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



**Welcome to the October 2012 AMA Global Marketing SIG's monthly E-News.**

**Board Members**

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

**Latest Marketing Awards**

**Latest AMA Global Marketing SIG and other Marketing news**

**Upcoming Conferences**

**Call for Papers for Journal Special Issues**

**Research & Teaching Support**

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**Vice Chair, Communication**

# *Long Term Impact Award*

**2012 Winners:**

[**Gerard J. Tellis**](http://www.informs.org/Recognize-Excellence/Award-Recipients/Gerard-J.-Tellis) [**Peter N. Golder**](http://www.informs.org/Recognize-Excellence/Award-Recipients/Peter-N.-Golder2)



**Winning material:**“Growing, Growing, Gone: Cascades, Diffusion, and Turning Points in the Product Life Cycle”, Marketing Science, Vol. 23, No. 2, 2004, pp. 207-218

**Purpose of the Award:** The INFORMS Society for Marketing Science Long Term Impact Award (LTI Award) is given annually to a marketing paper published in Marketing Science, or Management Science, or another INFORMS journal, that is viewed to have made a significant long run impact on the field of Marketing.

For more information, please follow the link below:

<http://www.informs.org/Recognize-Excellence/Community-Prizes-and-Awards/Marketing-Science-Society/Long-Term-Impact-Award>

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**International Liaison**

Phil Harris

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# *Gary L. Lilien ISMS-MSI Practice Prize*

**2012 Winners:** [**V. Kumar**](http://www.informs.org/Recognize-Excellence/Award-Recipients/V.-Kumar); [**Vikram Bhaskaran**](http://www.informs.org/Recognize-Excellence/Award-Recipients/Vikram-Bhaskaran) ;[**Rohan Mirchandani**](http://www.informs.org/Recognize-Excellence/Award-Recipients/Rohan-Mirchandani) ; [**Milap Shah**](http://www.informs.org/Recognize-Excellence/Award-Recipients/Milap-Shah)

**Winning material:** Creating a Measurable Social Media Marketing Strategy for Hokey Pokey: Increasing the Value and ROI of Intangibles and Tangibles

**Purpose of the Award:** The INFORMS Society for Marketing Science awards its Practice Prize for an outstanding implementation of marketing science concepts and methods. The methodology used must be sound and appropriate to the problem and organization, and the work should have had significant, verifiable and, preferably quantitative impact on the performance of the client organization. Any completed or published work within the past five years is eligible, although some preference will be given to previously unpublished work. This award is given out every other year.

For more information, please follow the link below:

<http://www.informs.org/Recognize-Excellence/Community-Prizes-and-Awards/Marketing-Science-Society/Gary-L.-Lilien-ISMS-MSI-Practice-Prize>

# *Frank M. Bass Dissertation Paper Award*

# 2012 Winners: [Jun B. Kim](http://www.informs.org/Recognize-Excellence/Award-Recipients/Jun-B.-Kim) ; [Bart Bronnenberg](http://www.informs.org/Recognize-Excellence/Award-Recipients/Bart-Bronnenberg) ; [Paulo Albuquerque](http://www.informs.org/Recognize-Excellence/Award-Recipients/Paulo-Albuquerque)

**Winning material:**"Online Demand Under Limited Consumer Search", Marketing Science, Volume 29, No. 6, 2010, pp. 1001-1023.

**Purpose of the Award:** The Bass Award is given to the best marketing paper derived from a Ph.D thesis published in an INFORMS-sponsored journal according to the following eligibility requirements:

For more information, please follow the link below:

<http://www.informs.org/Recognize-Excellence/Community-Prizes-and-Awards/Marketing-Science-Society/Frank-M.-Bass-Dissertation-Paper-Award>

# *Haynes Prize for the Most Promising Scholar(s)*

**2012 Winner:**  Elitsa R. Banalieva, [Northeastern University](http://www.northeastern.edu/index.html)

**Winning Article:** Making the Most of the Second Best: Synchronization of Reforms Rhythms, Slack, and Performance of Transition Economy Firms

**Purpose of the Award:** [The Academy of International Business Foundation](http://aib.msu.edu/aibfoundation.asp) and [the Eldridge Haynes Memorial Trust](http://aib.msu.edu/awards_haynes.asp#haynes) award the Haynes Prize for the Most Promising Scholar. The winning paper must have been accepted for presentation at the AIB conference through a double-blind-review process, and have been written by an author or authors under 40 years of age. The winner is selected by the AIB Best Paper Selection Committee. The author receives a plaque and a cash award (amount is announced in the call for submissions annually) at the awards ceremony at the AIB annual meeting.

For more information, please follow the link below:

<http://aib.msu.edu/awards_haynes.asp>

***The 2012 JIBS Decade Award***

**2012 Winner:** Professor Keith Brouthers (North Carolina State University)

**Winning material:** “Institutional, cultural and transaction cost influences on entry mode choice and performance”, (2002), *Journal of International Business Studies*, Vol. 33, (2), pp. 203-221

**Purpose of the Award:** The award, sponsored by Palgrave Macmillan, is designed to recognize the most influential paper published in the Journal of International Business Studies ten years prior and is presented at the annual AIB conference. In order to be considered for the JIBS Decade Award, an article must be one of the five most cited articles published in JIBS for the year being considered. A reprint of the award winning article, together with the author’s commentary, will be published in the first issue of the 2013 volume of the Journal of International Business Studies.

For more information, please follow the link below:

<http://www.palgrave-journals.com/jibs/decade_award_announcement_12.pdf>

***EMAC Distinguished Marketing Scholar Award***

**2012 Winner:** **Professor Gilles Laurent of HEC Paris** is the winner of the EMAC Distinguished Marketing Scholar Award 2012. Gilles Laurent is an eminent researcher who has published in all major marketing journals, including International Journal of Research in Marketing, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, and Marketing Science. With his strong methodological skills, he contributed to the quantitative as well as the behavioral marketing literature and he has been publishing in the top journals for more than three decades.  For EMAC, Gilles Laurent has been Editor of the International Journal of Research in Marketing. He has also served as Vice-President Publications of EMAC and he has been a major source of support for EMAC throughout his career, having played an active role in organizing almost all EMAC conferences. Gilles has been a key driver of EMAC’s growth and recognition throughout Europe and in the U.S. Currently he serves as Dean of EMAC Fellows. Gilles was as an inspiring mentor for several generations of marketing scholars. He has been a role model, demonstrating consistently high quality standards and pointed the way to the key international forums of research in marketing. In a similar manner, he has played an active role within the community of researchers in marketing in France. Outside of EMAC, Gilles has been active in numerous contexts (conferences, workshops, seminars, task forces) aimed at fostering high-quality research. Gilles Laurent made a significant and important contribution to the quality of research in marketing in Europe, fully meriting the honor of EMAC Distinguished Marketing Scholar.

**Purpose of the Award:** This annual award is designed to be the highest honor that a marketing educator who has had extensive connections with EMAC (The European Marketing Academy) can receive. The two main criteria for the award are: (1) Outstanding marketing scholarship as reflected in extensive, impactful research contributions and (2) Outstanding contributions to the European Marketing Academy.

For more information, please follow the link below:

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

**EMAC McKinsey Marketing Dissertation Award**

A new generation of marketing experts is developing the theories and tools that will shape the future of our field. The Marketing Dissertation Award, initiated by EMAC and McKinsey & Company, recognizes and encourages this emerging talent. In addition to receiving a cash prize, finalists have a chance to present their work at the 2013 EMAC conference in Istanbul, Turkey.

Submissions for the 2013 award are being accepted online from now through January 31, 2013.

Increase the reach of your dissertation – apply for the Marketing Dissertation Award.

For more information, please follow the link below:

[www.marketing-dissertation-award.eu](http://www.marketing-dissertation-award.eu/)



Apply for the 2012/2013 EMERALD/EMRBI Business Research Award for Emerging Researchers- Promoting Excellence and Innovation in Business Research- The closing date for receipt of applications is **1 July 2013**.

The Award-winning paper will receive a cash prize of €1,500 (or currency equivalent), a certificate, a winner’s logo to attach to correspondence, and publication in the EuroMed Journal of Business as a full paper. Runners-up will also be considered for publication.

In addition, authors of the winning entry and those of up to ten highly commended papers will receive a complimentary 12-month membership of EMAB (EuroMed Academy of Business; the Academy under EMRBI that deals with memberships), which will include an online subscription to the EuroMed Journal of Business.

To be eligible for the Award, the research must address the environmental opportunities and threats, or marketplace developments and trends, in the European-Mediterranean region.

In an effort to promote and reward research from new researchers, the Award is open to any researcher who has undertaken a doctoral degree program in the past 5 years.

For more information and details of submission requirements please visit:

<http://www.emeraldinsight.com/research/awards/euromed.htm> and <http://www.emrbi.com/>

Upcoming Symposiums and Seminars

## [*Symposium for the Marketing of Higher Education*](http://www.marketingpower.com/Calendar/Pages/2012_Symposium_for_the_Marketing_of_Higher_Education.aspx)



## ****New Orleans, LA**** ****November 11-14, 2012****



The 2012 Symposium will be the best yet. Program highlights include:

* More paper sessions from a wider and more diverse array of institutions, including top research universities, respected liberal arts institutions, faith-based institutions, community colleges and for-profits.
* Advanced marketing sessions presented by our most accomplished colleagues.
* Keynote speakers including a journalist, a university president, two CMOs, and a higher ed public policy expert.
* Round tables at the end of the day, offered by affiliation and shared interests. And much more!

For more information, please follow the link below:

<http://www.marketingpower.com/Calendar/Pages/2012_Symposium_for_the_Marketing_of_Higher_Education.aspx>

## [*Advanced School of Marketing Research*](http://www.marketingpower.com/Calendar/Pages/advanced-school-of-marketing-research.aspx)

**Atlanta, GA**  
**November 12-16, 2012**



**Gain a competitive edge!**



Learn how leading firms are using advanced marketing research techniques to strengthen customer loyalty and increase sales, to make new product development decisions, and to price products for increased profit in today’s challenging environment.

You will leave ASMR with the latest research tools and insights, and an understanding of how the tools can be applied to your specific industry, company, and problem.

For more information, please follow the link below:

<http://www.marketingpower.com/Calendar/Pages/advanced-school-of-marketing-research.aspx>

Upcoming Conferences

***3rd Annual International Conference on Enterprise Marketing and Globalization (EMG 2013)***

As we move forward into the next millennium, the real challenge for many enterprises will be navigating the complexities of an increasingly globalized marketplace. Furthermore, with the declining effectiveness of traditional advertising channels, companies will now have to globalize the operations in one way or another. The industry has seen an increasing trend of companies partnering with technology providers to create an integrated application to manage marketing metadata and leverage standards-based architecture to deliver business functionality quickly. Hence, in the very near future, global strategic planning will become an essential factor for the success of the enterprise. The EMG conference seeks to explore how the disciplines of Enterprise Systems, Accounting, Finance Management and Global Business Strategies interaction can enhance business performance in the contemporary complex and competitive environment. The conference offers an excellent opportunity for academicians, researchers, corporate leaders and executives to have a meaningful avenue for learning and sharing among individuals and groups.

**Conference dates and place to be held:** 22nd - 23rd April 2013, Singapore

**Call for papers:** Ι. Competitive Papers (Not be more than 1Ο pages)

**Submission Deadline:** Thursday, 25th October 2012

**Decision timeline:** Authors will be advised of the review process by the 9th of November 2012

For more information please follow the link below:

<http://www.enterprisemkt.org/>

***International Conference on Marketing 2013***

The theme of the ICOM 2013 Conference is 'The Challenging Environment'. The environment creates many opportunities for marketers; creation of new services that exploit its power, new mechanisms for promotion and marketing tactics, and new channels for building relationships with suppliers, business partners, channel members and customers. Indeed, the exploration of these positive elements associated with the integration of environment, marketing strategy represents potentially valuable contributions to marketing research. Papers investigating such issues are encouraged for submission.

**Conference dates and place to be held:** 19th - 20th February 2013, Colombo, Sri Lanka

**Call for papers:** Ι. Full Papers

ΙΙ. Abstracts (Not be more than 200 words)

**Submission Deadline:** Tuesday, 30th October 2012

**Decision timeline:** Authors will be advised of the review process within two weeks

For more information please follow the link below:

<http://www.cibmp.org/icom2013/>

***The 10th International CIRCLE Conference***

The 10th (annual) International Conference for Consumer Behaviour and Retailing Research is hosted by the Polytechnic Institute of Viana do Castelo, Portugal, a relatively new higher education institution that has developed rapidly over the last twenty years to become a major provider of higher education in peripheral northern Portugal. The Centre engages in interdisciplinary research and consultancy projects in order to explore and examine consumer behaviour in local, regional, national or international contexts for a range of service industries including culture, events, finance, hospitality, leisure, marketing, retailing and tourism. All research activities/projects/conference proceedings are disseminated with the dual purpose of assisting managers and practitioners who work in the industry to gain a wider perspective of issues, strategies, and ideas advancing business worldwide as well as fuelling further academic study and debate in this important emerging research area. The objective of the 10th international Conference for Consumer Behaviour, Tourism and Retailing Research Conference is twofold. First is to provide an international environment for different academic / professional approaches and discussions on the comparative advantage or "added value" theory/practice in an increasingly g1obalised contemporary society, and to which extent they are effective. Secondly, to provide the opportunity for young scholars, practitioners and Master/PhD students to connect on a local-to-global context and have their work validated and benchmarked within the benevolent academic and professional community of colleagues from different international contexts. The young scholars, studying for their Master or PhD are invited also to their symposium and to meet with their supervisory team. All accepted papers will be published in Access Press Journals.

**Conference dates and place to be held:** 3rd - 6th April 2013, Vίana do Castelo, Portugal

**Call for papers:** I. Full Papers

ΙΙ. Abstracts (Not be more than 200 words)

**Submission Deadline:** Saturday, 15th December, 2012

**Decision timeline:** Authors will be advised of the review process by the 15th January 2013

For more information please follow the link below:

<http://10thcircleconference.ipvc.pt/>

***2013 EMAC 42nd Annual Conference***

The theme of the 2013 EMAC 42nd Annual Conference is 'Lost in Translation: marketing in an interconnected world'. As the organization committee, we are very pleased to welcome you to leverage knowledge on these current issues in marketing by hosting the 42nd EMAC Conference in June 2013 at Istanbul Technical University, Management Engineering Department. The east we know is not the same east; the west we know is not the same west anymore. Economies are interconnected and as in the butterfly effect there is a sensitive dependence on contextual factors. Companies are not monogamous, they transact within enmeshed relationships that are collaboratively built with their counterparts, suppliers, distributors, consultants, associations, governments etc. Transition from the Real World to the virtual world facilitates empowerment of consumers who constantly engage in countless exchanges. In such an environment, organizations and individuals are subject to a range of influences and open to inter-dependencies. While those changes occur, having a static, preconceived world view would be a major blunder for corporations when investing in global markets.

Interactions among and across consumers and businesses are dialogical transactions inextricably bound to interconnectedness between micro and macro contexts in which both parties exist and evolve. Through interactions, clients and firms move towards understanding each other and even learn about their own selves. However, such a learning process could be overwhelming due to too much information flux and availability that instead of detailed analysis, proximities could be used to reach conclusion for reducing risk. Such contextual dynamism may lead message and offering interflow to be illusive and may increase the need for better marketing strategies to recover any losses in translation of marketing practices into customer gain and retention. In order to eliminate the risk of mistranslation of the observed to actions, the use of marketing research to accumulate market intelligence should revise its conventional divide of quantitative and qualitative approaches. Rather, for building mechanisms to elicit interim feedback, both worlds should be reconciled towards, breeding a collaborative expertise as to support cumulative learning.

**Conference dates and place to be held:** June 4-7, 2013, Istanbul Technical University, Management Engineering Department, Istanbul, Turkey

**Call for papers:** Ι. Competitive Papers (Not be more than 7 pages)

II. Submission of proposals for SIG Track

**Submission Deadline:** Tuesday, 4th December, 2012

**Decision Timeline:** Authors will be advised of the review process by the 8th of March, 2013

For more information please follow the link below:

<http://www.emac2013.org/>

Call for Papers for Journal Special Issues

*Journal of International Marketing*

*Journal of International Marketing*

Call for Papers: Special Issue

**Service in the Global Marketplace**

International services constitute a significant sector of the global economy that is growing exponentially. International services are especially complex in their management because of the intangibility of services, difficulties in standardizing services across national borders, and differences in perceptions of and preferences for customized services across countries and cultures. As services in the global marketplace are becoming increasingly important, there is a growing need for new insights into service issues faced by global marketing managers.

As such, this Special Issue intends to extend the current understanding of service topics in the field of international marketing. Manuscripts may be theoretical or empirical. This Special Issue seeks to publish leading research on service in global markets from the perspectives of strategy, modeling and consumer behavior. A primary criterion for assessing fit with the Special Issue is a manuscript’s ability to contribute to the service-based international marketing literature using rigorous theory and/or empirical methods.

Potential topics of interest include, but are not limited to:

* The role of institutions and their influence on co-creation of value and collaborative efforts with customers, suppliers and stakeholders
* The applicability of the foundational premises of S-D logic across global markets
* Service infusion: global and cross-cultural issues
* Customer service expectations across global markets
* Cross-cultural service recovery
* Global and/or cross-national diffusion of service innovations
* Managing service innovations across borders
* Creativity in cross-cultural service design and customer acceptance
* Service productivity across global markets
* The cross-roads of technology and service in global markets
* Cross-cultural aspects of service quality
* The role of service in fostering sustainability and/or green marketing strategies in global markets
* Institutional challenges to service innovation across global markets
* Service issues at the base-of-the- pyramid
* Cross-cultural or cross-national consumer responses to service innovations
* Co-production/co-creation in global service offerings
* Cross-cultural differences in customers as resource integrators
* Transformative service research in a global context
* Resource-advantage theory applications to service exporting
* Challenges faced by service exporters
* The influence of cloud computing and other IT developments such as service-oriented architecture on the development and growth of global service systems

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**Deadline for Submission: February 10, 2013**

Manuscripts must be submitted online at: <http://mc.manuscriptcentral.com/ama_jim>. Manuscripts will be entered into the review process beginning February 11, 2013.

Journal guidelines can be found at: [www.marketingpower.com/jim](http://www.marketingpower.com/jim).

Questions pertaining to the Special Issue should be

directed to:

***Journal of International Business Studies***

**Special Issue on 'The Multifaceted Role of Language in International Business: Unpacking the Forms, Functions, and Features of a Critical Challenge to MNC Theory and Performance**

The purpose of this special issue is to identify new research questions and avenues that originate from a focus on language. We welcome papers that approach well-established IB phenomena through a language lens or make a contribution through interdisciplinary pollination (Cantwell & Brannen, 2011). Our call for papers invites language-sensitive research that is pluralistic in terms of underlying philosophical assumptions and research methods employed (Welch et al., 2011). We intend to include theoretical and conceptual contributions as well as empirical work that draw on qualitative or quantitative methods or an innovative mix of both. To achieve these goals, we also welcome conceptual pieces that attempt to frame language issues in IB and encourage submissions that are related to the following themes:

- Control, coordination, and communication in international organizations - Internationalization and foreign operation modes - Managing people in international organizations - Innovation management, knowledge transfer, and organizational learning - International marketing issues - Methodological issues

**Special Issue Editors:** Mary Yoko Brannen, Rebecca Piekkari, and Susanne Tietze

**Submissions of papers:**

All manuscripts will be reviewed as a cohort for this special issue. Manuscripts must be submitted in the window between November 5, 2012, and November 23, 2012, at <http://mc.manuscriptcentral.com/jibs>. All submissions will go through the *JIBS* regular double-blind review process and follow the standard norms and processes. For more information about this call for papers, please contact the Special Issue Editors or the JIBS Managing Editor (managing-editor@jibs.net).

**Deadline for submissions:** Friday, 23rd November, 2012

For more information, please follow the link below: <http://www.palgrave-journals.com/jibs/cfp_language_si.html>

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

**Special issue on: ''Interactive Marketing and Trust in Professional Services - the challenges of digital communication and distribution''.**

The objective of this special issue is to facilitate a critical discussion and analysis of the role of trust in professional services in embracing the challenges of technology, channels and media in interactive marketing. The scope of the special issue is designed to capture practice and theory developments in the field that will help to understand and deal with the many challenges associated with trust, trustworthiness, interaction and technology in professional services.

**Special Issue Editors:** Sabine Gebert-Persson; Mikael Gidhagen

**Submissions of papers:**

Submitted manuscripts should follow the format as indicated in the author guidelines on the journal website:[www.emeraldinsight.com/jrim.htm](http://www.emeraldinsight.com/jrim.htm). As a guide, papers should be between 4,000 to 6,000 words. Papers are reviewed by the Special Issue Guest Co-Editors and if it is judged as suitable for this publication, the manuscripts are sent to two referees for double-blind peer review.

**Deadline for submissions:** Monday, 22nd October, 2012

For more information, please follow the link below: <http://www.emeraldinsight.com/products/journals/news_story.htm?id=4299>

***Industrial Marketing Management***

# Special issue on: ''The Barriers and Consequences of Radical Innovations''

It is well recognized that there are risks and opportunities in the exploitation of radical innovation (RI) and the ability of organizations to respond to or address these risks and opportunities may have a significant impact on their ability to exploit the benefits of RI. Given the centrality of Radical Innovation to contemporary discourse around issues like growth, sustainability, and competitive advantage, there is a surprising lack of robust theory in this arena. It is also clear that whilst there is important research being done in a variety of disciplines, there is very little synthesis of this cross-disciplinary research. There is a real need for the research community across the different disciplines to pool its collective knowledge and open discourse around the issue of radical innovation to generate a deeper understanding of current knowledge and develop a multidisciplinary research agenda. This special issue offers a forum for articles exploring leading-edge issues of significant academic and managerial interest around the barriers and consequences (particularly unintended consequences, such as changes in practice, people issues etc.) of radical innovation products, services or business processes. These areas are particularly important for both academics and practitioners in understanding how to support/foster radical innovation success and what the ultimate consequences can be when business models change as a result of radical innovations. We encourage theoretically informed submissions that address any aspect of Radical Innovation as applied to industrial marketing. Studies which employ quantitative, qualitative and mixed research methods are welcome. Papers which report on interdisciplinary research are strongly encouraged, as well as those from single disciplines.

**Special Issue Editors:** Vicky Story Judy Zolkiewski Andy Dainty Building Engineering Kevin Daniels

**Submissions of papers:**

Please submit your paper through the Electronic Submission website for IMM. All papers will be double-blind reviewed.

**Deadline for submissions:** November 15, 2012

For more information, please follow the link below: <http://www.journals.elsevier.com/industrial-marketing-management/call-for-papers/barriers-consequences-radical-innovations/>

***Critical Perspectives on International Business Journal (CPoIB)***

# Special issue on: ''Rising power firms and FDI - The challenge of economic development''. This special issue invites conceptual and empirical research that sheds greater light on the capabilities of rising power firms, their engagement and social embeddedness in both their own environment and in cross-border environments and their distinctive development impact of specific firm strategies. Within this framework we are interested in contributions that address one or more of the following issues:

* Is the growth of rising power firms based on highly distinctive business models or are these just a replication of existing ones?
* Is there any empirical evidence that suggests traditional and rising power firms exhibit different developmental impacts?
* Studies exploring the nature of social or community embeddedness of rising power firms – are there any lessons of this for western multinationals?
* Empirical studies that investigate the impact of rising power firms on poverty reduction, in their own country and other markets.
* Studies examining the involvement of rising power firms in global value chains or global production networks with specific reference to standards (labour, environment, products) or ‘double-standards’.
* Studies that address CSR practices and approaches in relation to rising power firms.
* The role of innovation, technological upgrading and leveraging on economic development.
* Studies that focus on how social embeddedness of rising power firms may foster innovation capabilities.

**Special Issue Editors:** Rudolf R. Sinkovics; Mo Yamin

**Submissions of papers:**

* All papers will be subjected to double-blind peer review.
* Author guidelines are available at http://www.emeraldinsight.com/cpoib.htm
* Papers will be reviewed in accordance with CPoIB guidelines.
* Submissions to Critical perspectives on international business are made using ScholarOne

Manuscripts http://mc.manuscriptcentral.com/cpoib.

* Submission deadline: 30th November 2012
* Acceptance decision: 31st May 2013
* Approximate date of publication: Early 2014

**Deadline for submissions:** November 30, 2012

For more information, please follow the link below: <http://globaledge.msu.edu/Academy/Announcements/Call-for-Papers/10046>

***Advances in International Marketing***

**Special issue on:** **Marketing Innovation in and from Emerging Markets**

Advances in International Marketing invites the submission of articles pertaining to the topic of “Marketing Innovation, in, and from Emerging Markets”. Accelerating trends toward the globalization of innovation provide researchers with a unique opportunity to develop interesting and compelling conceptualizations of the innovation phenomenon in emerging markets. Some MNEs are using emerging markets as a platform for technology-enabled innovation rather than as traditional manufacturing hubs. For example, global automotive companies such as Volkswagen and GM are working with Chinese partners to develop innovative low-cost models and local brands in China. In addition, emerging-market firms are trying to build new business models to develop innovative product/service for global customers. For example, Taiwanese electronics company ASUS launched the ultra-low cost Eee PC and registered successful international growth. These emerging trends provide an inviting contextual background for international marketing scholars to develop theoretical and empirical work and to deepen their understanding of this phenomenon. Theoretically, it is not at all obvious that our established theories and empirical generalizations apply in emerging market contexts. Thus, we seek theoretical and empirical papers focusing on marketing innovation in and from emerging markets from perspectives of strategy, innovation, and new product development, and consumer behavior, in a global context.

We invite conceptual, theory-building, and empirical studies which highlight crossdisciplinary perspectives. This special issue aims to present research on the state of the art practices of innovation in and from emerging markets. We hope for contributions that span a variety of functional areas, including international consumer marketing, businessto-business marketing or services marketing and their relevance to innovation in and from emerging markets.

**Special Issue Editors:** Ruey-Jer ‘Bryan’ Jean & Jyh-Shen Chiou

**Submissions of papers:**

* All papers will be subjected to double-blind peer review.
* Authors should follow APA guidelines
* Authors should submit an electronic copy of their manuscript as a word-file which does not reveal their identity in the document (remove personal information from file properties in the tools-options-security tab).
* Submit your papers via the East Chair systems following the below link https://www.easychair.org/account/signin.cgi?timeout=1;conf=aim20122

**Deadline for submissions:** Friday, 30 November 2012

For more information, please follow the link below: <http://globaledge.msu.edu/Content/Uploads/CFP-Advances2012.pdf>

Research & Teaching Support (Articles and Case Studies)

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

**We Are Not the Same as You and I: Causal Effects of Minor** **Language Variations on Consumers' Attitudes toward Brands**

**Authors:** Aner Sela; S. Christian Wheeler; Gülen Sarial-Abi

**Publicatίon details:** *Journal of Consumer Research,* Vol. 39, Νο. 3 (October 2012), pp. 644- 661

**Abstract:**

Can subtle wording changes in marketing communications, such as saying "you and [the brand]" as opposed to "we," affect people's evaluations of real-world brands? Despite their importance in interpersonal communication, the effects of such variations in relationship­ implying language on consumers' perceptions of brands have received little research attention. Four experiments demonstrate that closeness-implying pronouns (e.g., saying "we" rather than "you and the brand") can have either positive or negative effects on consumers' attitudes toward real-world brands with which they have real working relationships. The experiments show that these effects depend on whether the closeness implied by the pronoun is consistent with people's expected interactions with the brand. These effects are moderated by people's affiliation with the brand (i.e., customers vs. noncustomers), brand type, and the extent of cognitive elaboration and are mediated by perceived brand trustworthiness. The theoretical and practical implications of these findings are discussed.

For more information please follow the link below:

<http://www.jstor.org/discover/10.1086/664972?uid=3737848&uid=2&uid=4&sid=21101152663413>

**Conspicuous Consumption versus Charitable Behavior in Response** **to Social Exclusion: Α Differential Needs Explanation**

**Authors:** Jaehoon Lee; L. J. Shrum

**Publication details:** *Journal of Consumer Research,* Vol. 39, Νο. 3 (October 2012), pp. 530-544

**Abstract:**

Social exclusion has been shown to produce a number of different responses. This research examines the proposition that social exclusion may produce either self-focused or prosocial responses, depending on which needs are threatened. Different types of social exclusion threaten different needs, which in turn produce distinct outcomes (differential needs hypothesis). Social exclusion in the form of being implicitly ignored increased conspicuous consumption, whereas being explicitly rejected increased helping and donation behavior. However, when efficacy needs (power, meaningful existence) were bolstered, the effects of being ignored were eliminated, whereas when relational needs (self-esteem) were bolstered, the effects of being rejected were eliminated. The results indicate that certain types of social exclusion produce prosocial responses, whereas others produce self-focused and attention­ getting responses.

For more information please follow the link below:

<http://www.jstor.org/discover/10.1086/664039?uid=3737848&uid=2&uid=4&sid=21101152659803>

**The Market Valuation of Outsourcing New Product Development**

**Authors:** Néomie Raassens; Stefan Wuyts; Inge Geyskens

**Publication details:** Journal of Marketing Research: Vol. 49, No. 5, pp. 682-695.

**Abstract:**

Firms are increasingly outsourcing new product development (NPD), yet little is known about the financial performance implications of this decision. An empirical test shows that there is considerable variation in the performance implications of NPD outsourcing. The authors develop a contingency framework to explain when taking a minority equity participation in the outsourcing provider versus selecting a provider to whom the outsourcing firm has outsourced NPD in the past (i.e., prior tie selection) may increase the outsourcing firm's performance. They find that the superior governance mechanism depends on two forms of uncertainty: technological uncertainty and cultural uncertainty.

For more information please follow the link below:

<http://www.journals.marketingpower.com/doi/abs/10.1509/jmr.09.0317>

**Competition in a Status Goods Market**

**Autbors:** Dmitri Kuksov, Ying Xie

**Publication details:** Journal of Marketing Research: Vol. 49, No. 5, pp. 609-623.

**Abstract:**

Consumers value status goods because of the impression status-product ownership makes on other consumers, and this impression depends on the actual distribution of ownership in population. Explicitly modeling consumer value of status products as coming from the information the product ownership conveys to other consumers, the authors show that a status-product manufacturer can benefit from a competitor's cost reduction because of the competitor's price reduction associated with it. In other words, they show that two status products that are (imperfect) substitutes in the consumer utility function may be complements in the profit function. As a consequence, competition could lead to higher prices than the optimal ones under monopoly ownership of both products. The authors confirm the assumptions that consumer value of a status good depends positively on the proportion of desirable type among owners and negatively on the proportion of the desirable type among non owners in one experiment. Moreover, they find empirical support for the positive effect of a price reduction of one product on the demand for

the other product from another experiment.  
For more information please follow the link below:

<http://www.journals.marketingpower.com/doi/abs/10.1509/jmr.11.0005>

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