

## **Editorial: Thoughts on Marketing Management Journal**

### **The Current Issue:**

In the present issue, there are five manuscripts. These articles highlight the wide scope of topics that fall within the realm of Marketing Management. I want to highlight several key takeaways I gleaned from each of these articles.

The first article, “What’s in it for Me? Perceived Value of Marketing Activities as a Driver of Consumer Engagement on Social Network Sites,” is written by Gardner, Hair, and Melancon. This study creates a classification of social network site marketing activities and tests the role of various aspects of perceived value as drivers of online consumer brand engagement with marketing activities. The results show that marketing activities have a unique impact on each of the three aspects of value perceptions. Further, the various types of perceived value affect engagement with the brand differently. These findings are of benefit to marketing professionals by providing a foundation from which effective social network strategies can be developed to maximize engagement and return on investment.

The second article, “Ad Affect Sensitivity: Influences on Consumers’ Affect Traces and their Relationship with Retrospective Ad Evaluations” by Burton and Gupta, examines how consumers’ prior brand attitude, product category involvement, and prior purchase behavior affect the level of positive emotion consumers experience while watching an ad. In addition, the authors analyze how retrospective attitudes are a consequence of affect traces that consumers experience after watching product ads. One of the main contributions of this study is that consumers with strongly held brand attitudes, high product involvement, or experience with the product are less susceptible to influence by their affective reactions. These findings are of particular value to advertisers to better understand the paths that consumers take in forming their overall ad evaluations.

The third article is titled “Shared Autonomous Vehicle Taxi Services: Unpacking the Route to Consumer Adoption,” and is written by Krishnan, Sullivan, and Aurand. Through the lens of Rogers’ theory of Diffusion of Innovation and Higgins’ theory of Regulatory Focus, this study explores the potential adoption of technology-enabled shared autonomous vehicle taxi services. Findings suggest consumers’ technology-friendliness as a leading influencer to new technology adoption, although this influence is completely mediated by three components of Rogers’ Theory of Diffusion. Furthermore, the influence of technology-friendliness on adoption-intention is moderated by promotion-focus and prevention-focus. In addition to extending theory, this study offers valuable insights to prospective manufacturers and taxi firms regarding who the early adopters might be, as well as how to market autonomous taxi services to these adopters.

The fourth article, “Examining the Effectiveness of Messaging during a Pandemic: Implications for Social Marketing” by Kemp, Min, and Folse, examines how marketing communications of gratitude messages could be used to help young people manage negative emotions during catastrophic events, while also promoting socially responsible behaviors. Set during the COVID-19 pandemic, results indicate that negative emotions, such as anxiety, can be mitigated by advertising messages of positive emotions, such as gratitude. Furthermore, people who expressed feelings of gratitude prompted by an advertisement and then subsequently exposed to social marketing messages promoting an other-orientation, were more likely to comply with the coronavirus guidelines. Findings from this research underscore the importance of social marketing in influencing people’s emotions and encouraging prosocial behaviors in stressful situations.

The fifth article, “Disruptions in the Global Supply Chain Industry: Firm and Individual View of COVID-19 Pandemic versus the Financial Crisis of 2008-2009,” is written by Matthews, Nicewicz, Wells, Baidoo, and Smith. This study compares and contrasts the COVID-19 pandemic and financial

crisis of 2008-2009 in their impacts on global supply chains. Based on Social Cognition theory, six firm-based constructs and four individual-based constructs were discussed through interviews with five business owners and five executives of large firms to identify similarities and differences of the two crises. This study offers important lessons in assisting researchers and practitioners in thinking through antecedents of a crisis, responding to a current crisis, and working to minimize the impact of future crises.

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**Dr. Brian Vander Schee**

MMA Executive Director

[execdirector@mmaglobal.org](mailto:execdirector@mmaglobal.org)

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## MARKETING MANAGEMENT JOURNAL

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### Scope and Mission

The mission of the *Marketing Management Journal* (MMJ) is to provide a forum for the sharing of the academic, theoretical, and practical research that may impact the development of the marketing management discipline. Manuscripts that focus upon empirical research, theory, methodology, and review of a broad range of marketing topics are strongly encouraged. Submissions are encouraged from both academic and practitioner communities.

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**Dr. Brian Vander Schee**  
MMA Executive Director  
[exccdirector@mmaglobal.org](mailto:exccdirector@mmaglobal.org)