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

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

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

**Update from the Global Marketing SIG Board**

**Upcoming Conferences and Workshops**

**Call for Papers for Journal Special Issues**

**Research & Teaching Support**

**Latest Marketing Awards**

**Board Members**

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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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Update from the Global Marketing SIG Board

**Conference Past** – The AMA Summer Educators’ Conference in Boston

Conference Chairs Rebecca Slotegraff (Indiana University) and David Griffith (Lehigh University) put together a robust program that fused the topics of global business and innovation in ways likely to inspire collaboration. Track Co-Chairs for Global and Cross-Cultural Marketing, Matthew Robson (Leeds University) and Peter Magnusson (Florida International University) assembled seven competitive paper sessions and three panel presentations that explored conceptual issues and reported findings on a variety of market knowledge and strategic issues. Plenty of take-aways were available for those ready to listen and learn.

Global Marketing SIG events in Boston were highlighted by a reception honoring contributions by outstanding global marketing scholars.

Subhash C. Jain, University of Connecticut, received the 2013 Significant Contributions to Global Marketing Award. In looking back on his distinguished career, Subhash extended his appreciation for the personal and professional relationships that instilled collaborative ideas and gently pushed projects to completion. Regarding the global environment, he noted that global marketing scholars have a responsibility, as well as a unique opportunity, to generate and transmit better understanding of our changing world to present colleagues and future students.

Neil A. Morgan, Indiana University, Anna Kaleka, Cardiff University, and Constantine S. Katsikeas, Leeds University, received the 2013 Excellence in Global Marketing Research Award for their 2004 *Journal of Marketing* article, “Antecedents of Export Venture Performance: A Theoretical Model and Empirical Assessment." Notable as an excellent foundation for market entry strategy research that has followed, this publication has generated over 300 citations. By achieving the combination most research strives for, sound theory and empirical testing, the authors’ significant contribution to knowledge provides a great model for young scholars to follow.





**Conferences Future**

2014 AMA Winter Educators’ Conference in Orlando, Florida, February 21-23

Global Marketing SIG events at Winter AMA will include competitive paper sessions, special topic panel discussions, our “global meet and greet” reception, and plenty of collaboration opportunities. Warm Florida weather and proximity to Disney World makes this a great winter break destination. Hope to see you there.

2014 Global Marketing SIG Conference

Plans are shaping up for the 4th annual installment of this increasingly important event, in April 2014. The conference leadership team consists of Michael Czinkota (Georgetown University), David Griffith (Lehigh University), Suraksha Gupta (Brunel University), Rudi Kaufmann (University of Nicosia), and Andreas Pinkwart (Handelshochschule Leipzig). Continuing the spirit of truly international engagement, early discussions involve a return to Cancun, Mexico, and an all-inclusive resort. Be on the lookout for a call-for-papers later in Fall 2013.

**Your AMA Global Marketing SIG Board:**

July 2013 marked the start of the 2014 fiscal year for all AMA Special Interest Groups. The Global Marketing SIG Board for the coming year consists of:

Chair – Frank Franzak, Virginia Commonwealth University

Vice-Chair, Membership, Awards, Recognition – Bill Lundstrom, Cleveland State University

Vice-Chair, Communications – Rudi Kaufmann, University of Nicosia

Webmaster – David Griffith, Lehigh University

Doctoral Student Liaison – Annie Cui Peng, West Virginia University

Conference Liaison – Michael Czinkota, Georgetown University

Conference Liaison – Costas Katsikeas, Leeds University

Conference Liaison – Camille Schuster, California State University, San Marcos

Contact Frank Franzak at [fjfranza@vcu.edu](mailto:fjfranza@vcu.edu) if you have questions or comments.

More information is available on the Global Marketing SIG website:

<http://www.lehigh.edu/~inamasig/>

Sincerely,

Frank Franzak, for the AMA Global Marketing SIG Board

Upcoming Conferences and Workshops

International Marketing Trends Conference 2014

**To be held:** 24th -25th January 2014, Universita Ca Foscari, Venice

For the thirteenth time, the university is pleased to invite both academics and professionals to get together for the International Marketing Trends Conference. In the Business World, the International Marketing Trends Conference has proven to be a unique place to share new perspectives on key marketing issues. In the challenging context of a constantly changing environment, the aim of the conference is to help identify how to build up true innovations and determine what are the key factors and the new players influencing the Marketing strategies and their implementation.

The International Marketing Trends Conference includes:

[the Marketing Trends Congress (research sessions),](http://www.marketing-trends-congress.com/node/6)

[the Post-Doc Forum (for Ph.D academics at an early stage of their career),](http://www.marketing-trends-congress.com/content/post-doc-forum)

[the Doctoral Colloquium (for Ph.D students),](http://www.marketing-trends-congress.com/node/9)

[the Marketing Strategy Forum (professional sessions).](http://www.marketing-trends-congress.com/node/7)

The Congress is organized around thematic workshops, which is an opportunity to cover the various trends in terms of:

* marketing strategy
* consumer behavior
* distribution
* brand and communication
* relationship marketing
* e-marketing

**Call for papers**: **Submission Deadline:** 8th September 2013

For more info please click here:

<http://www.marketing-trends-congress.com/node/3>

3rd Consumer Research Academy of Marketing Workshop

**To be held:** 14 April 2014, in Chester.

**Conference Theme:** Exploring social identity and emotional responses across research paradigms

The Academy of Marketing Consumer Research SIG is holding its third workshop in **Chester** on the**14th April 2014**. Chester is a magical city which has a lot to offer visitors. It’s long history, roman attractions, clock, river, oldest race course in the UK and unique rows make it a must see destination (for more reasons to visit Chester-<http://www.heritagecities.com/chester.aspx>).

The workshop will have a dual theme exploring the role and influence of identity on consumption and consumption practices; the role and influence of emotions within consumption; as well as the intersection between identity and emotions. One goal of the workshop will be to share knowledge gained from studies across the positivism (generally experimentation) and interpretive (generally interviews) divide that plagues consumer research. Therefore papers are invited that employ qualitative or quantitative research techniques. The following topics are purely examples of suitable research in the respective literatures:

* New advancements to the social identity approach including subgroup identities, cross-cutting identities and the relationship between these identities and both emotions and consumption
* Processes by which social identities are constructed
* The intersection of personal and collective identity
* Issues and consequences of depersonalisation
* Social identity and privacy issues in relation to social media
* The effects of consumer behaviour on self, social identity and emotions
* Information processing effects on emotions and self
* Formation and transitions in relation to self and social identity
* Self-continuity, emotions and social identity
* Social identity, self and emotions within family/group consumption
* Categorisation and stereotyping (positive and negative)
* Threats to social identity and their emotional consequences
* Issues and outcomes of in group conflict
* Social identity, self-image and emotional consequences

Short papers should be submitted to Dr Louise Hassan via email ([l.hassan@bangor.ac.uk](mailto:l.hassan@bangor.ac.uk))

**Deadline for submissions:** 10th February 2014

For more information about the workshop please contact: Dr Louise Hassan, Bangor University ([l.hassan@bangor.ac.uk](mailto:l.hassan@bangor.ac.uk)) or Dr Nina Michaelidou, Loughborough University ([N.Michaelidou@lboro.ac.uk](mailto:N.Michaelidou@lboro.ac.uk)).

For more info please click here:

<http://www.academyofmarketing.org/consumer-research-sig/sig-events.html>

Global Marketing Conference at Singapore

**To be held:** July 15-18, 2014, in Singapore

**Conference Theme:** Bridging Asia and the World: Globalization of Marketing & Management Theory and Practice

Integration of theory and practice continues to be a vital aspect of global marketing and management that affects consumers and businesses around the world. The theme of this year’s conference is,"Bridging Asia and the World: Globalization of Marketing & Management Theory and Practice."This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing in the dynamic global world including different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2014 Global Marketing Conference at Singapore offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others. The program chairs welcome participation from all cultures and parts of the world.

**Call for papers**: Ι. Abstracts

II. Competitive Papers

III. Special Session Proposals

**Submission Deadline:** January 15, 2014

For more info please click here:

<http://kamsconference.org/2014/index.html>

11th  International CIRCLE Conference

[The College for International Retailing, Consumers, Leisure and Entrepreneurship]

Hosted by: The University of Manchester, 23/26th April 2014

The International Conference has two goals. The first goal is to provide an international environment for different academic/professional approaches and discussions on recent development in all business fields including consumer behavior and retailing theory/practice in a contemporary turbulent business arena.

The second goal is to provide the opportunity for young scholars, practitioners and PhD students to have their work validated and benchmarked within the academic and professional community of colleagues from different international contexts. The young scholars, studying for their PhD are invited also to their symposium and to meet with their supervisory team.

The conference engages in interdisciplinary research and consultancy projects in order to explore and examine consumer behavior in local, regional, national and international contexts for a range of service industries including events, fashion, finance, hospitality, leisure, marketing, retailing and tourism. All research activities/projects/conference proceedings are disseminated with the dual purpose of assisting managers and practitioners who work in the industry as well as fuelling further academic study and debate in this important emerging research area

The focus of the Conference will be on various aspects of contemporary political, economic, social and technological environment for international business practice(s) and their target market(s) with special emphasis on retailing, hospitality, tourism and events.

The Conference Tracks will cover the following areas:

* Change Management
* Corporate and Social Responsibility (CSR)
* Cross-Cultural Festivals
* Economic, Social, Technological, And Environmental Impacts
* Events Management
* Fashion – Marketing, Management, Retail, Buying and Merchandising
* Financial Management
* Globalisation in the service sector
* Innovative Practice And Methods In Marketing And Consumer Behaviour
* Marketing Communications And The Impact On Consumers
* Marketing Concepts And “Tools” Within The International Context For the service industries
* Quality And Service Operations
* Role Of Relationship Marketing
* Tourism

**Abstract submission and Review Process**

Please send an **abstract** of no more than 300 words by Friday the 20th December 2013 to [gianpaolo.vignali@manchester.ac.uk](mailto:gianpaolo.vignali@manchester.ac.uk). Abstracts should clearly state the purpose, results and conclusions of the work to be described in the final paper. **Key words** (3-5) should be enclosed with the abstract. Please, provide full names, affiliations and up-to-date contact details (University/business address, e-mail).

Both abstracts and final papers will be double blind reviewed. Authors will receive abstract acceptance notice from the Organising Committee within two weeks of submission. Full papers should be submitted by Friday the 7th March 2014. Please refer to the following link for paper submission guidelines:

<http://www.ijmc.org/IJMC/Notes_to_Contributors.html>

Only full papers presented will be eligible for publication in the conference journals.

Call for Papers for Journal Special Issues

***International Journal of Research in Marketing***

**Special issue theme:** The Path to Digital Conversion

**Guest Editors:** P. K. Kannan (University of Maryland), Werner Reinartz (University of Cologne), Peter Verhoef (University of Groningen & BI Norwegian Business School)

TheInternational Journal of Research in Marketing is inviting submissions for a special issue on The Path to Digital Conversion. Firms make significant investments in online, mobile, and offline media and channels such as search engines, referral channels, social media, e-mail, display advertising, etc., to draw in customers to their websites and convert by requesting information, downloading content, and purchasing products and services.

Traditionally firms have used aggregate metrics that award the last touch point leading to conversion without considering the more involved roles these channels may play in the purchase funnel. With the availability of path data of customers detailing their interactions with different touch points in their purchase funnel, there is an emerging academic and practitioner interest in “attribution modeling,” where online and offline channels in a customer’s purchase funnel are attributed the appropriate credit for the conversions and revenues that may ultimately result. Given the path data, some firms use first-touch attribution, some use equal attribution across all touches assuming all touches play equal role in conversion or fractional attribution. Determining the real impact of these touches can help firms answer questions such as: Where should the firm invest? Which ads are driving conversions? Which keywords are driving acquisitions? Which channels should they target customers? What is the incremental value of an online channel? What is the incremental impact of mobile channels? Are there differences between devices? How do social interactions (within social media) affect the purchase funnel? Answers to these questions have important implications for measuring marketing ROI and determining optimal online and offline marketing investments.

This special issue focuses on new thinking and research that is enabled by the increasing availability of data on customer touch points both online and offline thereby affording the opportunity to understand how these touches/channels contribute to conversions and its implications for optimal targeting and allocation of marketing investments. The special issue encourages submission within a broad scope, agnostic of the research methodology, focusing on key research questions that include, but are not limited to:

What do firms lose by ignoring the interactions in the purchase funnel and defining success of channels solely based on the some specific (e.g., last touched, or first touched) stimuli?

What is the nature of carryover and spillover of online channels/touch points such as search, social media, display, e-mail, mobile apps, etc. in the purchase funnel?

What roles do the different channels play in the different stages of the purchase funnel? How does this vary across product/service categories?

What are the differential roles channels play in acquisition versus retention and expansion of customers and what are the implications for attribution modeling and/or CRM strategies?

How does offline marketing activity (such as advertising, branding, etc.) interact with online marketing channels in assessing attribution?

What roles do search keywords play in the purchase funnel in leading to conversions?

How can firms incorporate attribution metrics in developing optimal marketing budget and customized targeting strategies to impact consumers’ purchase funnel?

How do the various sales and marketing activities interact along the purchase funnel and across acquisition, retention and expansion?

How do social interactions in social media affect the journey through the purchase funnel?

**The closing date for submission is:** April 30, 2014.

The review process will feature a maximum of two rounds and final decisions will be made before April 2015.

For more info please click here:

<http://www.journals.elsevier.com/international-journal-of-research-in-marketing/call-for-papers/special-issue-on-the-path-to-digital-conversion/>

***Journal of Business & Industrial Marketing***

**Special issue theme:** Contemporary Purchasing Practices

**Guest Editors:**

Professor Adam Lindgreen  
Cardiff University  
E-mail:[LindgreenA@cardiff.ac.uk](mailto:LindgreenA@cardiff.ac.uk)

Professor Martin Hingley  
Lincoln University  
E-mail:[mhingley@lincoln.ac.uk](mailto:mhingley@lincoln.ac.uk)

Dr. Riccardo Mogre,  
Hull University  
E-mail:[r.mogre@hull.ac.uk](mailto:r.mogre@hull.ac.uk)

The objective of this special issue is to provide an up to date collection of influential theories and research concerning how business practitioners manage purchasing, both their own purchasing and that of their suppliers. Traditional research on purchasing practices was concerned with identifying the best portfolio of suppliers based on supply characteristics (Kraljic, 1983). This research helped shifting the focus of purchasing from supply management to supplier management. Bensaou (1999) further recognized that the key role of purchasing lies in managing relationships, not only between buyers and suppliers but also in the wider supply chain network. Based on these contributions, marketing and supply chain scholars have examined developments in purchasing with reference to relationship management and supply chain networks respectively. With respect to measurement of purchasing performance, a recently developed framework helps us to a better awareness of how organizations relate to their supply markets (Lindgreen, Van Raaij, Vanhamme, and Johnston, 2013). The purchasing framework presents business practitioners with robust and well-tested ways of evaluating what they are doing, using indicators based on the exchange and managerial aspects of purchasing practices. The measures used are general enough to have relevance across the range of the said practices. This framework can provide a helpful reference point to draw together thinking and contemporary purchasing practices. Additionally, purchasing and supply practices drastically have been transformed in recent years by factors such as the increasing exposure of supply chains to risks, the development and adoption of information technologies, and a growing attention of organizations to ethical practices (Lindgreen, Maon, Vanhamme, and Sen, 2013). Not all these elements have been considered in depth in literature; thus studies focusing on these current topics will be welcomed.

**Topics for the paper**

Opportunity for this proposed special edition lies in taking a more radical view to innovate theory and practice associated with purchasing practices. We invite both (a) theoretical papers (b) empirical papers, both qualitative and quantitative in methodology. Attention to practitioner issues and implications are important as Journal of Business & Industrial Marketing is widely read by both an academic and business audience. Some suggested and indicative (although by no means exhaustive) topics may concern:  
•Relationship management and purchasing practices  
•Supplier portfolio management  
•Procurement management in the supply network  
•Supplier selection  
•Supply risk management  
•E-procurement and other information technologies to support procurement  
•Ethical sourcing

**The closing date for submission is:** 01 November 2014

For more info please click here: <http://www.emeraldinsight.com/products/journals/call_for_papers.htm?id=4883>

***Industrial Marketing Management***

**Special issue theme:** Corporate Industrial Brands in, from, and to Emerging Markets

**Guest Editors:**

Dr Suraksha Gupta,email: [suraksha.gupta@gmail.com](mailto:suraksha.gupta@gmail.com)

Professor John M.T. Balmer, Brunel Business School, email: [john.balmer@brunel.ac.uk](mailto:john.balmer@brunel.ac.uk)

The aim of this special issue is to advance our comprehension of **corporate industrial (B2B) brand** creation and management *in, to and from* emerging markets and to identify the opportunities, challenges and differences relating to the above. The Guest Editors are interested in manuscripts which focus on **corporate industrial brands** originating in emerging markets; on international corporate industrial brands which enter emerging markets and on **industrial brands** from emerging markets which have become global in scope. Priority will be given to papers which focus on corporate industrial brands and particularly on corporate marketing of industrial brands perspectives per se. We are especially interested in articles which focus on the following: identification and management of industrial brand related subsistence of corporations that target smaller firms for their survival. We are especially interested in articles which focus on theories that reflect on challenges of industrial brand management in emerging markets by virtue of the potential it provides to businesses while generating revenue or creating subsistence for corporate industrial brands which are targeted at by groups of local firms. We are also interested in the ethical, CSR and green aspects of role played by **business-to-business** segment of international corporate brands in emerging markets.

While we are particularly interested in the BRICS nations vis-à-vis emerging markets (Brazil, Russia, India, China and South Africa) we also welcome articles which focus on other emerging markets in Asia, Africa and South America among others. We are particularly interested in papers which make a theoretical and/or make a normative contribution to this territory. In terms of methodological approach, we do not privilege any particular research methodology and welcome articles which are variously informed by quantitative, qualitative and case study research etc. The Guest Editors also welcome conceptual papers and literature reviews which are seminal in nature. In addition, we are especially interested in establishing how corporate industrial brands and their management are similar or differ from, in and or across emerging markets, vis-à-vis the more established approaches utilized by the major developed countries of the world. With this in mind, papers can focus on the nature of corporate industrial brand capabilities; on stakeholder and B-to-B perspectives; on corporate industrial brand management and corporate industrial branding strategies. Articles may, for instance, focus on luxury or heritage aspect of industrial branding when used as the value proposition offered by a corporate industrial brand in emerging markets and may be sector specific. Recommended topics are as follows:

* Key relationship between industrial branding theories and emerging markets
* Industrial branding for business customers in emerging markets
* Implications of industrial branding on development of markets
* Industrial branding in emerging markets: An entrepreneurial  approach
* Interdisciplinary models of business and their application for industrial branding in emerging markets
* Innovative industrial branding strategies for industrial branding in emerging markets
* Linkage between industrial branding, entrepreneurship, marketing innovation and economic growth
* Developing trust of business customers in the brand
* Role of time in success of an industrial brand in emerging markets
* Role of processes in success of an industrial brand in emerging markets
* Protecting industrial brand rights in emerging markets
* Industrial brands and language concerns
* Industrial brand names and logos
* Role of image, personality and identity of corporate industrial brands in emerging markets
* Gender related issues faced by corporate industrial brands in emerging markets
* Regulatory issues faced by corporate industrial brands in emerging markets
* Social issues faced by industrial brands in emerging markets
* Ethical issues faced by industrial brands in emerging markets

Guest editors invite authors to submit imaginative and interesting but relevant papers that may not necessarily fit in the areas listed above but are highly relevant to the theme of the special issue. Manuscripts should comply with the quality, format and editorial policy of the journal. Manuscripts can be submitted electronically as a MSWord attachment to the guest editor with a copy to the editor. In the first instance all papers will be desk reviewed by the Guest Editors. Subsequent to this, manuscripts will undergo a double-blind peer review process. It is a requirement that papers being submitted have not been published or are being considered for publication at another journal; your cover letter must state that the paper is in conformance with this requirement.

**The closing date for submission is:** December 15, 2013- For more info please click here:

<http://www.journals.elsevier.com/industrial-marketing-management/call-for-papers/corporate-industrial-brands-in-from-and-to-emerging-markets/>

Research & Teaching Support (Articles and Case Studies)

**The following articles might be useful for your lecture:**

**Strategic Flexibility and International Venturing by Emerging Market Firms: The Moderating Effects of Institutional and Relational Factors**

Heng Liu, Xu Jiang, Jianqi Zhang, Xinglu Zhao

(2013), Journal of International Marketing: June 2013, Vol. 21, No. 2, pp. 79-98.

**Abstract**

Emerging market (EM) firms adopt international venturing strategies as they seek global opportunities, yet research to date has not fully explored the factors driving this phenomenon. Adopting the dynamic capability theory, this study investigates how strategic flexibility affects EM firms in their international venturing efforts and considers critical institutional and relational assets that act as moderators. Data from a sample of 135 Chinese firms with two key informants each indicate that strategic flexibility is positively related to EM firms' international venturing. In addition, high levels of domestic institutional support and strong ties with foreign organizations further enhance this positive linkage. This study adds a dynamic capability view to the explanations for this new phenomenon. The authors conclude with a discussion of contributions, implications, and future directions.

Read more: <http://journals.ama.org/doi/abs/10.1509/jim.12.0047>

**On Brands and Word of Mouth**

Mitchell J. Lovett, Renana Peres, and Ron Shachar

(2013), Journal of Marketing Research: August 2013, Vol. 50, No. 4, pp. 427-444.

**Abstract**

Brands and word of mouth (WOM) are cornerstones of the marketing field, and yet their relationship has received relatively little attention. This study aims to enhance understanding of brand characteristics as antecedents of WOM by executing a comprehensive empirical analysis. For this purpose, the authors constructed a unique data set on online and offline WOM and characteristics for more than 600 of the most talked-about U.S. brands. To guide this empirical analysis, they present a theoretical framework arguing that consumers spread WOM on brands as a result of social, emotional, and functional drivers. Using these drivers, the authors identify a set of 13 brand characteristics that stimulate WOM, including three (level of differentiation, excitement, and complexity) that have not been studied to date as WOM antecedents. The authors find that whereas the social and functional drivers are the most important for online WOM, the emotional driver is the most important for offline WOM. These results provide an insightful perspective on WOM and have meaningful managerial implications for brand management and investment in WOM campaigns.

Read more: <http://journals.ama.org/doi/abs/10.1509/jmr.11.0458>

**Retailers' Use of Partially Comparative Pricing: From Across-Category to Within-Category Effects**

Paul W. Miniard, Shazad Mustapha Mohammed, Michael J. Barone, and Cecilia M.O. Alvarez

(2013), Journal of Marketing: July 2013, Vol. 77, No. 4, pp. 33-48.

**Abstract**

Prior research suggests that partially comparative pricing—in which a retailer provides price comparisons for some, but not all, of its products—is a double-edged sword. On the one hand, such pricing improves beliefs about the retailer's competitive price advantage on comparatively priced products for which its prices are compared with a competitor. On the other hand, it has been shown to damage perceptions of the retailer's noncomparatively priced products relative to those charged by the competition. However, this latter outcome is based on evidence examining the influence of partially comparative pricing across different product categories. The authors propose and demonstrate in five studies that price comparisons may actually improve relative price beliefs about the noncomparatively priced brands within the same product category. They further show this improvement to be attenuated as the number of price comparisons increase or when the price comparison is attached to a brand perceived as less typical of the product category. The authors conclude by drawing managerial implications and offer suggestions for further research.

Read more: <http://journals.ama.org/doi/abs/10.1509/jm.10.0534>

**Consumer Evaluations of Sale Prices: Role of the Subtraction Principle**

Abhijit Biswas, Sandeep Bhowmick, Abhijit Guha, and Dhruv Grewal

(2013), Journal of Marketing: July 2013, Vol. 77, No. 4, pp. 49-66.

**Abstract**

How exactly does the display location of a sale price relative to the original price affect consumers' evaluations? Across multiple studies, including field studies with actual choices and studies with nonstudent samples, this article shows that consumer evaluations are a function of the display location of the sale price, but such evaluations are moderated by discount depth. First, presenting the smaller number to the right (vs. left) makes it easier to initiate the subtraction task, a phenomenon the authors refer to as the “subtraction principle.” Second, given that evaluating sale prices inherently involves a subtraction task, locating sale prices to the right (vs. left) of the original price facilitates calculation of discount depth, increasing evaluations for moderate discounts but not for low discounts. These effects are potentially reversed in cases of both very low discounts and exaggerated discounts. The findings in this article offer novel and nonintuitive insights into how sale price display locations and discount depth interact to influence numerical cognitions, processing of sale prices, and subsequent evaluations.

Read more: <http://journals.ama.org/doi/abs/10.1509/jm.12.0052>

Marketing Awards

***2012 S. Tamer Cavusgil Award***

Each year the Editorial Board of [Journal of International Marketing](http://www.marketingpower.com/jim) honors the author(s) of one of the articles published with the S. Tamer Cavusgil Award, which was established in 1998. This year’s award recognizes the article published in 2012 that has made the most significant contribution to the advancement of the practice of international marketing management. The JIMEditorial Board, in conjunction with the award committee of Editor David A. Griffith (chair, LeHigh University), John Hulland (University of Georgia) and Jeryl Whitelock (Bradford University), has selected the following recipients and article for the 2012 S. Tamer Cavusgil Award:  
  
**Ayşegül Özsomer**  
[The Interplay Between Global and Local Brands: A Closer Look at Perceived Brand Globalness and Local Iconness](http://dx.doi.org/10.1509/jim.11.0105)  
Vol. 20, No. 2

*Journal of International Marketing* honors the recipients with a cash award and a special plaque, annually presented at the American Marketing Association’s [Summer Marketing Educators’ Conference](http://www.marketingpower.com/Calendar/Pages/annual-marketing-conference.aspx). Read more:

<http://www.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20International%20Marketing/JIMAwards.aspx>

***2012 Hans B. Thorelli Award***

Each year the Editorial Board of [Journal of International Marketing](http://www.marketingpower.com/jim) honors the author(s) of one of the articles published with the Hans B. Thorelli Award, which, in 2005, was reestablished as a five-year-plus award. This year’s award recognizes an article published in 1997 that has made the most significant and long-term contribution to international marketing theory or practice. The JIM Editorial Board, in conjunction with the award committee of Editor David A. Griffith (chair, LeHigh University), John Hulland (University of Georgia) and Jeryl Whitelock (Bradford University), has selected the following recipients and article for the 2012 Hans B. Thorelli Award:  
  
**Rajeev Batra**  
[Marketing Issues and Challenges in Transitional Economies](http://www.jstor.org/discover/10.2307/25048707?uid=3739560&uid=2&uid=4&uid=3739256&sid=21102371597917)  
Vol. 5, No. 4  
 *Journal of International Marketing* honors the recipients with a cash award and a special plaque, annually presented at the [American Marketing Association’s Summer Marketing Educators’ Conference](http://www.marketingpower.com/Calendar/Pages/annual-marketing-conference.aspx). Read more:<http://www.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20International%20Marketing/JIMAwards.aspx>

***AMA GLOBAL MARKETING SIG WEBSITE***

**The Global Marketing SIG website** is live at: <http://www.lehigh.edu/~inamasig/>.

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