

Editorial: *Promoting the proper high quality educational media in the era of the Chief*

Executive Student

In our previous editorial, we highlighted what we want readers to remember from HMM reading experience, mentioning, inter alia, the importance of both, on one hand, right impacting on digitally-enabled journal content consumers (so as to keep the journal brand on the readers' mind, while keeping the desire to read it alive), and on the other hand, properly involving our readers into a research project on HMM brand relationship quality (a HMM reader-based indicator of the strength and depth of the person-brand relationship).

Following our readers' suggestions, we are pleased to confirm that we will continue staying in tune with HMM Journal's readers' evolving wants and needs, targeting which is resonating with their reason, grace, perception and sentiment. HMM Journal is striving to listen to them, enabling positive interactions, collecting readers' feedback at all stages of this journey called reading, aggregating readers' feedback data to detect their opinions and make right improvements, including by offering visual interactions experiences, taking into account the video trend driven by the current need of using rapid valuable content.

We are confident that we will succeed in capturing reader sentiment in real-time, explore it, align with it in our HMM issues' qualitative content, and also challenge the reader subtly, hoping that our HMM journal leaves the reader with the editors' intended sentiment, being convinced that including our students will benefit from the good HMM reading practice which we'll try to personalize to their level. Digital student engagement is a top Romanian-American University (RAU) strategic priority, HMM Journal being a promoter of the proper high quality educational media in the era of the Chief Executive Student. In fact, within the context of RAU general learning environment, we are pledging for HMM synergy between physical, virtual and social environments, HMM collaborative learning stimulating equipping students (through a better understanding of the essence of brand building with HMM) with the ability to interact effectively, while creating, analyzing, and transforming information.

As shown in the current issue, marketing is constantly under continuous pressure involving constant improvement and change, and marketers need professional development on marketing topics, finding out the right balance between inbound and outbound marketing, and creating connected experiences between their companies and the audiences they need to reach. Marketers are also challenged to choose the right channels/strategies and digital marketing tactics, the right metrics to gauge marketing success and to allocate the right budget on the right digital areas. They also need a better understanding of the new rules of digitization radically pushed by the hyper scale businesses, and of the lessons learned from debate on the so-called “new consumer” approach, including considering, on one hand, the innovation made possible by integrating mobile technology and the in-store experience, and on the other hand, the need of digital marketers to be actively engaging on potential disruptors.

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