

Editorial

Dear Readers

Out of passion for coffee and tea, but above all out of passion for learning, we have prepared the first issue of **Coffee & Tea Marketing Journal** (C&TMJ). We would like this London based, English-language journal, created by scientists and practitioners, to become an international platform for the exchange of ideas, knowledge, information and experiences in the area of management, marketing and behavioural economics amongst scientists, researchers, experts and entrepreneurs associated with the coffee and tea market.

We want to ensure the high substantive quality of published texts through a system of double-blind reviews performed by recognised specialists in given fields of science. The entire publishing process will be supervised by the Scientific Board, to which outstanding scientists from renowned academic centres around the world will be invited.

In C&TMJ, we will publish the results of the latest research, case studies, reviews of existing theories, book reviews and articles referring to important research areas related to the coffee and tea market as well as other food products available on the consumer goods and services market.

The scope of the journal includes interdisciplinary topics falling within such scientific disciplines and sub-disciplines as:

- **Management and quality sciences** (marketing and marketing management; marketing research and consumer behavior; distribution and sales; innovation management in production, trade and services; commodity science in quality and product management).
- **Economics and finance** (behavioral economics, behavior of market actors, consumer protection and education, consumer ecosystem and sustainability, research of industry markets especially in the area of coffee, tea and yerba mate).
- **Psychology** (economic psychology, psychology of consumer behavior).
- **Socio-economic geography and spatial management.**
- **Environmental engineering** (environmental engineering; environmental protection and shaping).

- **Agriculture and horticulture** (biotechnology and crops especially in the area of coffee, tea and yerba mate).
- **Food and nutrition technology** (agricultural biotechnology, food commodity science especially in the area of coffee, tea and yerba mate).
- **Biological sciences** (biotechnology, ecology, environmental protection).

C&TMJ deals with the following types of articles: **Research article**: reports of new research findings or conceptual analyses that make a significant contribution to knowledge. **Case studies**: the articles present experiences resulting from the application of existing methods or procedures and relevant findings which could be valuable for readers. **Review articles**: the articles present the systematic review or comparative study of already known knowledge. The reviews should explore any new viewpoint and connections which could be valuable for readers.

Coffee & Tea Marketing Journal is to be published twice a year (June and December) in print and in electronic form. The publisher of the journal is the Coffee & Tea Market Research Institute (www.ctmri.eu).

The Institute is an international non-profit organization established to conduct scientific research, promote knowledge, and integrate scientific, research, and business environments related to the food and beverage market, especially the coffee and tea market. The activity of the Institute is international.

We hope that you will find the articles in the journal an interesting read, that they inspire new research, and that the results will find use in practice. We wish you a good read, and also encourage you to participate in the preparation of subsequent issues of Coffee & Tea Marketing Journal.

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