Editorial

In this issue of *jbm* the articles are focusing again on the three layers on which companies are interacting with their customers: the single market transaction, the customer relationship, and the market.

In their paper, Järvi Pentti and Munnukka Juha present the results of an empirical study conducted in Finland in 2008 in which they analyze the effect of information sources on the success of the organizational buying process. Based on a literature review the authors first develop a model in which they differentiate three major factors influencing the employment of internal and external information within a buying process: the perceived risk of purchase, the importance of purchase, and the buying situation. In a second step they assume that the employment of either internal or external information sources during the buying process positively affects the success of buying process. Their findings show that this success is especially influenced by the usage of supplier-provided information during the second and fifth phase of the buying process. Interestingly, the relationship between these two phases seems to be contradictory, as the effect is positive in the second phase but negative in the fifth phase. Furthermore, the results imply that the complexity, newness, and importance of the buying situation have a significant influence on the employment of different sources of information during the various stages of the buying process, whereas the perceived risk of the buying task was found to have no significant effect on the use of different information sources.

In the second paper, Talai Osmonbekov, Frank Tian Xie, and Wesley Johnston develop a theoretical model of e-business infusion in manufacturer-reseller relationships. The practical background of the paper is the recent trend that distribution managers are using more and more e-business tools to streamline existing channels. As these developments will have a major impact on the future relationships between manufactures and resellers, it is necessary to investigate the possible effects and to develop strategies and measures to cope with resulting challenges. The authors assume that both governance factors and technological variables influence the infusion of e-business into demand and supply activities and that these impacts are mediated by the existence and the amount of manufacturer and reseller benefits. The model provides interesting insights into these ongoing developments out of which the authors derive some further going implications for researchers and managers.

In the third article, Anna-Greta Nyström examines the emergence of business networks as a result of technological convergence. Focusing on the case of mobile TV especially in Finland the paper describes and analyzes the process of how the convergence

of technologies causes the emergence of business networks. This case can be seen as a classic example for these kinds of developments which the players in the field are facing right now and in the future. The author concludes that such processes force the actors to re-evaluate the core competences of the companies, their roles and positions as well as those of their partners. Furthermore, Nyström suggests that forming and engaging in intentionally developed business nets is one way of managing these complex technological changes and convergence processes.

In addition, I would like to announce a call for papers for a Special Issue of *jbm* on “Multi-Stage Marketing”. As customers in business-to-business markets are sellers of products and services on their own, b2b suppliers may exert an influence on their customers’ buying decisions if taking marketing activities towards the customers of the customers. These strategies and measures are typically subsumed under the concept of “multi-stage marketing”. Although the positive impacts of multi-stage marketing activities are known, b2b companies often choose a single-stage approach that do not include the further customers in the downstream supply chain in their marketing plans.

The concept of multi-stage marketing involves more than just the very visible forms of co-branding and ingredient branding to which it is commonly reduced. Several aspects of multi-stage marketing need further investigation so that we can better understand and facilitate its application in businesses.

For this reason the Journal of Business Market Management (*jbm*) offers a special issue on multi-stage-marketing to provide a platform for recent work on this topic. We are keen to receive both strong and innovative conceptual papers as well as empirical papers with a profound theoretical basis.

We encourage manuscript submissions including (but not limited to) the following topics with regard to multi-stage-marketing:

- Market research in a multi-stage market system
- Relationship marketing in a multi-stage market setting
- Marketing and supply chain management
- Supply chain pricing
- Segmentation and targeting in multi-stage market settings
- Marketing tools for multi-stage-marketing
- The effects of trust and satisfaction in a multi-stage market system

The submission deadline is February 28, 2010. Further information can be found on *jbm*’s website www.jbm-online.net.

Finally, I would like you to recall the next ISBM Academic Conference which will be held in Boston (MA) from August 11 to 12, 2010, just before the AMA summer conference.

M. Kleinaltenkamp (✉)
Berlin, Deutschland
e-mail: kleinalt@wiwiss.fu-berlin.de