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

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

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

**Upcoming Conferences (Reminder: AMA Global Marketing SIG Conference in Cancun/Mexico)**

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

**Research & Teaching Support**

**Latest 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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Upcoming Conferences

AASM 2014 Biennial International Social Marketing Conference

**To be held:** 17 - 18 July 2014, Monash University, Peninsula Campus, Australia

**Theme:** Scaling the twin peaks of rigour and relevance

The International Social Marketing Conference is the biannual conference of the Australian Association of Social Marketing and brings together scholars and practitioners of social marketing together to share current thinking and practices. Typically the conference attracts 150 – 200 delegates from more than 8 countries. The 2014 International Social Marketing Conference will be held on the 17 – 18 July 2014 Monash University, Peninsula Campus, Australia.

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

II. Industry Cases

**Submission Deadline:** 14 February 2014

For more info please click here: http://www.aasm.org.au/international-social-marketing-conference-2014/

7th Annual EuroMed Academy of Business Conference

**To be held:** 18 - 19 September 2014, University of Agder, Kristiansand, Norway

**Theme:** The future of Entrepreneurship

n recent years, economies worldwide are witnessing the emergence of new business models within entrepreneurial realms, new funding mechanisms and platforms, new international scopes of activities, new ways of organizing ventures, as well as greater varieties of venture types spanning both commercial and socially driven initiatives.

Some of these initiatives emerge from urgent questions involving academia, government and industry in a period of economic slowdown and uncertainty in developed and emerging economies. Such urgency and interest are also evident in wider governmental initiatives such as the European Community's Entrepreneurship 2020 Action Plan, as well as various individual governmental programs across the world.

Hence, while the conference will include multiple tracks welcoming studies from a variety of business and management disciplines, it will especially welcome submissions addressing both current knowledge domains of entrepreneurship, as well as future developments, challenges and opportunities for entrepreneurship in general, and in the European and Mediterranean contexts in particular. Accordingly, the conference’s special opening session will host a panel of international thought leaders which will present their insights, perspectives and visions for the future of entrepreneurship.

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

II. Abstracts

**Submission Deadline:** 24 March 2014

For more info please click here: http://www.euromed2014.com/

LCBR European Marketing Conference2014

**To be held:** 07 - 08 August 2014, Lupcon Center for Business Research, Munich, Germany

The Lupcon Center for Business Research is proud to announce that the LCBR European Marketing Conference2014 will take place in Munich, Germany, on August 07-08, 2014. Join us for our conference in one of Europe’smost dynamic cities.

Presenters from around the world are presenting their latest research findings on marketing and related topics. Our evening reception, the lunch buffet, and the coffee breaks all provide excellent networking opportunities.

This academic conference is hosted by the Lupcon Center for Business Research, which is headquartered in Bavaria, Germany.

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

II. Abstracts

**Submission Deadline:** 05 April 2014

For more info please click here: <http://www.european-marketing-conference.com/index.htm>

Kind Reminder: AMA Global Marketing SIG Conference, April 16-19 2014: The Honorable Merchant in International Marketing, in Cancun, Mexico

The Draft Program of the 2014 AMA SIG Conference on the Honorable Merchant in International Marketing held in Cancun, Mexico from April 16-19, 2014 has been released! This annual meeting **reflects the most important thinking in international marketing**, attracting researchers, business executives and policy makers. Our workshops, panels and delphi studies have often lead to the development of substantial new insights on International Marketing. Michael Czinkota and his conference committee (Thomas Cooke, David Griffith, Suraksha Gupta, Andreas Pinkwart, Hans Ruediger Kaufmann and) propose an intriguing topic at a sunny and inspiring location.

Please, access the program at the following site: <http://michaelczinkota.com/ama-global-marketing-sig/ama2014conference/>

Call for Papers for Special Issues of Journals

***Journal of Marketing Management***

**Special issue theme:** Theorizing Gender and Gendering Theory in Marketing and Consumer Research

**Submission Deadline:** October 01, 2014

**Guest editors:**

Zeynep Arsel Concordia University, Canada and Aalto University School of Business, Finland;

Kirsi Eräranta Aalto University School of Business, Finland;

Johanna Moisander, Aalto University School of Business, Finland.

Gender is one of the most visible analytical categories in social sciences. It permeates into marketplace activities in domains ranging from institutional practices to product design to advertising to mundane consumption patterns. It is also a challenging category to inquire into, as well as being controversial. This special issue aims to advance our knowledge on the gendered nature of marketplace activities in its many forms and manifestations.

In the literature on marketing and consumer research, the concept of gender has been used to shed light on the nature of not only consumer identity projects and cultural models (e.g. Evans, Riley, & Shankar, 2010; Holt & Thompson, 2004; Kates, 2004; Martin, Schouten, & McAlexander, 2006; Schroeder, 2003) but also broader marketing theory and practice (e.g. Beetles & Crane, 2005; Bristor & Fischer, 1993; Catterall, Maclaran, & Stevens, 2005; Fischer & Bristor, 1994; Hirschman, 1993; Maclaran & Catterall, 2000; Schroeder & Borgerson, 1998; Stern, 1993, 1999). While this work has advanced our knowledge of the workings of gender in the marketplace, there is still room for further theoretical development of the research area and its practical and managerial implications.

For this special issue, we therefore invite papers that focus on advancing theoretical knowledge in the field in ways that are accessible to the broader community of marketing, management, and consumer scholars. We welcome contributions that seek to critically review, problematise, and rethink the various existing conceptualizations and empirical accounts of gender in the literature, and also work towards new theoretical constructs and frameworks for gaining deeper insights into the gendered nature of marketplace activities. By marketplace activity we refer to a broad spectrum of market-mediated activities and practices, ranging from marketing-related management practice and consumers’ everyday lives to the work of marketing and consumer behavior scholars in the exceedingly competitive battlefields of academia.

In particular, we welcome papers that advance our knowledge of gender as an analytical construct by incorporating insights and debates from gender studies into contemporary theories of consumption and marketing. Such papers might draw, for example, on theories of performative identity (Butler, 1990, 1997; Eräranta, Moisander, & Pesonen, 2009; Goulding & Saren, 2009); theories of intersectionality (Crenshaw, 1991; Davis, 2008; McCall, 2005); feminist critiques of science (Alcoff & Potter, 1993; Haraway, 1988; Harding, 1986; Longino, 2002); feminist theories of embodiment, post-humanism and new materialism (Barad, 2003, 2007; Braidotti, 2013; Grosz, 1994, 1995; Joy & Venkatesh, 1994; Valtonen, 2012); queer theory (Borgerson, Schroeder, Blomberg, & Thorssén, 2006; Edelman, 2004; Halberstam, 1998, 2005; Kates, 2003; Peñaloza, 1994; Sedgwick, 1990; Turner, 2000); critical theories of men and masculinities (Connell & Messerschmidt, 2005; Eräranta & Moisander, 2011; Hearn, 2004; Schroeder & Zwick, 2004; Thompson & Holt, 2004), feminist postcolonial studies (Spivak & Harasym, 1990) and many more. Beyond topics listed above, we welcome all kinds of high-quality submissions, both theoretical and empirical papers, that continue, build on and extend the existing research and scholarship in the field of gender, marketing and consumer behavior.

Read more: http://www.academyofmarketing.org/calls-for-papers-publications/journal-of-marketing-management.html

***Journal of Political Marketing***

**Special issue theme:** Relationships and political marketing

**Submission Deadline:** September 01, 2014

**Guest editor:** Dianne Dean

We are living in an era where the political environment is becoming more complex, advances in technology leading to the development of social media has created more opportunities to reach the citizen.  Hence, political marketers are able to disseminate more information, in real time, through more communication channels leading some to suggest that we are in an age of the ‘permanent political campaign’.  It is conceivable that this would lead to greater engagement in politics and electoral participation, however it appears that there is a decline in party identification and voter turnout has also decreased in many parts of the world.

Therefore in this dynamic and rapidly fragmenting environment there is greater uncertainty and a need to consider alternatives to the traditional transactional exchange paradigm (Lock and Harris 1996; Dean and Croft 2001) as the political market place is no longer where we merely exchange votes for promises. Rather political marketers need to develop long term strategies which build loyalty through delivery of electoral promises which would build trust and legitimize the democraticparty system (Henneberg and O’Shaughnessy 2009).

Whether we envisage the political market place where voters are treated as consumers, or as a diverse group of stakeholders, each notion brings with them their own theories and mechanisms for understanding needs, identifying where those needs can be accommodated within the party core values, and how they can be communicated to the target group.

Therefore the purpose of this special issue focuses on relational approaches to political marketing.  Papers are invited from all research traditions that seek to build our understanding of ‘relationships’ in the political market place.  Listed below are suggested areas that maybe of interest but we are keen to receive papers that address the following themes.

•   Elections  
•    Engaging voters  
•    Long term campaigns  
•    Party identification  
•    Party engagement  
•    Internal marketing  
     - Party members  
     - Party activists   
•    Low involvement relationships such as branding  
•    Relationship building through social media  
•    Critical approaches to political relationship marketing  
•    Activism

Read more: http://www.academyofmarketing.org/calls-for-papers-publications/journal-of-political-marketing.html

***Journal of Research on Interactive Marketing***

**Special issue theme:** The Impact of Digital Shopping Channels on Multi-channel Marketing and Attribution in the Changing Retail Landscape.

**Submission Deadline:** June 30, 2014

**Guest editor:** Kiseol Yang, Ph.D.

Online shopping growth and the popularity of social media and mobile retailing apps have accelerated shopping channel alternatives. Consumers have become savvy and technologically empowered in their shopping journey. In an environment different from the traditional shopping journey, which was store-dependent and led by advertising, consumers are now connected via digital touch points (e.g., social media, web, mobile apps).Therefore, their shopping experiences in digital channels influence sales across channels. In responding to the changes in the retail landscape, traditional retailers are operating in multi-channels to reach more consumers and increase real-time interaction. The multi-channel model may generate more sales and profit when channel benefits are well identified and integrated to provide seamless shopping experience across channels. Thus, the success of multi-channel retailing relies on how retailers capitalize on each channel’s strength and optimize digital touch points to interact with consumers.    
The goal of this special issue is to further develop our understanding of the impact of digital channels on multichannel attribution and devise effective multi-channel marketing tactics that increase synergy effects to reach consumers across channels. The special issue approaches this topic from effective multi-channel marketing and attribution by optimizing digital channel strengths in technologically empowered consumer market.

Examples of appropriate research fitting the aim of this special issue are:  
•    Reciprocal effects of online and offline shopping experiences  
•    Optimizing each channel strength and attribution across channels  
•    The effects of customer reviews/electronic Word of Mouth on shopping across channels.   
•    Modeling multi-channel shopping behavior  
•    Managing seamless shopping transactions across channels  
•    The effects of mobile retailing apps/services on shopping across channels

Read more: http://www.academyofmarketing.org/calls-for-papers-publications/journal-of-research-in-interactive-marketing.html

Research & Teaching Support (Articles and Case Studies)

**The following articles might be useful for your lecture:**

**Firm Innovativeness and Export Performance: Environmental, Networking, and Structural Contingencies**

Nathaniel Boso, Vicky M. Story, John W. Cadogan, Milena Micevski, and Selma Kadić-Maglajlić (2013), Journal of International Marketing, Vol. 21, No. 4, pp. 62-87.

**Abstract**

Much scholarly work has explored the benefits firms accrue from innovation activities. Although some research has shown that firm innovativeness is associated with enhanced export success, the conditions under which firm innovativeness activities are most and least beneficial are not well understood. The authors take a contingency perspective and use social capital theory to investigate how internal channel networking capability and structural factors as well as external environment factors affect the innovativeness–export performance relationship. Analysis of samples of exporting firms from Ghana and Bosnia and Herzegovina indicates that innovativeness is most beneficial for firms operating in competitive and dynamic export markets; those in less competitive and static markets do not benefit from their innovation activities to the same extent. Stronger networking capabilities and a more organic structure also enhance the innovativeness–export performance relationship. The findings imply that the management of firm innovativeness is not a straightforward task in which greater emphasis on innovation activities is always beneficial for firms; rather, exporting organizations must match firm innovativeness levels to external environmental conditions and internal capabilities and structures.

Read more: http://journals.ama.org/doi/abs/10.1509/jim.13.0052

**How Can Chief Marketing Officers Strengthen Their Influence? A Social Capital Perspective Across Six Country Groups**

Andreas Engelen, Fritz Lackhoff, and Susanne Schmidt (2013), Journal of International Marketing, Vol. 21, No. 4, pp. 88-109.

**Abstract**

This article examines the effect of the chief marketing officer's (CMO) social capital along the dimensions of utilization of managerial ties, trust, and solidarity on his or her influence in the top management team (TMT) in a multicultural context. The study uses primary survey data from 412 CMOs across six country groups (Australia and New Zealand; Austria; Germany; China, including Hong Kong; Singapore; and the United States) to investigate the moderating effects of national culture on the relationship between social capital and the influence of CMOs in the TMT. The findings show that the social capital dimensions of managerial tie utilization and trust are strong drivers of a CMO's influence in the TMT and that these relationships are culturally dependent. Trust tends to be more effective when the national cultural dimensions of collectivism and uncertainty avoidance are high, and solidarity in the CMO's network relationship increases his or her influence only in collectivistic cultures.

Read more: http://journals.ama.org/doi/abs/10.1509/jim.13.0017

**Improving Prelaunch Diffusion Forecasts: Using Synthetic Networks as Simulated Priors**

Michael Trusov, William Rand, and Yogesh V. Joshi

(2013) Journal of Marketing Research, Vol. 50, No. 6, pp. 675-690.

**Abstract**

Although the role of social networks and consumer interactions in new product diffusion is widely acknowledged, such networks and interactions are often unobservable to researchers. What may be observable, instead, are aggregate diffusion patterns for past products adopted within a particular social network. The authors propose an approach for identifying systematic conditions that are stable across diffusions and thus are “transferrable” to new product introductions within a given network. Using Facebook applications data, the authors show that incorporation of such systematic conditions improves prelaunch forecasts. This research bridges the gap between the disciplines of Bayesian statistics and agent-based modeling by demonstrating how researchers can use stochastic relationships simulated within complex systems as meaningful inputs for Bayesian inference models.

Read more: http://journals.ama.org/doi/abs/10.1509/jmr.11.0508

**Beating the Market: The Allure of Unintended Value**

Aner Sela, Itamar Simonson, and Ran Kivetz

(2013) Journal of Marketing Research, Vol. 50, No. 6, pp. 691-705.

**Abstract**

Consumers face many options that are presented to them as bargains, but in reality, they only subjectively construe a fraction of them as valuable. The authors propose that consumers are particularly attracted to offers they perceive as more valuable than the marketer presumably intended. Consistent with this analysis, six experiments indicate that consumers may perceive customized offers that are presented as tailored to their individual preferences or circumstances as less valuable than offers that seem to fit their preferences and provide value without the marketer's explicit intent. The experiments also suggest that the urge to exploit unintended value reflects a competitive desire to outsmart the market. The findings have theoretical implications for understanding consumers' subjective perceptions of value as well as important practical implications for designing customized offers and targeted promotions.

Read more: http://journals.ama.org/doi/abs/10.1509/jmr.12.0439

**Not All Fun and Games: Viral Marketing for Utilitarian Products**

Christian Schulze, Lisa Schöler, and Bernd Skiera

(2014), Journal of Marketing, Vol. 78, No. 1, pp. 1-19.

**Abstract**

The success of products such as FarmVille has prompted many firms to engage in viral marketing on Facebook and other social media websites. Yet is the viral marketing approach adopted for games suitable for other, more utilitarian products? This study aims to answer questions that link product characteristics and contexts to viral marketing success: Should primarily utilitarian products rely on the same sharing mechanisms for their viral marketing campaigns as less utilitarian products? If not, why is this the case, and how should viral marketing for primarily utilitarian products differ? This empirical study analyzes the Facebook viral marketing campaigns of 751 products and reveals that the same sharing mechanism that made FarmVille so successful is the worst possible mechanism for promoting primarily utilitarian products. These findings are in line with theory from social psychology: because consumers do not visit Facebook to learn about utilitarian products, they rely on simple cues and heuristics to process viral marketing messages about these products. This study thus contributes to literature on viral marketing in general and sharing mechanisms in particular; it also offers practical, hands-on recommendations to marketing managers in charge of designing viral marketing campaigns for both more and less utilitarian products.

Read more: <http://journals.ama.org/doi/abs/10.1509/jm.11.0528>

Marketing Awards

***2014 Outstanding Marketing Teacher Awards***

Program Overview

The Academy of Marketing Science is dedicated to enhancing the professionalism of its members and the discipline of marketing as a whole. The AMS Outstanding Marketing Teacher program was initiated in 1999 to recognize and reward excellence in teaching and to provide a forum for outstanding teachers to share their classroom success with colleagues. The award program is sponsored by Cengage Learning Lamb-Hair-McDaniel.

Submission Process

Nominees who wish to be reviewed for consideration for an AMS Outstanding Marketing Teacher Award must submit the following items electronically by email attachment to the Chair of the Selection Committee no later than February 7, 2014.

1. A statement of teaching philosophy (limited to one page).
2. A condensed curriculum vita (limited to two pages).
3. One or two current course syllabi.
4. Two letters of support from academic colleagues (please solicit these and send them along with the other submission items).
5. One of support from a candidate’s department head, dean or equivalent (please solicit this in advance and send it along with the other submission items).
6. Supporting evidence of teaching excellence (limited to four pages).

Evidence of outstanding teaching may include descriptions of teaching techniques, examples of creativity in the classroom, evidence of student learning and achievement, application of technology in the teaching environment, student evaluations of teaching performance, and letters of support from present and former students. However, nominees may submit any material (subject to the specified page limits) that they feel provides evidence of outstanding teaching. Long-term contributions to marketing education and teaching innovations that are transportable to other instructional settings or institutions will be weighed more heavily than other evidence of outstanding performance.

For more information please follow the link below:

http://www.ams-web.org/associations/213/files/cengage\_award.pdf

***Academy of Marketing: Teaching Excellence Award***

The Academy of Marketing Education Sub-Committee would like to draw your attention to a new initiative: the **AM Teaching Excellence Award**. Awards will be given to both an individual and a team demonstrating evidence of excellence in marketing education.

**Individual award and Team award**

Applicants should download and complete the Teaching Excellence Awards Submission Form (below) and return this with up to one file of supporting evidence together by email only to Anne Foy at the Academy of Marketing ([anne.foy@academyofmarketing.org](mailto:anne.foy@academyofmarketing.org)) by the closing date. Complete one submission form per individual or per team.

**Closing date** has been extended to noon on Friday 14 February, 2014.

Please note that individual entrants must be members of the Academy of Marketing and team entrants must either be members or part of an AM affiliated department.

**Important information:**  
Entries should relate to work completed: 1st Sept 2010 – 31st  Aug 2013  
Closing date for submitting entries: 14 February 2014 (by noon)  
Finalists announced from: 24 April 2014  
Winner announced: 29 May 2014  
Award presented: 9 July 2014 (Academy of Marketing Conference Dinner)

For more information please follow the link below:

http://www.academyofmarketing.org/education/teaching-excellence-award.html

***AMA GLOBAL MARKETING SIG WEBSITE***

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

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| --- |
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