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

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

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

**Interesting Member Update: Joseph L Scarpaci**

**Awards - Congratulations**

**Research & Teaching Support - Journal Articles**

**Calls for Special Issues and Upcoming Conferences**

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**Awards, Recognition**

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vacant

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

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

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

***Institution related news can include***

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

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

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 **Interesting Member Updates**

**Joseph L Scarpaci**

Joseph L Scarpaci, Executive Director of the Study of Cuban Culture and Economy, has earned a Senior Fellowship at Aarhus University (Denmark) through the Cofund Madame Marie Curie European Union Fellowhsip, titled *Consumption, Semiotics and Iconic Branding in Welfare States: A LatinAmerican and Nordic Comparison*. He is interested in exchanging information with other scholars investigating these topics. The fellowship begins in October 2014 in Denmark.

 **Awards - Congratulations**

1. **AMA GLOBAL MARKETING SIG AWARDS**

On the occasion of the Global Marketing SIG Reception held jointly with DocSIG at the 2014 AMA SUMMER EDUCATORS’S CONFERENCE in SAN FRANCISCO (https://www.ama.org/events-training/Conferences/Pages/AMA-2014-Summer-Marketing-Educators-Conference.aspx), the contributions of the following distinguished colleagues are recognized.

**Significant Contributions to Global Marketing:**

**Jeryl Whitelock**

Professor of International Marketing, Bradford University School of Management

**Excellence in Global Marketing Research Award:**

**Laszlo Tihanyi**, Texas A&M University

**David A. Griffith**, Lehigh University

**Craig J. Russell**, University of Oklahoma

"The Effect of Cultural Distance on Entry Mode Choice, International Diversification, and MNE Performance: A Meta Analysis"

*Journal of International Business Studies*, 2005

1. **SCHOLARLY CONTRIBUTIONS TO THE INTERNATIONAL BUSINESS FIELD**

A forthcoming article in Management International Review ("Nianhang Xu, Winnie P. H. Poon and Kam C. Chan (2014), “Contributing institutions and authors in international business research,” Management International Review, (forthcoming)."
highlights the top 50 scholars for their contributions to the international business field. The article looks at impact to the international business literature (based on weighted normalized citations).

Congratulations to all AMA Global Marketing SIG members whose contributions are recognized in the article, such as: Nicole Corviello, Adamantios Diamantopoulos, David A. Griffith, Masaaki Kotabe, Constantine S. Katsikeas, Leonidas C. Leonidou and Jan Benedict Steenkamp.

Research & Teaching Support (Articles)

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

http://journals.ama.org/doi/abs/10.1509/jim.13.0113

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

http://journals.ama.org/doi/abs/10.1509/jim.14.0065

**Calls for Special Issues and Upcoming Conferences**

1. **Call for Special Issues**

**Journal of International Marketing**

Special Issue on **Relationship Marketing in an International Context**

Submission Deadline: January 30, 2015

Originally recognized in the 1990s, Relationship Marketing (RM) has experienced explosive growth in the past three decades both in business practice and as a focus of academic scholarship. A basic tenet of RM is that firms may create value, build competitive advantage, and successfully compete in the marketplace through developing long-term, cooperative relationships with selected key partners. RM has transformed the way in which business relationships are structured, managed, and evaluated and most research and practice assumes that, by virtue of RM efforts, positive relational outcomes will accrue to exchange partners. However, considerable empirical evidence and everyday business practice suggests that the effectiveness of RM efforts may vary depending on the specific RM strategy and exchange context.

In an international context, relationships transcend national boundaries and exchange parties may be located anywhere in the world. International markets are marked by different institutional environments and the existence of differences in cultural, social, economic, political, technological, and allied factors, along with the increased levels of turbulence and risk inherent in cross-border operations. Thus, it is erroneous to assume that the role, scope, and effectiveness of RM efforts in an international context may be essentially the same as in a domestic setting and there is need for research on how the additional ramifications of international marketing impact on the development and management of close cross-border buyer–seller relationships.

The purpose of the Special Issue is to bring together high quality contemporary research on the nature and effectiveness of international RM, contribute to the ongoing debate on the unique problems and challenges of practicing RM efforts across national boundaries, and serve as a reference guide for professionals and academics interested in RM in an international context.

Manuscripts may be conceptual or empirical. Literature review and meta-analytic studies are particularly welcome. Topics of interest may include but are not limited to:

* Drivers and performance outcomes of relationship marketing strategies in international market operations
* Resources and capabilities affecting relationship marketing in international exchange relationships
* Relationship marketing and innovation in international operations
* The role of institutional environments, culture, and psychic distance in influencing cross-border buyer–seller relationships
* Relationship governance modes in international contexts
* Relationship marketing and internationalization process and opportunities
* Case studies of the challenges facing firms to design and implement relationship marketing strategies in international contexts
* Relationship learning and knowledge transfer, sharing, and integration in international exchange relationships
* The influence of technology and the internet on relationship marketing in international operations
* Repairing strained relationships between international exchange partners
* Dyads, triads, networks, and strategic alliances in international operations
* Behavioral aspects of international buyer–seller relationships
* Organizational factors and managerial characteristics influencing relationship marketing in international operations
* Value creation and appropriation in international exchange relationships
* Strategic orientations and relationship marketing in global markets

[Journal guidelines](https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/JIMSubmissionGuidelines.aspx) can be found [here](https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/JIMSubmissionGuidelines.aspx) 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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**Other Calls for Papers**

<http://globaledge.msu.edu/content/uploads/advancing-theory.pdf>

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

<https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/jim-call-for-papers-relationship-marketing.aspx>

1. **Upcoming Conferences**

## CIMaR 2015 ANNUAL CONFERENCE

## MAY 13-15, 2015, Vienna, Austria

The next CIMaR conference will bring you to WU Vienna (Austria) from May 13-15, 2015.

Rated for the fifth year in a row as the most livable city in the world in the latest global survey from the consulting firm Mercer, the city is home to WU Vienna (Vienna University of Economics and Business), the host of the 2015 CIMaR conference. WU Vienna is the largest educational institution for business, economics, business law, and social sciences in the European Union. The conference will take place at our brand new campus conveniently located adjacent to the largest city park and within easy reach from the city center.

Thematically, the conference builds on CIMaR’s longstanding tradition of combining research, practice and teaching. Specifically, the conference aims at exchanging the latest international marketing research insights, blending this with the experience of international executives, and benchmarking best practice in teaching and publishing. The 2015 conference theme is related to Vienna’s traditional role of building bridges and connecting to close and distant neighboring countries: “Building Bridges – Making Connections in a Global World”

Building bridges the Viennese way always has to do with cultural experiences, arts, music and culinary pleasures. So come and experience yourself; we are looking forward to introducing Vienna to you! The conference website is: <http://www.wu.ac.at/imm/cimar2015>

Paper Submission Deadline: January 31st, 2015

We are looking forward to seeing you in Vienna soon – servus in Wien!

**Bodo B. Schlegelmilch & Barbara Stöttinger,**

**Conference Chairs**

**WU Vienna**

**Other Upcoming Conferences**

<http://marketingconferences.co/2015/>

<http://c.ymcdn.com/sites/ams.site-ym.com/resource/resmgr/2015/2015_AMS_WMC_Call_for_Papers.pdf>

***AMA GLOBAL MARKETING SIG WEBSITE***

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

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

***Global Marketing Like Never Before***