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EDITORIAL

The three papers of this first Issue of 2018 analyse key operational factors that impact the profitability and success of firms. Two of the papers directly examine marketing issues, whilst the third paper expounds on the effect of firm-size, especially following the recent financial crisis.

The first paper is entitled “Measuring Internal Brand Equity in B2B Service Industries in Iran”, by Sara Moghaddam Tabar, Naser Karami, and Faraz Ilbeigi. It reveals that measuring the internal brand equity in service industries can significantly highlight the potential role of the workforce in internal and external brand performance, proving the positive relationship between determinants of internal brand equity and its influence on building strong internal and external brand equity.

The second paper, entitled “Are Large Firms More Profitable than Small and Medium Firms in The European Union?” is by Cristina Gaio and Rita Henriques. It comparatively analyses the profitability between large enterprises (LE) and small and medium enterprises (SME) in the European Union, and finds that LE are, on average, more profitable than SME. In addition, the results also suggest that the financial crisis negatively impacted firms’ profitability, particularly in the case of SME.

The third and last paper, on “Strategic Brand Experience to Differentiate B2B Service Offering: A Case Study Analysis”, is by Mohammed Shaedul Quader and Shanewaz Mahmoodb Sohel. In recent years, a dynamic service-oriented approach to marketing has emerged, where perceptions of a brand are significantly influenced by the staff, whereby the difference between competing brands is not only based on functional factors, but also emotional factors. A case study investigates how branding is used as a tool to communicate the marketing message to customers in a consistent manner and to deliver functional and emotional brand promises.

I hope that you will enjoy reading this issue.

Luís Mota de Castro
Joint Editor-in-Chief