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

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

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

**Upcoming Conferences**

**Call for Papers for Special Issues of Journals**

**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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Upcoming Conferences

Marketing Science Conference 2014

**To be held:** 12-14 June 2014, Emory University, Atlanta, Georgia

The Marketing faculty at Emory University’s Goizueta Business School invites you to submit abstracts of your research papers, present your work, and actively participate in the conference. The conference is an important forum to present cutting-edge research and intellectual exchange. We welcome submissions on a broad range of marketing science topics, including, but not limited to, digital marketing, marketing strategy, marketing models, methods, and theory, as well as empirical research. We also encourage submissions from behavioral researchers.

**Call for papers**: Ι. Abstracts

II. Abstracts plus working paper

III. Special session proposals

**Submission Deadline:** 10 February 2014

For more info please click here: <http://staging.goizueta.emory.edu/marketingscience2014/isms.html>

28th ANNUAL CONFERENCE

OF THE BRITISH ACADEMY OF MANAGEMENT

**To be held:** 9th–11th September 2014, Belfast Waterfront; Hosted by University of Ulster

**Theme**: The role of the Business School in Supporting Economic and Social Development

Today, without question, higher education plays an important role in supporting and facilitating economic growth. Research confirms that the prosperity of regional economies and the health of their universities are inextricably linked. in the face of austerity and increasing public sector budget cuts business schools have a key role to play through their research and teaching and learning activities in helping to drive economic and social development. Dedicated to representing and developing the community of management academics, the BAM conference in 2014 will explore the role that university business school research and practice plays in fostering economic and social growth and development in the global business environment. Today’s business schools continually interact with external organisations, for example through education and training for a diverse workforce, research publications, conferences, consulting, joint research and development, enterprise and new business formation. All of these, in turn, affect regional economic development. But arguably the ultimate impact will depend upon cooperation and knowledge exchange between academic researchers and the business sector.

Critical questions include:

* What are the economic, social, environmental and cultural impacts that can be generated by Business School research beyond the development of theory?
* Where and how can business school based research contribute to the future economic and social development of regions?
* How can impacts be sustained beyond the current economic crisis?

The BAM 2014 conference will not only explore the academic (or supply side) perspective of how business school research can drive economic growth, but an industry/organization (or demand side) perspective through engagement.

**Call for papers**: Ι. Full papers

II. Developmental papers

III. Track Symposium proposals

IV. Track Workshop Proposals

V. Professional Development Workshops

**Submission Deadline:** 26 February 2014

For more info please click here: <http://www.bam.ac.uk/civicrm/event/info?id=1971&reset=1>

Call for Papers for Special Issues of Journals

***Journal of International Marketing***

Special Issue on **International Marketing Strategy and Performance**

**Submission Deadline: March 31, 2014**

As a result of the heightened globalization and intensifying competition worldwide, engagement in market operations beyond national borders has become part of life for many organizations and international marketing decisions play a vital role in the survival, growth and effectiveness of such companies. Since the 1980s, there has been a plethora of studies on the nature, drivers, and consequences of international marketing strategies, which has helped the development of substantive theoretical knowledge in the field and has guided international marketing management practice.  However, over the past few years the global economy has experienced significant changes (e.g., unstable political systems, natural disasters, financial collapse, environmental regulations) that influence the way in which companies operate, their growth and development in foreign markets, and in turn their international marketing activities and performance outcomes.

The changes and turbulence in the global economic system, the new globalization challenges facing firms, and the increasingly important role of emerging markets in international trade and global consumption may create the need to reconsider the traditional marketing practices and competitive strategies of companies in their attempt to penetrate overseas markets.  Past practices may not any longer help international firms effectively address current problems due in part to more rapid and more frequent changes in their operating environments.  In light of the present day reality, it is important that international companies understand that they may find advantage in examining new ways of doing business and competing overseas, and how these can affect the nature of their international marketing strategy and its impact on performance in foreign market operations.

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

Journal guidelines can be found at<http://marketingpower.com/JIMGuidelines> and manuscripts be submitted via the online system at <http://mc.manuscriptcentral.com/ama_jim>

Questions should be directed to:

Constantine S. Katsikeas

Editor-in-Chief, Journal of International Marketing

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***Journal of Marketing Management***

**Special issue theme:** Celebrity Convergence & Transformation

**Submission Deadline:** January 31, 2014

**Guest editors:**

Dr Paul Hewer, University of Strathclyde; Professor Douglas Brownlie, University of Stirling;

Dr Finola Kerrigan, King’s College London.

This special issue seeks to invigorate the turn to identity work as market practice through mobilising interpenetrating discourses of celebrity, media brands and convergence culture (Jenkins, 2006). We invite  papers which seek to push and contest contemporary understandings of celebrity within marketing beyond the staple repertoire of celebrity endorsement  and  brand  positioning  (Erdogan,  1999;  Keller,  2008).We  encourage  papers  which  problematize celebrity and its various technologies of glamour and affect, to theorize celebrities as market making and shaping devices. For as Marketing Week no less recently  proclaimed: “The old model of celebrity endorsement is dead.” (Chahal, 2013).

Themes which we offer, as points of contribution include:

* Unpacking Celebrity Brands
* Ingredients and Provocations; Slogans and Credos of Celebrity Brands
* Celebrities and Participatory Culture
* Social Media and Celebrity
* How Celebrities become Icons
* Gender and Celebrity Culture
* Practices of Celebrity Advocacy/Activism
* Producing Celebrity
* Neoliberalism and Celebrity Culture
* Technologies of glamour and affect
* Celebrity, Luxury and Austerity
* Celebrity as performative text
* Celebrity and mythmaking
* Consuming Celebrity
* Historical and Institutional approaches to Celebrity

Read more: <http://www.tandf.co.uk/journals/cfp/rjmmcfp7.pdf>

***International Marketing Review***

**Special issue theme:** Strategic Marketing in an International Marketplace

**Submission Deadline:** August 1, 2014

**Guest editors:**

John B. Ford, Old Dominion University, USA - email: [jbford@odu.edu](mailto:jbford@odu.edu)Victoria L. Crittenden, Babson College, USA - email: [vcrittenden@babson.edu](mailto:vcrittenden@babson.edu)

Worldwide, businesses are faced with tremendous external factors that can dramatically affect efforts toward marketplace success. Whether it is natural disasters, political instability, or financial collapse, the fragility of the global economy has been evidenced extensively over the past few years. The borderless marketplace and the rapidity at which change can impact worldwide economies has made it an imperative that we better recognize and understand the phenomena that enable the forces of globalization to wield almost instantaneous transformation, as these forces of globalization have led to an aggressive competitive arena.

Every organization, regardless of geographic location, operates in this dynamic environment. Doing business in the constantly changing, borderless marketplace is an imperative in a marketplace in which world trade approached US$7 trillion by the beginning of the 21st century. This is not a situation to be feared, since change provides the opportunity for emergence of new market positions. Recently, however, changes are occurring more frequently and more rapidly with the potential for more severe impact. Due to growing real-time access to knowledge about customers, suppliers, and competitors, the international environment is increasingly characterized by instantaneity. As such, the past has lost much of its value as a predictor of the future, and current models of consumer and firm behavior may no longer harness the reality of the 21st century operating environment.

This special issue of the International Marketing Review is focused on any international marketing topic that is of relevance in today’s ever-changing marketplace. As such, we are interested in international strategic issues related to:

    Emerging markets  
    Market entry decisions  
    Culture/subculture/ethnicity  
    Sustainability  
    Corporate governance  
    Buying behavior  
    Standardization vs. localization

as well as tactical issues related to the traditional 4 Ps of marketing:

    International product/service development  
    International branding  
    International advertising  
    International channel management  
    International pricing  
    International supply chain

This international marketing research can engage in theory development or theory testing. The context of the research can be broad or narrow – we are not limiting to one particular domain or context. However, papers should have a clear international marketing focus on how the reality of the 21st century operating environment can be predicted and modeled to aid in our understanding and knowledge of consumer and firm behavior.

Read more: <http://www.emeraldinsight.com/products/journals/call_for_papers.htm?id=4953>

***Industrial Marketing Management***

# Special issue theme: Co-Management of Purchasing and Marketing

**Submission Deadline:** March 15, 2014

**Guest editors:**

Professor Adam Lindgreen, Cardiff Business School; E-mail: [LindgreenA@cardiff.ac.uk](mailto:LindgreenA@cardiff.ac.uk) Professor Martin Hingley, Lincoln Business School; E-mail: [mhingley@lincoln.ac.uk](mailto:mhingley@lincoln.ac.uk)

Purchasing professionals recognize the value of aggressive transactional sourcing, as well as of cooperative relational sourcing. Marketing professionals, similarly, understand the role that transactional marketing, as well as more relational marketing practices play. The overall objective of this special issue is to provide a comprehensive collection of cutting-edge theories and research concerning how business practitioners co-manage purchasing and marketing. Past literature has examined developments within purchasing and marketing. For example, the special issue of Journal of Business and Industrial Marketing 23(2) considered the known contemporary marketing practices research program. However, with purchasing and marketing developing from different origins and standpoints, both academically and practically, there is a dearth of thought leadership concerning thecombination of the two business functions. There are some exceptions, though. We refer to, for example, the special issue of Industrial Marketing Management 38(8); articles in that issue called for a change in orientation from provision of goods to that of capabilities, and a consequent re-orientation of purchasing and marketing roles. Another example is the work of the Industrial Marketing and Purchasing (IMP) group that takes an industrial networks approach to bring together purchasing with industrial marketing (e.g., Gadde, Håkansson, and Persson, 2010). However, there still is some way to go in crucially actioning theory and practice for cohesion and co-ordination. Relationship marketing, a supply-chain relationship, and an industrial networks approach (e.g., Christopher, 2005; Hingley, 2005) may form the basis of theory and practice, but opportunity for this proposed special edition lies in taking a more radical view to draw on wider reference points and applications.

Instruments to measure organizations’ use of purchasing practices and marketing practices exist. In purchasing, four practices are identified: transaction purchasing, electronic purchasing, interactive purchasing, and network purchasing (Lindgreen, Vanhamme, Van Raaij, and Johnston, 2013). In marketing, five practices are identified: transaction marketing, database marketing, e-marketing, interaction marketing, and network marketing (Coviello, Milley, and Marcolin, 2001). These frameworks help us to a better awareness of how organizations relate to their supply markets and industrial markets.

Both the purchasing framework and the marketing framework present 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 and marketing practices, respectively. The measures used are general enough to have relevance across the range of the said practices, yet the positions also are specific enough to capture different practices of purchasing and marketing.

Importantly, the practices in either framework are not mutually exclusive. That is, the purchasing practices framework and the marketing practices framework enable an organization to score high, for example, on both transaction marketing and e-marketing and low on the remaining three marketing practices; or perhaps to score low on transaction purchasing and high on all three forms of relational purchasing practices (electronic purchasing, interactive purchasing, and network purchasing). In purchasing, for example, four mixes of practices have been identified and labeled as transactional, interpersonal dyadic, interpersonal network, and integrative relational configurations (Lindgreen, Vanhamme, Van Raaij, and Johnston, 2013).

To achieve the overall aim of bringing together leading thoughts and practices concerning co-management of marketing and purchasing, submitted papers will be embedded within the purchasing and marketing frameworks discussed above. We invite both (a) theoretical papers that examine fundamental issues in, or offer comprehensive frameworks of how organizations co-manage purchasing and marketing and (b) empirical papers—both qualitative and quantitative—that investigate more specific issues in how organizations co-manage purchasing and marketing. As Industrial Marketing Management is widely read by an academic and business audience, all submissions must include strong implications for business practitioners.

Read more: <http://www.journals.elsevier.com/industrial-marketing-management/call-for-papers/co-management-of-purchasing-and-marketing/>

Research & Teaching Support (Articles and Case Studies)

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

**The Complexity of Context: A Service Ecosystems Approach for International Marketing**

Melissa Archpru Akaka, Stephen L. Vargo, and Robert F. Lusch

(2013). *Journal of International Marketing*, Vol. 21, No. 4, pp. 1-20.

**Abstract**

To strengthen the theoretical foundations of international marketing (IM), the authors propose a framework for conceptualizing the complexity of the context that frames international and global exchange systems. In particular, they apply a service ecosystems approach, which is grounded in service-dominant logic and its foundational premise that service is the basis of all exchange. The proposed framework provides insight into the nature of context, a distinguishing feature of IM. The authors argue that the embeddedness of social networks and the multiplicity of institutions within a service ecosystem influence the complexity of context. They articulate the way the (co)creation of value influences and is influenced by the enactment of practices and the integration of resources through various levels (micro, meso, and macro) of interaction and institutions. They introduce the concept of “value in cultural context” to emphasize the influence of the symbolic and social components of context. The article concludes with a discussion of the research implications for how a service ecosystems view can aid in the advancement of IM theory and practice.

Read more: <http://journals.ama.org/doi/abs/10.1509/jim.13.0032>

**Culture's Impact on the Importance of Fairness in Interorganizational Relationships**

Donald J. Lund, Lisa K. Scheer, and Irina V. Kozlenkova

(2013). *Journal of International Marketing*, Vol. 21, No. 4, pp. 21-43.

**Abstract**

Research on interorganizational relationships is predicated on the idea that fairness is always important. The authors question this assumption because most fairness research has been conducted in Western countries, and mixed empirical support draws into question how important fairness actually is. Drawing on Hofstede's cultural dimensions framework, the authors examine culture as an antecedent to the importance of outcome fairness (OF) and procedural fairness (PF) in retailers' assessments of their relationships with suppliers. The authors also propose that cultural exposure moderates the impact of culture on fairness importance. Using responses from retailers in ten countries analyzed with hierarchical linear modeling, the authors find that uncertainty avoidance enhances the importance of OF and PF, power distance marginally decreases the importance of PF, and long-term orientation increases the importance of both OF and PF. Cultural exposure also positively moderates the impact of uncertainty avoidance and masculinity on both fairness types. The pattern of effects is robust when compared with two alternative models. This study offers a first step in understanding culture's impact on when fairness is more or less important.

Read more: <http://journals.ama.org/doi/abs/10.1509/jim.13.0020>

**The Role of Cultural Intelligence in Marketing Adaptation and Export Performance**

Peter Magnusson, Stanford A. Westjohn, Alexey V. Semenov, Arilova A. Randrianasolo, and Srdan Zdravkovic (2013). *Journal of International Marketing*, Vol. 21, No. 4, pp. 44-61.

**Abstract**

This study examines how export manager cultural intelligence (CQ) affects the relationship between marketing-mix adaptation and export performance. From a resource-advantage theory perspective, the authors posit that export managers' motivational and metacognitive CQ are intangible but valuable resources that influence marketing strategy and export performance. According to survey data from 153 U.S. exporting firms, export managers' metacognitive CQ positively moderates the relationship between marketing-mix adaptations and export performance. Furthermore, export managers' motivational CQ positively moderates the relationship between environmental differences and marketing-mix adaptations. The study adds to the theoretical understanding of the adaptation–performance relationship and provides valuable guidelines for exporting firms in the recruitment, training, and promotion of export managers.

Read more: <http://journals.ama.org/doi/abs/10.1509/jim.13.0055>

**Low Prices Are Just the Beginning: Price Image in Retail Management**

Ryan Hamilton and Alexander Chernev

(2013). *Journal of Marketing*, Vol. 77, No. 6, pp. 1-20.

**Abstract**

Recent managerial evidence and academic research has suggested that consumer decisions are influenced not only by the prices of individual items but also by a retailer's price image, which reflects a consumer's impression of the overall price level of a retailer. Despite the increasing importance of price image in marketing theory and practice, existing research has not provided a clear picture of how price images are formed and how they influence consumer behavior. This article addresses this discrepancy by offering a comprehensive framework delineating the key drivers of price image formation and their consequences for consumer behavior. Contrary to conventional wisdom that assumes price image is mainly a function of a retailer's average price level, this research identifies several price-related and nonprice factors that contribute to price image formation. The authors further identify conditions in which these factors can overcome the impact of the average level of prices, resulting in a low price image despite the retailer's relatively high prices, as well as conditions in which people perceive a retailer to have a high price image despite its relatively low average price level.

Read more: <http://journals.ama.org/doi/abs/10.1509/jm.08.0204>

**Smart Shopping Carts: How Real-Time Feedback Influences Spending**

Koert van Ittersum, Brian Wansink, Joost M.E. Pennings, and Daniel Sheehan

(2013). *Journal of Marketing*, Vol. 77, No. 6, pp. 21-36.

**Abstract**

Although interest in smart shopping carts is increasing, both retailers and consumer groups have concerns about how real-time spending feedback will influence shopping behavior. Building on budgeting and spending theories, the authors conduct three lab and grocery store experiments that robustly show that real-time spending feedback has a diverging impact on spending depending on whether a person is budget constrained (“budget” shoppers) or not (“nonbudget” shoppers). Real-time spending feedback stimulates budget shoppers to spend more (by buying more national brands). In contrast, this feedback leads nonbudget shoppers to spend less (by replacing national brands with store brands). Furthermore, smart shopping carts increase repatronage intentions for budget shoppers while keeping them stable for nonbudget shoppers. These findings underscore fundamental unexplored differences between budget and nonbudget shoppers. Moreover, they have key implications for both brick-and-mortar and online retailers as well as app developers.

Read more: <http://journals.ama.org/doi/abs/10.1509/jm.12.0060>

Marketing Awards

***2014 Jan-Benedict E.M. Steenkamp Award for Long Term Impact***

**Call for nominations**

*The Jan-Benedict E.M. Steenkamp Award for Long Term Impact* is given annually to papers published in the International Journal of Research in Marketing (IJRM) that are perceived to have made a long-term impact on the field of marketing. The award was established by IJRM and the European Marketing Academy (EMAC) in 2009.

The committee established this year by the IJRM editors and the EMAC VP-Publications to oversee the nomination and selection procedure of the award is comprised of: Koen Pauwels (Chairperson), Kristin Diehl, Martijn de Jong, and Baohong Sun.

The winning paper will be announced during the annual EMAC Conference in Valencia, Spain (June 3-6, 2014)

Eligibility  
All papers published in IJRM 10 to 15 years prior to the year the award is being presented are eligible. For the 2014 award, this means all papers published in [the years 1999 through 2004 inclusive](http://www.emac-online.org/userfiles/file/IJRM%20Papers%201999-2004.pdf). (for the full list, please click on the link) .

Previous winners published in this time frame are no longer eligible. Authors cannot nominate their own paper. Papers authored or co-authored by one of the current IJRM editors (Jacob Goldenberg or Eitan Muller) or by Jan-Benedict Steenkamp himself, are not eligible either.

Criteria  
The following criteria will guide the Award Committee in choosing the winning paper: (1) the votes it receives from the IJRM Editorial Board (resulting from two rounds of voting), (2) the paper’s ISI and Google Scholar citations, and (3) the paper’s quality, as assessed by the award committee’s in-depth reading.

Procedure  
The full procedure can be found [here](http://portal.idc.ac.il/en/main/research/IJRM/Documents/GROUNDRULES%20Steenkamp%20Award%202014.pdf).  
In brief, once nominations close on 31 January 2013, IJRM Board members list their top five papers from among those nominated. From this, a voting a list of the top 10 papers will be compiled. Then, in a second round of voting, Board members choose one of these 10 articles. The award committee will determine the final winner using the criteria above.

**Deadline for nominations: 31 January 2014**

Read more: <http://www.emac-online.org/r/default.asp?iId=GJMHDL>

***Journal of Consumer Research***

***JCR Best Article Award 2013***

The Best Article is chosen by the members of the JCR Policy Board after receiving nominations from the Editorial Review Board.

The Best Article Award has been sponsored by the JCR Policy Board since 1996. Before 1996 the award was sponsored by ACR.

"Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis"  
Xinshu Zhao, John G. Lynch Jr., and Qimei Chen Volume 37 (Aug 2010)

Read more: <http://www.ejcr.org/bestarticleaward.htm>

***Robert Ferber Award 2013***

The Robert Ferber Award competition is held annually in honor of one of the founders and the second editor of the Journal of Consumer Research. The award is given to the best interdisciplinary dissertation article published in the latest volume of JCR.

Winner:**B. Kyu Kim**, "Space, Time, and Intertemporal Preferences"   
(Volume 39) December 2012

Judges: Gita Johar, Brian Sternthal, and Craig Thompson

Read more: <http://www.ejcr.org/ferberaward.htm>

***AMA GLOBAL MARKETING SIG WEBSITE***

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

**As a final and kind reminder, please, go to the CFP for the Next AMA Global Marketing SIG Conference:** The conference theme is The Honorable Merchant in International Marketing.  The location will be Cancun, Mexico.  The conference date is April 16-18. Thanks to Michael Czinkota and his conference committee (Thomas Cooke, David Griffith, Suraksha Gupta, Hans Ruediger Kaufmann and Andreas Pinkwart) for proposing an intriguing topic at a sunny and inspiring location.

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

***Global Marketing Like Never Before***