

Editorial

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Editorial

In the fourth edition of our journal, we present a selection of scholarly works encompassing four traditional papers: two systematic literature reviews related to green brand equity and artificial intelligence for innovation, and two empirical papers focused on artificial intelligence and internal marketing orientation in higher education.

Kicking off this edition is the systematic literature review by Pedro Magalhães and Irina Saur-Amaral, which explores the emerging concept of Green Brand Equity (GBE). Drawing on 41 academic articles sourced from Web of Science and Scopus, the study examines the dimensions, antecedents, and impacts of GBE, namely green trust, satisfaction, and brand image, highlighting its importance in aligning environmental responsibility with competitive advantage. The authors provide both a conceptual synthesis and practical guidance, noting the detrimental effects of greenwashing and calling for more cross-cultural studies to refine the framework. Results may be useful (from a theoretical perspective) for companies committed to sustainability and reputation building in increasingly eco-conscious markets.

The second paper, by Irina Saur-Amaral, Teresa Aragonez, and João Miguel Lopes, also employs a systematic literature review methodology, focusing this time on the connection between Artificial Intelligence (AI) and innovation management in business and engineering. Analyzing 858 articles from the ISI Web of Science, the authors identify key application areas, ranging from healthcare to aerospace, and emphasize AI's role in enhancing operational efficiency, decision-making, and sustainability. The paper maps out major research clusters and methodologies, while also raising critical issues such as data privacy, explainability, and ethical concerns. The study concludes by outlining promising directions for integrating AI with other technologies, e.g., Internet of Things, and proposes an agenda for future research.

The third contribution, authored by Bruno Costa and colleagues, explores perceptions of AI in the context of rapid technological change, combining theoretical perspectives (notably dynamic capabilities theory) with original survey data from 143 respondents. The study uses descriptive analysis and chi-square tests to examine demographic differences in AI awareness and attitudes, revealing interesting gender and cultural patterns. Results suggest a shared optimism about the role of AI in facilitating modern life, despite persistent concerns regarding job displacement, data security, and ethical implications. This paper provides a reflection on the human dimensions of technological disruption.

Closing the edition is a quantitative study by Carla Brás and Irina Saur-Amaral, which researches Internal Marketing Orientation (IMO) in a Portuguese public university. Using a validated multidimensional model and responses from 67 staff members, the authors combine regression and cluster analysis to assess perceptions of communication and responsiveness across different staff segments. Their findings identify three distinct profiles (Disconnected, Ambivalent, and Engaged) and highlight the need for differentiated communication strategies within higher education institutions. The study makes both methodological and practical contributions to internal marketing research, particularly in academic contexts where employee engagement is key to institutional performance.

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 four papers will serve as a valuable resource for scholars interested in the realms of branding, internal marketing and artificial intelligence.

Happy readings!