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*Editorial*

## **Services Marketing: Where Are We Now?**

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### **1. INTRODUCTION**

In the thirteenth special issue of the International Journal of Marketing, Communication, and New Media (IJMCNM), the journal's readers, authors, and reviewers can read the results of research studies on services marketing.

The services business is more and more critical in the *Zeitgeist* world context. The increasing change and complexity in customer management have resulted in the need to adapt and respond to these uncertainties to keep and improve customer satisfaction worldwide. When creating customer value, not only product quality matters but service quality as well. Several academics and practitioners have continuously been interested in the role of customers in services (Engstrom & Elg, 2015).

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The quality of a service provided is a critical factor in a business's success. Ensuring the service is consistent regularly when providing excellent service is crucial for service managers.

Over the last two decades, various factors have pushed the service quality issue to the forefront of management's minds. The need for consistency in service quality offerings, increased customer empowerment due to technological advancements, customer heterogeneity, and reduced margin for error are just a few of them (Park, Yi & Lee 2021). Due to the subjectivity of quality rating, service quality is controversial. It is based on comparing expectations and views of the performance of the service given. How has the Covid-19 pandemic shifted the communication process to enhance quality values?

Moreover, service research has increased substantially during the last decades, and nowadays, the investigation of services is highly diverse. It approaches an enormous diversity of fields within management and business area (not only relating to marketing, but also with operations and logistics, human resources management, etc.), but also a diversity of disciplines such as psychology, computer science, information systems, and engineering.

Thus, this perspective makes this special issue inclusive and transdisciplinary, an edition that encouraged researchers to consider the special issue as an appropriate means for publishing their work.

Thus, the IJMCNM invited researchers to submit original, unpublished, and complete manuscripts prepared following the journal's guidelines. Accepted languages always include English, French, Portuguese, and Spanish.

## **2. STRUCTURE OF THE ISSUE**

In the thirteenth special issue of the IJMCNM, the reader will have *online* access to seven research works:

1. Strategies of Marketing in Internationalization Process of SME: A Case Study on B2B Context, an article written by Cláudia Pires Ribau, researchers from Portugal;
2. Digital Customer Experiences: A Multiple Case Study Approach of Malaysia Financial Institutions, an article written by Azira Ab Aziz and Peter Charle Woods, researchers from Saudia Arabia;
3. The Importance of Social Identification through Digital Marketing to Cultivate Emotional Attachment towards the Brand: Evidence from the Real Madrid, F.C., an article written by Veronica Baena, a researcher from Spain;
4. Comunicación del Marketing y Gestión de Relación con Clientes de Servicios de Yoga: Netnografía Comparativa Pre y Post Pandemia en Facebook, article written by Laura María Elena Miranda Hernández and Alicia del Socorro de la Peña de León, researchers from México;
5. The Influence of Service Quality on the Consulting Relationship, an article written by Maria Antónia Rodrigues, João F. Proença, and Ana Pereira, researchers from Portugal;
6. Enhancing Social Media Engagement for Logistics Services Branding, an article written by Aysu Gocer, a researcher from Turkey;
7. Service Delight and Brand Love: Its' Impact on Premium Price and Word-of-Mouth, an article written by Inês Veiga Pereira, a researcher from Portugal.

The articles evaluated by a double-peer 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**

We 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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## REFERENCES

Engstrom, F., & Elg, M. (2015). A self-determination theory perspective on customer participation in service development. *Journal of Services Marketing*, 29(6/7), 511-521.

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