

## The idea of developing a Marketing Trend Radar

The more complex and dynamic the marketer's world gets, the more we have to understand the underlying trends which mark the directions of future developments. This is true for marketing practitioners as well as for marketing scientists. The Journal of Marketing Trends (JMT) intends to take part in this debate by publishing articles which will highlight the new trends in our discipline while respecting the plurality and diversity of researches. Which fields of trends are relevant?

1. Regarding the boundaries of the marketing discipline, our objects of experience and knowledge, we have to highlight first of all the **broadening and deepening of the marketing concept** as two important mega trends which since late the 1960ies already had, but in future still will have an important impact on the development of the marketing thought. Broadening refers to the fact that besides companies in different industries more and more also other social entities (individuals, groups, organizations, institutions, cities, nations etc.) are using the ideas of marketing for designing their exchange processes to market goods, services, ideas, places, persons, and organizations. Moreover, marketing's focus was broadened to include a social entity's transactions with all of its publics. Paying attention to all stakeholders and not only to the customers is already closely related to the deepening of marketing. Especially when interests of other stakeholders or, more in general, of the society in total are incorporated in designing the exchange processes with for instance customers. Deepening of marketing is here characterized by a more systemic view as well as by the perspective of social responsibility. To ensure such an orientation in the case of companies, marketing was more and more developed as a comprehensive concept of societal and strategic corporate leadership.
2. Along the line of **making marketing science more scientific** marketing thinking was profoundly dominated by the empiricist world view and the logical empiricist paradigm. In the meanwhile a lot of different scientific orientations (empiricism, constructivism, and criticism), paradigms (market, political economy, network business and the corporate social responsibility paradigm), metaphors (subjective world metaphor, liberating metaphor etc.), methodologies and methods of puzzle solving (quantitative vs. qualitative research, resp. mixed research) are having an impact on marketing research. Such an epistemological differentiation might be treated as an important **trend to pluralism** in scientific marketing research. Also an expression of this trend is the elaboration of marketing theory along **different perspectives**: micro perspective = marketing of individuals or organizations, meso perspective = marketing from the perspective of complex networks (distribution channels, supply chains, strategic alliances, industries etc.) or issues (realizing specific ecological and/or social goals), and macro perspective = analyzing marketing structures and processes as well as their impacts and consequences from a comprehensive societal perspective.
3. A third and of course very important field of marketing **trends** are those trends **in the marketing environment** which address a) general trends of societal change or more specific dynamics in economic, technological, socio-cultural, political-legal, and ecological conditions, b) trends in industry and/or market structures and processes, and c) trends regarding the conditions, requirements and expectations, thoughts and feelings, and especially behaviors of all stakeholders (customers, suppliers, retailers, competitors, consumer groups,

media etc.). These trends are either discussed more in general or more specifically in view of relevant challenges (chances and risks) for marketers of all kind. The wide range of trends starts with mega trends like globalization, virtualization, growing international competition and ends with very concrete trends for in-stance regarding consumers' information and buying behavior in the context of societal and market changes.

4. Of course, last but not least, those trends which describe the development of marketing management approaches of different marketers are of special interest. Partly they might only mirror already implemented marketing concepts as a reaction of marketing practice on environmental changes, partly they might also reflect normative concepts developed in marketing science to help marketers to meet relevant challenges in a better way. No matter if more descriptive or normative such **marketing management trends** range from comprehensive concepts of a marketing-oriented corporate leadership (corporate marketing) to new means of market research and the planning, implementing, and controlling of the 4P's (product, price, place, and promotion). And in between trends in several management fields have to be taken into account. For in-stance, trends in the field of normative and strategic management like new approaches in defining corporate identity and culture, defining the business and business mission (new goal systems, concept of corporate social responsibility), designing positioning, targeting, branding as well as cooperation strategies (strategic alliances, efficient consumer response networks etc.). But also trends in the field of designing and implementing information systems, organizational processes and structures up to new reward systems which help to sensitize the employees for coping with new challenges and to secure the implementation of an economically very efficient as well as societal responsible corporate policy.

In all fields of marketing trends the dialogue between marketing scholars as well as marketing practitioners of different institutions and countries should be advanced systematically. As part of the International Conference Marketing Trends, we have created research chairs and a research program called Marketing Trends Radar. The objective is to obtain a clear view ranging from a big picture to a more detailed understanding of the main trends both in the field of marketing science and of marketing management. This program is open to all researchers who wish to participate and are concerned with new trends and developments in marketing. In the context of the upcoming Marketing Trends Conference in Paris we will provide a detailed framework which structures the relevant fields of marketing trends and helps to file the different contributions already existing along the papers submitted to our former marketing trends conferences as well as those being submitted in future conferences. After having agreed upon a proper structuring of marketing trends we will start trying to register and keyword existing papers. Regarding the input to the planned Marketing Trend Radar System the Journal of Marketing Trends (JMT) will play an important role.

Each issue of the Journal of Marketing Trends (JMT) will give voice to researchers as well as practitioners from all areas and continents who are developing knowledge on the major trends in marketing: new theoretical and practical marketing perspectives; new fields of original research in all aspects of marketing; cross-country and cross-industry research; research on the major changes in marketing paradigms; new marketing approaches.

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