



## Note from the Editors

After 17 years and as many volumes, the *Global Economics and Management Review* (GEMRev) is entering a new era. The new leadership has set the goal of making GEMRev truly international and much more reputable. To this end, among a considerable number of changes, we have joined an internationally well-known publisher, abandoned the paper version of the journal and its multilingual model, gathered a sound editorial board, mobilized a knowledgeable set of reviewers, and adjusted the journal's aim. We are now looking for impactful articles.

The journal has a broad scope and accepts high-quality articles within economics and management, although submissions of cross-functional and multidisciplinary research that reflect the diversity of economics and management are particularly encouraged. The creation of dialogs between disciplines is extremely challenging and often norm-breaking, but there is demand for it in the real world and among an increasing number of scholars. Therefore, well-crafted papers, particularly evidence-based ones, that challenge the status quo will be highly appreciated. Valuable contributions replicating existing studies in different contexts are also welcome.

The road to build and maintain a reputable and meaningful journal is long and difficult, requiring confidence and solid steps. In order to "walk the talk," this "first" issue consists of three articles by invited authors representing valuable contributions from different fields. The papers also illustrate some of the different types of articles the journal will publish – the first one is analytical, the second is empirical, and the third is an overview of developing trends.

The first study, developed by Serge Galam, exemplifies the interdisciplinary approach that the editors are looking for in this new era. Coming from the field of sociophysics, the paper shows the important relationship between physics and social sciences. The article presents some bold analysis and contributes to the knowledge on public opinion formation and the spread of controversial ideas. It

proposes an explanation of how a relatively unpopular opinion can spread to large groups given that it is supported by vocal "evangelists". As the author noted in the introduction, "any progress in research on public opinion could have drastic effects on the way in which the sensitive issues currently facing the world are addressed."

In the second paper, James Hess, Jacqueline Kacen, and Wei-Yu Chiang present an interesting empirical study that applies an improved methodology for investigating consumer attitudes towards the online commerce channel. The article is an example of a study that can be replicated in various contexts and time-frames. In fact, we invite researchers to replicate the study in the United States and in other countries in order to observe whether the results would hold several years after the original data and in different e-commerce environments. The study is a model of replicability as it contains both the instrument and a clear explanation of the methodology.

The third paper, authored by Matthew O'Hern and Lynn Kahle, covers some of the latest and most exciting developments in the marketing field. The paper explores a new trend in which consumers play an ever-increasing role in firms' offers – the power of user-generated content. As the authors conclude, "firms are devolving significant amounts of power away from their own centralized control towards millions of creative consumers around the world who are interested in sharing their opinions, inventions and insights", challenging traditional theories that "regard firms as the primary agents of production and promotion". Some of these concepts contrast with existing paradigms and are issues that managers and academics will have to deal with eventually.

We hope that this issue serves as a guide to the renewed GEMRev, setting the quality standards that the editorial body and leadership are working towards. We hope that readers enjoy this issue and become involved with the journal in some form, as readers, authors, reviewers or "evangelists".