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

**Welcome to the June 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 Journal Special Issues**

**Research & Teaching Support**

**Global Marketing SIG and other Marketing Awards**

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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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**VC Membership, Awards and**

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Upcoming Conferences

2014 Academy of Marketing Science World Marketing Congress

**Conference dates and place to be held: August 5 to 8, 2014, Universidad ESAN Lima, Peru**

The congress will have presentations of peer-reviewed papers, as well as panel discussions and plenary sessions. The papers can range from theory development to concepts for measurement and modeling to testing propositions in empirical or experimental studies. Papers based on cross-cultural studies and having international implications are particularly welcome. As an international event, this meeting is an excellent opportunity to submit work that explores marketing issues in today’s emerging markets and other relevant topics not directly related to the theme. The various tracks provide you avenues to present research results and special sessions across the broad spectrum of our discipline.

**Call for papers**: Ι. Competitive Papers

II. a five-page structured abstracts

III. Special Session Proposals

**Submission Deadline: 01 October 2013**

**Notification of authors:** Saturday 31 August 2013

For more information please follow the link below: <http://ams-web.org/associations/213/files/2014%20AMS%20WMC%20CFP%205.pdf>

International Academic Conference (IACD)

**Conference dates and place to be held:** 20th -21th January 2014Holiday Inn Downtown, Dubai, United Arab Emirates

The Academy of Business & Retail Management is proud to have an established record to organizing and managing international academic conferences. This Conference seeks to elucidate a wealth of issues in all aspects of business management, health and social care sciences, management education, teaching and learning methodologies and many more. Contributions should therefore be of interest to scholars, practitioners and researchers in management in both developed and developing countries targeting a worldwide readership.

Conference objectives:

1. To elucidate an issue that is becoming ever more important as global economies become intertwined.
2. To learn more of the key concepts and frameworks from all disciplines regarding wide range of contemporary issues in business and management.
3. To consider the pedagogy for teaching the issue of business & management, including recommendations about topics, syllabi and course materials.
4. To meet, mingle and network with professionals and colleagues from all over the world.

**Call for papers**: Ι. Competitive Papers

II. Special Session Proposals

III. Poster Abstracts

**Submission Deadline: 09 December 2013**

For more information please follow the link below:

<http://www.abrmr.com/conference_detail.php?id=96>

2nd International Conference on Management, Leadership and Governance – ICMLG 2014

**Conference dates and place to be held:**

20-21 March 2014, Babson College Wellesley, Massachusetts, USA

The International Conference on Management, Leadership, and Governance (ICMLG 2014) invites researchers, practitioners, and academics to present their research findings, work in progress, case studies and conceptual advances in any branch of the above fields. Although a broad range of submissions are warmly welcomed, two themes are especially encouraged. Because Babson Collegehas positioned itself as the “educator of Entrepreneurship of All Kinds™,” papers that reflect the application of entrepreneurship to all types and sizes of organization will be of particular interest. Similarly, work on the emerging topic of sustainability – the understanding that economic and social value creation are not mutually exclusive – would be greatly appreciated. We believe we can provide an intellectually stimulating environment for varied groups of people from around the globe to share different perspectives, experiences and knowledge on these and other important topics, all within the beauty and tradition of New England.

**Call for papers**: Ι. Competitive Papers

II. Special Session Proposals

III. Poster Abstracts

IV. Case Studies

**Submission Deadline: 29 August 2013**

**Notification of authors:** 05 September 2013

For more information please follow the link below:

<http://academic-conferences.org/icmlg/icmlg2014/icmlg14-home.htm>

Call for Papers for Journal Special Issues

***Journal of Research in Interactive Marketing***

**Special issue on** Psychological and Behavioral Principles Related to Web Design and Conversion.

The **Journal of Research in Interactive Marketing** is pleased to announce a Special Issue on: Psychological and Behavioral Principles Related to Web Design and Conversion  
  
The Special Issue, guest edited by Dr. Angela Hausman, will address the psychology and behaviors informing website design and increasing conversion of websites.

Examples of appropriate research fitting the aim of this special issue are:  
  
Psychological antecedents of website conversion  
The role of social elements such as online community in driving website conversion  
The impact of website design elements on driving traffic to the site and/ or increasing conversion  
Crowdsourcing and other user generated content and it’s ability to drive traffic to the website or increase conversion.  
Integration of social media with the website to enhance conversion rates  
The evolution of trust through website design and/ or social networks  
Attitudes and behaviors related to online privacy  
  
**Submission deadline**: 30th August, 2013.

For more information, please visit the link below: [www.emeraldinsight.com/dmij.htm](http://www.emeraldinsight.com/dmij.htm)

***International Marketing Review***

**General Call for Papers**    
**Edited by:** Jonathan Deacon, Newport Business School, UK   
  
Emerald Group Publishing is happy to announce their acquisition of the Journal of Research in Marketing and Entrepreneurship. Now entering its 11th volume, the journal is an established and well respected publication in the field of marketing and entrepreneurship.   
  
The Journal of Research in Marketing and Entrespreneurship continues to seek studies that contribute to our developing knowledge of entrepreneurial and small business marketing. Even though research into the relationship between marketing and entrepreneurship is still relatively young, the subject has thus far proved exciting and thought provoking, and critical thinking has progressed rapidly.  
  
**Potential topics**   
  
The journal welcomes contributions from around the world that adopt innovative approaches as well as those that draw on standard methodologies. While papers submitted for consideration may address any pertinent topic, the following are deemed especially integral to the study of entrepreneurial marketing: networking, word-of-mouth marketing, creativity, marketing/entrepreneurship orientation, SME marketing and entrepreneurship, corporate entrepreneurship, and educational issues. Of continuing special interest are:

Opportunity recognition

The relationship between marketing strategies and financial performances within entrepreneurial firms

New methodologies for the analysis of entrepreneurial firms

Case studies that focus on entrepreneurial firms

The Editor Jonathan Deacon now invites submissions to the journal - [Email](mailto:jonathan.deacon@newport.ac.uk)  
  
For more information please follow the link below: [www.emeraldinsight.com/jrme.htm](http://www.emeraldinsight.com/jrme.htm) or contact the publisher, [Andrew Smith](mailto:agsmith@emeraldinsight.com)

***Psychology & Marketing***

**Special** **Issue on** Consumer Knowledge in a knowledge based world

**Guest Editors:** Vince Mitchell, Cass Business School, London, UK  
Kishore Gopalakrishna Pillai, Aston Business School, Birmingham, UK   
Charles Hofacker, Florida State University, U.S.A

The consumer of today lives in an information-intensive world, where an enormously increasing amount of information is accessible from diverse sources.  Recent work has examined consumer knowledge in contemporary contexts such as; the Internet, food & health issues, and sustainability & environmental issues. In addition, work on consumer knowledge structures, consumers’ persuasion knowledge, and consumer knowledge calibration has provided a better understanding of the organization and utilization of knowledge by consumers.   
  
The purpose of this special issue is to focus research attention and effort on the relatively newer areas of consumer knowledge to understand the structure and content of consumer knowledge regarding the emerging domains, knowledge utilization processes and how to measure them adequately.  The topics of interest include, but are not limited to:  
  
Consumer knowledge of the Internet and Web and other information technologies. Consumer understanding of professional knowledge bases; the credence quality issue; Accessing and processing of mobile in-situ knowledge; Creating knowledge for others; the Peer curator; The effect of knowledge aggregation Web sites on consumer decision making.  
The importance of consumer knowledge in improving consumers’ health; The impact of consumer knowledge on the marketing of global brands in multiple countries; Consumer knowledge of environmental and sustainability issues; Consumer knowledge of food and healthy eating; Consumer knowledge of pricing.  
  
Consumer’s persuasion knowledge; Consumer knowledge structure; Consumer knowledge calibration; Types of consumer knowledge – declarative vs procedural; Forms of consumer knowledge - tacit vs explicit; objective vs subjective; The stigma and consequences of ignorance in a knowledge based society; Consumer knowledge asymmetries; Meta analyses on consumer knowledge; Consumer knowledge and age; Institutional consumer knowledge and its role in society; Veracity and ownership of consumer knowledge.  
  
Manuscripts may contain a maximum of 50 double-spaced pages (including all figures, tables, references, and appendices) with citations & references in APA style and must be received in electronic form (MS WORD) no later than July 15th, 2013.   
  
**Deadline for Submission:** 15 July 2013

Submit manuscripts and all correspondence related to this special issue via email to Prof. Vince Mitchell (Cass Business School, London, UK) at: [V.Mitchell@city.ac.uk](mailto:V.Mitchell@city.ac.uk)

For more information please follow the link below:

<http://www.academyofmarketing.org/calls-for-papers-publications/psychology-a-marketing.html>

Research & Teaching Support (Articles and Case Studies)

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

**Technological Capability Growth and Performance Outcome: Foreign Versus Local Firms in China**

Min Ju, Kevin Zheng Zhou, Gerald Yong Gao, Jiangyong Lu (2013), Journal of International Marketing: Vol. 21, No. 2, pp. 1-16.

**Abstract**

This study examines the growth and performance impact of technological capability (TC) in China. The authors posit that foreign and local firms exhibit different TC growth patterns and that TC has differential performance effects for these two types of firms. From a multilevel analysis of five-year panel data of 448 technology-oriented firms, they find that, in general, foreign firms possess higher levels of TC, whereas local firms can develop their TC faster than foreign firms. Furthermore, compared with foreign firms, local firms experience a stronger performance return from their TC; however, foreign firms have a higher growth rate in the contribution of TC to their performance over time. Moreover, firms can develop TC faster in regions with better intellectual property protection, and TC exerts a stronger effect on performance when industrial uncertainty is higher.

Read More: <http://journals.ama.org/doi/abs/10.1509/jim.12.0171>

**The Effect of Global Company Animosity on Global Brand Attitudes in Emerging and Developed Markets: Does Perceived Value Matter?**

Dana L. Alden, James B. Kelley, Petra Riefler, Julie A. Lee, Geoffrey N. Soutar (2013), Journal of International Marketing: June 2013, Vol. 21, No. 2, pp. 17-38.

**Abstract**

Country-level animosity effects on foreign products from disliked countries are fairly well understood, but little is known about the role of global company animosity (GCA). Such understanding is important in a world increasingly dominated by global brands that are rapidly losing their associations with individual countries. This study proposes a nomological net that features GCA and perceived value of global brands (PVGB) as “dual process antecedents” to global brand attitudes and mediators of four relevant exogenous constructs (consumer ethnocentrism and localism through GCA and cosmopolitanism and materialism through PVGB). Using nonstudent consumers, the authors test the model in three diverse national markets ranging from emerging to developed: Brazil, South Korea, and Germany. The results show support for the importance of PVGB as a counterbalance to GCA in Brazil and Germany. The dominance of the PVGB path in South Korea is due to the country's unique socioeconomic milieu. Although replication is warranted, international marketing managers should benefit from strategic consideration of the antecedents and pathways from GCA and PVGB to global brand attitudes.

Read More: <http://journals.ama.org/doi/abs/10.1509/jim.12.0086>

**When Value Trumps Health in a Supersized World**

Kelly L. Haws, Karen Page Winterich (2013) Journal of Marketing: May 2013, Vol. 77, No. 3, pp. 48-64.

**Abstract**

Marketers often offer consumers the option to “supersize” a food purchase intended for immediate consumption. Supersized products may be attractive to consumers from the standpoint of the unit pricing because ordering a larger size of the same product results in a per-unit savings and offers consumers the opportunity to meet their value-based financial goals. In this article, the authors show that such pricing strategies not only lead to greater purchase and consumption but do so by affecting important consumer goals in unrelated domains—namely, by decreasing the importance placed on health goals. Although supersized pricing can have a powerful effect on purchase behavior, providing health cues can prevent the decreased focus on health. In addition, supersized pricing can be used to increase size choice of healthy foods. The authors discuss the study's contributions to theory, particularly for understanding decisions regarding the pursuit of multiple goals and, more specifically, those that lie at the intersection of health and finance. In addition, the results suggest both marketing and public policy implications, including those for the obesity epidemic and frequent use of supersized pricing strategies for unhealthy foods.

Read more: <http://journals.ama.org/doi/abs/10.1509/jm.11.0261>

**Targeting Revenue Leaders for a New Product**

Michael Haenlein, Barak Libai (*2013*) Journal of Marketing: May 2013, Vol. 77, No. 3, pp. 65-80.

**Abstract**

Historically, when targeting potential adopters of a new product, firms have tended to focus first on people with disproportional effect on others, often labeled “opinion leaders.” The authors highlight the benefit of targeting customers with high lifetime value (CLV), or “revenue leaders.” The authors argue that targeting revenue leaders can create high value both by accelerating adoption among these customers and because of the higher-than-average value that revenue leaders generate by affecting other customers with similarly high CLV. The latter phenomenon is driven by network assortativity, whereby people's social networks tend to be composed of others who are similar to themselves. Analyzing an agent-based model of a seeding program for a new product, the authors contrast revenue leader seeding with opinion leader seeding and compare the factors that influence the effectiveness of each. They show that the distribution of CLV in the population and the seed size play a major role in determining which seeding approach is preferable, and they discuss the managerial implications of these findings.

Read more: <http://journals.ama.org/doi/abs/10.1509/jm.11.0428>

**To Serve Man: A Marketing Manifesto (and an Article That Should Not Have Been Necessary)**

John F. Gaski (*2013*) *To Serve Man*: Journal of Public Policy & Marketing: Spring 2013, Vol. 32, No. 1, pp. 6-17.

**Abstract**

This conceptual offering embodies what may be a long-overdue but plainspoken metaphysical assessment of the basic nature of marketing. A point of emphasis is that chronic misdefinition and misinterpretation of marketing itself have impeded proper appreciation of marketing's positive impact on society. One purpose here is to correct that lingering miscomprehension (pervading even the highest reaches of scholarship) and appropriately position the business function of marketing taxonomically within the larger domain of economic and governance philosophy and the societal perspective. Armed with that insight, it becomes possible to dismiss as invalid much specious criticism of marketing. Improved understanding of the true nature of marketing in turn illuminates its macroeconomic and societal role. Therefore, the field of marketing may deserve to be celebrated more than it has been to date—not that it has been universally. This item's message is thus submitted, in constructive and therapeutic spirit, as perhaps the transcendent good news story that the marketing field has received.

Read more: <http://journals.ama.org/doi/abs/10.1509/jppm.12.095>

Global Marketing SIG and other Marketing Awards

**Global Marketing SIG Awards, 2013**

**Significant Contributions to Global Marketing Award**

This award recognizes a distinguished educator for a lifetime of significant contributions to the field of global marketing.

2013 Award Recipient: Dr. Subhash C. Jain, University of Connecticut

**2013 Excellence in Global Marketing Research Award**

This award recognizes the authors of an outstanding research article, published in the past 10 years, which has significantly influenced the direction of research in global marketing.

Neil A. Morgan, Indiana University, Anna Kaleka, Cardiff University, Constantine S. Katsikeas, Leeds University, for their 2004 Journal of Marketing article

"Antecedents of Export Venture Performance: A Theoretical Model and Empirical Assessment"

The Award recipients will be recognized at the the Global Marketing SIG Reception, 5:00-6:00pm on Saturday, August 10, during the 2013 AMA Summer Educators’ Conference. The reception will be in the Simmons room of the Boston Marriott Copley Place.

**2013 Higher Education Marketer of the Year Awards Nomination Process Now Open**

The AMA Higher Education Team and Individual Marketer of the Year Awards honors extraordinary leadership and achievement in the field of higher education marketing and is brought to you by the AMA and its founding sponsor Lipman Hearne.

**2013 Eligibility**

Nominees must be currently employed at a higher education institution with focus on the branding, marketing, and communications aspects of a college or university. All nominees will be considered regardless of organization size and budget. There will be two awards bestowed, one award recognizing an individual thought leader and one award recognizing an outstanding marketing team. The recipients of the 2013 AMA Higher Education Marketer of the Year Awards must be available to receive the award in person on Tuesday, November 12 at the 2013 AMA Symposium for the Marketing of Higher Education (held November 10 - 13, 2013) at the Marriott Copley in Boston, MA.

[To find out more about the awards including eligibility requirements and the application process, click here.](http://www.marketingpower.com/AboutAMA/Documents/Higher%20Ed%20Marketer%20of%20Year%202013%20Announce.pdf)

To nominate someone in either the team or individual category, please [click here](https://amaf.wufoo.com/forms/higher-education-marketer-of-the-year-nomination/)to access the nomination form.

For more information, please follow the link below:

<http://www.marketingpower.com/AboutAMA/Pages/AMAAwards.aspx>

### 2012/13 Emerald/ASFOR Case Writing Competition

Emerald and the Associazione Italiana per la Formazione Manageriale (ASFOR) are delighted to announce the 2nd annual Case Writing Competition. The aim of the competition is to encourage and promote the development of high-quality case material relevant for business and management in Italy. The total award prize money sponsored by Emerald is **€1,500**.

**Deadline extended - 30 October 2013**

For more information, please follow the link below:

<http://www.emeraldinsight.com/research/awards/2012asfor.htm>

***AMA GLOBAL MARKETING SIG WEBSITE***

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

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***Global Marketing Like Never Before***