

Editorial

Volume 2, Issue 1

Irina Saur-Amaral¹ & Sandra Filipe²

¹ CIMAD, ISCA - Universidade de Aveiro, Aveiro, Portugal & NECE-UBI, Universidade da Beira Interior, Covilhã, Portugal, isaur@ua.pt

² GOVCOPP & CIMAD, ISCA - Universidade de Aveiro, Aveiro, Portugal, sandrafilipe@ua.pt

To cite this article:

Saur-Amaral, I. & Filipe, S. (2024). Editorial. *International Journal of Marketing Innovation and Strategy*, Vol. 2, No. 1, pp. 1-2. doi.org/10.34624/ijmis.v2i01.37990.

Received: November 14, 2024; **Accepted:** November 14, 2024; **Published:** November 15, 2024

Editorial

In the third edition of our journal, we start with a selection of scholarly works encompassing four traditional papers: one systematic literature review related to the relationship between Intellectual Capital (IC) and Innovation, and three empirical papers focused on marketing, consumers and internationalization. We close the edition with a paper associated to the section titled "Innovation in Teaching & Learning," focused on game-based learning in higher education.

Kicking off the edition is Filipe Sardo and colleagues' systematic literature review, focused on the relationship between intellectual capital (IC) components (human, structural, and relational capital) and innovation in business. Using a final sample of 178 articles indexed in the ISI Web of Knowledge, and published between 1998 to 2021, in the areas of business and economics, the authors used bibliometric analysis and content analysis with NVivo support. The findings reveal that while IC positively impacts innovation, research is fragmented, particularly regarding relational capital. The study presents a framework for future research, aiming to build a more cohesive understanding of IC's role in fostering innovation.

The second paper belongs to Sandra Filipe and colleagues and explores how Portuguese B2B companies use digital marketing to support their internationalization strategies. A qualitative approach was used, consisting of semi-structured interviews with 15 managers from Portuguese B2B firms, and the results indicate mixed attitudes toward digital marketing. While some managers see it as essential for customer acquisition and relationship management, others remain skeptical of its effectiveness in the B2B context. The study highlights the potential of digital marketing to lower internationalization costs and improve market reach.

The third contribution, authored by Gustavo Pé d'Arca and Sandra Filipe, explores Portuguese consumer motivations and attitudes towards luxury furniture and décor. Based on an online questionnaire-based survey with 402 respondents, the authors applied descriptive and inferential statistics, using regression analysis. Their findings reveal that emotional factors like happiness, sophistication, and exclusivity significantly influence luxury purchases, though the non-probabilistic sample limits generalizability.

The fourth paper belongs to Luzia Arantes, who focuses on how transparency and perceived control in Artificial Intelligence (AI) driven recommendations affect consumer trust and decision-making. Using structural equation modelling, she analyzes data collected through an online questionnaire-based survey involving 81 respondents. The structural model analyzed relationships between transparency, control, and consumer perceptions. The findings underscore that transparency and control significantly enhance trust in AI recommendations, which can improve engagement with personalized content. Hence, companies deploying AI should emphasize transparency and user control to alleviate ethical and privacy concerns.

The fifth and final paper, authored by Irina Saur-Amaral and colleagues, reviews game-based learning (GBL) in higher education, examining its integration across fields like engineering, languages, and healthcare. The study employed a systematic literature review, analyzing 288 articles from the ISI Web of Science from 1998 to 2020, using both bibliometric and content analysis. Findings indicate that GBL increases student engagement and learning, especially via digital and mobile applications. The study also suggests that while interest in GBL is rising, the field lacks a unified framework, underscoring the need for further research on effective applications across diverse educational contexts.

We thank all contributing authors, the editorial team, reviewers, and our community for their invaluable support in shaping this third edition. We trust that these five papers will serve as a valuable resource for scholars interested in the realms of marketing, innovation, and forward-looking pedagogy.

Happy readings!