

## Editorial

### Farewell message from International Abstracts Editor

The International Abstracts section has been a feature of the IJRM since 1996, the first set of abstracts having been published in Vol.13, No.3. Year after year, the different area editors around the world selected and abstracted journal articles published in languages other than English which were subsequently edited, collated and categorized by the Abstracts Editor and, finally, published on annual basis in the IJRM. The section sought to provide a reference source of research marketing beyond the mainstream English-speaking literature, allowing researchers to keep up with developments on a truly global scale. After some 10 years as Editor of the International Abstracts section, I decided that it was time for me to step down and this happened to coincide with the new editorial team's decision to discontinue the section following the publication of a last-round abstracts in this issue. I would like to take this opportunity to express my deep gratitude to all area editors whose support over the years has been invaluable in making the section a success. Some of them have been area editors as long as I have been Abstracts Editor— ten years go by quickly, don't they? Thank you all very much.

Adamantios Diamantopoulos  
Editor, International Abstracts of Research in Marketing

### A message of thanks from the IJRM Editors

The entire IJRM community feels a deep sense of gratitude towards the editor of the international abstracts section (Adamantios Diamantopoulos) and his area editors (Enrique Bigné; Ulrike de Brentani; Wujin Chu; Pierre-Louis Dubois; Yvonne van Everdingen; Mino Farhangmehr; Sven Haugland; Lutz Hildebrandt; Alain Jolibert; Gilles Laurent; Tage Koed Madsen; Alberto Marcati; Dwight Merunka; Kristian Möller; José Mugica; Kohsuke Ogawa; Nikolaos Papavassiliou; Christian Pinson; Bernard Pras; Angela da Rocha; Salvador Ruiz; Magnus Söderlund; Dirk Temme; Pierre Valette-Florence; Marco Vriens; Pil Hwa Yoo) for their important contribution over the last decade.

The international abstracts section was valuable in making novel insights that developed across the world available to all in a

common language. Many scholars still published in their native languages, often motivated by the local focus of their university systems. In the pre-Internet days, information traveled slowly, creating a need for strengthening the diffusion channels of locally developed knowledge. The IJRM and EMAC communities were then considerably smaller than today and less densely connected.

However, today the context has shifted, creating less of a need for the international abstracts section. First, many university systems have dramatically changed (e.g., in Germany, France, the Netherlands, Belgium, and the UK, to name just a few), others are starting to shift (e.g., Turkey, Italy, Spain), creating a stronger focus on publishing in major, English-language journals, such as IJRM, rather than in local, native-language outlets. The Internet has been solely responsible for a major boost in access to all types of scientific knowledge through databases (Proquest, EBSCOHost) or search engines (such as Google Scholar). Communities have also become denser. EMAC has grown strongly in membership and every year we can welcome more and more people to our annual conference. Moreover, IJRM has seen a steady rise in the number of submissions from all around the world. Therefore, when we became aware of Adamantios' desire to hand off the editorship of the section, after serving for a very long term, we decided that there was little need for the section to persist and little incentive to encourage someone else to take over Adamantios' "baby".

The signal that the end of the international abstracts section sends is a good one. The EMAC and IJRM communities are stronger than ever, and communication among its members and the outside world flows freely in a common language. It is a sign of maturity for both EMAC and IJRM and the international marketing academic community. We remain thankful to Adamantios' and his team for their hard work over the past 10 years in stimulating the international scientific debate in marketing. They have – with others – laid the foundations for the strong and interactive marketing academy around the world, of which all of us are members.

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