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

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

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

**Call for E-News**

**Upcoming Conferences**

**Call for Papers for Journal Special Issues**

**Research & Teaching Support**

**Latest Marketing Awards**

**Board Members**

**Vice-Chair Membership,**

**Awards, Recognition**

William Lundstrom

Cleveland State University

[w.lundstrom@csuohio.edu](mailto:w.lundstrom@csuohio.edu)

**Chairperson**

Frank Franzak

Virginia Commonwealth

University

[fjfranza@vcu.edu](mailto:fjfranza@vcu.edu)

**Chair-Elect**

vacant

**Vice Chair, Communication**

Ruediger Kaufmann

Nicosia University

***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, which should take less than 5 minutes and about 12 words or less, 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)***.***

[kaufmann.r@unic.ac.cy](mailto:kaufmann.r@unic.ac.cy)

**Doctoral Student Liaison**

Annie Cui Peng

West Virginia University

[annie.cui@mail.wvu.edu](mailto:annie.cui@mail.wvu.edu)

**Conference Liaison**

Michael R. Czinkota

Georgetown University

[czinkotm@georgetown.edu](mailto:czinkotm@georgetown.edu)

**Conference Liaison**

Constantine S. Katsikeas

Leeds University

[buscsk@leeds.ac.uk](mailto:buscsk@leeds.ac.uk)

**Conference Liaison**

Camille P. Schuster

Cal State San Marcos

[cpschuster@yahoo.com](mailto:cpschuster@yahoo.com)

**Webmaster, Research Issues**

**Coordinator**

David Griffith

Lehigh University

[david.a.griffith@lehigh.edu](mailto:david.a.griffith@lehigh.edu)

**Treasurer**

Vacant

**Immediate Past Chair**

Esra Genturck

Ozyegin University

[Esra.Gencturk@ozyegin.edu.tr](mailto:Esra.Gencturk@ozyegin.edu.tr)

Upcoming Conferences

NSU Annual Conference on International Business and Contemporary Issues in Business

**To be held:** 08 - 10 October 2014, [Alex Johnson Hotel](http://alexjohnson.com/), Rapid City, S.D.

NSU's annual international business conference, established in 1994, is targeted to global thought leaders in international management, marketing, economics, finance and other international issues. It's designed to encourage sharing and discussion of ideas that strengthen a spirit of global cooperation and collaboration. The conference is hosted by the Northern State University Center of Excellence in International Business and Entrepreneurship.

**Call for papers**: Ι. Abstracts

II. Competitive Papers

**Submission Deadline:** 01 July 2014

For more info please click here: http://www.northern.edu/academics/Pages/ceib/conference.aspx

14th International Marketing Trends Conference

**To be held:** January 23-24 2015, ESCP Europe Campus Paris, Paris, France

We are pleased to invite you to submit a proposal (abstract) for the14th International Marketing Trends Conference which will take place in Paris (France) on January 23-24 2015. Please note that the International Marketing Trends Conference proceedings all have an ISBN number and are indexed by the Google Scholar database and that a selection of the best conference papers of your country will be considered to be published in the Journal of Marketing Trends which is indexed by the EBSCO database.

**Call for papers**: Ι. Full Papers

II. Abstracts

**Submission Deadline:** 03 May 2014

For more info please click here: <http://www.marketing-trends-congress.com/content/conference-2015-0>

Call for Papers for Journal Special Issues

***Journal of International Marketing***

**Special issue theme:** International Marketing Strategy and Performance

**Submission Deadline:** March 34, 2014

**Questions should be directed to:** Constantine S. Katsikeas,Editor-in-Chief, Journal of International Marketing

The purpose of the Special Issue is to provide an avenue for examining contemporary developments in the way in which firms choose to compete in international markets, the nature of their international marketing strategies, and their impact on performance.  Manuscripts may be conceptual or empirical.  All manuscripts should have clear relevance to international marketing managers. Possible topics include, but are not limited to:

* Drivers and performance effects of global marketing strategy standardization
* Resources and capabilities driving sustainable marketing strategies and performance in international operations
* Internal and external factors moderating, or otherwise fitting, the relationship between global marketing strategy and performance
* Antecedents and performance consequences of international marketing strategies of emerging market firms
* Environmental and marketing capabilities affecting firms’ sustainable marketing practices, brand image, and performance in international market operations
* Macro- and micro-environmental factors determining marketing strategy fit and its impact on performance in international operations
* The role of cultural differences in influencing relationships of competitive strategy, marketing strategy, and performance in global market operations
* Organizational factors affecting green product strategies and the performance of exporting firms
* International marketing capabilities and their drivers and performance consequences
* Case studies of the challenges facing companies to design and implement winning marketing strategies in international markets
* Drivers and performance outcomes of global branding strategy standardization of multinationals from emerging markets
* Environmental factors that influence the deployment of environmentally friendly marketing strategies and their impact on performance in international markets
* The role of learning processes (e.g., exploration versus exploitation) in achieving superior marketing performance in international markets
* How firms benefit from absorptive capacity (i.e., potential and realized) to achieve enhanced marketing performance in international operations

Read more: http://www.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20International%20Marketing/jim-call-for-papers-strategy.aspx

***International Marketing Review***

# Special issue theme: Call for papers - Corporate Social Responsibility and International Marketing

**Submission Deadline:** March 31, 2014

**Guest editors:** Pervez N. Ghauri, King’s College London, United Kingdom  
 Byung Il Park, Hankuk University of Foreign Studies, South Korea   
 Chang Hoon Oh, Simon Fraser University, Canada

The aim of this special issue is to bring together theoretical and empirical advancements connecting CSR and international marketing issues. We seek both theoretical and empirical papers that may address, but are not limited to, the following list of potential research questions:

* Do international marketers' CSR practices function as a catalyst enhancing international competitiveness and organizational performance in foreign markets?
* Does good corporate image derived from CSR practices play a pivotal role in acquiring local market information and eventually improving competitiveness in international markets?
* What are the motivations for CSR practices in foreign markets? Is there any particular relationship between the level of foreign CSR and national brand enhancement? Is there a difference in motivations between the CSR activities of international marketers in developed and developing nations?
* How do international marketers adapt themselves to host country CSR practices and regulations? What factors influence this adaptation? Does this adaptation process increase the brand value of MNEs?
* Do international marketers adopt standardized CSR practices, or do they adapt their approaches to host countries?  What are the potential benefits/drawbacks and other marketing related consequences?
* Are the marketing-related and ethically-related benefits of CSR activities universal across foreign markets?
* Do foreign firms’ advanced environmental and marketing capabilities affect their CSR practices and brand image?
* How do firms transform environmental capability in order to internationally link it to marketing advantages under the institutional void (i.e., in least developed countries)?
* How do international marketers manage their CSR best practices in different local market environments?
* What are international marketing strategies of social enterprises?

# All submissions will be subject to the regular double-blind peer review process at the International Marketing Review. The guest editors are seeking reviewers for this issue and are soliciting nominations and volunteers to participate as reviewers. Please contact the guest editors to volunteer or nominate a reviewer.

Read more: http://www.emeraldinsight.com/products/journals/call\_for\_papers.htm?id=4797

Research & Teaching Support (Articles and Case Studies)

**The following articles might support you for your lecture:**

**Antecedents and outcomes of exporter-importer relationship quality: Synthesis, meta-analysis, and directions**

Leonidas C. Leonidou, Saeed Samiee, Bilge Aykol, and Michael A. Talias

Journal of International Marketing In-Press.

**Abstract**

The authors identify, synthesize, and evaluate antecedents, components, and outcome factors of exporter-importer (E-I) relationship quality, based on a meta-analysis of the extant empirical studies on the subject. Using information extracted from a content analysis of 76 empirical studies, they propose and test an integrative conceptual model comprising five antecedents (i.e., opportunism, conflict, communication, distance, adaptation) and two outcomes (i.e., relational performance, financial performance) of relationship quality (which consists of cooperation, trust, and commitment). Using structural equation modeling, they confirm the vast majority of the hypothesized associations between antecedent factors and relationship quality dimensions, as well as between relationship quality dimensions and performance outcomes. A positive link between relational performance and financial performance was also verified. They offer both theoretical and managerial implications as well as directions for future research.

Read more: http://journals.ama.org/doi/abs/10.1509/jim.13.0129

**Consumer Animosity, Country of Origin, and Foreign Entry-Mode Choice: A Cross-Country Investigation.**

Cher-Min Fong, Chun-Ling Lee, and Yunzhou Du

Journal of International Marketing In-Press.

**Abstract**

Drawing on the perspective of country of origin (COO), this study provides evidence for how entry-mode choice and post-entry branding strategy affect foreign product purchase intentions in an animosity context. The authors conduct two studies in two host country markets: one with high animosity (China) and the other with low animosity (Taiwan) toward a target country (Japan). The results of Study 1 reveal that in a high-animosity host country, consumers prefer the foreign products launched through an acquisition joint venture (AJV) to those that are imports or the derivatives of full acquisition. The findings of Study 2 indicate that in a high-animosity host country, consumers prefer the foreign products launched through an AJV mode that adopts a local brand or a local-foreign brand to one adopting a foreign-local co-brand. In contrast, in a low-animosity host country, entry modes and post-entry branding strategies have no effect on foreign product purchase intentions.

Read more: http://journals.ama.org/doi/abs/10.1509/jim.13.0079

**Drivers of Export Segmentation Effectiveness and their Impact on Export Performance.**

Adamantios Diamantopoulos, Amata Ring, Bodo B. Schlegelmilch, and Eva Doberer

Journal of International Marketing In-Press

**Abstract**

In recent years, export segmentation effectiveness has attracted increasing attention in academic literature. The current study acknowledges this construct's ability to capture the proximal outcomes of export segmentation efforts and contributes to the literature by investigating its key drivers as well as its link to export performance. Results identify export segmentation commitment together with export segmentation strategy and number of segmentation bases used as the key drivers of export segmentation effectiveness. A segments-within-countries strategy proves to be the most promising choice as it affects all export segmentation dimensions which, with the exception of cost reduction, are significantly linked to customer satisfaction, strategic export performance and, ultimately financial export performance. The findings also support the sequential segmentation &rarr; targeting &rarr; positioning process and highlight the importance of managerial commitment to export segmentation when facing heterogeneous markets.

Read more: http://journals.ama.org/doi/abs/10.1509/jim.13.0075

Marketing Awards

***Erin Anderson Award***  
**for an Emerging Female Marketing Scholar and Mentor**  
The award is given annually at the AMA Winter Educators’ Conference (February 21-23, 2014; JW Marriott Orlando Grande Lakes, Orlando, FL) to a female marketing professor who has made significant research contributions in terms of publications in leading journals, and working papers under review. The recipient will also be making teaching and service contributions to her department.

**Prize:** The recipient of the 2014 award will receive a cash prize, a complimentary conference registration, and a plaque/award.

**Eligibility & Criteria for Selection**Women marketing professors who received their marketing (or related field) doctoral degree in or after the 2003 calendar year may be nominated or self-nominate. The criteria for the award focus on what made Erin Anderson unique in the academic world. 1) Research: The recipient should be a woman who is an emerging research star in her area of expertise, as evidenced by her publication record and the impact of those publications on marketing thought and 2) Mentoring: The recipient should be someone who has exceeded the normal expectations for someone of her rank in mentoring doctoral students and junior faculty members.

**Process for Submitting Materials for the 2014 Award**All nominations must be made online by clicking the nomination form at the top of this page and all materials must be submitted at one time. To be considered, the nominees contact information, current vita and three letters of recommendation must be submitted using the online form. Please make sure that the vita contains a section on mentoring activities and provides details on activities such as the number of doctoral students advised, faculty mentoring programs, etc. The letters of recommendation should also specifically address the nominee's research and mentoring accomplishments and characteristics. This year, the deadline for nominations will be November 15, 2013.

For more information please follow the link below: http://www.themarketingfoundation.org/erin\_anderson.html

**AMA Global Marketing SIG Website**

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

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

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