

MARKETING TRENDS AND SUSTAINABLE DEVELOPMENT ¹

EDITORIAL

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1 INTRODUCTION

Cohen (2021) states that "the approach of trend studies in conjunction with culture studies provides an interesting insight into the analysis of marketing strategies, as cultural representations that manifest mentalities present in the spirit of the times (...) and that the recurrence of patterns related to sustainability present in manifestations of the sphere of technology, and their application in the map of mentalities of technology and trends reinforce the importance of this topic in contemporary society" (p. 146).

Sustainable development is strategic in industry in general, which is why authors such as Ferreira et al. (2021) have, for example, recognized its importance in the hotel industry as well as the importance of defining strategies to stimulate the adoption of ecological practices by hotels. The authors suggest identifying all the factors that facilitate and hinder the adoption of green strategies. On the other hand, they recommend that hotels invest in sustainable communication strategies to increase environmental awareness.

Almeida et al. (2021), who studied the theme of this special issue, point out that "in the last 10 years (2010-2020), bibliometric studies have addressed this area with a focus on sustainable development, innovation in design and services, corporate social responsibility, business networks, customer relationships, and business models" (p. 121).

2 STRUCTURE OF THE ISSUE

In the Special Issue on Marketing Trends and Sustainable Development of the management in review, the reader will have online access to four research works:

- PROFILE OF FAST FASHION CONSUMERS: A CASE STUDY OF PARFOIS, an article written by Marisol Costa, Natália Costa, and Mafalda Nogueira. This research explores the fast fashion phenomenon through a case study of parfois, a leading portuguese brand. The study is based on 371 valid responses from consumer surveys. Findings highlight significant sociodemographic differences in consumer perceptions of fast fashion. Specifically, the values

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of humility and rigor were found to be unrelated to age, while income was a significant predictor of product purchases in the categories of jewelry, clothing, and shoes. additionally, a relationship between product characteristics.

- O VALOR DA COMUNICAÇÃO DE MARCA, RELACIONAMENTOS E INTENÇÕES COMPORTAMENTAIS EM ESPAÇOS TERRITORIAIS TRANSFRONTEIRIÇOS: PROPOSTA DE INSIGHTS PRELIMINARES, an article written by Carla Igreja, Bruno Sousa, and José Chamorro-Rivas. From an exploratory and preliminary perspective, this study will investigate how important marketing communication is in building relationships and promoting consumer loyalty. We hope to learn about the marketing communication of companies with history, located in the Euroregion of Northern Portugal and Galicia (ERNPG), and the influence of the relationship and behavioral intentions of consumers towards the company.

- EXPLORING THE IMPACT OF BARBIE'S 360° MARKETING COMMUNICATIONS CAMPAIGN: A QUALITATIVE STUDY, an article written by Ana Canavarro and Irma Imamović. This study explores the emotional responses and perceptions of the target audience to barbie's 360° marketing communications campaign. Barbie has been a cultural icon for decades, reflecting diversity and inclusivity. The omnichannel barbie campaign, using artificial intelligence, has influenced barbie's brand image, values, and identity perceptions.

- ESTRATÉGIAS DE MARKETING TERRITORIAL: ANÁLISE COMPARATIVA ENTRE LONDRES E DUBAI, an article written by Adriano Fidalgo, André Silva, and Maria do Céu Lopes. This article explores territorial marketing strategies through a comparative analysis between the cities of London and Dubai, highlighting the branding practices that position them as global leaders.

The articles evaluated by a double-blind review system belong to authors who presented the results of their studies in the scientific areas of Management in Review, and they were accepted for publication in this international scientific journal.

3 ACKNOWLEDGENTS

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The scientific importance of the publications in this special issue of the management in review is a strong reason for other authors to submit works for future special issues.

4 REFERENCES

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