***Newsletter for the Members of the AMA Global Marketing Special Interest Group***

**Welcome to the November 2013 AMA Global Marketing SIG's monthly E-News**

**In this AMA Global Marketing SIG newsletter, you will find:**

**Upcoming Conferences**

**Call for Papers for Journal Special Issues**

 **Research & Teaching Support**

**Latest Marketing Awards**

**Board** **Members**

Frank Franzak

Virginia Commonwealth

University

fjfranza@vcu.edu

**Chairperson**

**Chair-Elect**

Vacant

**Vice-Chair Membership,**

**Awards, Recognition**

William Lundstrom

Cleveland State University

w.lundstrom@csuohio.edu

**Vice Chair, Communication**

Hans Ruediger Kaufmann

University of Nicosia

kaufmann.r@unic.ac.cy

* ***The Global Marketing SIG welcomes all current and former DocSIG members and looks forward to their scholarly and service contributions as they embark on their careers.***
* ***Please, GET MORE INVOLVED:* All AMA Global Marketing SIG members are strongly encouraged to become more actively involved in SIG activities. Opportunities for participation abound. To become more active, please contact any of the members of the Global Marketing SIG leadership team (**[**http://www.marketingpower.com/Community/ARC/Pages/Connections/SIGs/GlobalMarketing/Leadership.aspx**](http://www.marketingpower.com/Community/ARC/Pages/Connections/SIGs/GlobalMarketing/Leadership.aspx)**). Members are also strongly encouraged to share articles of interest, valuable teaching material and upcoming conference announcements for the E-news. Should you have any questions or comments about the AMA Global Marketing Special Interest Group or SIG activities, please do not hesitate to contact us.**

**Doctoral Student Liaison**

Annie Cui Peng

West Virginia University

annie.cui@mail.wvu.edu

**Conference Liaison**

Michael R. Czinkota

Georgetown University

czinkotm@georgetown.edu

**Conference Liaison**

Constantine S. Katsikeas

Leeds University

buscsk@leeds.ac.uk

**Conference Liaison**

Camille P. Schuster

Cal State San Marcos

cpschuster@yahoo.com

**Webmaster**

David Griffith

Lehigh University

david.a.griffith@lehigh.edu

**Treasurer**

Vacant

**Immediate Past Chair**

 Esra Genturck

Ozyegin University

Esra.Gencturk@ozyegin.edu.tr

Upcoming Conferences

**Winter Marketing Educators’ Conference**

February 21-23, 2014; Orlando, Florida

2014 Winter AMA Theme: *Engaging Customers*.

Co-chairs: Gary Hunter, Case Western Reserve University and Tom Steenburgh, University of Virginia

**SIG members are encouraged to:**

* Save by registering before January 9, 2014 at [ama.org/wintered](http://www.marketingpower.com/wintered)
* Check the preliminary program for sessions of interest at [ama.org/wintered](http://www.marketingpower.com/wintered)
* Attend SIG special sessions as well as SIG receptions at the conference

**Summer Marketing Educators’ Conference**

August 1-3, 2014; San Francisco, CA

2014 Summer AMA Theme: *Leveraging New Technologies to Create Value for Customers and Firms*.

*Call for papers deadline is January 31, 2014.*

Co-chairs: Rebecca Hamilton, University of Maryland and Alberto Sa Vinhas, Washington State University

**SIG members are encouraged to:**

* Check the call for papers at [ama.org/C4PSummer](http://www.marketingpower.com/summered)
* Sign-up to serve as a reviewer at [amasummer14.abstractcentral.com](http://amasummer14.abstractcentral.com/)
* Submit a competitive paper at [amasummer14.abstractcentral.com](http://amasummer14.abstractcentral.com/)
* Suggest an idea for a SIG special session at [amasummer14.abstractcentral.com](http://amasummer14.abstractcentral.com/)

**Marketing & Public Policy Conference**

June 5-7, 2014; Boston, MA

2014 Conference Theme: *The Past, Present, and Future of Marketing & Public Policy: Creating a Better Tomorrow*

Co-chairs: Easwar Iyer, Elizabeth Miller, and George Milne, University of Massachusetts – Amherst

**SIG members are encouraged to:**

* Save by registering before April 17, 2014 at [ama.org/publicpolicy](http://www.marketingpower.com/publicpolicy)
* Sign-up to serve as a reviewer at [amapublicpolicy14.abstractcentral.com](http://amapublicpolicy14.abstractcentral.com/)

41st Academy of International Business (UK & Ireland) Conference

**To be held:** 10-12 April 2014, The York Management School, University of York

**Theme**: Achieving a New Balance? The Rise of Multinationals from Emerging Economies and the Prospects for Established Multinationals

The spread of particularly American multinationals in the first half of the last century marked an increasing domination of the world economy by these firms. This dominance was challenged in the second half of the twentieth-century by a wave of multinationals from Europe, Japan and Newly Industrialised Economies. At the turn of the century, it is however a group of rather ‘unexpected’ firms such as Embraer, Huawei and Tata from emerging economies that have stamped their mark on the world stage. Since then more multinationals from emerging countries are joining their ranks. The rise of multinationals from emerging economies has coincided with a shift in many aspects of production from industrialised countries to emerging economies, the accelerating dispersion of international R&D activities, and the rise of state capitalism in some emerging economies. These changes pose challenges for all participants in international business, including emerging economy multinationals, established multinationals, governments and multilateral organisations.

The aim of the 41st AIB (UK & I) annual conference is to enhance our understanding of the changing international landscape and its implications for the world economy in general and emerging economy multinational, established multinationals, national governments and multilateral organisations in particular. A number of important questions arise from these new developments. Will the balance of power be changed between rising stars and established multinationals in areas such as positions in the value chain and centres of R&D and innovation? What types of relationships will emerge between governments and businesses given extensive state involvement in the development of emerging economy multinationals? Will the rise of emerging economy multinationals change the nature and key characteristics of the debate on corporate social responsibility and sustainability policies of multinationals? Will emerging economy multinationals have significantly different strategic and operational orientations from those of established multinationals? How will emerging economy multinationals affect the strategies and operations of established multinationals?  Are there significant implications of these developments for international business theories and concepts?

The conference welcomes theoretical and empirical papers which advance our understanding of the issues contained in this theme. As in previous years, it is hoped that the conference will encompass all aspects of international business, not only on the theme of the conference but also on wider agendas. Papers are welcome in all the major areas of international business.

**Call for papers**: Ι. Competitive Papers

 II. Abstracts

 III. Special session proposals

**Submission Deadline:** 12 January 2014

For more info please click here:

<http://www.academyofmarketing.org/calls-for-papers-conferences/academy-of-international-business-uk-a-ireland-conference.html>

 International Social Marketing Conference

**To be held:** 17 – 18 July 2014 Monash University, Peninsula Campus, Australia

**Theme**: Scaling the twin peaks of rigour and relevance

The International Social Marketing Conference is the biannual conference of the Australian Association of Social Marketing and brings together scholars and practitioners of social marketing together to share current thinking and practices. Typically the conference attracts 150 – 200 delegates from more than 8 countries.

**Call for papers**: Ι. Competitive Papers

 II. Industry Cases

**Submission Deadline:** 14 February 2014

For more info please click here:

<http://www.aasm.org.au/international-social-marketing-conference-2014/>

***Kind Reminder*: 2014 AMA Annual Conference**

**Global Marketing Special Interest Group**

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 The Honorable Merchant in International Marketing

 Cancun, Mexico

**Wednesday, April 16 – Friday, April 18, 2014**

**Event website:**

<http://michaelczinkota.com/ama-global-marketing-sig/ama2014conference/>

**Online Event Registration:**

<https://2014amaconference.eventbrite.com/>

**Hotel Information:**

 <http://www.dreamsresorts.com/>

Application to Today

Changes in the global economy, where the concept of a market economy is not automatically accepted, force global marketing managers to relinquish old approaches, skills and strategies and develop new ones. There may be a need to redefine key tenets of the marketing discipline, such as risk, profit, competition, and ownership. For instance, (1) whereas firms were traditionally willing to trade-off risk for return, in today’s global economy firms may work to avoid particular risks regardless of return, (2) as profits are exposed to selective (perhaps even punitive) taxation, how do global marketing managers re-adjust their strategies? (3) have marketing managers adjusted to new competitive rules, where external influences, be they governmental or non-governmental, set new rules for competing? and (4) how do global marketing managers adapt strategies to compete against new, government led competitors particularly when the role of ownership is questioned?

Can the principles of the Honorable Merchant be reinstated into the globalized business world? Does a firm have to crash and burn like Enron in order for change to occur? Corporate social responsibility and peer pressure of other firms may help, but the values of the Honorable Merchant are ultimately dependent on the managers within the firm. These values need to be at the core of the company and consistently carried out daily in order for them to become second nature as they were in the Hanse. Ultimately, will it be possible to be permeated by these values in order to achieve better global partnerships, trade and trust among nations?

Global marketing managers need to develop the knowledge and talents to disentangle the competing priorities confronting individuals, companies and governments. We wish for this theme to be broad and inclusive, challenging academics to consider the direct relevance of the research to the practicing global marketing manager in the changing global economy.

Within the conference theme, we encourage the submission of papers and special session proposals that capture environmental and strategic shifts which global marketing managers face in today’s marketplace.

**Conference Committee Members:**

Professor Michael R. Czinkota, Georgetown University (Chair)

Professor Thomas Cooke, Georgetown University

Professor David Griffith, Lehigh University

Professor Suraksha Gupta, Brunel University

Professor Rüdiger Kaufmann, University of Nicosia

Professor Andreas Pinkwart, Handelshochschule Leipzig

**Conference Coordinators:**

Pedro Valenzuela Parcero - pedro.valpar@gmail.com

Kim Boeckmann – kab299@georgetown.edu

**Supported by:**

*Journal of International Marketing (JIM)*

*Thunderbird International Business Review*

DRAFT PROGRAM

**------Wednesday, April 16------**

**7pm Welcome Reception**

**------Thursday, April 17------**

**Opening Address: Why is the Honorable Merchant Important today?**

ProfessorMichael Czinkota, Georgetown University, Conference Chair

**Session 1: Is honesty always the best policy?**

Moderator: Professor David Griffith, Lehigh University

**Keynote Speech: “"The Honorable Merchant or the Devil Incarnate: How Should Marketers Interact with Temptable Consumers?"**

Professor AaronAhuvia, Professor of Marketing, University of Michigan-Dearborn College of Business

**Session 2: Corruption - global perspectives: What if the Honorable Merchant gets challenged by questionable practices?**

Moderator:Professor Thomas Cooke, Georgetown University

**TBD**

**------Friday, April 18------**

**Session 3: Meet the Editors**

Moderator: Professor Hans Rüdiger Kaufmann, University of Nicosia

Mary Teagarten, Editor in Chief, *Thunderbird International Business Review*

Suzy Howell, Managing Editor, *Thunderbird International Business Review*

Professor David Stewart, Editor, *Journal of Public Policy and Marketing*

**Session 4: What are the unexpected and unanticipated challenges for the Honorable Merchant in International Marketing and how can we overcome these challenges?**

Moderator: Professor Suraksha Gupta, Brunel University

**Session 5: Keeping Trust on the Policy Side**

Moderator: Major General (ret.) Al Zapanta(President & CEO, U.S. – Mexico Chamber of Commerce)

**Session 6: What new criteria and behavior emerge from the Honorable Merchant and how can we inculcate these dimensions to future business and policy leaders?**

Moderator:Professor Andreas Pinkwart, Handelshochschule Leipzig

**TBD**

**------Saturday, April 19------**

*Networking sessions throughout the day*

**SUBMISSION AND DECISION DEADLINES**

Submissions for competitive papers, special topic sessions and roundtable sessions must be received no later than **Sunday, January 5, 2014 .**Notification of acceptance will be made by **Friday, January 31, 2014**

Call for Papers for Journal Special Issues

***International Journal of Pharmaceutical and Healthcare Marketing***

**Special issue theme:** Healthcare for the Bottom of the Pyramid Deadline

About a decade ago, Prahalad and Hammond (2002) brought our focus on Bottom of Pyramid (BOP) as a ‘missing market’ that was lying almost dormant. BOP is defined  as consisting of those consumers that have spending power of $2 or less per day. This missing market is waiting for an exponential increase in its economic and social prosperity, based on providing the ‘poor’ in developing and emergent economies with access to markets (Brugmann and Prahalad, 2007). According to few experts, BOP markets consist of around 3 billion people with less than $2 income per day. However, the lessons from BOP markets can be sometime amazingly overwhelming. One of the world’s poorest nations, Rwanda has 92% of the nation covered under health insurance for last 11 years, and premiums cost only about $2 a year. On the contrary, one of the world’s richest nations,  the United States of America has in comparison the most expensive healthcare system in the world, and a large percent of its  population is either uninsured or under-insured.

Healthcare delivery in developing and BOP markets are not very well developed. For example, a W.H.O. survey in 2006 pointed out that while there should be one doctor per 250 patients, there were 1598 patients attended to by one doctor in India. This leads to deterioration in healthcare service quality and levels of professionalism in the healthcare field. India also has 75% of healthcare specialists, and 85% of healthcare-related technology services being offered by the private sector. Despite Indian government spending 4.1% of GDP on healthcare, 70% of this spending is private, which effectively reduces the government spending to about 1% of GDP. The impact of such low government spending on BOP consumers is that they spend a very high proportion of their low incomes on healthcare, since most of them are not insured. According to India’s Economic Survey 2013, health expenditure forces 39 million people (more than one-third of the total population of India) each year into poverty.

This special issue aims to fulfill this aim to motivate theories that are international in scope, and which can be usefully applied in different regions, to explain and predict the inter-linkages between healthcare expenditures and poverty at more broad level, as well as household level challenges to meet healthcare-related needs of the 4 billion poor consumers in the world.

**Submission Deadline:** December 31, 2013

**Guest edited by:** Dr Avinandan Mukherjee (Montclair State University, USA)
 Email: mukherjeeav@mail.montclair.edu

 Dr. Ramendra Singh (IIM Calcutta; Kolkata India)
 Email: ramendra@iimcal.ac.in

Read more: <http://aib.msu.edu/resources/callforpapers.asp>

***Industrial Marketing Management***

**Special issue theme:** Innovation in and from Emerging Economies

Innovation is critical for an organization to grow and sustain its competitive advantage.  A large body of research has investigated innovation from multiple theoretical perspectives.  However, a large portion of this research relies on theories rooted in and data collected from developed economies.  Innovation, once considered as a major activity undertaken mainly in developed economies, has begun to thrive in emerging economies and is gathering momentum to become rivals of developed economies (Luo, Sun, & Wang, 2011).  As emerging economies continue to grow and prosper, the number of patents filed in countries such as China has risen dramatically in recent years (Sun & Lee, *forthcoming*).  India's Bharat Forge in forging, China's BYD in batteries, and Brazil's Embraer in jet aircraft and Natura in Cosmetics, among others have successfully introduced new products to the market.  Meanwhile, multinational firms such as Microsoft, Cisco, and General Electric have established their research and development centers in emerging economies to strengthen their innovativeness.  The rise of emerging market companies, together with the increasing emphasis of multinational firms on emerging economies, creates a fascinating opportunity for scholars to study innovation in and from these economies.

This special issue welcomes papers to address the rising importance of innovation in and from emerging economies.  We especially welcome papers that integrate the unique characteristics of emerging economies in their conceptual development and empirical assessment. Topics could include but are not limited to the following:

* How emerging economies are driving global innovation
* The role of global supply chain management in supporting innovation in and from emerging economies
* What roles do global purchasers play in facilitating innovation in and from emerging economies
* How emerging country governments shape the global innovation landscape
* The role of reverse innovation in emerging economies
* Process innovation and product innovation in emerging economies
* How institutional factors shape and influence innovation in emerging economies
* The role of innovation vs. imitation in emerging economies
* Innovation and sustainability

**Submission Deadline:** March 1, 2014

**Guest edited by:** Dr. Ruby Lee, rlee3@cob.fsu.edu, The Florida State University
 Dr. Ayşegül Özsomer, ozsomera@ku.edu.tr, Koc University
 Dr. Kevin Zhou, kevinzhou@business.hku.hk, The University of Hong Kong.

Read more: [http://www.journals.elsevier.com/industrial-marketing-management/call-for papers/innovation-in-and-from-emerging-economies/](http://www.journals.elsevier.com/industrial-marketing-management/call-for-papers/innovation-in-and-from-emerging-economies/)

***International Marketing Review***

**Special issue theme:** Corporate Social Responsibility and International Marketing

Despite the recent economic slump and subsequent fluctuations of development activities in some markets, the general trend of economic growth around the globe has continuously shown upward movement over the last three decades. Along with the improvement in the quality of life, consumers are paying more attention to ethical and philanthropic activities of Multinational Enterprises (MNEs). Due to this phenomenon, corporate social responsibility (CSR) research is growing in importance. Scholarly evidence increasingly confirms that CSR activities are beneficial for corporate success (e.g., Orlitzky et al., 2003; Waddock and Graves, 1997). We presume that this is probably because consistent CSR activities induce a corporation's image enhancement, which subsequently results in consumer's trust in its products (Turker, 2009). Taken together, there is a general consensus that CSR is often considered as a key factor significantly influencing market image and corporate success at home as well as in international markets.

Reflecting the trend discussed above, scholars and business practitioners perceive CSR as an integral part of marketing strategy. In addition, in order to maximize shareholder wealth by carrying out actions that increase business profit, various stakeholders also need to be convinced that the company is a good citizen in the society (Freeman, 1984). Meanwhile, it should be noted that among all the stakeholders, one important group that appears to be particularly influential for firms to initiate CSR activities is consumers (Du, Bhattacharya and Sen, 2010). Considering the globalization of the markets, companies need to create a positive image in all international markets. However, a thorough review of the literature indicates that most studies exploring CSR are concentrated only on Domestic Marketing (e.g., the impact of CSR on consumer loyalty in the local markets) (see e.g., Adams, Licht and Sagiv, 2011; Muller and Kräussl, 2011; Luo and Bhattacharya, 2006; Lai et al., 2010), which clearly indicates that CSR research tends to have an implied domestic marketing bias and very little research into CSR issues has considered CSR’s international marketing implications.

The aim of this special issue is to bring together theoretical and empirical advancements connecting CSR and international marketing issues.

**Submission Deadline:** March 31, 2014

**Guest edited by:** Pervez N. Ghauri, King’s College, London (pervez.ghauri@kcl.ac.uk)
 Byung Il Park, Hankuk University of Foreign Studies (leedspark@hufs.ac.kr)
 Chang Hoon Oh, Simon Fraser University (coh@sfu.ca)

Read more: <http://www.emeraldinsight.com/authors/writing/calls.htm?id=4797>

Research & Teaching Support (Articles and Case Studies)

**The following articles might be useful to be used in your lecture:**

**Enhancing Innovation through International Joint Venture Portfolios: From the Emerging Firm Perspective**

Sunny Li Sun and Ruby P. Lee

(2013) , Journal of International Marketing, Vol. 21, No. 3, pp. 1-21.

**Abstratct**

Anecdotal evidence continues to suggest that many firms in emerging economies (EEs) lack innovation. To investigate how these firms might improve their innovation, the authors integrate resource dependence theory with network theory and the resource-based view to theorize that EE firms can advance their innovation by configuring their international joint venture (IJV) portfolio characteristics at the network and focal firm levels. The results indicate that an EE firm's innovation improves when structural hole positions in its IJV portfolio increase but decreases when network centrality increases. Such relationships are further contingent on two focal firm-level IJV portfolio characteristics: IJV portfolio size and IJV portfolio resource commitment.

Read more: <http://journals.ama.org/doi/abs/10.1509/jim.13.0016>

**Country-Specific Associations Made by Consumers: A Dual-Coding Theory Perspective**

Marc Florian Herz and Adamantios Diamantopoulos

(2013), Journal of International Marketing, Vol. 21, No. 3, pp. 95-121.

**Abstract**

Extant country-of-origin research has focused on the deliberate use of country-specific associations (CSAs) as a cognitive cue, captured by consumer responses to direct questioning. However, such responses only capture rational and verbally held aspects of CSAs and do not reveal emotional and nonverbally held aspects. Drawing from dual-coding theory, the authors (1) develop propositions about the existence of two distinct types of CSAs (rational and emotional) and the differences in consumers' communication of these associations, (2) apply a three-stage qualitative design in two complementary studies to test these propositions, (3) link the identified CSAs to brand origin recognition and brand ownership, and (4) generate a consumer typology on how CSAs are communicated. Their results indicate that people tend to communicate rational CSAs verbally and emotional CSAs nonverbally. Whereas both rational and emotional associations positively affect consumers' brand origin recognition accuracy, only emotional associations affect brand ownership. The authors consider theoretical and managerial implications in light of recent criticism on country-of-origin research and offer suggestions for further research.

Read more: <http://journals.ama.org/doi/abs/10.1509/jim.13.0004>

**All That Is Users Might Not Be Gold: How Labeling Products as User Designed Backfires in the Context of Luxury Fashion Brands**

Christoph Fuchs, Emanuela Prandelli, Martin Schreier, and Darren W. Dahl (2013),

Journal of Marketing, Vol. 77, No. 5, pp. 75-91.

An emerging literature stream posits that drawing on users rather than internal designers in new product creation may benefit firms because the resulting products effectively satisfy consumer needs. Four studies conducted in the context of the luxury fashion industry uncover an important conceptual boundary condition of this positive user-design effect. Contrary to extant research, the results show that being “close” to users does not help but rather harms luxury fashion brands. Specifically, the authors find that user design backfires because consumer demand for a given luxury fashion brand collection is reduced if the collection is labeled as user (vs. company) designed. The results further reveal the underlying rationale for this reversal: user-designed luxury products are perceived to be lower in quality and fail to signal high status, which results in a loss of agentic feelings for the consumer. The authors explore several strategies luxury brands can pursue to overcome this negative user-design effect. Finally, they find that negative outcomes of user design are attenuated for luxury fashion products that are not used for status signaling—that is, product categories of a luxury brand that are characterized by lower status relevance for the consumer.

Read more: <http://journals.ama.org/doi/abs/10.1509/jm.11.0330>

**Intrafunctional Competitive Intelligence and Sales Performance: A Social Network Perspective**

Michael Ahearne, Son K. Lam, Babak Hayati, and Florian Kraus

(2013), Journal of Marketing, Vol. 77, No. 5, pp. 37-56.

**Abstract**

Salespeople represent a primary source of competitive intelligence (CI), but the contextual factors that influence the performance impact of salesperson CI quality remain underresearched. The authors develop a framework to examine the performance impact of CI quality at the individual salesperson and sales district levels, with sales district CI quality diversity and sales managers’ network centrality as contingencies thereof. The empirical results from multilevel data sets of two U.S.-based corporations reveal that district CI quality diversity weakens the positive performance effect of CI quality at both levels. Sales managers’ centrality in within-district and peer advice networks buffers the performance losses created by district CI quality diversity, but salespeople’s centrality does not have this buffering effect. The study uncovers conditions under which the positive performance impact of salesperson and district CI quality can disappear and even become negative, thus highlighting the role of managers as CI hubs.

Read more: <http://journals.ama.org/doi/abs/10.1509/jm.11.021>

Marketing Awards

***European Journal of Marketing Award for Research in Marketing***

The project proposed by Dr. Xinming He was the recipient of theEuropean Journal of Marketing Award for Research in Marketing. Our thanks to Emerald for their support in this area of the Academy’s activities.

***American Marketing Association’s Collegiate Chapter Advisor Lifetime Achievement Award***

**Eligibility**

Significant service to the AMA as a current or past collegiate chapter faculty advisor.

**Nominations Due**

January 15, 2014, to collegiate@ama.org

**Criteria for Evaluation of the Nominations**

**Longevity (Total number of years as AMA student chapter advisor)**
One sign of life long dedication to the American Marketing Association’s Collegiate Chapters is length of time as an advisor.

**Chapter Success**
The success of the chapter under the faculty advisor is the true mark of achievement for a collegiate chapter advisor.

**Service to American Marketing Association’s Collegiate Chapter Division**.
A dedicated advisor is not only important to the success of his/her chapter, but also instrumental in contributing to the overall welfare of the American Marketing Association-Collegiate Chapters Division.

**Nomination Process**

Nominations will be solicited in a call for nominees to the current and some past advisors.  The nomination will be in the form of a letter supporting the candidate by providing information pertaining to the above evaluation criteria.  The letter should include approximate dates of acting as the advisor, success of the chapter and service provided to the American Marketing Association’s Collegiate Chapter Division, plus any awards or recognition that the advisor has received.

***AMA GLOBAL MARKETING SIG WEBSITE***

**The Global Marketing SIG website is now available at: AMAGLOBALSIG.ORG**

**As a final and kind reminder, please, go to the CFP for the Next AMA Global Marketing SIG Conference:** The conference theme is The Honorable Merchant in International Marketing.  The location will be Cancun, Mexico.  The conference date is April 16-18, 2014, with papers and special topic proposals due on January 5.  Thanks to Michael Czinkota and his conference committee (Thomas Cooke, David Griffith, Suraksha Gupta, Hans Ruediger Kaufmann and Andreas Pinkwart) for proposing an intriguing topic at a sunny and inspiring location.

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| ***Please, contact: Rudi Kaufmann******Kaufmann.r@unic.ac.cy*** ***Tel: 00357- 22841643*** ***Skype: Kaufmann2307*** |

***Global Marketing Like Never Before***