Editorial

Marketing ZFP is a journal read by marketing scholars and managers. Marketing as a scientific discipline is well-established today. This can be seen, for example, in sub-areas of the discipline, such as marketing strategy, marketing modeling, and consumer behavior. The leading business schools in the world cover all these important sub-areas in their marketing departments. At the same time, we observe that more and more marketing researchers work both across management disciplines, such as finance, and across non-management disciplines, such as economics (within social sciences) as well as engineering and technology, health and medical sciences, and even natural sciences (typically outside the scope of social sciences). In doing so, one of the key questions is: what is the added value of marketing research (i.e., in what areas does marketing research produce novel insights that are relevant and rigorous)?

To answer this question, the consideration of the person, that is, the marketing researcher, is at least as important as the consideration of where the discipline stands. Today, a marketing researcher, be they at the early-career stage or rather senior, can receive training in theories and methodologies in unrelated disciplines, or even without any connection to disciplines. Most important, they can be trained with the state of the art to be successful in academia. This is helpful to do research that crosses disciplines. This is also what is demanded by relevant stakeholders. For example, research grant providers publish matching platforms that can be used so that researchers from different disciplines can meet and develop research projects together. Conference organizers invite speakers from other disciplines to enable interaction and exchange about ground-breaking research.

Marketing ZFP wants to give particularly those researchers that enter such pathways a platform to publish their work. Our review team has great expertise in scientific work across disciplines, and we aim to closely match the expertise of the reviewer with the manuscript's topic, be it from a theoretical perspective or a methodological perspective. Marketing ZFP also invites reviewers from other disciplines if appropriate. We feel that this helps provide valuable feedback to authors, with the aim to (i) increase easy understanding of manuscripts, (ii) speak to a broad audience and consider all relevant stakeholders that might learn from the manuscript, and (iii) facilitate cross-disciplinary knowledge exchange.

One aspect that is important in Marketing ZFP reviews is the substantive contribution of the manuscript. What are the managerial (or public policy) implications of the work? How do they make a difference to decision-makers? Have decision-makers been involved in the research project, and did they learn from the results? Answers to these questions are relevant to better communicate, and educate, about the contribution of the work. In the second issue, there are various managerial implications to consider – ranging from recommendations on the acceptance of digital voice assistants (*Schultz & Paetz*) to the implementation of customer experience management (*Souka* et al.) and from how consumers can cope best with stress for the sake of well-being (and brand loyalty; *Stokburger-Sauer* et al.) to marketing plant-based food options (*Pape* et al.).

In what follows, we briefly describe the main outcomes of the four articles.

Carsten D. Schultz and *Friederike Paetz* discuss in the first article with the title "Trust in Digital Voice Assistants: A Fundamental Determinant for Companies' and Customers' Engagement in Voice Commerce" the diffusion of digital voice assistants (e.g., Amazon's Alexa or Google's Assistant) as a means to shop online. At the beginning, many retailers feared that customers would embrace this new technology and that the traditional online shop would lose relevance for and control over customers. However, today, we know that digital voice assistants are rather seldomly applied for online shopping or other advanced purposes. The authors investigate the acceptance of digital voice assistants based on an extended technology acceptance model, surveying a sample of n=585 respondents. They find out that missing trust and perceived privacy risk are major reasons for the up to now rather infrequent use. They discuss various paths for companies to strengthen trust and so to increase engagement in voice commerce.

In the second article with the title "Enhancing Internal Branding Outcomes through Customer Experience Management: New Empirical Insights from the Automotive Industry", *Mohamed Souka, Markus Rump, Michael Löffler*, and *Reinhold Decker* discuss how companies can improve their employees' brand knowledge, belief in brand, and brand endorsement by systematically building upon customer experience management (CEM). Using the internal car-leasing service of Porsche AG as an example, they discuss how an external CEM can be adapted to an internal one, including tools like customer journey mapping and touchpoint management. Moreover, two years after its initialization, a survey among n=1,047 internal customers was conducted to demonstrate that the internal CEM likely led to improved customer satisfaction, employee loyalty, and brand knowledge.

The third article by *Nicola Stokburger-Sauer, Verena Hofmann, Heike Hebborn*, and *Anna Teresa Wanisch* has the title "Effects of COVID-19 on Well-Being and Customer Loyalty: A Life Event Perspective". They consider COVID-19 as a life event and present both qualitative data and quantitative data on how consumers cope with such life events, and what the downstream relations are.

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The study reveals that coping in response to stress is positively related with seeking for new possibilities, but that coping is not related to resistance to change among consumers. Resistance to change, however, positively relates with brand loyalty. Seeking for new possibilities is positively related to a consumer's well-being, showcasing that life events with a rather negative connotation (because they are life-threatening and can reduce social contacts) may have positive consequences if consumers engage in the right coping strategies and are open for new activities.

The fourth article by *Lennart Pape, Ingo Höhn, Kyle Bunds*, and *Joerg Koenigstorfer* with the title "The Role of Organizational Values for Sustainable Development: The Case of Forest Green Rovers and the Promotion of Plant-based Diets" presents evidence of how organizations (in their case, sport teams) can market plant-based diets, targeting existing customers (in their case, fans). The multi-method study uses both data from a document analysis (Study 1) and a survey (Study 2) to reveal important values that help market sustainable food options. The study reveals one new 'values work process' (i.e., circulating values discourse) and presents evidence for the role of internalization of organizational values when marketing plant-based food options. The findings can be used to break with the tradition to eat meat-based foods in certain settings (e.g., sausages when attending a sports game).

Daniel Baier (University of Bayreuth)
Joerg Koenigstorfer (Technical University of Munich)

Editors-in-Chief

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