



Call for Papers

2021 AMA Global Marketing SIG Conference

<https://t.ly/kDLwD>

October 1-3, 2021
Taormina Congress Palace
Taormina, Sicily, Italy

"Global Marketing in a Diversified Industrial Economy"

Submission Deadline: TBA

Co-Sponsored by Global Marketing SIG and Relationship Marketing SIG

Conference Co-Chairs

Goksel Yalcinkaya, Magnus Hultman, Stavroula Spyropoulou, Costas Katsikeas

Doctoral Consortium Co-Chairs

Kelly Hewett, Costas Leonidou, Annie Cui, Peter Magnusson

The 2021 AMA Global Marketing SIG (GMSIG) conference will continue to reflect the achievements, challenges, and development of the field of Global Marketing through academic paper presentations, interactive poster sessions, doctoral consortium, academic keynotes and panel discussions on key themes. The conference aims to provide all participants with opportunities to hear, think and contribute creatively to the continuing formation of the global marketing field. This year's theme is intended to encourage global marketing researchers to discuss how the industrial structure of countries shapes up their global business and marketing tactics.

Throughout its history, GMSIG has accepted papers from a range of marketing sub-fields with a global touch, including consumer behavior, relationship marketing, inter-organizational, new product development and innovation, marketing research, retailing and services, marketing strategy, brand management, marketing communication, sustainability and corporate social responsibility, export/import management, supply chain, market entry/exit, and entrepreneurial marketing. The conference welcomes all authors who are interested in managerial, policy and social issues related to global marketing.

Conference Venue

One of Italy's most historic holiday destinations, Taormina is a picturesque small town perched on a slope high above the Ionian Sea on the eastern coast of Sicily. Close to the site of one of the earliest colonies founded by the Ancient Greeks in Sicily, Taormina became a thriving Greek and then Roman town. The size and elegance of the town cathedral and many of its buildings are evidence of Taormina's moderate prosperity over the centuries. By the end of the 19th century, this picturesque and ancient town was already on the tourist trail, with famous visitors including Oscar Wilde, Richard Wagner, and Tsar Nicholas II. Over the last decades, travelers have come for the views, the ancient ruins, the seaside, the town's film festival, an outdoor theatre season, the fine food and more.

Conference Highlights

1. **Journal of International Marketing Special Issue** – A JIM special issue devoted to research presented at the conference will be published. Authors of presented papers are welcome to submit their work for possible publication in this special issue of the Journal of International Marketing.
2. **Doctoral Consortium** – We invite doctoral students with a focus at the intersection of marketing and international business to participate. The Consortium will provide a unique opportunity for doctoral students to further develop their research ideas, to learn about the challenges of conducting international marketing research and building a successful academic career in this field, and to broaden their professional network.
3. **Unique Cultural Experience** – Taormina is one of the most charming historical towns in the world, with its uninterrupted views of Mount Etna and the Ionian coast, known for the well-preserved antique ruins and its omnipresent cosmopolitan imprint. Over the centuries, the town has been considered a natural fortress of great strategic and political importance on the eastern coast of Sicily. Evidence of Taormina's role as a fortified town can be seen in the walls surrounding the ancient areas of the town.
4. **Network with the World's Leading International Marketing Scholars** – The conference program will be designed to maximize professional development and networking opportunities. Several of the world's leading thinkers in international marketing have confirmed their intentions to participate in the conference.

Conference Tracks and Track Chairs

All conference submissions need to be categorized into one of the thematic tracks available below. Each submission must be submitted to only one track. Please select the track closest to your paper from the list below:

Cross-cultural Consumer Behaviour

- Stan Westjohn, University of Alabama, sawestjohn@cba.ua.edu
- Aristeidis Theotokis, University of Leeds, a.theotokis@leeds.ac.uk

Export and Import Management

- Claude Obadia, ESCE Paris, claudio.obadia@esce.fr
- Ana Lisboa, Instituto Politécnico de Leiria, ana.lisboa@ipleiria.pt

Firm Internationalization, Market Entry, and Market Exit

- Olli Kuivalainen, University of Manchester, olli.kuivalainen@manchester.ac.uk
- Carlos M.P. Sousa, Molde University College, carlos.sousa@himolde.no

Global Brand Management

- Aysegul Ozsomer, Koc University, ozsomera@ku.edu.tr
- Christina Papadopoulou, Leeds Beckett University, C.Papadopoulou@leedsbeckett.ac.uk

Global Consumer Research

- Katharina Zeugner-Roth, IESEG School of Management, k.zeugner-roth@ieseg.fr
- Fabian Bartsch, IESEG School of Management, f.bartsch@ieseg.fr

Global Entrepreneurship

- Anne Souchon, Loughborough University, a.l.Souchon@lboro.ac.uk
- Can Usley, Rutgers University, can.usley@business.rutgers.edu

Global Ethics, Sustainability, and Corporate Social Responsibility

- Nicholas Paparoidamis, Leonard de Vinci Business School, nicholas.paparoidamis@devinci.fr
- Athina Zeriti, University of East Anglia, A.Zeriti@uea.ac.uk

Global Innovation and New Product Development

- Narongsak (Tek) Thongpapanl, Brock University, nthongpa@brocku.ca
- Janell Townsend, Oakland University, townsend@oakland.edu

Global Marketing Communications

- Peter Magnusson, University of Alabama, pmagnusson@culverhouse.ua.edu
- Anastasia Stathopoulou, International University of Monaco, astathopoulou@insec.com

Global Marketing Research, Big Data, and Analytics

- Denish Shah, Georgia State University, shah@gsu.edu
- Yeyi Liu, University of Leeds, busyli@leeds.ac.uk

Global Marketing Strategy

- Annette Popp Tower, Clemson University, atower@clemson.edu
- Ahmet Kirca, Michigan State University, kirca@broad.msu.edu

Global Relationship Marketing and Channel Management

- Shahin Assadinia, University of East Anglia, S.Assadinia@uea.ac.uk
- Dionysis Skarmelas, Athens University of Business and Economics, dskarmelas@aueb.gr

Global Retailing, Services, and E-Commerce

- Gary Gregory, University of New South Wales, g.gregory@unsw.edu.au
- Abhijit Guha, University of South Carolina, abhijit.guha@moore.sc.edu

Global Supply Chain

- Daekwan Kim, Florida State University, dkim@business.fsu.edu
- Matthew Robson, Cardiff University, robsonm@cardiff.ac.uk

Special Session Proposals

- Giuseppe Musarra, University of Leeds, G.Musarra@leeds.ac.uk

Submission Instructions

Please submit your papers and/or extended abstracts electronically using the **EasyChair** conference management system. The submission system will be opened on June 1, 2021. A manuscript should only be submitted to one track. All manuscripts and proposals must be submitted by July 1, 2021. For up-to-date information about the conference and related events, please check the conference [website](#). Any questions regarding this call for papers should be addressed to the appropriate track chair(s) or the Program Chairs.

We welcome two types of submissions:

1. Competitive Sessions – Two types of submissions are allowed in competitive sessions:
 - (a) full paper submissions which must be 50 double-spaced pages or less, inclusive of all materials, including appendices and references.
 - (b) shorter submissions (i.e. extended abstracts) focusing on projects that are advanced enough and show good potential.
2. Interactive Sessions – Shorter manuscripts or work-in-progress pieces that could benefit from informal feedback from other participants are appropriate for submission to the interactive sessions. These sessions are held in poster-style or roundtable discussion format that allows for interaction with other researchers with similar interests. Interactive submissions can be of an extended abstract nature and no more than 10 double-spaced pages.

To assure a blind review, authors must avoid revealing their identities in the body or reference section of the paper. Authors should do the following:

- Do not include a front-page with author-identifying information.
- Remove the author identifying information from the document's file properties. In Word, this can be done by using/clicking on the "Properties" feature (use Word's Help resource for further details on how to use it).

Please note that submitting a manuscript as a competitive paper does not necessarily mean it will end up in a competitive session. The best papers in each track will be placed into the competitive sessions while lesser-developed papers will be placed in interactive sessions. The number of competitive papers we can accept for the conference is limited and therefore sometimes fully developed papers will be placed in an interactive format session due to space considerations.

After Submission

All competitive manuscript submissions will be subject to a blind review process and will be evaluated based on interest to the international marketing community, relevance to international marketing research, teaching and/or practice, analytical and conceptual rigor, quantitative and qualitative methods (if applicable), innovativeness, and significance of conclusions.

Doctoral Consortium

The Doctoral Consortium is a workshop for Ph.D. students from all over the world and will take place on October 2, 2021.

This Consortium will provide an opportunity for Ph.D. students with an interest in international and cross-cultural marketing (broadly defined) to further develop their research ideas, to learn about

the challenges of conducting research in international marketing and building a successful academic career in this field. In addition, students will be able to broaden their professional networks in the area.

The goal of the Consortium will be to provide a supportive discussion among doctoral students and the participating faculty on topics such as:

- Trends in international marketing research;
- Challenges in carrying out high-impact international marketing research aimed at top journals;
- Managing the dissertation and the job search process; and
- Starting an academic career.

In addition, students will have the opportunity to receive feedback on their current research projects submitted to the conference as well as ideas and guidance for their future research agenda.

The Consortium will consist of a combination of panel discussions with leading scholars in the field, focusing on the topics listed above and small group discussions in which students will share their current projects and receive feedback/guidance. With the goal of facilitating a constructive dialog, the ideal candidates for the Consortium are doctoral students in international marketing or business who are focusing on developing their research agenda.

Students should apply via the **EasyChair** conference management system. Please include:

1. A letter stating your stage in the Ph.D. program and research interests.
2. Abstract of a current research project focused on international marketing (not to exceed 1 page, single-spaced). Please include the title, author information, abstract, keywords, and research summary. Diagrams, tables, and references should be provided at the end of the document but these do not count towards the 1-page limit. The abstract should succinctly cover the research question, theoretical background, the proposed research design, and intended contribution.

***NOTE:** If any candidates have already submitted papers to the conference via one of the tracks, simply state in the letter the title of the submission and the track to which it was submitted. In these cases, it is not necessary to submit a separate abstract in order to apply. Please combine both parts of your application into one file.*

A limited number of travel stipends will be available for consortium participants. Please note on your application your need for a travel stipend. The submission deadline is TBA.

Important Dates

- Submissions to **EasyChair** Open: June 1, 2021
- Deadline for submission for Conference and Doctoral Consortium: July 1, 2021
- Reviews due: July 20, 2021
- Acceptance notification: August 1, 2021
- Author registration Open: August 1, 2021
- Registration closes: September 1, 2021
- Conference dates: October 1-3, 2021

Conference Co-Chairs

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