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

**Welcome to the December 2014 AMA Global Marketing SIG's E-News.**

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

**Global Marketing Pre-Conference Event at the 2015 AMA Winter Educators' Conference in San Antonio**

**Interesting Member Updates: Joseph L. Scarpaci**

**Press/Awards - Congratulations**

**Research & Teaching Support - Journal Articles**

**Calls for Special Issues and Upcoming Conferences**

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(From July 2015)

***Caveat: New Design of E-News and Request for News***

***The AMA Global Marketing SIG is revamping its E-News to provide information ‘From Members to Members’.  The intention is to share announcements of exciting developments, get to know each other better, and to promote more interaction and networking. We will be contacting you via email each month, asking you to provide us with interesting news about you and what is going on in your global life.  Your reply can include:***

* ***changes as to your job/affiliation***
* ***awards you have received***
* ***books published***
* ***retirements***
* ***notice that someone in our field has passed away***
* ***etc.***

***Institution related news can include***

* ***Innovative Programs you are working on***
* ***Newly created Centers and/or Institutes***
* ***Awards/Grants***
* ***Symposium you are holding, guest visits***
* ***Others…***

***E-News will also provide links to upcoming events*, *special issues, and recent publications that define our field.   If you have content of this type, you can get it to Global Marketing SIG members by sending the web link to Rudi Kaufmann at***[***Kaufmann.r@unic.ac.cy***](mailto:Kaufmann.r@unic.ac.cy)***.***

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**Global Marketing Pre-Conference Event at the 2015 AMA Winter Educators' Conference in San Antonio,** 2/13/2015 8:00 AM - 2/13/2015 1:00 PM

Dear members,

Please join the AMA Global Marketing SIG for an insightful and informative session prior to the Winter Marketing Educators’ Conference in San Antonio.  Six global marketing scholars will discuss their research, focusing on theoretical foundations, methods, findings, implications, and future directions.  Your participation will guide the content coverage.   (<https://www.ama.org/events-training/Conferences/Pages/Global-Marketing-SIG-Conference-2015.aspx>).

**Global Marketing SIG Pre-Conference Event at the 2015 Winter AMA**

## Creating, Extending, and Communicating Global Marketing Knowledge

Please join us for these interactive sessions​

08:00 AM – 08:30 AM:  Continental breakfast

08:30 AM – 10:00 AM: Panel 1, Emerging Scholars   
“Strategies for Contributing to the International Marketing Literature”

Constantinos Leonidou   
Associate Professor  
University of Leeds

Peter Magnusson   
Assistant Professor  
Florida International University

Gaia Rubera   
Associate Professor  
Bocconi University

10:00 AM – 10:30 AM:  Break

10:30 AM – 12:00 PM: Panel 2, Senior Scholars   
“Emerging Issues in International Marketing and Publishing in International Marketing and Mainstream Marketing Journals”

Constantine Katsikeas   
Arnold Ziff Research Chair in Marketing and International Management  
University of Leeds   
Editor-in-Chief  
Journal of International Marketing

Neil Morgan   
PetSmart, Inc. Distinguished Professor in Marketing   
Indiana University

Gerard J. Tellis   
Jerry and Nancy Neely Chair in American Enterprise   
University of Southern California

**Interesting Member Updates**

Joseph L. Scarpaci has been awarded a COFUND-Madame Marie Curie Fellowship at the Aarhus Institute of Advanced Studies, Aarhus, Denmark, to research the use of iconic national elements in comparative marketing strategies. The comparative work draws on conceptual notions of 'nation hood' in socialist/welfare state nations such as Cuba, Denmark, Norway, and Argentina. Scarpaci would love hearing from other scholars with like interests.

**Press/Awards – Congratulations**

<http://c.ymcdn.com/sites/www.ams-web.org/resource/resmgr/JAMS_Editor_Announcement_201.pdf>

<https://www.ama.org/publications/JournalOfMarketing/Pages/JournalofMarketingAwards.aspx>

<https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/JIMAwards.aspx>

**Research & Teaching Support (Articles)**

**The following articles published in the Journal of International Marketing might be useful to be used in your lecture:**

<http://journals.ama.org/doi/abs/10.1509/jim.14.0028>

<http://journals.ama.org/doi/abs/10.1509/jim.14.0026>

<http://journals.ama.org/doi/abs/10.1509/jim.14.0063>

<http://journals.ama.org/doi/abs/10.1509/jm.12.0296>

<http://journals.ama.org/doi/abs/10.1509/jm.13.0524>

**Calls for Special Issues and Upcoming Conferences**

1. **Call for Special Issues**

<http://www.emeraldgrouppublishing.com/authors/writing/calls.htm?id=5673>

<http://www.tandf.co.uk/journals/cfp/rjmmcfp3.pdf>

1. **Upcoming Conferences**

<http://www.circleinternational.co.uk/circle/conference_details.html>

[http://c.ymcdn.com/sites/www.ams- web.org/resource/resmgr/2015/CFP\_AMS\_2015v5.pdf](http://c.ymcdn.com/sites/www.ams-%20%20web.org/resource/resmgr/2015/CFP_AMS_2015v5.pdf)

<https://aib.msu.edu/events/2015/>

***AMA GLOBAL MARKETING SIG WEBSITE***

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

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***Global Marketing Like Never Before***