

Editor's Notes on Volume 6, Issue 4

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Editor's Notes

Although the accounting and marketing departments are separate, they work cohesively in order to monitor the sales trends and to manage effective marketing campaigns. The synergy between the two leads to: sales trends being tracked, marketing campaigns being wisely budgeted, resources being efficiently allocated, and the business running more smoothly.

The Journal of Accounting and Marketing is a leading journal in the field of accounting and marketing. The current issue of the Journal of Accounting and Marketing showcases some interesting studies. Abdolvand et al. [1] investigated the impact of country of origin on the consumer perception and purchase intention in the context of the luxury brand Switzer in Iran. Unal [2] focused on the relationship between the Country of Origin (CoO), consumer animosity and ethnocentrism, in order to whether they are distinct concepts. Udegbe [3] performed a comparative analysis of the Nigerian consumer's preferences for foreign and domestic made clothes and shoes. Akhtar et al. [4] investigated the dampening effect of Perceived Organizational Support on the connection between emotional intelligence and organizational commitment.

The Country-of-Origin (CoO) has been the focus of multiple studies in the field of marketing. Abdolvand et al. [1] investigated the impact of country of origin on the consumer perception and purchase intention in the context of the luxury brand Switzer in Iran. The study also included regression analysis in order to verify the hypotheses of this study.

Consumer animosity refers to an individual's negative perception towards a foreign country product, implying an antipathy towards a country and its inhabitants. Several factors influence the animosity or willingness to buy foreign products. Unal [2] focused on the relationship between the Country of Origin (CoO), consumer animosity and ethnocentrism; to identify if they are distinct concepts. Furthermore, the author also investigated the moderating role of product familiarity at affecting the American consumers' willingness to buy a Turkish product, while taking into consideration the effect of CoO, ethnocentrism, and animosity. The findings of this study revealed that consumer animosity and ethnocentrism are interrelated and that animosity is the precursor of consumer ethnocentrism; however, CoO

and animosity were found not to be related. Furthermore, CoO has no impact on the willingness to buy a foreign product. Finally, product familiarity did have a moderating effect on the consumer animosity.

Udegbe [3] compared the Nigerian consumer's preferences for foreign and domestic made clothes and shoes. The study focused on the basic product attributes, buying habits, and marketing activities as preference indicators. The study used survey data from traders and shoppers to detail the issue. The findings of the study indicated that the Nigerian consumers exhibit a positive preference for foreign-made clothes and shoes. The Nigerian consumers were found to be willing to pay a higher price for these products as they know that they are of a superior quality compared to the ones made in Nigeria. This study suggests that the country of manufacture and the product quality strongly affect the consumer's decision to buy a product.

Akhtar et al. [4] investigated the dampening effect of Perceived Organizational Support on the connection between emotional intelligence and organizational commitment. The findings of the study suggest that emotional intelligence has a positive effect on organizational commitment, and a negative impact on the turnover intentions. Furthermore, organizational commitment was found to mediate the association between emotional intelligence and turnover intentions. The Perceived Organizational Support was indeed found to moderate the relationship between Emotional Intelligence and organizational commitment.

References

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