kropivnik compare the effectiveness of two cases of online advertising of food delivery service: on Google and on Facebook. Their conclusion is that online advertising has a strong impact on increasing the popularity of the site and on the provision of its services. Advertising on Facebook, however, attracted more visitors than advertising on Google. On the other hand, advertising on Google brought more desirable visitors, as they stayed on the website longer, visited more pages and placed more orders. Given that the goal of the website is to collect orders, advertising on Google brings

Njegov namen je predvsem postaviti temelj za razmislek o oblikovanju korpusnega terminološkega slovarja in s tem morda znova obuditi zamlre terminološke debate med slovenskimi marketinškimi strokovnjaki.

Prispevka, ki sledita, obravnavata nadvse aktualno problematiko oglaševanja in marketinškega komuniciranja na spletu oz. na družbenih omrežjih. Članek avtorjev Anje Čampa in Sama Kropivnika primerja učinkovitost spletnega oglaševanja na iskalniku Google in družbenem omrežju Facebook. Učinke obeh oglaševalskih akcij preverjata s študijo primera spletnega portala za naročanje hrane. Avtorja ugotavljata, da je spletno oglaševanje nasploh močno vplivalo na večjo obiskanost portala, vendar sta akciji prinesli različne rezultate, ena je generirala več obiskovalcev, druga pa kakovostnejše obiskovalce, ki so se na portalu zadržali dlje časa in izvedli več naročil. Njun prispevek je zanimiv zlasti za prakso spletnega oglaševanja in za načrtovalce spletnih oglaševalskih akcij, ki želijo svoje oglaševalske aktivnosti optimizirati. Zanimiv pa je lahko tudi za teorijo o uspešnosti in učinkovitosti spletnega oglaševanja, saj so na tem področju znanstveni prispevki še relativno redki.

Podobno velja za tretji članek v tej številki, ki sta ga napisala Denis Tomše in Boris Snoj. Tudi onadva ugotavljata, da za marketinško komuniciranje družbena omrežja postajajo vse pomembnejša. Pri tem se osredotočata na uporabnika in raziskujeta, kako prepričanja uporabnikov o sporočilnih dejavnikih marketinškega komuniciranja vplivajo na njihova stališča do marketinškega komuniciranja na družbenih omrežjih. Hipoteze skušata preveriti z empirično raziskavo na manjšem vzorcu uporabnikov. Njune ugotovitve so podobne tistim, do katerih so drugi avtorji prišli pri spletnem oglaševanju nasploh. Zaključita, da so stališča uporabnikov do marketinškega komuniciranja pozitivno povezana z njihovimi vedenjskimi odzivi na marketinško komuniciranje na družbenih omrežjih. Na podlagi svojih dognanj avtorja zapišeta nekaj priporočil za prakso.

Četrty prispevek, avtorjev Tanje Ivandič in Klementa Podnarja, se sooča z marketinškimi izzivi, ki jih prinaša zrel trg in visoka tržna penetracija. Na primeru trga mobilnih operaterjev ugotavljata, kako pomembna je zvestoba porabnikov in njihova ohranitev na zrelih trgih. Poudarjata, da si podjetja pri načrtovanju strategij zadržanja porabnikov lahko pomagajo tudi z raziskovanjem in poznavanjem dejavnikov zvestobe in/ali oblik zavezanosti. V svojem modelu raziskujeta vpliv zadovoljstva, imidža, zaupanja in stroškov zamenjave na zvestobo in zavezanost porabnikov mobilnemu operaterju in izpeljujeta nekatere zanimive implikacije.

better results. Therefore, choosing the right type of advertising and continuously measuring the performance of the campaign are essential conditions for success.

Similarly, Denis Tomše and Boris Snoj conclude that social media are becoming more and more important for marketing communications. They focus on users: what the impact of their beliefs about certain factors on their attitudes and behaviour is towards marketing communication on social networks. Hypotheses are tested empirically on a very small sample. Their conclusions are similar to other similar research: users' attitudes toward marketing communication on social networks have a positive impact on users' behavior towards marketing communication.

Tanja Ivandič and Klement Podnar explore marketing challenges by developed market and high market penetration. The study – based on a sample of customers of Slovenian mobile operators – shows the significance of customer loyalty. The authors stress that strategic planning of customer retention should include thorough research of commitment and loyalty. Their model includes satisfaction, image, trust and switching costs as well as loyalty to a mobile operator.

The final paper by Tina Šegota in Zlatko Jančič examines marketing in tourism, specifically how tourists from Slovenia assess Croatian tourism offer and what factors affect their perception. The research results are quite interesting. According to Šegota and Jančič, visitors' perspective of destination's tourist offer was positive, but there are some significant differences between different groups, especially between one-time and regular visitors. The paper shows that yugo-nostalgia is a significant emotional variable.

I wish you a pleasant and interesting read. Also let me ask you, "Do not allow Akademija MM to turn into nostalgia!"

Editor
Assoc. prof. **Urša Golob**, Ph.D.