Editorial

The first issue of *Marketing ZFP* in 2021 appears as a double issue with articles covering a wide range of interesting marketing topics. Under the heading *Reflections of a Marketing Researcher*, *Hermann Simon* takes a personal look back at the internationalization of German marketing research. The focus of the subsequent research article is sales, with the authors thoroughly examining the interface between marketing and sales (*Sören A. Radtke* and *Marian E. Paul*). The next group of papers place a focus on retailing. The first paper investigates which factors influence the usage of modern payment forms in supermarkets (*Gerhard Wagner, Sascha Steinmann, Frank Hälsig* and *Hanna Schramm-Klein*). The second paper goes deeper into the analysis of how trust and brand equity is influencing repurchase intentions by companies offering omni-channel strategies (*Bernhard Swoboda, Amelie Winters* and *Nils Fränzel*). Another paper looks at a new sales-based leading indicator for the development of the German economy (*Christian Schmitz*, *Janina-Vanessa Schneider*, *Jan Helge Guba*, *Michael Ahlers* and *Jan Wieseke*). Focusing on consumer behavior, one of the papers examines the effectiveness of advertising using emoji-based narratives *(Vanessa Haltmayer* and *Heribert Gierl*), while another delves deeper into probable changes in consumer behavior due to the COVID-19 pandemic (*Andrea Gröppel-Klein, Kenya-Maria Kirsch* and *Anja Spilski*).

Before providing a detailed overview of the contributions in this issue, we would like to first announce the winners of the *Marketing ZFP* Best Paper Award for 2020. The Best Paper Award goes to *Nima Mehrafshan*, *Alexander Permann*, *Mark Heitmann* and *Maxine Materne* for their excellent article "From Corporate Social Responsibility to Market Demand: The Role of Brand Management" (Issue 2/2020). We warmly congratulate the authors on their award. As usual, this distinguished paper will be released for open access on the *Marketing ZFP* webpage.

The first article "The Internationalization of German Marketing Science" is by *Hermann Simon*, who is the founder of the strategy and marketing consultancy, Simon-Kucher & Partners, and is a former marketing professor at the universities of Mainz and Bielefeld. *Hermann Simon* nicely complements *Wayne D. Hoyer*'s reflections (Issue 3/2020) on his experiences working with German-speaking marketing scholars. The author describes how the German management and marketing research community was largely self-sufficient in the 1970s and 1980s, as articles were rarely published in English and attendance at international conferences were uncommon. His first appeal to German researchers to publish in English and even to change the language of German management journals to English was met with strong resistance from established professors. Therefore, the author welcomes the decision of several German management and marketing journals to publish in English. Additionally, the strong presence of German marketing and management academics at the international level, both at conferences and in journals, is a promising sign.

In their research article "The Interface Between Marketing and Sales: The State of the Art and a Research Agenda", *Sören A. Radtke* and *Marian E. Paul* summarize the most important findings of quantitative research on the marketing–sales interface. Reviewing the empirical evidence on the drivers of collaboration quality between marketing and sales provides managers with the guidance needed to foster high-quality cooperation between the two departments. Based on a comprehensive conceptual framework, the authors also identify major gaps in the literature and outline an agenda for future research. Scholars interested in the interface between marketing and sales will find inspiration for their own research in the numerous suggestions for interesting research issues.

The third paper by *Gerhard Wagner, Sascha Steinmann, Frank Hälsig* and *Hanna Schramm-Klein* deals with the topic of "Reducing COVID-19 Infection Risks in Retail Stores through Mobile Payments: Investigating the Determinants of In-Store Proximity M-Payment Usage". The usage of in-store proximity mobile payment applications has increased, as consumers can shop in-store and pay for products without the physical contact of a store employee or the need to touch a card-reader terminal. These advantages were increasingly prevalent during the COVID-19 pandemic. However, the diffusion of in-store proximity mobile payment is still low in many countries and this paper uncovers factors that could motivate consumers to adopt mobile payment. By applying a conceptual model to a representative sample of grocery store shoppers, the empirical results provide evidence for a general effect of technology readiness on consumers' behavioral intention to use in-store mobile payment.

The paper from *Bernhard Swoboda, Amelie Winters* and *Nils Fränzel* "How Online Trust and Online Brand Equity Translate Online- and Omni-Channel-Specific Instruments into Repurchase Intentions" focuses on major online-specific instruments (e.g. online aesthetic appeal) and omni-channel-specific instruments (e.g. online-offline integration). The authors propose a framework in which online trust, as a key mediator in online stores, translates instruments into repurchase intentions. In addition to using online brand equity in a reciprocal mediation analysis, the authors also present results on their cross-lagged panel study based on longitudinal data from consumer evaluations of fashion retailers, analyzing the reciprocal effects of trust and brand equity. The results provide new empirical evidence of the different relative importance of the instruments and online trust versus on-

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line brand equity. The findings have direct implications for managers interested in understanding which instruments most affect consumer outcomes.

The authors *Christian Schmitz*, *Janina-Vanessa Schneider*, *Jan Helge Guba*, *Michael Ahlers* and *Jan Wieseke* investigate in their paper the "Development and Analysis of a Sales-Based Leading Indicator for Economic Developments". The paper not only furthers the development of a sales-based leading indicator, but also provides empirical validation from an impressive sample of 3,584 respondents over a period of 15 quarters. Through an explorative study, the authors demonstrate that the indicator can make predictions about GDP developments. Furthermore, this research provides initial results for circumstances in which the forecast quality increases. Thereby, the paper provides an alternative perspective for the development of a macroeconomic leading indicator and highlights the use of considering sales executives as key informants.

In their innovative study "Emoji Your Story: The Advertising Effectiveness of Emoji-Based Narratives", *Vanessa Haltmayer* and *Heribert Gierl* investigate the effectiveness of advertisements in commercial and social marketing that use Emojis in their narrative storytelling. In two experimental studies, the authors test whether consumers' positive brand attitudes and the propensity to follow advice, which protects them from harmful behaviors, are higher for Emoji-based compared to textual narratives. Emoji-based narratives influence brand attitudes and the propensity to follow recommendations of social-marketing campaigns via a higher level of narrative transportation, higher perceptions of ad originality, lower perceptions of message comprehensibility, stronger sensations of curiosity, and lower perceptions of brand/organization trustworthiness. While Emoji-based narratives in ads are more advantageous than textual narratives, companies and organizations should avoid making Emoji-based narratives too complex when implementing them.

Andrea Gröppel-Klein, Kenya-Maria Kirsch and *Anja Spilski* deal with "(Hedonic) Shopping Will Find a Way: The COVID-19 Pandemic and its Impact on Consumer Behavior". Although vaccines provide hope for a foreseeable end to the pandemic, the drastic crisis is already raising many questions about the potential long-term changes in consumers' lives. Will the online-shopping boom continue? Will personal contacts and hedonic shopping in stores disappear? The broader question is raised of whether COVID-19 will dissolve the habits we have practiced for years and will permanently trigger new mindsets and a readiness for change. In other words, will we return to our previous habits after the crisis, given that habits reassert themselves after some time, or not? This paper focuses on specific shopping behavior issues, with two surveys being conducted throughout different times of the pandemic.

We wish all readers of this issue a very inspiring read.

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Editors-in-Chief

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