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

**Welcome to the November 2012 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**

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* ***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.**

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Upcoming Conferences

# 2013 Conference (Washington D.C.)

#  under the Leadership of Prof. Michael Czinkota http://t2.gstatic.com/images?q=tbn:ANd9GcQDU_sm9ZemEGvPF-CzAJzJ-GiPzZSRghXVGBz5zMsus2CKOOCn

 Joint Conference of

**The American Marketing Association (Global Marketing SIG), Georgetown University and the U.S. Department of Commerce**

 **“Trade Policy and International Marketing”**

 March 13-15, 2013, Washington D.C.

This Conference is supported by Journal of International Marketing, Journal of Public Affairs and Thunderbird International Business Review

The deadline for receipt of competitive papers, special topic session and roundtable proposals via e-mail is December 31, 2012. Papers are to be sent to the respective track chairman. Online registration is preferred (<http://2013conference.eventbrite.com>)

For more detailed conference information, please, visit <http://michaelczinkota.com/ama-global-marketing-sig/2013-conference-washington-d-c/>

## Summer Marketing Educator Conference 2013

**The Summer Marketing Educators' Conference with the theme "Innovating and Collaborating in a Global Marketplace", is a global meeting of marketing educators designed to encourage the development, dissemination, and utilization of marketing knowledge. Register today to hear current research, exchange ideas, and develop new career skills with an interdisciplinary group of marketing academicians.**

**Conference dates and place to be held**: 9 -11 August 2013, Boston Copley Marriott Hotel, Boston

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

 II. Special session proposal

 III. Poster abstract

**Submission Deadline**: 28th January, 2013

**Decision Timeline:** Authors will be advised of the review process soon after submission

For more information please follow the link below:

<http://www.marketingpower.com/Calendar/Documents/2013/SE13BO_CallForPapers.pdf>

**16th Biennial Conference on Historical Analysis and Research in Marketing (CHARA-1)**

In 2013, the Conference on Historical Analysis and Research in Marketing (CHARM) with the theme 'Varieties, Alternatives, and Deviations in Marketing History', celebrates its 30th Anniversary. Papers on all aspects of marketing history and the history of marketing thought in all geographic areas and all time frames are welcome.

**Conference dates and place to be held**: May 30 - June 2, 2013, Copenhagen, Denmark

**Call for papers**: I. Full Papers (Not be more than 25 pages)

 II. Extended abstracts

**Submission Deadline**: Sunday, 16 December, 2012

**Decision timeline**: Authors will be advised of the review process in due time

For more information please follow the link below:

## <http://www.emeraldinsight.com/products/journals/call_for_papers.htm?id=3740&PHPSESSID=v6dt7997frl4v3hnprrbaqjbh3>

**JCMM 2013 : International Conference on Marketing Management**

The XXXIV international Conference on Marketing Management is the premier forum for the presentation of new advances and research results in the fields of Marketing Management.

**Conference dates and place to be held**: May 29-31 2013, Tokyo, Japan

**Call for papers**: Ι. Full Papers

 ΙΙ. Short Papers

 IIΙ. Abstracts IV. Posters

**Submission Deadline**: Monday, December 31, 2012

**Decision timeline**: Authors will be advised of the review process by the 31st of January, 2013

For more information please follow the link below: <https://www.waset.org/conferences/2013/tokyo/icmm/>

**The Global Business Marketing Finance & Economic Research Conference**

The Global Business, Marketing, Finance & Economics Research Conference, Los Angeles invites you to participate in the conference.  Because business is a diverse field, articles should address questions utilizing a variety of methods and theoretical perspectives.  The primary goal of the conference will be to provide opportunities for business related academicians and professionals from various business related fields in a global realm to publish their paper in one source.  Doctoral students are highly encouraged to submit papers to IBERL for competitive review.

**Conference dates and place to be held**: 13 -16 June 2013, Los Angeles

**Call for papers**: Ι. Competitive Papers (Not be more than 8 pages)

**Submission Deadline**: 5th February, 2013

**Decision Timeline**: Authors will be advised of the review process soon after submission

For more information please follow the link below:

## <http://www.jaabc.com/losangeles.html>

**The 10th International CIRCLE Conference**

The 10th (annual) International Conference for Consumer Behaviour and Retailing Research is hosted by the Polytechnic Institute of Viana do Castelo, Portugal, a relatively new higher education institution that has developed rapidly over the last twenty years to become a major provider of higher education in peripheral northern Portugal. The objective of the 10th international Conference for Consumer Behaviour, Tourism and Retailing Research Conference is to provide the opportunity for scholars, practitioners and PhD students to connect on a local-to-global context and have their work validated and benchmarked within the academic and professional community of colleagues from different international contexts. All accepted papers will be published in Access Press Journals.

**Conference dates and place to be held:** 3rd - 6th April 2013, Vίana do Castelo, Portugal

**Call for papers:** I. Full Papers

 ΙΙ. Abstracts (Not be more than 200 words)

**Submission Deadline:** Saturday, 15th December, 2012

**Decision timeline:** Authors will be advised of the review process by the 15th January 2013

For more information please follow the link below:

<http://10thcircleconference.ipvc.pt/>

Call for Papers for Journal Special Issues

**Service in the Global Marketplace, Special issue of Journal of International Marketing; Deadline 10 Feb 2013**

Call for Papers: Journal of International Marketing

Service in the Global Marketplace

International services constitute a significant sector of the global economy that is growing exponentially. International services are especially complex in their management because of the intangibility of services, difficulties in standardizing services across national borders, and differences in perceptions of and preferences for customized services across countries and cultures. As services in the global marketplace are becoming increasingly important, there is a growing need for new insights into service issues faced by global marketing managers.

As such, this Special Issue intends to extend the current understanding of service topics in the field of international marketing. Manuscripts may be theoretical or empirical. This Special Issue seeks to publish leading research on service in global markets from the perspectives of strategy, modeling and consumer behavior. A primary criterion for assessing fit with the Special Issue is a manuscript’s ability to contribute to the service-based international marketing literature using rigorous theory and/or empirical methods.

Potential topics of interest include, but are not limited to:

The role of institutions and their influence on co-creation of value and collaborative efforts with customers, suppliers and stakeholders

 The applicability of the foundational premises of S-D logic across global markets

 Service infusion: global and cross-cultural issues

 Customer service expectations across global markets

 Cross-cultural service recovery

 Global and/or cross-national diffusion of service innovations

 Managing service innovations across borders

 Creativity in cross-cultural service design and customer acceptance

 Service productivity across global markets

 The cross-roads of technology and service in global markets

 Cross-cultural aspects of service quality

 The role of service in fostering sustainability and/or green marketing strategies in global markets

 Institutional challenges to service innovation across global markets

 Service issues at the base-of-the- pyramid

 Cross-cultural or cross-national consumer responses to service innovations

 Co-production/co-creation in global service offerings

 Cross-cultural differences in customers as resource integrators

 Transformative service research in a global context

 Resource-advantage theory applications to service exporting

 Challenges faced by service exporters

 The influence of cloud computing and other IT developments such as service-oriented architecture on the development and growth of global service systems

Deadline for Submission: February 10, 2013

Manuscripts must be submitted online at: http://mc.manuscriptcentral.com/ama\_jim. Manuscripts will be entered into the review process beginning February 11, 2013.

Journal guidelines can be found at: www.marketingpower.com/jim.

Questions pertaining to the Special Issue should be directed to:.

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**International Journal of Emerging Markets (IJoEM)**

# Special issue on: Institutions and Emerging Markets

The International Journal of Emerging Markets (IJoEM), published by Emerald, brings together articles that examine the emerging markets, both theoretically and empirically.  Highly rigorous research, case studies, and review articles, such as meta-analytic reviews, are also encouraged.  We especially welcome comparative studies of emerging markets or studies comparing the emerging markets with the developed markets. IJoEM offers contributors and readers an opportunity to explore issues related to the emerging markets from multi-functional (international business, management, marketing, finance, and accounting), multi-disciplinary (business, economics, area studies, and other social sciences), and multi-national geographic perspectives.

Potential topics for this special issue may include, but are certainly not limited to:

- MNC responses to emerging market institutions

- Emerging market multinationals

- Legitimacy in emerging market contexts

- Emerging markets and global institutions

- Formal and informal institutions in emerging market contexts

- Quantitative and qualitative analysis in emerging markets

**Special Issue Editors:** Daniel Rottig; Matthew C. Mitchell

**Submissions of papers:**

For more information about submission guidelines, please visit the journals' website at: <http://www.emeraldinsight.com/products/journals/journals.htm?id=ijoem>

**Deadline for submissions:** December 1st, 2012

For more information, please follow the link below: <http://www.emeraldinsight.com/authors/writing/calls.htm?id=4016>

**International Journal of Market Research**

**Special issue on:** **Market research and social media: The opportunities, implications and challenges**

Nearly four years on, social media has become a vital part of everyday life for millions of people round the world, and is also increasingly used by companies to communicate with, listen to, and enter into dialogues with consumers as part of marketing, customer service, research, analysis and development strategies. These ever-emergent technological developments facilitate increasingly sophisticated access to social media for consumers, wherever they are, and provide researchers with a rapidly growing range of innovative products and services designed for a mobile-enabled world. There is no doubt that social media provides people with new opportunities to communicate with others, to listen to the world and find information, but does this freedom come at a cost? Are there downsides - such as the way social media was used in the UK riots last summer or thethreats to our personal privacy?

We therefore feel, four years on from our first discussion and analysis, that the time is right to explore the role for social media in market research and how methodology is evolving in this digital and constantly connected world. In doing so, we ask: What opportunities and challenges have emerged? What implications for methodological theory and practice have been identified, and how are these being addressed? And finally, how important is social media to the future of the market research sector?

**Special Issue Editors:** Mariann Hardey

**Submissions of papers:**

Submissions might be formal papers (up to 7500 words), Forum section case studies or evidence based extended ‘thinkpieces’ (up to 5000 words) or a Viewpoint (up to 750 words). Submission details can be found on www.ijmr.com

**Deadline for submissions:** January 11th 2013

For more information, please follow the link below: <http://www.ijmr.com/PDF/IJMRCfPSocialMedia.pdf>

**Industrial Marketing Management**

**Special issue on:** **Market innovation processes**

This special issue of IMM serves to highlight the importance of market innovations in general and encourages the examination of market innovation processes in particular (recognizing the potentially significant interrelation to technology). The overall purpose is to explore what  innovation as a market process might entail, and to elaborate theoretically as well as empirically on the processes through which such innovations are achieved.

We welcome conceptual and empirical contributions that seek to further our understanding of market innovation processes by addressing a variety of research questions including:

* What is the scope and character of market innovation processes?
* How does the inclusion of the market dimension alter our understanding of innovation processes?
* How do technical, institutional and market aspects of innovation interlink?
* How can theories of technical and institutional innovation inform research on market innovations?
* What aspects of markets (e.g. reconfiguring agencies, representations, valuation practices, etc.) are subject to innovation?
* How are market innovations created and maintained? What determines success?
* Which actors engage in market innovation? What are their characteristics?
* …

**Special Issue Editors:** Frank Azimont; Hans Kjellberg; Emma Reid

**Submissions of papers:**

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication with any other journal. Guidelines for submissions can be found in “Notes for Contributors” in recent issues of Industrial Marketing Management.Suitable articles will be subjected to a double-blind review. Hence authors should not identify themselves in the body of the paper. Papers should be submitted as single MS Word file attachment to the Special Issue editors with a copy to the IMM editor:plaplaca@journalimm.com.

**Deadline for submissions:** Saturday, December 15th, 2012

For more information, please follow the link below: <http://www.journals.elsevier.com/industrial-marketing-management/call-for-papers/cfp-market-innovation-processes/>

**European Business Review**

### Special issue on: ''International new ventures – rapid internationalization across different industry contexts''.

International new venture firms have attracted significant attention amongst researchers of international business, and further reflected by increasing number of studies in recent decades. Seminal works of Oviatt and McDougall (1994) define International new ventures (INVs) as "business organizations that from inception seeks to derive significant competitive advantage from the use of resources and the sale of outputs in multiple countries'' (p. 46). This growing body of literature examines firms that internationalize soon after their inception. While there are many titles given to the phenomenon "born global'' and "international new ventures'', these terms have become somewhat interchangeable, as have the criteria used to categorize them. Although many definitions have emerged underpinning this type of firm, global start-ups, Born Globals, instant internationals, global hi- tech firms (Rialp et al., 2005), most researchers have used the term INV as it is probably the most encompassing depiction of these firms. Research identifies these firms to possess a number of characteristics. In particular, INVs are found to be typically led by a manager or a management team with a unique constellation of competencies and capabilities enabling them to better combine resources from different national markets to achieve rapid international growth soon after the firm's founding. Despite the growing number of studies in the last decades, there is need to further explore how these firms can achieve and sustain competitive advantage and international growth throughout their life-cycle such as in the early, growth and mature phases of their internationalization process, and what are the eventual outcomes of this developments.

Similarly, there has been relatively little research on role and influence of the nature and role of industry factors on the internationalization process of INVs (Andersson, 2004, 2006; Evers, 2010, 2011; Fernhaber et al., 2007). Jones et al. (2011) identified 323 relevant journal articles published in the period 1989-2009 in the international entrepreneurship area. The largest thematic area (96 papers, 30 per cent) in their review focused on patterns and processes in internationalization. However, of these papers only seven focused on industry/environmental influences on the internationalization process of INVs. In contrast to strategic management literature, where industrial factors are regarded as one of the most influential factors for strategy formulation and development, knowledge is limited on the role of industry context in the international entrepreneurship literature. Few studies have addressed the influence of industry-specific features on INV internationalization and hence no clear theoretical understanding exists of how industry factors influence the international development and growth of INVs.

In the above context, manuscripts are invited on topics related to the issues described above and including:

* comparative studies of INVs across different industry contexts;
* longitudinal studies focusing on internationalization patterns of INVs operating in different industries;
* the evolutionary path of the INV across different industry contexts;
* application of theoretical perspectives from various disciplines such as entrepreneurship, learning and dynamic capabilities examining INVs;
* the role of industry cluster and local networks in the internationalization processes of INVs;
* typologies of internationalization paths in growing and maturing INVs;
* the role of industry-specific institutions influencing new venture internationalization; and
* contributions to methodology for research on rapid internationalizing growing firms.

Submissions are not limited to these topics. Both conceptual and empirical papers are welcome.

**Special Issue Editors:** Svante Andersson; Natasha Evers; Olli Kuivalainen; Göran Svensson

**Submissions of papers:**

Submissions should be made using ScholarOne Manuscripts. Registration and access is available at: http://mc.manuscriptcentral.com/ebrev. The format for submissions to the European Business Review can be found at: www.emeraldinsight.com/ebr.htm Those with questions about the acceptability of proposed topics are urged to contact one of the guest editors as soon as possible.

**Deadline for submissions:** Monday, 25th February 2013

For more information, please follow the link below: <http://www.emeraldinsight.com/authors/writing/calls.htm?id=4174>

**Journal of Social Marketing**

# Special issue on: Social Marketing: ''New Ideas, Fresh Thinking''.

Manuscript submissions examining (but not restricted to) the following topics are encouraged:

• Use of alternative theories and models in social marketing
• Innovative research methods in social marketing
• Social marketing in new contexts
• Critical social marketing
• Critical and reflexive discourse in social marketing
• Rethinking the social marketing mix
• Upstream social marketing
• Social marketing pedagogy

This special issue of the Journal of Social Marketing will feature 5 published papers which introduce new ideas and fresh thinking into the field.

##### **Special Issue Editor:** Ross Gordon

**Submissions of papers:**

For the submission process, please, visit
<http://www.emeraldinsight.com/products/journals/journals.htm?id=jsocm>. <http://mc.manuscriptcentral.com/jsocm>. <http://www.emeraldinsight.com/products/journals/journals.htm?id=jsocm>. The deadline for submissions is **31st January 2013**.

For more information, please follow the link below: <http://www.emeraldinsight.com/authors/writing/calls.htm?id=4300>

**International Journal of Entrepreneurial Behaviour & Research**

# Special issue on: Entrepreneurship and Perseverance

Perseverance is called for when pursuing new ventures. This applies even more currently, with  economic, political and environmental crises in many nations across the globe. This special issue seeks to encourage research on entrepreneurial perseverance, defined as the continued striving for entrepreneurial goals in spite of adversity. A small literature on perseverance in the entrepreneurial context is available as a starting point. This literature includes work on strategies to deal with adversity (Cope and Watts, 2000; Shepherd, 2003; Van Gelderen, 2012), perseverance as an independent variable (Baum & Locke, 2004; Markman et al., 2005), and perseverance as a dependent variable (Åstebro et al., 2007; Gimeno et al., 1997).

### Questions and topics appropriate to this special issue include:

•How do entrepreneurs deal with the problems, obstacles and challenges that they encounter? We particularly welcome applications of dynamic research methodologies.

•Which of these strategies are more effective than others, in which contexts, for which tasks, for which persons?

•What predicts or explains persistence in entrepreneurial pursuits plagued by adversity?

•What predicts or explains the use of particular perseverance strategies? What is the respective role of task-characteristics, situational characteristics, desperation, and personal attributes?

•What is the effect of personal attributes such as personality traits (resilience, tenacity, willpower, and hardiness), cognitive characteristics, and identity, on persisting in entrepreneurial pursuits characterized by difficulties and setbacks?

•To what extent do fun and passion affect entrepreneurial perseverance?

•Contextual analyses of perseverance: How do environmental conditions affect perseverance, such as poor economic conditions, limited social mobility, and lack of employment opportunities?

•What explains the establishment of highly difficult, adversity-entailing goals? Who, and under what conditions, are people energized by adversity?

•The optimum level of perseverance, between giving up too easily and too late (escalation of commitment)

•Team dynamics in relation to entrepreneurial perseverance

•Affect regulation in dealing with obstacles, setbacks and challenges in the pursuit of entrepreneurial ventures

•The relationship between perseverance and learning: persevering to learn, learning to persevere. How to maximize the learning potential from dealing with adversity

•Can perseverance be acquired, developed or trained?

•Is perseverance in the entrepreneurial context different from perseverance in other contexts?

**Special Issue Editor:** Marco van Gelderen

**Submissions of papers:**

For more information about submission guidelines, please visit the special issue editor at: m.vangelderen@massey.ac.nz

**Deadline for submissions:** Friday, 1st February, 2013

For more information, please follow the link below: <http://www.emeraldinsight.com/authors/writing/calls.htm?id=3578>

Research & Teaching Support (Articles and Case Studies)

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

**Rethinking the Relationship between Social/Nonprofit Marketing and Commercial Marketing**

Alan R. Andreasen

Journal of Public Policy & Marketing: Vol. 31, No. 1, pp. 36-41

**Abstract**

Despite the long history and increasing interest in nonprofit and social marketing, the managerial and pedagogical issues that arise in these noncommercial contexts are treated as unique cases in an intellectual environment dominated by commercial issues and applications. Its literature and basic textbooks allot only a few paragraphs or pages to nonprofit and social marketing. This essay posits the radical idea that this implicit taxonomy has the relationship upside down. The author argues that nonprofit and social marketing represent the most complex and difficult contexts in which marketing activities are carried out and that the appropriate classification of commercial applications is (only) one simplified variety of this

complexity, principally the sales of products and services.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jppm.09.035>

**Competitive Strategy in Socially Entrepreneurial Nonprofit Organizations: Innovation and Differentiation**
Jay Weerawardena and Gillian Sullivan Mort

Journal of Public Policy & Marketing: Vol. 31, No. 1, pp. 91-101.

**Abstract**

Social entrepreneurship has attracted an increasing volume of research in an attempt to understand the basis of successful value creation aimed at solving social problems. In an effort to advance social entrepreneurship research beyond its current focus on conceptualizing the concept, this article addresses the role of innovation in achieving greater social impact. Using multiple theoretical case studies, this research finds that innovation-based competitive strategies of socially entrepreneurial nonprofit organizations substantially contribute to the achievement of social value. Innovation-based strategies are uniquely characterized by a primary focus on differentiation, with innovations directed at product, process, and system change levels. They tend to actively involve both externally and internally focused learning. Nonprofit organizations' innovation strategies are strongly influenced by their organizational characteristics, in particular the need to build sustainable organizations. The article concludes with implications for theory and practice and directions for further research.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jppm.11.034>

**Mapping the Play of Organizational Identity in Foreign Market Adaptation**
Julien Cayla, Lisa Peñaloza

Journal of Marketing: Vol. 76, No. 6, pp. 38-54

**Abstract**

While organizational identity can be a powerful tool for mobilizing and directing organizational members, the authors' findings demonstrate that it can also constrain the process of foreign market adaptation. Drawing from extensive ethnographic fieldwork in India, where they followed several multinational companies, they show how well-entrenched and enduring identities can obstruct the learning and strategic adjustments that are necessary to appeal to consumers in a new market environment. By explaining how organizational identity comes into play as a frame of reference and guiding principle, orienting managers in their efforts to preserve the character of their firm as it expands and globalizes, this research offers new insights into foreign market learning and adaptation. The authors extend this analysis to provide valuable recommendations to managers for making organizational identity a more explicit component of global

marketing strategy.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jm.10.0015>

Marketing Awards

# *John D. C. Little Award*

**2012 Winner:** Dina Mayzlin; Jiwoong Shin

**Winning paper:**"Uninformative Advertising as an Invitation to Search", Marketing Science, Volume 30, No. 4, 2011, pp. 666-685.

For more information, please follow the link below:

<http://www.informs.org/Recognize-Excellence/Community-Prizes-and-Awards/Marketing-Science-Society/John-D.-C.-Little-Award>

# *AIB Fellows' Eminent Scholar Award*

**2012 Winner:**  Ikujiro Nonaka

**Description:** "In appreciation of your devotion to making JIBS a premier journal"

For more information, please follow the link below:

# <http://aib.msu.edu/awards_eminent_scholar.asp>

# *John H. Dunning President's Award*

**2012 Winner:**  Arie Lewin, Lorraine Eden

**Description:** "In appreciation of your devotion to making JIBS a premier journal"

For more information, please follow the link below:

<http://aib.msu.edu/awards_president.asp>

# *INFORMS Society for Marketing Science (ISMS) Fellow Award*

**2012 Awardee:** **[Vithala R. Rao](http://www.informs.org/Recognize-Excellence/Award-Recipients/Vithala-R.-Rao)**, Deane W. Malott Professor of Management, Professor of Marketing, Cornell University

**2012 Awardee:** [**Michel Wedel**](http://www.informs.org/Recognize-Excellence/Award-Recipients/Michel-Wedel), PepsiCo Professor of Consumer Science, University of Maryland

For more information, please follow the link below:

<http://www.informs.org/Recognize-Excellence/Community-Prizes-and-Awards/Marketing-Science-Society/Fellow-Award>

***AMA GLOBAL MARKETING SIG WEBSITE***

**The Global Marketing SIG website is currently under construction. Look for the re-launch soon!**

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

***Global Marketing Like Never Before***