Editorial

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Welcome to the *Journal of Marketing Analytics* Issue 2 in its second volume. The journal is growing, getting more submissions and connecting throughout the world with more academic and practitioner communities across a variety of disciplines that value, and are addressing, important problems involving marketing and analytics! This issue of the *Journal of Marketing Analytics* reflects that. It includes research that was presented at the 47th Hawaii International Conference on System Sciences (HICSS), one of the most prestigious and longest-standing continuously running scientific conferences, where scholars from all over the world come together.

The article 'An Eye Movement Study of Attribute Framing in Online Shopping' by Lin and Yang is based on research that won the *best paper award* in the Internet and Digital Economy track at HICSS-47, coming out of the Electronic Marketing minitrack. It links together eye-tracking, framing and purchase intentions in online shopping. We believe that research and marketing that involves such physiology will become more common as the Internet of Things (IoT) advances; body and health is, arguably, the leading application with respect to IoT.

The article 'Antecedents and Consequences of Customer Engagement in Online Brand Communities' by Chan, Zheng, Cheung, Lee and Lee is based on another exceptional research presentation at HICSS-47 in the Electronic Marketing minitrack. With the growth of relationship marketing and the influence of online phenomena, such as communities and other

social media, engagement has emerged as one of the most important areas for research and practice, and we need to learn much more about it!

With FIFA's 2014 World Cup (Brazil) in progress as we prepare this issue, the article 'Top Soccer Teams in Cyberspace: Online Channels for Services, Communications, Research, and Sales' by Scholl, Wang, Wang, Woods, Xu, Yao, Jurisch and Krcmar, also based on a presentation in the HICSS-47 Electronic Marketing minitrack, emphasizes the importance of websites, social media, mobile and analytics in sports marketing and management. Many analytics applications give Brazil the highest likelihood of winning. The *Journal of Marketing Analytics* takes no official position and wishes maximum fun and enjoyment to all participants, spectators, fans and other stakeholders!

Nosi, Pratesi and D'Agostino in the article 'A Benefit Segmentation of the Italian Market for Full Electric Vehicles' share research findings that are related to problems of great global importance, sustainability and climate change, and provide insights based on the Italian market, adding to our knowledge in this important area.

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