

## EDITORIAL

Welcome to ISSUE 36 of the PORTUGUESE MARKETING JOURNAL / REVISTA PORTUGUESA DE MARKETING (RPM).

This issue of RPM is composed of four research articles and an invitation to submit papers to a very special issue. The four research articles propose a variety of approaches associated with social marketing campaigns, employer branding, consumers' choices towards hyper and supermarkets and the importance of package design in the pharmaceutical industry. All articles have undergone a rigorous double-blind review process. The last paper formalizes an invitation for a special issue, dedicated to Essays on Leadership and Marketing Management.

In the opening article to this issue "Social Marketing through Communication Campaigns: The Portuguese Association for Victim Support Case (APAV)", Ana Teresa Machado, Ana Cristina Antunes and Sandra Miranda surveyed a sample of 134 subjects to assess to extent to which the emotions elicited by watching an APAV campaign influence behavior towards domestic violence, considering the mediating role of attitudes and subjective norms.

In the second paper, Bianca Sousa, Paula Arriscado, Pedro Ferreira, Helena Quesado brings us new insights on the importance of employer branding. The paper entitled "The Role of Employer Branding on Attracting, Developing and Retaining Talent: The Case of a Leading Portuguese Business Group" reflects on this issue by analyzing the steps and answers that Portuguese Business Group used to create their employer brand strategy.

The third paper, by Sílvia Faria, Pedro Ferreira and Vitor Carvalho, asks "Are assortment variety and stock-failures management in Hypermarkets and Supermarkets an important factor for consumers to develop a store-type preference, willing to come back and continue to buy?" This study examines the customer experience towards two main Portuguese retail types and explores what leads them to choose between Hypermarkets and Supermarkets.

In the last research article of this issue, Sónia Cântara, Hannele Kauppinen-Räisänen and Daniel Sá, in "How Portuguese consumers evaluate packages of OTC medicines", conduct a mixed method research design to investigate the effect of packaging design on consumers' evaluation of over-the-counter (OTC) pharmaceuticals.

The final paper of this issue, "Essays on Leadership and Marketing Management: Reflecting on the past, projecting the future" by Patrícia Araújo and Susana Santos, invite us to reflect on possible relations between leadership and marketing management derived from the following issues: leadership and marketing; teaching and promoting leadership; case studies on leaders of any field; self-leadership and self-marketing; promoting leadership in higher education students, digital leadership and marketing; leadership, coaching, emotional intelligence and communication; leadership and gender equality.

The editorial staff, reviewers and authors are thankful for all these contributions and we hope that you, the Reader, continues to find the material presented in RPM useful, original and compelling. We welcome submissions of new materials that might further advance the understanding of marketing and consumption. We are also welcoming new ideas for future special issues based on the core purpose of RPM which rests on the advance of marketing theory and practice. Simply send a proposal to us through e-mail.

We also welcome any comments concerning this issue as well as suggestions for improvements or expansion of the journal.

**Mafalda Nogueira**

Editor-in-Chief of Revista Portuguesa de Marketing