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Editorial

Between Theories and Practices in Communication and Marketing: Articles that Generate Knowledge and Implications.

Jorge Remondes *

1. INTRODUCTION

The dynamic interplay between marketing theory and practice has garnered significant attention in recent scholarly discourse. Kannan and Li (2017) explore the transformative impact of digitalization on marketing strategies, highlighting the integration of traditional and digital marketing tools to enhance consumer engagement. Their research emphasizes the importance of analytics-driven insights in shaping both theoretical frameworks and practical applications.

In a comprehensive review, Ferrell, et al. (2021) discuss the evolution of marketing thought over the past five decades, emphasizing the shift from transactional to relational paradigms. They propose an integrative framework that encompasses emerging trends such as digitalization and globalization, highlighting the need for adaptive strategies that bridge theoretical constructs with practical applications.

* Editor-in-chief of IJMCNM, School of Accounting and Administration of Porto, Polytechnic Institute of Porto, and The Centre for Organisational and Social Studies of the Polytechnic of Porto, Portugal. E-Mail: jorge@jorgeremondes.pt

Additionally, Kumar et al. (2021) investigate the role of personalized marketing communication in the digital age, focusing on the integration of artificial intelligence and big data analytics to create tailored customer experiences. Their findings underline the importance of leveraging technology to refine marketing strategies and foster deeper customer relationships.

Having given this brief introduction, I invite the reader to read all the articles in this regular issue to learn more about the results achieved in studies developed by researchers from universities and research centers in Ethiopia, Indonesia, Portugal, and Turkey.

2. STRUCTURE OF THE ISSUE

In the twenty-third regular issue of the IJMCNM, the reader will have *online* access to eight research works about:

1. **The Effect of Television Advertising on Students' Buying Behavior: Study on Preparatory and Secondary School in Woldia Town, Evidence from Ethiopia**, an article written by Ahmed Mohammed Yimer, Habtamu Getachew Tegegne, and Dagmawi Mandefro Abebe, researchers from Ethiopia. The study examined the impact of television advertising on the buying behavior of students in Preparatory and Secondary Schools in Woldia Town.
2. **From Customer Orientation to Competitive Edge: Unpacking Bank Performance Dynamics**, an article written by Shashi Kant, Dawit Jabo, and Berhanu Borji, researchers from Ethiopia. In this research, a focus was made on competitive advantage to act as a mediator of customers' consequences about company performances.
3. **Maintaining Product Quality, Brand Image and Increasing Usage Motives as an Effort to Increase Nivea Cosmetic's Sales**, an article written by Sukardi Sukardi, and Ana Lima, researchers from Indonesia, and Portugal. The purpose of the article is to analyze the effect of some variables on the purchase intention of cosmetic products - Nivea, such as

the quality of cosmetic products, the motives for using cosmetics, and the cosmetic brand image.

4. **The Importance of Luxury Fashion Brands in the Acceptance and Normalization of New Social Paradigms**, an article written by Maria Francisca Costa, and Inês Castro Vasconcelos Martins Amaral, researchers from Portugal. This study proposes to analyze how luxury fashion brands approach diverse and inclusive communication, contributing to the acceptance and normalization of new social paradigms.
5. **Center of Portugal Tourism: Effects of Video Advertisements on Positive Emotions and Narrative Transportation**, an article written by Sara Santos, Maria Vasconcelos, Sónia Ferreira, Luísa Augusto, and Pedro Espírito Santo, researchers by Portugal. Through the creation of compelling advertisements, marketers can significantly impact customer feelings, piquing their interest in destinations. A total of 906 responses were gathered for the study, and the data were analyzed using structural equation modeling and the SMART-PLS program.
6. **The Impact of Electronic Word of Mouth (eWOM) on Visit Intention within the Framework of the Information Adoption Model: A Study on Instagram Users**, an article written by Kamil, and Ahmet Aslan, researchers by Turkey. This study investigates how Instagram users adopt electronic Word of Mouth (eWOM) and its impact on visit intention within the framework of the Information Adoption Model (IAM). In this context, argument quality, source credibility, and need for information are identified as precursors to information usefulness. The study explores the adoption of this information and its transformation into visit intention.
7. **The Influence of Internal Marketing on Employee Integration and Motivation**, an article written by Zita Romero Gonçalves, and Sara Rafaela Pais, researchers by Portugal. This research aimed to investigate whether the Internal Marketing practices applied by some organizations contributed to employees feeling integrated and motivated to carry out their activities and consequently wanting to stay inside the company, in the opinion of both

groups. A mixed methodology was adopted: quantitative data was used in the data obtained through a questionnaire for employees, and qualitative data was applied to data obtained through a survey (interview) of human resources managers (HRM). The aim was to ascertain the (dis)agreements between both opinions.

8. **Analysis of the Communication Strategy of the Liga Portuguesa Contra o Cancro on the Social Network Facebook during the Pink October Movement: A Study from 2019 to 2023**, an article written by Cristina Cardoso, and Jorge Pacheco, researchers by Portugal. This research focuses on the Liga Portuguesa Contra o Cancro (LPCC), an emblematic organization in this sector, and the analysis of its communication strategy on Facebook during the Pink October movement between 2019 and 2023.

The articles evaluated by a double-blind review system belong to authors who have presented the results of their studies that fit in the scientific areas of the IJMCNM, so they were accepted for publication in this international scientific journal.

3. ACKNOWLEDGMENTS

We want to thank the authors who have submitted their manuscripts and all the reviewers for their valuable contributions. The scientific importance of the publications in this and previous Issues of the IJMCNM is a strong reason for other authors to submit works for future Regular and Special Issues.

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