

## A PREFACE TO THE 17<sup>TH</sup> AKADEMIJA MM

### 17. AKADEMIJI MM NA POT

#### SCIENTIFIC THOUGHT AND ITS APPLICABILITY IN THE REAL WORLD

We, the scientists, have repeatedly grappled with the question, how far should our research go and still be applicable in the world of business. I am writing this foreword while doing research at Bocconi University in Milan, Italy; here, I have had the opportunity to listen to renowned researchers in marketing and management. All of them have first thought, then written research plans, conducted empirical research, analyzed and assessed their work – all of the above in purely scientific manner; however, they have always dedicated final work to the business community (although they of course also have to publish in the top journals round the world and play by their rules). All of them stressed that only then can our discipline be credible also among the management and marketing professionals, who are confronted daily with ever-changing customers and clients. Papers in this, 17th edition of Akademija MM, follow exactly this reasoning and ask the following questions: what is the role of ethics, how do cultural dimensions affect behavior of tourists, what is Corporate Social Responsibility in the age of skepticism, what factors underlie the purchase of counterfeit luxury goods and how is this affected by cultural beliefs, how strong is the impact of the word of mouth in marketing? All published papers

#### ZNANSTVENA MISEL IN NJENA UPORABNOST

Znanstveniki se vedno znova zalotimo pri razmišljanju, kako globoko naj seže naša raziskovalnost, da bo uporabljena znanstvena metoda še prevedljiva v aktivnosti in odločitve poslovnega vsakdana. Ker tale uvodnik nastaja v obdobju, ko raziskujem na Univerzi Bocconi v Milanu, sem imela priložnost prisluhniti nekaj svetovno zvenečim raziskovalnim imenom s področja marketinga in managementa. Vsi so najprej seveda razmišljali, pisali koncepte, izvajali empirične raziskave, analizirali in vrednotili povsem znanstveno, a vedno svoj ključni zaključni prispevek (s tem, da je seveda potrebno objavljati v najboljših znanstvenih revijah na svetu in se držati njihovih pravil igre) namenili tudi poslovni srenji. Le tako, so zatrdili vsi po vrsti, je naša disciplina lahko kredibilna tudi v vsakdanjem managerskem in marketinškem svetu, ki se dnevno spopada z nenehno spreminjajočim se porabnikom ali odjemalcem. Članki, objavljeni v tej, 17. številki Akademije MM, sledijo prav tej misli. Kaj se dogaja z etiko, vplivom kulture na vedenje turistov, kaj je pravzaprav družbena odgovornost (v kulturi) skepticizma, kakšni so dejavniki nakupa ponarejenih luksuznih izdelkov in kako nanje delujejo kulturološka prepričanja, kako pomemben je vpliv govoric od ust do ust, ki imajo (tudi) v marketingu svojo moč? Vsi

examine current and applicable issues and show that the scientific method can be transferred to marketing.

When Akademija MM once again became a semiannual journal, a Slovenian manager told me that he saved the journal for summer reading. He found it useful: it introduces new approaches and different marketing viewpoints, it showcases interesting research, and it encourages one to think what else could be done in her/his own company. Summer is over, hence, I hope, there have been even more readers like him; Slovenian marketing should thus be strengthened in theory and practice.

I would like to thank the editor for the new issue of Akademija MM, especially for his preface on our responsibilities and pursuit of quality. Also let me thank the authors and the reviewers who have recognized the value and quality of the published papers.

We will read the issue with great pleasure.

Prof. dr. **Maja Makovec Brenčič**  
SMA President

prispevki raziskujejo aktualno uporabne vsebine in sporočajo, da se znanstveno metodo lahko prenese v marketinški vsakdanjik.

Eden od slovenskih managerjev mi je nekoč, ko je Akademija MM spet začela izhajati dvakrat na leto, dejal, da si jo »prišpara« za poletje, ko je časa za poglobljeno in umirjeno branje več. In da je zanj koristna, predvsem zato ker ga opozori na nove pristope, drugačna marketinška razmišljanja, zanimive raziskave in raziskovalne ugotovitve in ga spodbudi k razmišljanju o tem, kaj bi še lahko storili v podjetju. Ker je poletje že za nami, upam, da je bilo vas, takšnih bralcev, veliko, slovenska marketinška stroka pa je tudi zato okrepljena tako v znanosti kot praksi.

Hvala uredniku za novo Akademijo MM, še posebno za njegov uvodnik o ozaveščanju odgovornosti in kakovosti naših vlog, pa tudi vsem avtorjem in recenzentom, ki so prepoznali vrednost in kakovost objave v njej.

Z veseljem jo bomo brali!

Prof. dr. **Maja Makovec Brenčič**  
Predsednica DMS