
Guest editorial: Blue whistle for brands – consumers’ and stakeholders’ perspective towards reformation in marketing legal practices

Welcome, to the Special Issue (SI) on “Blue whistle for brands – consumers’ and stakeholders’ perspective towards reformation in marketing legal practices” in the *International Journal of Law and Management* (IJLM). This draws upon papers submitted to the International Conference on Excellence in Marketing and Tourism Management which was organized virtually from 15 to 16 January 2022, jointly in association with FsCongress – International Congress on Social Science – Turkey, and Blue Forskning Research Academy, India. The scientific committee of the conference selected some of the articles presented in the congress and, in an open call, the authors were invited to submit a manuscript that perfectly matches the aims and scopes of the SI. The evaluation process is carried out on the principle of double-blind refereeing, later on, the journal carried out its own review process to scrutinize the articles based on merit.

In the absence of a guide on legal marketing strategies post-pandemic, this SI serves as a suitable option to understand the marketing challenges and opportunities faced by stakeholders. In his article entitled “consumer in the age of corona virus”, Professor Philip Kotler, known as the father of modern marketing, speculated a paradigm shift in marketing following the outbreak of the COVID-19 pandemic (Kotler, 2020; Seshadri and Kumar, 2022). Following several months of lockdown and closure of borders and businesses, it was unclear how the pandemic would further affect marketing activities. As a result, marketing practices require a re-invention and a reformation to get back on track (Islam *et al.*, 2021). Against this backdrop, this SI aims to offer insight into the transformation in marketing practices post COVID-19 pandemic. The objective is to provide a practical understanding of marketing challenges and opportunities from a legal and management perspective.

This year we are focusing on learning from the best practices around the world in rebuilding, as since the beginning of the last year 2020 the marketing industry has been struggling in an unprecedented manner, facing the biggest global challenge in 100 years – COVID-19 pandemic. On one side, marketing practices make consumers’ decisions better, whereas, on the other side, reformation in firms’ law and legal aspects are making global business smooth. Educating consumers and stakeholders for sustainable marketing practices needs to be done very precisely as it is a question to the entire world that how to do in this tough time. Demystifying the consumers’ social consciousness would be challenged in this decade. The brands are trying to figure out the balance between social media, capital market and corporate communication in the lens of legal formalities as shareholders’ engagement and communication by corporate would be a great challenge to make customers comfortable. To promote the reformation in the marketing industry post-Covid-19, the government of the respective countries should embrace the policies which could support this sector to recover and grow. Alone government cannot make this possible, support from society, business,



academics and media are equally important (Aribowo *et al.*, 2018; Rizvi and Hussain, 2022; Sethi and Arya, 2020). Here the role of community service is also getting an edge to deal with the implementation of policies at the large level (Kusuma *et al.*, 2018). Government policies and structure with a proper guidebook, standard operating procedures, etc. would be a great support to the business elements to fight in the current scenario to bring back the industry on track with a sustainable marketing approach and make the industry labour friendly (Al-Tawil, 2021). And, also social media communication could create a positive customer perception and trigger their satisfaction with the products being purchased (Arya *et al.*, 2022). This customer satisfaction could allude researchers to explore the marketing industry (El-Adly, 2019). As stated by Park *et al.* (2018), and Mashur *et al.* (2019) travellers' satisfaction is a combination of expectations they have got fulfilled with food, transportation, lodging, safety and security during travel. The collaborative approach of media, academics and the business community in association with the local administrative support could enhance the customers' overall satisfaction to the next level, and help the local market to do the sustainable marketing of their product in a well-structured way (Sethi *et al.*, 2021). In addition to the optimal management strategy, effective communication is also required to bring the market in normal condition (Wu, 2018; Yousaf and Xiucheng, 2018).

Indeed, it requires well strategic policies, reformed laws and effective interaction patterns to share information of sustainable marketing practices post-COVID-19. Overall support, good communication and interaction in all the related departments, and common interest to resolve the conflicts of interest between each stakeholder in the industry are required (Mohd-Sulaiman and Hingun, 2020).

The purpose of this SI is to discuss the various studies exploring the opportunities and challenges with a legal perspective in the marketing domain, and synergy of the effective and parental role of government and business elements to develop the holistic, convincing sustainable idea and centralized the element of interest among all policymakers such as government, academia, society and business elements along with media houses is covered with five distinguished articles published in this SI. These articles discussed the critical factors of a government-supported healthcare supply chain, the impact of stockbrokers' services on the trust and confidence of retail equity investors, organizational resilience through techno-structural interventions in the context of wealth management firms, discussed the novel approach to conducting business research after COVID-19 and explain the challenges associated with sustainability accounting and reporting practices in a legitimacy perspective.

The articles in this SI have addressed these issues from different perspectives.

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