

18. številka Akademije MM ne izraža polnoletnosti le po številki, ampak tudi po odraščajoči sporočilnosti prispevkov. Trženje je resna stroka in trženjska misel ima znanstveno domeno. Tega verjetno ni potrebno preveč poudarjati, čeprav se zavedamo, da jih še vedno veliko dvomi o tem. Resnost in pomembnost trženjskih strategij in taktik sta namreč spet pred veliko preizkušnjo, hkrati pa imata priložnost dokazati svoj pravi pomen. Zunanji dejavniki in številne notranje dimenzije krize oz. recesije so se namreč zajedli v kupca oz. odjemalca, tako da je ta vse bolj preudaren pri tem, kaj je njegova potreba in kaj le navidezna ali impulzivna želja. Vse težje ga prepričamo s površinskostjo in preveč podobnimi dražljaji ponudnikov. Kupec se namreč zaveda svoje kupne moči drugače kot nekoč, v svoj DNK pa zapisuje vse nakupne izkušnje. Zato je treba članke, ki so pred nami, brati s skrbnostjo trženjskega raziskovalca, realnostjo zaznav turbulentnega okolja in izzivi prihodnosti posameznika in družbe, za katere ne vemo ravno najbolje, kakšni so (bodo). Odstiranje področja univerzalnosti kupcev, tudi mednarodno, merjenje trženjskega delovanja velikih, družbena odgovornost do potrošnika in skozi njegove oči, odnos do cenovnih in necenovnih dejavnikov porabnikov električne energije ter do lesa in neizkoriščenosti njegovega potenciala v Sloveniji ilustrativno nakazujejo, kako pomembno je, da znamo v trženju povezovati sociološke, psihološke in

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A PREFACE TO THE 18TH AKADEMIJA MM

Akademija MM came of age with this 18th volume. Moreover, its articles have matured. Marketing is a serious profession and thinking marketing is thinking like a scientist. We probably don't need to repeat this anymore, although we are aware that there are still a lot of those who question us. The seriousness and significance of marketing strategies and tactics are yet again put to the test. On the other hand, there are opportunities to demonstrate their true meaning. External factors and a number of internal dimensions of the crisis/recession have deeply penetrated consumers; they are becoming increasingly prudent and they think twice about what they really need and what they only seemingly or impulsively desire. It is becoming increasingly harder to persuade them with superficial messages and with too similar stimuli. Buyers are more aware of their purchasing power than ever before, and they log their purchasing experience successfully. Therefore, the articles in this issue should be read carefully from a perspective of a marketing scholar, whilst being aware of the realities of the turbulent environment and considering individual and societal future challenges for which we do not know well, what they are (will be). Exploring the universality of customers, even internationally, marketing performance measurement of large companies, corporate social responsibility focused on consumers and as perceived by them, household electricity consumers and their

ekonomske vsebine in se vračati k njegovemu prvobitnemu namenu. Trženje je bilo (in bo) vedno odraz stanja v družbi in njenem ekonomskem razvoju, hkrati pa tudi njen razvojni pobudnik – v dobrem in slabem. Zato je njegova naloga razumeti »novega« kupca, hkrati pa vzpostavljati svet realnih menjalnih odnosov in zadoščanja (dejan-skih) potreb, v teh negotovih časih še toliko bolj pomembna.

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attitude towards price and non-price factors, our attitude toward timber and missed opportunities within the timber industry in Slovenia; all of the above illustrates how important it is to connect sociological, psychological and economic dimensions in marketing and in this way return to its initial intentions. Marketing has always (and it will always) reflected conditions in society and its economic development. At the same time it drives its development – for better or for worse. Therefore, marketing has to understand “new” consumers, establish a world of real exchange relations and satisfy (real) needs; in these uncertain times this is imperative.

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