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

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

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

**Be Aware: New AMA Global Marketing SIG Website Link**

**AMAGLOBALSIG.ORG**

**Upcoming Conferences**

**Call for Papers for Journal Special Issues**

**Research & Teaching Support**

**Latest Marketing Awards**

**Board Members**

**Chair**

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**Webmaster, Research Issues**

**Coordinator**

David Griffith

* ***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.**

Lehigh University

[david.a.griffith@lehigh.edu](mailto:david.a.griffith@lehigh.edu)

**VC Membership, Awards and**

**Recognitions**

William Lundstrom

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**Doctoral Student Liaison**

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West Virginia University

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Upcoming Conferences

**2014 AMA Annual Conference**

**Global Marketing Special Interest Group**

The Honorable Merchant in International Marketing

Cancun, Mexico

**Wednesday, April 16 – Friday, April 18, 2014**



Application to Today

Changes in the global economy, where the concept of a market economy is not automatically accepted, force global marketing managers to relinquish old approaches, skills and strategies and develop new ones. There may be a need to redefine key tenets of the marketing discipline, such as risk, profit, competition, and ownership. For instance, (1) whereas firms were traditionally willing to trade-off risk for return, in today’s global economy firms may work to avoid particular risks regardless of return, (2) as profits are exposed to selective (perhaps even punitive) taxation, how do global marketing managers re-adjust their strategies? (3) have marketing managers adjusted to new competitive rules, where external influences, be they governmental or non-governmental, set new rules for competing? and (4) how do global marketing managers adapt strategies to compete against new, government led competitors particularly when the role of ownership is questioned?

Can the principles of the Honorable Merchant be reinstated into the globalized business world? Does a firm have to crash and burn like Enron in order for change to occur? Corporate social responsibility and peer pressure of other firms may help, but the values of the Honorable Merchant are ultimately dependent on the managers within the firm. These values need to be at the core of the company and consistently carried out daily in order for them to become second nature as they were in the Hanse. Ultimately, will it be possible to be permeated by these values in order to achieve better global partnerships, trade and trust among nations?

Global marketing managers need to develop the knowledge and talents to disentangle the competing priorities confronting individuals, companies and governments. We wish for this theme to be broad and inclusive, challenging academics to consider the direct relevance of the research to the practicing global marketing manager in the changing global economy.

Within the conference theme, we encourage the submission of papers and special session proposals that capture environmental and strategic shifts which global marketing managers face in today’s marketplace.

**Conference Committee Members:**

Professor Michael R. Czinkota, Georgetown University (Chair)Professor Thomas Cooke, Georgetown University

Professor David Griffith, Lehigh University

Doctor Suraksha Gupta, Brunel University

Professor Andreas Pinkwart, Handelshochschule Leipzig

**Conference Coordinators:**

Pedro Valenzuela Parcero - [pedro.valpar@gmail.com](mailto:pedro.valpar@gmail.com)

Kim Boeckmann – [kab299@georgetown.edu](mailto:kab299@georgetown.edu)

**Supported by:**

*Journal of International Marketing (JIM)*

*Thunderbird International Business Review*

Papers are to be sent to the respective track chair. The conference’s overall theme encompasses the following aspects and encourages submissions in them (for more detailed information, please, go to the new AMA Global Marketing SIG Website: AMAGLOBALSIG.ORG

* 1. **Is honesty always the best policy? SEND PAPERS TO**: Professor David Griffith, [david.a.griffith@lehigh.edu](mailto:david.a.griffith@lehigh.edu)
  2. **What are the unexpected and unanticipated challenges for the Honorable**

**Merchant in International Marketing and how can we overcome these**

**challenges? SEND PAPERS TO**: Dr. Suraksha Gupta,

[suraksha.gupta@brunel.ac.uk](mailto:suraksha.gupta@brunel.ac.uk)

* 1. **What new criteria and behavior emerge from the Honorable Merchant and**

**how can we inculcate these dimensions to future business and policy**

**leaders? SEND PAPERS TO**: Professor Andreas Pinkwart, [pinkwart@hhl.de](mailto:pinkwart@hhl.de)

* 1. **Corruption - global perspectives: what if the Honorable Merchant gets challenged by questionable practices? SEND PAPERS TO**: Professor Thomas Cooke, [cooket@georgetown.edu](mailto:cooket@georgetown.edu)

**PROGRAM STRUCTURE**

Three options are available for the presentation and discussion of research and scholarly thought:

1. *Competitive Papers* include full papers that represent completed work by the author(s).

2. *Special Topic Sessions* provide the opportunity for focused attention on critical or emerging topics related to the conference theme.

3. *Roundtable Sessions* provide opportunities for collaboration and exploration of new topic areas.

**SUBMISSION AND DECISION DEADLINES**

Submissions for competitive papers, special topic sessions and roundtable sessions must be received no later than **Sunday, January 5, 2014 .**Notification of acceptance will be made by **Friday, January 31, 2014.**

11th  International CIRCLE Conference

[The College for International Retailing, Consumers, Leisure and Entrepreneurship]

Hosted by: The University of Manchester, 23/26th April 2014

The International Conference has two goals. The first goal is to provide an international environment for different academic/professional approaches and discussions on recent development in all business fields including consumer behavior and retailing theory/practice in a contemporary turbulent business arena.

The second goal is to provide the opportunity for young scholars, practitioners and PhD students to have their work validated and benchmarked within the academic and professional community of colleagues from different international contexts. The young scholars, studying for their PhD are invited also to their symposium and to meet with their supervisory team.

The conference engages in interdisciplinary research and consultancy projects in order to explore and examine consumer behavior in local, regional, national and international contexts for a range of service industries including events, fashion, 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 as well as fuelling further academic study and debate in this important emerging research area

The focus of the Conference will be on various aspects of contemporary political, economic, social and technological environment for international business practice(s) and their target market(s) with special emphasis on retailing, hospitality, tourism and events.

The Conference Tracks will cover the following areas:

* Change Management
* Corporate and Social Responsibility (CSR)
* Cross-Cultural Festivals
* Economic, Social, Technological, And Environmental Impacts
* Events Management
* Fashion – Marketing, Management, Retail, Buying and Merchandising
* Financial Management
* Globalisation in the service sector
* Innovative Practice And Methods In Marketing And Consumer Behaviour
* Marketing Communications And The Impact On Consumers
* Marketing Concepts And “Tools” Within The International Context For the service industries
* Quality And Service Operations
* Role Of Relationship Marketing
* Tourism

**Abstract submission and Review Process**

Please send an **abstract** of no more than 300 words by Friday the 20th December 2013 to [gianpaolo.vignali@manchester.ac.uk](mailto:gianpaolo.vignali@manchester.ac.uk). Abstracts should clearly state the purpose, results and conclusions of the work to be described in the final paper. **Key words** (3-5) should be enclosed with the abstract. Please, provide full names, affiliations and up-to-date contact details (University/business address, e-mail).

Both abstracts and final papers will be double blind reviewed. Authors will receive abstract acceptance notice from the Organising Committee within two weeks of submission. Full papers should be submitted by Friday the 7th March 2014. Please refer to the following link for paper submission guidelines:

<http://www.ijmc.org/IJMC/Notes_to_Contributors.html>

Only full papers presented will be eligible for publication in the conference journals.

2nd International Conference on Contemporary Marketing Issues  
(ICCMI), June 18-20, 2014, Athens, Greece

**To be held:**  Athens, Greece, on June 18-20, 2014

The Organizing Committee invites you to the 2nd International Conference on Contemporary Marketing Issues (2nd ICCMI) that is to be held in Athens, Greece, on June 18-20, 2014. The aim of the Conference is to thoroughly examine Contemporary Marketing Issues, stimulate dialogue and develop new perspectives in the field of marketing within the globalized cooperative environment. Potential authors are kindly invited to submit papers related, but not restricted, to the proposed topics, according to the dates of the CFP. English is the official language of the Conference.

The Advisory Scientific Board and the Scientific Committee of the Conference consist of distinguished academics from Universities all over the world. A double-blind review process will be employed to evaluate submitted manuscripts. All accepted papers will be presented at the Conference and will be included in the Conference proceedings, which are to be published by ICCMI 2014.

Moreover, a number of prestigious journals have offered publication opportunities to a selected number of outstanding, high quality, papers. Special issues are to be announced in due time.

**Important Dates:**

Extended Abstract Submission  
By 30/11/2013

Notification of Abstract Acceptance  
By 20/12/2013

Full Paper Submission  
By 31/03/2014

Notification of Full Paper Acceptance  
By 30/04/2014

For more info please click here:

<http://www.mkt.teithe.gr/iccmi2014/index.html>

Call for Papers for Journal Special Issues

***Journal of International Marketing***

**Special issue theme:** International Marketing Strategy and Performance

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

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

The purpose of the Special Issue is to provide an avenue for examining contemporary developments in the way in which firms choose to compete in international markets, the nature of their international marketing strategies, and their impact on performance.  Manuscripts may be conceptual or empirical.  All manuscripts should have clear relevance to international marketing managers. Possible topics include, but are not limited to:

* Drivers and performance effects of global marketing strategy standardization
* Resources and capabilities driving sustainable marketing strategies and performance in international operations
* Internal and external factors moderating, or otherwise fitting, the relationship between global marketing strategy and performance
* Antecedents and performance consequences of international marketing strategies of emerging market firms
* Environmental and marketing capabilities affecting firms’ sustainable marketing practices, brand image, and performance in international market operations
* Macro- and micro-environmental factors determining marketing strategy fit and its impact on performance in international operations
* The role of cultural differences in influencing relationships of competitive strategy, marketing strategy, and performance in global market operations
* Organizational factors affecting green product strategies and the performance of exporting firms
* International marketing capabilities and their drivers and performance consequences
* Case studies of the challenges facing companies to design and implement winning marketing strategies in international markets
* Drivers and performance outcomes of global branding strategy standardization of multinationals from emerging markets
* Environmental factors that influence the deployment of environmentally friendly marketing strategies and their impact on performance in international markets
* The role of learning processes (e.g., exploration versus exploitation) in achieving superior marketing performance in international markets
* How firms benefit from absorptive capacity (i.e., potential and realized) to achieve enhanced marketing performance in international operations

**Submission Deadline:** March 31, 2014

Read more: <http://www.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20International%20Marketing/jim-call-for-papers-strategy.aspx>

*Journal of Marketing Channels*

**Call for Papers**

**Special Issue: “Dynamics of Marketing Channels in BRICS**

**(Brazil, Russia, India, China, and South Africa)**

**Economies”**

**Guest Editors: Rajiv P. Dant, University of Oklahoma, and**

**Marko Grünhagen, Eastern Illinois University**

The *Journal of Marketing Channels* is pleased to announce and invite submissions for a Special Issue on “Dynamics of Marketing Channels in BRICS (Brazil, Russia, India, China, and South Africa) Economies”. The deadline for manuscripts is **December 31, 2014** with publication of accepted papers planned during late 2015 or early 2016.

**Special Issue Background Information**

This Special Issue of the Journal of Marketing Channels is dedicated to marketing channels research in the BRICS countries (i.e. Brazil, Russia, India, China, and South Africa). Spanning the four continents of Asia, Africa, South America, and Europe, the BRICS offer a wide range of economic, political, and social contexts within which various distribution system models and retail types coexist. The Special Issue seeks contributions that reflect the colorful tapestry that is represented by these emerging countries which have accounted for most of the significant rapid growth over the past decade in the global economy.

Some examples of research that would be welcomed include:

* Reactions of local and small retailers to the entry of foreign competitors.
* Relationships among marketing channel members.
* The economic power within BRICS marketing channels.
* Challenges and opportunities of e-tailing in BRICS economies.
* BRICS supply chain organization and management.
* Issues related to global and domestic competitors in BRICS economies.
* Legal issues unique to operating in BRICS economies.
* Horizontal retail networks and franchising issues in BRICS economies.
* Consumer behavior with respect to new channels or new retail outlets.
* Meta analyses of research on channels topics in BRICS economies.

The above examples are not intended to stifle the creativity of potential authors, as papers concerning most channels issues related to BRICS economies are welcome. If in doubt about the suitability of a paper’s theme for this Special Issue, please contact either of the editors.

**Submission Information**

1. Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere.

2. All manuscripts will be double-blind refereed. Manuscripts must be submitted electronically in Word format, and must be consistent with the author submission guidelines of the *Journal of Marketing Channels* which can be found at <http://www.tandfonline.com/WJMC>. Click on the "Authors and Submissions" Tab. Papers should be in APA style and normally should be no longer than 30 pages in length.

3. Manuscripts should be received no later than December 31st, 2014 with accepted papers published in late 2015 or early 2016. Please submit to either of the guest editors, using the vehicle of email as a Microsoft word attached document.

**Rajiv P. Dant**

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***Marketing Science***

**Special Issue** of Marketing Science on Big Data: Integrating Marketing, Statistics, and Computer Science

Submission Deadline: December 16, 2013

**Special Issue Editors:**

Pradeep Chintagunta, University of Chicago

Dominique Hanssens, University of California, Los Angeles

John Hauser, Massachusetts Institute of Technology

Digital marketing brings unparalleled data on opinions and behavior. Data include structured data, such as numerical data on consumer purchasing, participation in social media, or exposure to online marketing, and unstructured data, such as text, audio, or even video content freely provided by consumers. Because of scale, these data are often called "Big Data", with principal characteristics of high volume, high velocity, and high variety.  High volume implies the need for models that are scalable; high velocity opens opportunities for real-time, or virtually real-time, marketing decision making that may or may not be automated; and high variety may require integration across disciplines with the corresponding sensitivity to various methods and philosophies of research.

The Special Issue draws on recent advances in computer science and statistics to deepen our understanding of consumer behavior and to improve the practice of marketing in data-rich environments.  We encourage new research that spans boundaries to address important marketing science topics. Submitted papers might address marketing problems that could not be resolved prior to the Big Data era.  Other papers might combine structured and unstructured data for greater insight.  Still, other papers might use new methods that that scale well to big data.  We are open to the use of different research methodologies and we are particularly interested in innovative combinations of methods.  We welcome scalable methods that mine large volumes of data, but such papers should address validation, say with out-of-sample testing.  Field experiments to test new methods are welcome. We welcome machine learning, dynamic programming, adaptive regression, visualization methods, text processing, and other methods if scale can be demonstrated. We are less interested in existing methods applied to existing problems but with large data sets, conceptual papers on the role of big data, or anecdotes of how big data alone provided managerial insights.

**Submission Deadline:** December 16, 2013

Read more: <https://www.informs.org/Pubs/MktSci/Calls-for-Papers>

***Management International Review***

**Special issue theme:** About Time: Putting Process Back into Firm Internationalisation Research

**Guest Editors:**

Peter W. Liesch

Niina Nummela

Catherine Welch

**About the Focused Issue**

Research on the internationalisation of the firm gained momentum in the 1970s. The dominant explanations from this period conceptualised internationalisation as a process that occurs over a period of time. Since then, internationalisation has received considerable scholarly attention.

However, while it is agreed to be a process, internationalisation of the firm is infrequently studied processually. Cross-sectional research designs dominate research in this area, and studies that pose process-based questions (i.e., in the form of ‘How does firm internationalisation evolve over time?’) are rare. Calls for longitudinal research and the inclusion of temporal dimensions are made regularly, but have not been taken up.

This inattention to process persists even though there has been considerable progress in process methods and theorising. Within the field of management, Andrew Pettigrew, Ann Langley and Andrew Van de Ven, among others, have articulated the difference between process- and variance-based research and provided a vocabulary and roadmap for process researchers.

Our aim with this focused issue is to advance understanding of how to study internationalisation as a process. We welcome conceptual and empirical papers that question mainstream variance-based assumptions, propose novel approaches and methods, and use process research to develop, challenge and extend theory in the area of firm internationalisation. We are open to qualitative submissions as well as quantitative papers based on longitudinal data.

**Submission Deadline:** October 31, 2013

Read more: <http://globaledge.msu.edu/academy/announcements/call-for-papers/10908>

Research & Teaching Support (Articles and Case Studies)

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

**Enhancing Innovation Through International Joint Venture Portfolios: From the Emerging Firm Perspective**

Sunny Li Sun and Ruby P. Lee

(2013), Journal of International Marketing, Vol. 21, No. 3, pp. 1-21.

**Abstract**

Anecdotal evidence continues to suggest that many firms in emerging economies (EEs) lack innovation. To investigate how these firms might improve their innovation, the authors integrate resource dependence theory with network theory and the resource-based view to theorize that EE firms can advance their innovation by configuring their international joint venture (IJV) portfolio characteristics at the network and focal firm levels. The results indicate that an EE firm's innovation improves when structural hole positions in its IJV portfolio increase but decreases when network centrality increases. Such relationships are further contingent on two focal firm-level IJV portfolio characteristics: IJV portfolio size and IJV portfolio resource commitment.

Read more: <http://journals.ama.org/doi/abs/10.1509/jim.12.0139>

**Antecedents and Consequences of an Eco-Friendly Export Marketing Strategy: The Moderating Role of Foreign Public Concern and Competitive Intensity**

Leonidas C. Leonidou, Constantine S. Katsikeas, Thomas A. Fotiadis, and Paul Christodoulides (2013) Journal of International Marketing, Vol. 21, No. 3, pp. 22-46.

**Abstract**

Despite growing concerns about environmental issues worldwide, research on the subject in the context of international marketing is virtually absent. The current study sheds light on the green aspects of exporting, using data collected from 216 exporting manufacturers. Drawing on the resource-based view and industrial organization theories, the authors show that certain organizational resources (i.e., financial, physical, and experiential) and capabilities (i.e., shared vision, cross-functional coordination, and technology sensing/response) are conducive to the deployment of an eco-friendly export marketing strategy (comprising product, price, distribution, and promotional elements). Such a strategy is more evident for exporters of industrial (vs. consumer) goods as well as for firms that sell to developed (vs. developing) countries. The results also suggest that the adoption of a green export marketing strategy has a positive effect on the firm's export performance. In addition, the authors find that the strength of the link between eco-friendly export marketing strategy and export performance is positively moderated by foreign market environmental public concern and competitive intensity.

Read more: <http://journals.ama.org/doi/abs/10.1509/jim.12.0139>

**Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion on the Basis of Attitudinal Loyalty and Habit**

Yuping Liu-Thompkins and Leona Tam

(2013), Journal of Marketing, Vol. 77, No. 5, pp. 21-36.

**Abstract**

Not all repeat purchases are created equal. They can be driven by both positive reaction toward a brand (i.e., attitudinal loyalty) and automaticity triggered by non-brand-related contextual cues (i.e., habit). Combining the loyalty literature with recent habit research, the authors suggest ways to distinguish the two drivers of repeat purchase and examine how they affect consumer response to cross-selling promotions. In Study 1, the authors propose a method to derive individual-level habit strength from consumer transaction records and demonstrate the influence of both attitudinal loyalty and habit on repeat purchase. Studies 2a and 2b then show that attitudinal loyalty facilitates cross-selling, whereas habit has the opposite effect. Finally, in Study 3, the authors suggest a specific promotional design that works better for habitual consumers than for those with attitudinal loyalty and demonstrate that ignoring these two underlying drivers can lead to unintended negative consequences on consumer behavior. This research adds to a richer understanding of repatronage and yields important managerial insights into more effective cross-selling to repeat customers.

Read more: <http://journals.ama.org/doi/abs/10.1509/jm.11.0508>

**Reexamining the Market Share–Customer Satisfaction Relationship**

Lopo L. Rego, Neil A. Morgan, and Claes Fornell

(2013), Journal of Marketing, Vol. 77, No. 5, pp. 1-20.

**Abstract**

Market share and customer satisfaction are often used to assess marketing performance. Despite the widespread assumption of a positive relationship between these two variables, the limited extant empirical literature on the subject indicates either a negative or a nonsignificant relationship. The authors reexamine this relationship over a longer time period than has previously been possible in a representative sample of U.S. consumer markets and find a consistently significant negative market share–customer satisfaction relationship. This is because customer satisfaction is generally not predictive of firms' future market share, but market share is a strong negative predictor of firms' future customer satisfaction. In follow-up analyses, the authors find that a firm's customer satisfaction can predict its future market share when it is benchmarked against that of its nearest rival and customer switching costs are low. In examining why the market share–future customer satisfaction relationship is generally negative, they find strong support for preference heterogeneity as a key mediator in this relationship. They also show that marketing more brands moderates the negative effect of preference heterogeneity on future customer satisfaction. Thus, larger brand portfolios offer a strategy solution for the general market share–satisfaction trade-off.

Read more: <http://journals.ama.org/doi/abs/10.1509/jm.09.0363>

**When Does Retargeting Work? Information Specificity in Online Advertising**

Anja Lambrecht and Catherine Tucker

(2013), Journal of Marketing Research, Vol. 50, No. 5, pp. 561-576.

**Abstract**

Firms can now offer personalized recommendations to consumers who return to their website, using consumers' previous browsing history on that website. In addition, online advertising has greatly improved in its use of external browsing data to target Internet ads. Dynamic retargeting integrates these two advances by using information from the browsing history on the firm's website to improve advertising content on external websites. When surfing the Internet, consumers who previously viewed products on the firm's website are shown ads with images of those same products. To examine whether this is more effective than simply showing generic brand ads, the authors use data from a field experiment conducted by an online travel firm. Surprisingly, the data suggest that dynamic retargeted ads are, on average, less effective than their generic equivalents. However, when consumers exhibit browsing behavior that suggests their product preferences have evolved (e.g., visiting review websites), dynamic retargeted ads no longer underperform. One explanation for this finding is that when consumers begin a product search, their preferences are initially construed at a high level. As a result, they respond best to higher-level product information. Only when they have narrowly construed preferences do they respond positively to ads that display detailed product information. This finding suggests that in evaluating how best to reach consumers through ads, managers should be aware of the multistage nature of consumers' decision processes and vary advertising content along these stages.

Read more: <http://journals.ama.org/doi/abs/10.1509/jmr.11.0503>

Marketing Awards

***EMAC Distinguished Marketing Scholar Award 2013***

 Jan-Benedict Steenkamp receives EMAC Distinguished Marketing Scholar Award 2013



Professor Jan-Benedict Steenkamp of the University of North Carolina at Chapel Hill is the winner of the EMAC Distinguished Marketing Scholar Award 2013. This annual award is designed to be the highest honor that a marketing educator who has had extensive connections with EMAC (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.

He is a leading expert in multiple domains such as global or cross-cultural marketing, retailing (notably private label management), innovativeness, promotional effectiveness, and method-wise in structural equation modeling and measurement invariance. He works on important managerially relevant questions while remaining at the frontier of new marketing methodologies. This explains in large part his success in publishing in the top journals of our profession. His work has been cited over 17,000 times and his articles have won several of the most prestigious awards in the marketing discipline, including the O’Dell Award, the John D.C. Little award, the Frank M. Bass Award and the IJRM Best Article Award.

Jan-Benedict Steenkamp has provided extensive service to EMAC. He has been Editor-in-Chief of the International Journal of Research in Marketing for which he raised the quality considerably. He has also served as Vice-President Publications of EMAC and been a major source of support for EMAC as well as having been involved with all kinds of doctoral education activities organized by EMAC and the European Institute (EIASM). In addition, he is “founding father” of Advanced International Marketing Knowledge (AiMark), a non-profit foundation that brings together CPG companies, academic researchers and data providers. Through AiMark, numerous researchers have gained access to unique data sets.

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

***2013 Gilbert A. Churchill Award***

A. ''Parsu'' Parasuraman, holder of the James W. McLamore Chair in Marketing, professor and department chair of marketing, has been named the recipient of the 2013 Gilbert A. Churchill Award by the American Marketing Association (AMA). The award, which will be presented at a reception at the AMA Summer Educators’ Conference in Boston, Mass. on August 10, 2013, recognizes lifetime achievement in the academic study of marketing research.

“Parasuraman is considered a pioneer in the area of conceptualizing, measuring and improving quality of service,” said the AMA in a statement announcing the award. “His seminal work (with co-researchers Len Berry and Valarie Zeithaml) on developing a scale to measure service quality – SERVQUAL – played a major role in the emergence of services marketing as a distinct sub-discipline within the marketing discipline.”

Before the award was announced, Parasuraman delivered a plenary presentation entitled “Customer Delight—More Confusion than Clarity?” at the 2013 Frontiers in Service Conference, the world’s leading annual conference on service research held in Taipei, Taiwan, July 5-8, 2013.

Read more: <http://www.bus.miami.edu/news-and-media/recent-news/parsu-churchill-award-2013.html>

***AMA GLOBAL MARKETING SIG WEBSITE***

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

**As a final and kind reminder, please, go to the CFP for the Next AMA Global Marketing SIG Conference:** The conference theme is The Honorable Merchant in International Marketing.  The location will be Cancun, Mexico.  The conference date is April 16-18, 2014, with papers and special topic proposals due on January 5.  Thanks to Michael Czinkota and his conference committee (Thomas Cooke, David Griffith, Suraksha Gupta, and Andreas Pinkwart) for proposing an intriguing topic at a sunny and inspiring location.

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

***Global Marketing Like Never Before***