

## 19. AKADEMIJI MM NA POT

### A PREFACE TO THE 19<sup>TH</sup> AKADEMIJA MM

Pred nami je že 19. številka Akademije MM, tokrat pod taktirko doc. dr. Matjaža Iršiča in prvič tudi stalnega uredniškega odbora. Tako kot se posamezniki in družba učimo živeti s spremembami, tako se spreminja tudi Akademija MM: v trdno umeščeno, s stalnim uredniškim odborom in v prepoznavne baze usmerjeno znanstveno-raziskovalno revijo. Seveda si akademiki želimo umeščanja tudi v tiste baze revij, ki nam prinašajo vplivne faktorje znanstveno-raziskovalni misli, a pot do tja ni enostavna, predvsem pa je dolgotrajna. A vendarle si pri tem štejemo za uspeh, da Akademija počasi dobiva mesto tudi v mednarodnostopnih virih, tokrat v bazi ProQuest Research Library™, kjer že teče postopek umeščanja.

In zakaj o vsem tem? Preprosto zato, ker se moramo tako kot ponudniki za svoje kupce vsak dan vse bolj sistematično, vztrajno in predano boriti tudi za prepoznavnost trženjskega znanja in raziskovanja, ki prihaja iz slovenskih logov. In ker je kar nekaj člankov v tej reviji namenjenih mednarodnemu trženju ali globalnemu porabniku, s tem pa vidikom mednarodne konkurenčnosti, moramo tudi razvojne usmeritve te revije zastaviti ob bok tistim, ki kaj štejejo. Za to pa potrebujemo dobre raziskave, tako znanstvene kot aplikativne, in avtorje, tako domače kot iz tujine, ki so pripravljene svoj trud in voljo pisanja deliti tudi z Akademijo MM. Le tako jo bomo lahko ustvarili bolj

The 19th Akademija MM is the first issue of the journal with a standing editorial board; the editor of this issue was ass. prof. Matjaž Iršič, Ph.D. Individuals and society learn to adapt to changes and so does Akademija MM; it is becoming a respected academic journal with a standing editorial board and focussed on well-established citation indexes. It is only natural to want to be included in citation indexes with impact factor. However, it isn't easy getting there; it requires a lot of patience. We can be proud of getting included in international indexes, such as ProQuest Research Library™ - the process is already under way.

What am I getting at? As product and service providers, we must fight for the attention of our customers every single day, especially making Slovenian marketing knowledge and research widely recognizable. Since quite a few articles in this journal discuss international marketing or global consumers, including international competitiveness, it's only logical to set the journal alongside the most respected ones. We, hence, constantly look for good research from Slovenia as well as from abroad, and domestic as well as foreign authors who are willing to publish their work in Akademija MM. The journal will only then become more attractive and internationally recognized.

I would like to thank the editor and editorial board, and all authors for contributing to a reposi-

privlačno in mednarodno prepoznavno. Zato hvala uredniku in uredniškemu odboru, avtorjem in avtoricam, da prispevajo v zbir znanja, dognanj in idej, ki nas lahko ne le v zapisanem, ampak tudi (in predvsem) v prevodih v prakso usmerjajo v zavedanje in ustvarjanje novih korakov trženjskega napredka. Trženje je prav z recesijo postalo še toliko bolj zahtevno, saj so se porabniki z njo že naučili živeti. Pa so se tudi ponudniki? Prav z raziskovalno mislijo in prodornimi trženjskimi idejami jim pri tem lahko pomagamo. Znanstveniki, raziskovalci, strokovnjaki, menedžerji, tržniki, ki se nam zdi pomembno in vredno deliti dognanja in izkušnje trženja v Akademiji MM.

Hvala vsem,  
Prof. dr. **Maja Makovec Brenčič**  
Predsednica DMS

tory of knowledge, discoveries and ideas that can guide us towards the development of marketing. Due to recession, marketing has become even more complex; customers have already learned to live with it. What about companies? We – scientists, researchers, experts, managers, marketing professionals who believe it's important and worth it to share our knowledge and experience in Akademija MM – can help them with research and breakthrough marketing ideas.

Thank you all.  
Prof. **Maja Makovec Brenčič**, Ph.D.  
SMA President