

# Editorial

## Some remarks from the incoming editors

Starting January 1<sup>st</sup>, 2025, we, Martin Klarmann and Udo Wagner, took over responsibility for Marketing ZFP in the capacity of editors-in-chief. We take over our job as editors of a journal in very good shape. The previous two editors, Daniel Baier and Jörg Koenigstorfer were successful in (i) attracting a growing number of high-quality submissions, (ii) increasing the number of submissions in general, (iii) maintaining short turn-around times of about two months by striving for fast reviews and editorial decisions after two rounds of revisions at the latest. We congratulate and thank Daniel and Jörg for a job well done!

While continuing along these established lines, we aim to add additional benefits to the Marketing ZFP community and provide some thoughts in the sequel. As the official journal of the Scientific Commission Marketing of the German Academic Association for Business Research (VHB) Marketing ZFP continues to attract strong, interesting papers from Austria, Germany, and Switzerland. However, despite the switch to English language articles accomplished within the last few years, our journal is still barely noticed abroad. Some internal issues contribute to this lack of international attention, especially our publisher's struggles with getting the attention of Google Scholar's bots (this issue may have been addressed already when you are reading this.) But even if the availability issues are resolved (and in addition, JSTOR and EBSCO will soon also list our journal), the question remains: Should we aspire to establish Marketing ZFP as a major international journal?

As marketing professors, we know the concept of market segmentation and the standard advice focusing on suitable segments, avoiding intense competition, and targeting customers who appreciate the attributes of the product/service offered. Keeping this general guidance in mind, we tend to deny the question raised above. Most importantly, we are skeptical about the underlying need in the international Marketing community for yet another top journal (and probably even less need for just another B journal)! In this overall setting, one path forward for Marketing ZFP will be providing opportunities for high-quality manuscripts – but somewhat unconventional in a way that makes publishing in the more established international journals more challenging. Here are some examples of these less common contributions that we welcome at Marketing ZFP.

(1) *Registered reports.* For registered reports, hypotheses and empirical design are reviewed before data collection. They are published after a quality check regardless of whether the empirical findings support or do not support postulated conjectures (which might also be an interest-

ing result). They are a promising path forward to increase the overall reliability of published findings in Marketing. We intend to make our journal a home for registered reports, which implies that we, as a community, must develop common standards for their evaluation. We also plan to edit a special journal issue comprising registered reports on customer responses to Artificial Intelligence (AI).

(2) Studies with results that *do not surprise* or studies that *replicate* extant literature under different circumstances. All too frequently, review processes in established journals apply the (highly subjective) criterion of whether the findings in a submitted manuscript are surprising to the reviewers. However, results that are not surprising but consistent with existing theorizing and empirical knowledge can also contribute to establishing a solid empirical base in research fields. Similarly, while it is common practice that conclusion sections in published journal articles advocate for replication studies of the subject investigated herein, getting such studies accepted is very difficult. As an editorial team, we do not require authors to submit manuscripts with surprising results and welcome replication studies that broaden existing knowledge.

(3) Papers with a *descriptive contribution*. To motivate our research, we routinely cite descriptive results from industry reports, consulting firms, etc. They routinely do not satisfy scientific quality criteria. Therefore, we welcome papers in Marketing ZFP that make an essential descriptive contribution by simply describing new phenomena using valid methodology.

(4) Papers whose contribution lies in *methodological guidance*. Many of the most-cited papers from Marketing ZFP provide methodological guidance regarding some advanced methodology. Moreover, the special issues of the journal, which have a methodological core, have been quite successful in the past. Therefore, we plan to set up a special issue of Marketing ZFP that deals with issues surrounding methodological problems that arise from employing Generative AI in collecting and analyzing data.

(5) We plan to increase Marketing ZFP's appeal to its "home" audience by increasing its *local color*. In particular, we will use the journal (especially its editorials) to pay tribute to deserving community members and report, comment, and discuss current developments. For example, this issue contains a tribute to Lutz Hildebrandt, a former editor of Marketing ZFP, on the occasion of his upcoming 80<sup>th</sup> birthday.

(6) Finally, we will use the coming two years to steer Marketing ZFP towards the open science movement. We strongly encourage (but do not require) authors to submit

pre-registered studies and provide data and code to reviewers and readers through public repositories, such as those from the Open Science Foundation.

## Content of this issue.

All papers published in this issue have been processed and accepted by the outgoing editorial team, Daniel Baier and Jörg Koenigstorfer. *Lukas Zimmer* and *Bernhard Swoboda* are the authors of the first article entitled “The Role of Regulative Institutions in the Effects of Social, Environmental, and Economic CSR Dimensions across Nations.” While multinational corporations use corporate social responsibility initiatives to attract consumers globally, the effectiveness of CSR’s social, environmental, and economic dimensions varies by country. This study examines how national regulative institutions influence these effects using multilevel structural equation modeling across 26 countries, revealing surprising variations in consumer engagement. The findings offer actionable insights for multinational corporations and public stakeholders on leveraging CSR dimensions in different institutional contexts.

*Niklas Nagel* is interested in retailing and investigates “Up- and Cross-selling to Repeat Customers: Empirical Evidence from Optical Retail.” His study examines how customer loyalty impacts up-selling by analyzing 20 years of sales data from over 410 opticians. While initial repeat purchases lead to deeper discounts and lower profits, subsequent purchases enable up-selling to higher-priced, more profitable products, with diminishing positive effects over time. The findings also reveal that repeat purchases drive more significant discount increases for cross-sold products than regular purchases.

The third article, by *Andreas Karasenko*, focuses on “Sentiment Analysis in Marketing – From Fundamentals to State-of-the-art.” Sentiment Analysis is used in marketing to identify customer needs, improve products, and adjust strategies based on online reviews and user-generated content. This paper presents a comprehensive sentiment analysis pipeline, validated through a systematic comparison of 12 machine learning models across diverse datasets, and demonstrates interpretability frameworks for understanding model classifications. Practical guidelines for model selection are provided, along with Python codes, to support researchers in applying the findings.

Martin Klarmann (Karlsruhe Institute of Technology)  
Udo Wagner (Modul University Vienna)

Editors-in-Chief

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Alexander Sixt, Co-CEO der Sixt SE

Nur selten ist klar, was genau unter New Work zu verstehen ist. »On the Way to New Work« ist ein lebensnahes Buch für alle, die tiefer in das Thema eintauchen wollen. Es möchte Menschen für das Arbeitsleben stärken und liefert einen fundierten Überblick sowie konkrete Tools, um den Begriff mit Leben zu füllen. Das Buch inspiriert, Neues auszuprobieren und bietet zahlreiche Ansatzpunkte für den Alltag.

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**Vahlen**

## **Laudation for Prof. Dr. Lutz Hildebrandt on the occasion of his 80<sup>th</sup> birthday on March 7<sup>th</sup>, 2025**

On March 7<sup>th</sup>, 2025, our esteemed colleague and academic father, Lutz Hildebrandt, celebrates his 80<sup>th</sup> birthday. On behalf of Marketing ZFP – Journal of Research and Management, of which Lutz Hildebrandt was Editor-in-Chief for many years and is now a Senior Editor, we offer him our warmest congratulations. The first *Festschrift* of Marketing ZFP was dedicated to him in honor of his 65<sup>th</sup> birthday in 2010. There were very good reasons for this. Lutz Hildebrandt became Chair of Marketing at the University of Bielefeld at the end of the 1980s before being appointed to Humboldt University in Berlin in 1994. During his long time as an active professor and beyond, he has passionately driven forward and helped shape the change that German academia and marketing science in Germany has undergone. He has played a significant role in opening up marketing science with other colleagues, with a new orientation towards international standards. Researchers at German universities (the same applies to Austria and Switzerland) are now present and well-known throughout the global marketing community. This is demonstrated by the fact that they regularly publish in the most highly regarded journals. They are also very well represented on the editorial boards of the most important international journals and often maintain excellent international networks. Lutz Hildebrandt has significantly contributed to this process of opening up and internationalization.

Even before his first professorship, Lutz Hildebrandt was already working and conducting research with marketing colleagues in the United States. During this time, he formed close relationships with Rick Bagozzi (University of Michigan), Robert D. Buzzell (George Mason University), Paul Farris (University of Virginia), Mike Hansens (UCLA), and Kalyan Raman (Northwestern University). Lutz Hildebrandt was also very involved in the European Marketing Academy (EMAC), where he held var-

ious positions on the executive committee. He worked closely with Klaus G. Grunert (Aarhus University) during this time. In 1999, Lutz Hildebrandt organized the 28<sup>th</sup> EMAC conference at Humboldt University Berlin. We (Yasemin Boztuğ, Daniel Klapper, and Dirk Temme) were then doctoral students or post-docs at Humboldt University Berlin. We benefited significantly from this excellent opportunity to build relationships with colleagues worldwide. Lutz Hildebrandt also participated in the EMAC program for doctoral training, particularly in the doctoral colloquium preceding the EMAC conference. He first served as a track faculty member at the EMAC conference in Barcelona in 1993. Lutz Hildebrandt was president of EMAC from 2002 to 2004. During this time, he built up close relationships with many colleagues. The authors particularly mention his colleagues Marnik DeKimpe (Tilburg University), Peter Leeflang (University of Groningen), Sönke Albers (Kühne Logistics University), Adamantios Diamantopoulos (University of Vienna), and Udo Wagner (University of Vienna). Together with Udo Wagner, he established the German-French-Austrian Conference on Quantitative Marketing. Many other colleagues supported him in his work and provided scientific guidance. We certainly can't remember all the names. Still, we should mention, for example, our colleagues Suzanne Beckmann (Copenhagen Business School), Sigrid Bekmeier-Feuerhahn (Leuphana University Lüneburg), Lee Cooper (UCLA), Andrea Gröppel-Klein (Saarland University), Amir Heimann (The Hebrew University of Jerusalem), Harald Hruschka (University of Regensburg). He is still researching and publishing with Udo Wagner on various marketing topics.

We are also convinced, on behalf of all the editors of Marketing ZFP, that Lutz Hildebrandt can proudly look back on his contribution to German marketing science.

Yasemin Boztuğ (Georg-August-Universität Göttingen)  
Daniel Klapper (Humboldt-Universität zu Berlin)  
Dirk Temme (Bergische Universität Wuppertal)