

## Editor's Introduction to Volume 2, Issue 2 of Expert Journal of Marketing

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The second issue of the second volume of *Expert Journal of Marketing* publishes various interesting studies that advance marketing knowledge in terms of analyzing consumer behavior in tourism and its underlying influencers in the decision making process, service quality of a higher education institution and the measures that need to be taken in order to increase student satisfaction, value co-creation process and how it influences business and consumers in business environment that is driven by technology developments. Further, I present a short description of each article that is published in *Expert Journal of Marketing*, vol. 2, issue 2.

In *Motivators that Intervene in the Decision Making Process in Tourism*, Vinerean (2014) discusses the importance of staying current with different segmentation techniques in the tourism industry in order to gain a competitive edge in a very competitive business and to provide the best services possible for tourists. Her research examines how certain motivators have a higher impact on the tourist's behavior or predisposition to buy a certain tourism services package. Also, the author sheds light on the complexity of the decision-making process in tourism and her insights can easily be used by tourism managers for an improved value chain for their customers.

Jorge Mongay (2014), in his paper *Service Quality Measurement Using Servqual. An Applied Comparative Study on Customer Perceptions and Expectations Under an International Approach*, uses the Servqual methodology to examine the quality of service provided by a public university in Barcelona (Spain) as it is perceived by its study abroad students. The findings of the research exhibit useful perspectives related to future strategies for improving satisfaction and service at the host institution. Therefore, the results could be used by the university presented in the study, but also by other higher education institutions that are interested in broadening their marketing and management practices.

The article entitled *Value Co-Creation Process: Effects on the Consumer and the Company* written by García Haro et al. (2014) examines the concept of co-creation in terms of its foundations and its repercussions on the new business model companies are currently operating in, a business model that is ever-changing due to the technological advances. Technology has led the way for businesses towards open innovation and the inclusion of customers in their value creation chain. The authors also explore the effects on the companies and how certain moderators, related to both companies and consumers, can actually enhance consumers' interaction with the company. This work outlines the co-creation value and its associated variables and provides insights on how to use this concept as a competitive strategy in a business environment that is expanding in complexity.

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