

EDITORIAL

Marketing, Entrepreneurship and Innovation in the Digital Era

GUEST EDITORS

Marco Lamas*

Carlos Peixeira Marques**

Ana Rodrigues***

Loreto Fernández****

Jorge Remondes*****

1. INTRODUCTION

Entrepreneurship and innovation, in particular its contribution to economic and social development, is the main reason of the increasing research in recent years at international level, namely the relevance of business models, human capital, entrepreneurship ecosystem, creativity and business ideas.

However, much remains to be done, as research in any of these areas is relatively recent. This is the challenge that serves as the starting point, going further, focusing on the work to be done on the relationship between the mentioned subthemes, relating them, crossing them and knowing their real impact on growth, sustainability and business success.

* Polytecnic Institute of Porto, Portugal. E-Mail: mlamas@iscap.ipp.pt

** CETRAD - University of Trás-os-Montes and Alto Douro, Portugal. E-Mail: cmarques@utad.pt

*** CETRAD - University of Trás-os-Montes and Alto Douro, Portugal. E-Mail: anarodri@utad.pt

**** University of Santiago de Compostela. Spain. E-mail: loreto.fernandez@usc.es

***** CETRAD and Higher Institute of the Entre Douro and Vouga region, Portugal. E-mail: j.remondes@doc.isvouga.pt

Where we are and where we need to go on business models research? How to innovate and what should the focus be? (i) business idea; (ii) value proposition; (iii) marketing; (iv) human capital.

Considering that business success is underpinned by four pillars – a) the business model, b) human capital (entrepreneurship training), c) entrepreneurship ecosystem (financing, culture, support for innovation, ...), d) the idea that leads to an innovate product or service -, we need to find the best entrepreneurship ecosystem to foster business development. It is probably a different one in each country and even a different one in different cities in the same country. We have different cultures, different business, different people, it is not possible to have a “*Silicon Valley*”, but it is possible to have another one, that's what happening in Lisbon with a creative and tech startup hub fast growing (Farmbrough, 2018).

As Drucker (1994) argues, entrepreneurial success depends on the organization's theory of the business, which is founded on three pillars, each, of them, with its own assumptions: a) Environment of the organization: society and its structure, the market, the customer, and technology; b) Mission; c) Core competencies needed to accomplish the organization's mission.

In the 4.0 era, offline marketing meets online marketing, and power shifts dramatically to connected consumers (Kotler, KartaJaya & Setiawan, 2017). The same authors conclude that marketing today is human-centered for brand attraction and is omnichannel for brand engagement. By this order of ideas, content plays a central role in the relationship with the market and it is understood the need to change the nature and the theory of business due to technological changes that bring many challenges to organizations and society (Fernandes, 2018).

Thus, through the publication of four studies, this special issue aims to promote the knowledge in the areas of marketing, entrepreneurship and innovation and its impact on business success.

2. STRUCTURE

This special issue on Marketing, Entrepreneurship and Innovation of the International Journal of Marketing, Communication and New Media (IJMCNM) publishes four relevant contributions about:

1. Entrepreneurial Marketing: Conceptual Systematization in English and Portuguese Languages;
2. Relational marketing in the face of digital disruption: pearls and perils of implementation of a CRM system in B2B;
3. La Phygitalisation de L'expérience Client: Une approche qualitative;
4. Exploring products' tetrad-value theory.

The papers evaluated by 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. ACKNOWLEDGEMENTS

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Happy reading!

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