

Foreword

Marketing and retailing operate in an ever-changing business environment, with competition increasingly becoming more challenging and fierce. Retailers and other businesses are finding that no longer is it good enough to do only incrementally better than their competitors. The time has come for all businesses to expand their horizons and to seek new frontiers in the business world. This cannot be accomplished in isolation but with a collective approach by the business world and academia.

Business in general, and retailing in particular, have become more focused on the strategic management approach, while globalization has further entrenched the need for companies to be equipped to react faster and to learn from one another in all areas of business. The rapid changes in the field of technology, for one, are changing the operational side of companies worldwide – and will continue to do so. It is the responsibility of companies to ensure that they are aware of all trends and developments, how these affect their operations, and how they need to react to them.

The *International Retail and Marketing Review* aims to keep its readers up to date on new developments in the retail and marketing world by publishing thought-provoking articles and research, and to present new perspectives from leading scholars and thinkers in this field.

The journal also offers a unique opportunity to explore, cultivate and develop ideas on a wide range of issues, from branding to leadership, from pricing to growth opportunities, and from issues facing small retailers to those facing large corporations.

We look forward to a stimulating and healthy debate from eminent scholars and business leaders worldwide, and we have been very fortunate to be able to publish an article by the renowned Prof. Phillip Kotler in our first edition, by courtesy of *Nanyang Business Review* in Singapore. We are indeed proud to have a number of esteemed academics from all over the world on our editorial board.

Prof. M.C. Cant

Co-editor

Head: Department of Marketing and Retail Management

Holder of the Massmart Chair in Retail Management

University of South Africa



Michael C. Cant

Professor Michael Cant is the Head of the Department of Marketing and Retail Management at the University of South Africa (Unisa). In this position, his responsibility includes the development of staff, course design, the development of new modules/courses and degrees; and liaison with the business community to ensure that all qualifications are in line with the specific needs of the business

world. He acts as promoter for both Master's and Doctoral students. He is the chairperson of the Departmental Marketing Committee of Unisa, as well as a member of the Marketing Committee of the College of Economic and Management Sciences.

In 1999 a major retailer in Africa, *MassDiscounters*, sponsored a substantial amount of funds for the development of a BCom degree in Retail Management. This sponsorship has been utilised for research in the field of retailing, course development, and to fund the Chair in Retail Management of which Professor Cant is the incumbent. He secured these funds largely due to the fact that he and his staff members had been able to assist MassDiscounters, through the academic programmes offered by the Centre for Business Management, to train their employees and to develop their own in-house programmes.

Unisa presented a merit award for research to Professor Cant in 1998 and again in 2002, for his research outputs which included contract research and contributions to prescribed textbooks, either as editor or as an author. His research projects, which deal with student perceptions of certain academic matters, their attitudes towards specific components of the curricula, their needs, and so on, have been completed. He has also published a number of research articles in both local and international academic journals. Currently, he is one of the main editors of the new *International Retail and Marketing Review*, due to be published for the first time in November 2005. He also serves on the board of the *Journal of Retail and Consumer Services*.



Johan H. Martins

Professor Johan Martins is Head of the Bureau of Market Research at the University of South Africa (Unisa). He completed an MCom at the University of Pretoria with a dissertation entitled 'Aspects of advertising and advertising agencies' and a DCom at Unisa with a thesis entitled 'The evaluation of market potentials calculated from household expenditure data and the validation of household survey methodology'.

Before commencing his career at Unisa he lectured in Accountancy for 10 years at the University of Pretoria.

Professor Martins has done research on a wide variety of socioeconomic subjects such as income and expenditure patterns of private households, market potentials, regional post-census population estimates, minimum living level studies, the development of SMMEs, skills needs of SMMEs, financing of SMMEs and an SADC intra-regional skills development programme. Since 1975 he has published over 150 research reports, various articles in accredited journals and chapters in the book *Marketing Research: A South African Approach*. Besides his research activities, he also lectures in Marketing Research and is a programme leader for the Certificate Programme in Marketing and Marketing Research.