Editorial

First of all, I would like to thank my colleagues Yasemin Boztuğ and Dirk Temme for serving as editors of Marketing ZFP for a long time. It is also very important to me to thank the publisher (C.H.Beck) and its employees (particularly Anke Humphrey and Hermann Schenk) for the long and excellent cooperation.

I cordially invite all readers from science and practice to submit contributions to Marketing ZFP. In my role as the responsible editor for the 2022 issues, I would like to introduce the following regulations, that apply specifically to the year 2022.

(1) Most of us are familiar with the situation where we have sent a manuscript to an international, high-ranked "top" journal and received information after the second round of the review process that our paper was only judged to be a "borderline paper" – it was very good but due to the large number of submissions cannot be accepted. Therefore, as an experiment for 2022, I am offering to include manuscripts in Marketing ZFP without reviews by additional external reviewers, if the first-round and second-round reviews of that other journal and the revision information are available. Of course, the manuscripts should not be too old and in Marketing ZFP format. If you have any questions, please contact me. Please understand the suggestion to publish those manuscripts in Marketing ZFP, in which you have invested a lot of time, mony, and cognitive effort, but which ultimately did not appear in the highly ranked desired journal. It goes without saying that authors must consider requirements of a journal that is intended to address scientists and practitioners alike.

Of course, the usual submission and review process is also possible and should be the standard.

(2) I also like to ask for the submission of manuscripts that initially only consist of (a) introduction, (b) theoretical background (including hypotheses), and (c) concept of the study. If these parts are accepted in a review procedure, it is no longer relevant for the subsequently submitted (d) results and (e) implications whether the study findings conform or do not conform to the hypotheses. (d) and (e) would then no longer be evaluated in a review process.

Irrespective of that procedure (submitting the first part or an entire manuscript), please understand this suggestion as a note that I want to encourage authors to also submit manuscripts with negative findings.

(3) You are also cordially invited to take on role of the editor(s) of Special Issues. Some organize or participate in conferences on selected topics. Please contact me at any time if you would like to be the editor of a Special Issue.

(4) The German-speaking colleagues know that the journals, which are mainly distributed in this language area, face special challenges. Marketing ZFP was founded in 1979 and the editors are committed to its continued existence. Five years ago, I would have said that the good but non-excellent VHB journal rating limits acceptance of this journal. However, younger colleagues are now striving for publications in qualitatively equivalent journals such as Psychology & Marketing, Marketing Letters, or the Journal of Business Research, simply because these journals have been internationally recognized for a long time. The Marketing ZFP therefore needs a business model that must not be based on a concentration on point (1). Thus, the journal should cover the breadth of our discipline. Whether theoretical developments, whether presentations of forward-looking practical tools, whether qualitative or quantitative, whether economic, psychological or ethical, whether general or industry-specific, whether an individual-author work, joint work with colleagues, or a manuscript with co-authors from practice, all ideas and texts are always welcome. I still see potential for publications as part of cumulative dissertations and extended essays resulting from conference papers. Many institutions in German-speaking countries want to increase their scientific reputation in order to be perceived as being on par with universities (e.g., when supervising doctoral students); professors of these institution are also invited to share their scientific insights in this journal.

(5) I was also the editor of this journal a few years ago and know the situation with many submissions. At that time, there were four to six papers per issue. Accordingly, the number of words or pages was relatively limited. For the time of my current editorial work, I would like to refrain from strict limits, whereby the contribution-per-page ratio must of course be sufficiently high.

I would like to thank my colleagues in advance for their willingness to write reviews for submitted papers.

Issue 1/2022 contains three articles that are really worth reading. At the interface between marketing and international management, *Bernhard Swoboda* and *Marius Müller* show which factors determine the internationalization of e-commerce companies. *Udo Wagner* and *Roland Ruhm* look at City Lights (a kind of electronic inner-city poster) and ask what reactions can be expected when these media also deliver acoustic signals. *Jana Daume* and *Verena Hüttl-Maack* review the literature on measures of consumer curiosity and how curiosity affects advertising effectiveness. I wish all readers a lot of inspiration when reading the papers.

Heribert Gierl

Editor-in-Chief

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