



CUSTOMERS ACKNOWLEDGED RECESSION, ARE ENTERPRISES READY?

It was the current crisis and recession that decelerated the process of unrestrained globalization and marketing. Consumers decided to take a short break, enterprises had to re-examine themselves, and countries were forced to look for auxiliary and until recently unexploited resources. It is due to these developments that our jubilee 15th issue of Akademija MM was published. It covers, among other topics, corporate marketing, with authors dealing with various issues on the company level, consumers as well as domestic and international markets. If, on the one side, we have a more rational, planning-oriented, sensible and price-sensitive customer – what should, on the other side, recession-aware enterprises and their strategies look like? This is what the editor, dr. Klement Podnar discusses together with the authors who try to illuminate the new dimensions in marketing. »A learning unit in marketing«, as it was called in our previous issue has also become a given reality which resulted in different marketing activities of enterprises. How successful and efficient they are is shown by authors working in different fields, e.g. enterprise social responsibility, sustainable marketing, marketing power of brands and prices, loyalty, characteristics of international marketing of Slovenian companies and donations. Many thanks to the authors and the editor for an interesting variety of topics, which are up-to-date and which point to a new characteristics – maybe even a new marketing vision - of marketing in recession and post-recession times of social marketing. Are we ready for that?

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MAS President

A PREFACE TO THE 15TH AKADEMIJA MM

15. AKADEMIJI MM NA POT

PORABNIKI SO VZELI RECESIJO, STE JO TUDI PODJETJA?

Prav kriza in sedanja recesija sta tisti, ki sta globalno drveč in trženjsko naravnani svet za nekaj časa umirili. Porabnik se je malce zaustavil, podjetja so morala dobro pogledati vase, države poiskati rezervne in do sedaj neizrabljene vire. Prav temu dogajanju vsled je nastala jubilejna, 15. številka Akademija MM. Obarvana je korporativno marketinško, z različnimi razmisleki avtorjev o tem, kaj se dogaja na ravni podjetij, pa tudi v porabnikih, tako na domačih kot na mednarodnih trgih. Če imamo na eni strani mnogo bolj racionalnega, načrtno naravnane, občutljivega in cenovno odzivnega porabnika – kakšna pa so potem recesijsko ozaveščena podjetja in njihove strategije trženja? Prav o tem razpravljajo urednik, dr. Klement Podnar in avtorji, ki skušajo osvetliti nove dimenzije trženjskih dogajanj. »Učna enota trženja«, kot smo jo poimenovali v prejšnji številki, je tako postala dana realnost in se prevedla v drugačne trženjske aktivnosti podjetij. Kako uspešne in učinkovite so, razkrivajo avtorji tako s področja družbene odgovornosti podjetij, trajnostnega trženja, tržne moči znamk in cen, zvestobe, značilnosti mednarodnega trženja slovenskih podjetij pa tudi donatorstva. Hvala avtorjem in uredniku za zanimiv nabor tem, ki je še kako aktualen in ki kaže tudi na novo značilnost, morda celo kar vizijo trženja v recesijskih ali porecesijskih časih – »socialno« ali »družbeno« trženje. Smo že pripravljeni nanj?

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