EDITORIAL

Editorial

Alexander Zauner

Published online: 1 March 2011 © Springer-Verlag 2011

Dear Sir or Madam,

in 2009 a strategic partnership between the scientific marketing journal **der markt** and *Springer Science* + *Business Media* was established. Since then ample quality improvements could be realized. The appearance of the journal, including layout and cover, has been modernized. The revision of the journal went along with the introduction of a rigorous double-blind review process and the extension of the Editorial Review Board with reputable scholars. In line with that, the subtitle of **der markt** has been changed.

With beginning of 2011 the new subtitle of **der markt** is 'International Journal of Marketing'. The aim of this strategic re-positioning is to enhance the international reputation and visibility of the journal. Drawing on its traditional focus, **der markt** is not restricted to established methods, theories and approaches of research in marketing. The scientific focus of **der markt** particularly encourages alternative, unconventional and innovative thinking regarding methodology and approaches that broaden the scope of mainstream research. Published manuscripts also aim at stimulating the transfer of scientific research to marketing practice. As in the past, manuscripts are published in English as well as in German.

The current issue consists of three scientific articles and one book review. The issue starts with a conceptual/theoretical paper by Horst Treiblmaier. The author shows that the use of online surveys with web-forms affects data quality and the validity of the results. Thereby, data quality and

A. Zauner (⋈)
Institut für Marketing-Management, WU Vienna,
Augasse 2–6, 1090 Vienna, Austria
e-mail: alexander.zauner@wu.ac.at

validity are seen as multidimensional and are evaluated by various measures in order to guaranty high-quality data as well as valid measurement instruments. Several examples illustrate problems that can occur before, during and after the data collection. Finally, the author indicates how researchers and practitioners can control for these issues.

In the second article Heribert Gierl and Ziyou Yang analyze how persons find a compromise between selfish and altruistic behaviors toward other persons from their ingroups. Therefore, the authors provide a detailed and extensive literature review. Various theoretical approaches and concepts, such as the principles of egoism, altruism, equity, and reciprocity, are discussed. Following that Heribert Gierl and Ziyou Yang conduct two experiments. Based on the results the authors derive highly interesting theoretical and practical implications.

The third article by Gerd Nufer deals with an innovative and controversial topic in marketing academia, namely 'ambush marketing'. According to the author, the object of ambush marketing is to capitalize from the success of official sport sponsorship without (fully) holding the required marketing rights. Hence, the author describes and structures the phenomenon of ambush marketing and critically discusses possible implications.

This issue of **der markt—International Journal of Marketing** concludes with a book review by Ewald Judt on a publication written by Eva Walter on "Zahlungsverhalten am stationären Point of Sale: Empirische Befunde und Erklärungsmodelle".

The journal's focus on topical areas of current marketing research is also mirrored in its periodical special issues. The current issue comprises a Call for Papers on "Value to the Customer: The Cornerstone of Marketing?"



A. Zauner

and is edited by Prof. Dr. Andreas Eggert (University of Paderborn), Ass. Prof. Dr. Arne Floh (WU Vienna) and myself. We would kindly invite you to contribute to this challenging and thought-provoking special issue. If you are interested in publishing your work in **der markt**—

International Journal of Marketing, please contact alexander.zauner@wu.ac.at.

Alexander Zauner

