2020: a new Journal for a true Marketing

Riccardo Resciniti¹

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Our era is—more than ever—in great need of Marketing, a discipline which fosters the creation of solutions for meeting the needs of individuals, firms and institutions, hence bettering people’s lives and society at large. This role has too often been neglected and/or ignored so that the term “marketing” has resulted in being identified with or linked to its more restricted branches such as sales or advertising. These, in turn, are primarily perceived as negative tools for persuasion if not for deception.

Today, at the beginning of the decade during which the UN 2030 Agenda is to be implemented, the time is ripe for Marketing to accomplish its noblest mission ever. There are three main drivers which can lead in this direction.

First of all, an increased focus on sustainability, including its environmental, economic, social and cultural aspects. These can have an impact on consumption behaviour towards making progressively increased conscious and responsible choices. By doing so, sustainability becomes the ideal breeding ground both for win–win approaches that contribute to a better world whilst improving firm economic performances, and approaches adopted by organizations or individuals such as NGOs, charities or activists, whose goal is not to make a profit.

Secondly, modern digital technologies as well as virtual/augmented reality, Internet of things and artificial intelligence can differentiate products and services. At the same time, these can greatly enhance the capability of interacting with the demand and can customize product offering. In this way, firms may increase their profits thanks to high customer satisfaction enabled by demand-driven processes.

In addition, there is the continuous improvement of technicalities which are applied to market segmentation, analysis and knowledge. These are based on big data, econometric and mathematical models to help design successful branding processes in any area ranging from the business to the social and political sphere.

Although there are very validated definitions, constructs and special issues that highlight the role of Marketing as an activity that can create value for all stakeholders, thereby contextualizing even the most compartmentalized studies within its broader concept, much work still needs to be done for the true Marketing to become well-established.

✉ Riccardo Resciniti
resciniti@unisannio.it

¹ Sannio University, Benevento, Italy

Società Italiana Marketing, the scientific association representing the Italian Community for academics and marketers, has always endorsed and promoted the best values of the Discipline. In this view, we have founded the Italian Journal of Marketing which welcomes the best Italian scientific contributions to further develop this discipline within the international community but also receives research results from all over the world.

As pointed out in the editorial by the Editor-in-chief, we will try to select the best papers which will embrace the entire Marketing domain adopting methodological rigor and carrying relevant managerial and governance implications. The common trait shall, however, be the trust in Marketing's potential to improve the performances of firms, the effectiveness of non-profit organizations and institutions as well as the well-being of people.

Riccardo Resciniti

President of the Società Italiana Marketing

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