

## Editorial

*Daniele Dalli*

This is the last editorial for *Mercati & Competitività*. As some of our readers may know, this Journal will quit with this issue and a new one will start: the *Italian Journal of Marketing*.

It has been a long journey with M&C. It started with Giampiero Lugli and Riccardo Varaldo in 2004 as the official journal of the Italian Marketing Association that was created a few months before, in 2003.

In his first Editorial, Riccardo Varaldo wrote: “L’internazionalizzazione è un altro impegno a cui mirare con decisione e da coltivare, per diverse esigenze e con varie forme.” (Internationalization is another commitment to decisively pursue and cultivate, for different needs and in various forms). That means that one of the objectives of this journal was to promote the internationalization of research by Italian scholars. And this is what we have been trying to do in the following years: Annalisa Tunisini and I have been the Editors of this Journal and we have increasingly pushed the Journal in this direction, until its final version in which all the papers are published in English, something that could have been considered as *weird* – to say the least – a few years ago. In so doing we relied upon the strong and shared support of several colleagues that served as members of the SIM Presidential board and agreed to transform an Italian journal into an international one. In this perspective, Guido Cristini, Alberto Mattiacci e Riccardo Resciniti supported and firmly promoted this process, until its last step (by now), that is the switching to the new Journal.

We have designed this process of emancipation as a means for our colleagues to practice the procedures and the tasks – and the related challenges – that are implied in the effort to open our research to the international arena. In this sense, the very protagonists of this process of change are our authors that accepted the challenge to change language, theoretical approaches,

*Mercati & Competitività* (ISSN 1826-7386, eISSN 1972-4861), 2019, 4

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methods and the like. Moreover, also reviewers – often authors themselves – did a great work to support authors and the Journal as well.

A special mention in this occasion goes to those who actively collaborated with the Editors: first of all, Roberta Sebastiani who has been the co-editor of the Journal and shared commitment and responsibility with both Annalisa Tunisini and myself. Patrizia De Luca actively moderated and coordinated the review process. Marco Galvagno helped us with the digital and social media services. And Raffaella Bellani supported authors with the editing of the papers.

Finally I want to thank the Franco Angeli staff that was very supportive and friendly: Alessandra Vecchio, Annalisa Megazzini, Angelo Ventriglia.

This said, my best regards and thanks go to our readers, those who downloaded, used and quoted the Journal in these years helping us to stay on top of Italian journal rankings and creating a solid baseline for the development of the next challenge: the *Italian Journal of Marketing*. Goodbye everybody and see you all there.

University of Pisa, December 2019