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

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

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

**Important AMA News**

**Upcoming Conferences**

**Call for Papers for Journal Special Issues**

**Research & Teaching Support**

**Latest Marketing Awards**

**Book Announcement**

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**Coordinator**

David Griffith

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* ***The Global Marketing SIG welcomes all current and former DocSIG members and looks forward to their scholarly and service contributions as they embark on their careers.***
* ***Please, GET MORE INVOLVED:* All AMA Global Marketing SIG members are strongly encouraged to become more actively involved in SIG activities. Opportunities for participation abound. To become more active, please contact any of the members of the Global Marketing SIG leadership team (**[**http://www.marketingpower.com/Community/ARC/Pages/Connections/SIGs/GlobalMarketing/Leadership.aspx**](http://www.marketingpower.com/Community/ARC/Pages/Connections/SIGs/GlobalMarketing/Leadership.aspx)**). Members are also strongly encouraged to share articles of interest, valuable teaching material and upcoming conference announcements for the E-news. Should you have any questions or comments about the AMA Global Marketing Special Interest Group or SIG activities, please do not hesitate to contact us.**

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**VC Membership, Awards and**

**Recognitions**

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*IMPORTANT NEWS*

1. New AMA Academic Resource Center

A Letter by Bill Stanton, AMA, Manager, Councils and Volunteer Relations

Dear SIG Leaders,

The American Marketing Association is redesigning our organization web site as well as changing the domain name to ([www.ama.org](http://www.ama.org)). A major component of this redesign will include the re-launching of the Academic Resource Center (ARC).

The AMA’s new ARC will serve as a platform which encourages and supports the development, dissemination, and utilization of marketing knowledge by providing the necessary tools and insights to assist marketing educators, authors, and aspiring marketing scholars around the world.

 We are currently seeking quality tools to add to our “Teaching” area of ARC. Accordingly, we seek your input as experienced scholars and educators to identify the best tools and resources to help make the ARC a great resource for marketing educators.

 In other words, what works for you? What works in courses you have taken? We want the classic case studies and assignments but we also want to focus on new forward-thinking techniques for both in person and online teaching on a global scale.

 As you can imagine, the task is an enormous undertaking. So, with the help of the AMA Academic Council we have (for now) narrowed our teaching area to five core courses:

·         PRINCIPLES OF MARKETING

·         CONSUMER BEHAVIOR

·         MARKETING RESEARCH

·         MARKETING STRATEGY

·         MBA MARKETING MANAGEMENT

Based on AMA’s research, we have identified key tools for each course:

·         Assignments

·         Cases

·         Assessment Techniques

·         Syllabi (Undergraduate, Graduate, and PhD)

·         Games, Exercises, Simulations

·         Multimedia and Webcasts

·         Contests and Competitions

·         Other

I am attaching a spreadsheet template for your convenience. Please include URLs whenever available. You are also welcome to send documents. We ask that you provide whatever information you can by May 15.

 We also welcome any suggestions or feedback you might have. Thank you in advance for your incredible contributions to the American Marketing Association and to the academic community around the globe.

 If you have any questions, please contact Christopher Bartone, AMA Director of Publishing at [cbartone@ama.org](mailto:cbartone@ama.org) or Bill Stanton, Manager, Councils and Volunteer Relations at [bstanton@ama.org](mailto:bstanton@ama.org)

## Common Marketing Terms - Common Language

The American Marketing Association, in conjunction with the [Marketing Accountability Standards Board](http://www.themasb.org/) of the Marketing Accountability Foundation are working to establish one common marketing language.

The objective of the project is to eliminate ambiguity in marketing terminology within organizations and across the marketing industry by establishing common language for marketing activities and metrics. The team is using Wikipedia as a repository for this growing list of marketing terms and metrics.

To become more transparent and accountable, it is ever more important for marketing to add precision to its common language. The growing list of terms with links to the Wikipedia entries can found on the [Marketing Accountability Standard Board’s web site](http://www.themasb.org/common-language-project/),), a valuable new resource for practitioners and academics and students of marketing. The [AMA's online dictionary](http://www.marketingpower.com/_layouts/Dictionary.aspx) also contains links to the Wikipedia entries.

Establishing common language and definitions of marketing activities and metrics will eliminate ambiguity in marketing terminology and encourage trust and collaboration within and across the marketing industry & business communities.

For more information please follow the link below:

<http://www.marketingpower.com/ResourceLibrary/Pages/common-marketing-terms.aspx>

Upcoming Conferences

China Marketing International Conference 2013

China's Contributions to Marketing: Theory and Practice

**Conference dates and place to be held:** July 12 – July 15, 2013, Xuzhou, Jiangsu, China

In recent decades, China's rapid socio-economic progress has provided abundant opportunity for further research development in the field of marketing theory and practice. This conference aims to establish a high level platform featuring interactive exchange among academic, business, government, and non-profit organizations. Overseas and domestic scholars who are interested in the Chinese market are all encouraged to attend the conference and to submit papers targeting China's contribution to the marketing discipline and future development of this dynamic emerging economy. Renowned scholars from overseas, mainland China, Taiwan and Hong Kong will be invited to demonstrate their academic achievements and to discuss, via workshops, seminars, lectures, and colloquia, the latest research developments in marketing theory and practice.

In short, this conference will constitute a major marketing event for marketing scholars, business executives, and officials from government and non-profit organizations. It will be co-hosted by City University of Hong Kong, China University of Mining and Technology, as well as by The Asian Business Association.

**Call for papers**: Ι. Full Papers

II. Abstracts

III. Posters

**Submission Deadline:** May 15, 2013

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For more information please follow the link below:

<http://www.cnmkt.org/conferences/CMIC2013/submit_en.html>

''Marketing and Business Development'' International Conference

**Conference dates and place to be held:** 21st – 24th of November 2013, Bucharest University of Economic Studies

**''Marketing and Business Development” International Conference** will be hosted by The Bucharest University of Economic Studies on 21st – 24th of November 2013, which is the 100th year of our university’s uninterrupted activity in higher economic education, and the 10th year of activity for The

Faculty of Marketing. 

Established by Royal Decree on April 6, 1913, under the name of the Academy of High Commercial and Industrial Studies, the Bucharest University of Economic Studies is celebrating a century of existence.   
  
Due to the endeavours and dedication of the academic and administrative staff, as well as of its students, the Bucharest University of Economic Studies is now a research intensive university , institutionally accredited by ARACIS (the Romanian Agency for Quality Assurance in Higher Education), which has granted a high confidence rating to our University. This standing honors us and determines us to resort to university management strategies and programs that would allow us to capitalize on our tradition and prestige so as to rank among internationally competitive universities .

**Call for papers**: Ι. Full Papers

II. Abstracts

**Submission Deadline:** June 19, 2013

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For more information please follow the link below:

<http://marketingevents.ro/mbd/eng/index.html>

2013 3rd International Conference on Business and Economics Research - ICBER 2013

**Conference dates and place to be held:** September 28-29, 2013, in Bandar Seri Begawan, Brunei Darussalam.

ICBER 2013, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Business and Economics Research, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Business and Economics Research and related areas.

All papers for the ICBER 2013 will be published in the IJTEF (ISSN: 2010-023X) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by ProQuest,  EBSCO, WorldCat, Google Scholar, CNKI, Ulrich's Periodicals Directory, Cross Ref and sent to be reviewed by ISI Proceedings.

One Excellent Paper will be selected from each oral session The Certificate for Excellent Papers  will be awarded in the Welcome Banquet on September 29, 2013.

**Call for papers**: Ι. Full Papers

**Submission Deadline:** May 20, 2013.

For more information please follow the link below:

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

Call for Papers for Journal Special Issues

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

**Special Issue on:** Psychological and Behavioral Principles Related to Web Design and Conversion

**Guest Editor:** Angela Hausman, PhD: [hausman1229@gmail.com](mailto:hausman1229@gmail.com)

### Purpose of the Special Issue

Website design and content contribute significantly to conversion both on the website and in subsequent offline visits to retailers (Hauser and Urban, 2009; Hausman and Siekpe, 2009).  However, many studies into effective web design (defined as creating conversion or increasing antecedents to conversion such as trust and loyalty) do so from a cognitive perspective (Rosen and Purinton, 2004) or invoke traditional marketing concepts, such as target marketing, that fail to consider the human elements necessary to create successful websites; elements that touch the hearts as well as the minds of consumers.

However, some studies do approach website design from a psychological or sociological perspective based on understanding consumer online behaviors and how to motivate consumers to take action during their online visit.  In their meta-analysis, Schibrowsky, Peltier and Nill (2007) find increasing emphasis on consumer online behavior in recent research.  Dr. Siepke and I (2009) used Uses and Gratifications theory from psychology to understand how website design elements impact purchase intentions.

The goal of this special issue is to further develop our understanding of effective website design that motivates purchase either online or offline.  The special issue approaches this topic from a psychological and behavioral perspective that is especially important given the monumental changes in digital commerce wrought by the advent of social networks that share corporate messages and drive users to a firm’s website.

Examples of appropriate research fitting the aim of this special issue are:

* Psychological antecedents of website conversion
* The role of social elements such as online community in driving website conversion
* The impact of website design elements on driving traffic to the site and/ or increasing conversion
* Crowdsourcing and other user generated content and it’s ability to drive traffic to the website or increase   conversion.
* Integration of social media with the website to enhance conversion rates
* The evolution of trust through website design and/ or social networks
* Attitudes and behaviors related to online privacy

Certainly other topic areas fit with the aims of the special issue and any questions as to the suitability of the topic should be addressed to the Guest Editor.

### Format and Submission Information

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). Submissions should be made via the journal's ScholarOne site at: <http://mc.manuscriptcentral.com/jrim>

**Deadline for submission:** 31st May, 2013.

For more information please follow the link below:

<http://www.emeraldinsight.com/authors/writing/calls.htm?id=4282>

***Journal of Research in Marketing and Entrepreneurship***

# Special Issue: Researching SME and microenterprise internationalization: advances and future perspectives

**Guest Editors:**

Dr Ian Fillis, Stirling Management School, University of Stirling, Stirling, UK  
Dr Markus Kittler, Stirling Management School, University of Stirling, Stirling, UK  
Dr David Rygl, School of Business and Economics, Friederich-Alexander University of Erlangen-Nürnberg, Nürnberg, Germany

### Abstract

Internationalization of small and medium-sized enterprises (SMEs) is not a novel phenomenon but an increasingly relevant component of research in the field of international business. While early research on firm internationalization has focused on large multinational enterprises (MNEs) and previous research on SME internationalization has attempted to identify similarities and differences to MNEs (Ruzzier et al., 2006) and domestic ventures (McDougall, 1989) fresh perspectives are currently emerging. While some early attempts in theorizing on internationalization derived from SMEs did find quite some acceptance in the past (for an overview, see e.g. Coviello and McAuley, 1999), even traditional concepts such as the Uppsala internationalization model are more recently being criticized for being too deterministic (Johanson and Vahlne, 1993) and lacking explanatory power for non-mainstream forms of SME internationalization (Forsman et al., 2002). This track provides empirical and theoretical contributions addressing those shortcomings and inviting critical thought on SME internationalization. Our track particularly invites (but is not limited to) research addressing the issues outlined below:

* Research highlighting the state-of-the-art in research on SME internationalization from various thematic and theoretical perspectives. Submissions are also invited to follow up existing reflections on recent developments which question or revisit existing work, e.g. the idea of a liability of outsidership and the role of networks (Johanson and Vahlne, 2009)
* Research identifying and/or responding to persistent gaps or contradictions in international entrepreneurship or SME research resulting from conflicting explanations and viewpoints, different empirical focus and imbalance of different theoretical perspectives involved (e.g. Keupp and Gassmann, 2009) and research integrating findings from such differing perspectives
* Research contributing to underexplored and/or emerging areas in existing SME research, such as, e.g. the internationalization of small and micro-businesses (rather than merely medium-sized firms) and studies from different contextual perspectives. Examples of such perspectives are less researched industries (e.g. craft, art, trade) or regional contexts which might attribute different societal roles to SMEs (e.g. the German ``Mittelstand'') and might be associated with specific internationalization patterns.

Furthermore, we invite research

* illustrating cases of successful (or unsuccessful) SME internationalization processes and modes of operation abroad
* providing associations of SME internationalization with other disciplines or fields (marketing, entrepreneurship)
* dealing with time-related aspects of SME or microbusiness internationalization (e.g. rapid internationalization patterns)
* identifying overlaps to research on MNE internationalization (e.g. Dunning's advantage categories)
* researching the role of (social) networks and new media for SME and micro-business internationalization.

While our call highlights areas of particular interest to this track, we also welcome contributions beyond these themes as long as they take an international perspective on SMEs and microbusinesses. Comparative studies of SMEs and microbusinesses are also welcome. Theoretical and empirical submissions associated with international business but without a clear SME or microbusiness focus should be submitted to the General Track of the SIG IM.

Keywords: SME, Micro-business, Internationalization, Networks, international entrepreneurship

### Review process

Each paper will be reviewed by one of the Guest Editors and, if it is judged suitable for this publication, it will then be sent to at least two independent referees for double blind peer review.

**Submission deadline:** June 2013

**Expected publication date:** 2014

For more information please follow the link below:

<http://www.emeraldinsight.com/authors/writing/calls.htm?id=4425>

***Journal of Business & Industrial Marketing***

# Special issue call for papers: B2B research and managerial relevance

## Guest Editors:

## Lars-Johan Age (ljg@hig.se), Stockholm School of Economics,

## Cecilia Cederlund (Cecilia.Cederlund@hhs.se), Stockholm School of Economics

### Topic of the Special Issue

Managerial relevance is defined by Jaworski (2011, p. 212) as " the degree to which a specific manager in an organization perceives academic knowledge to aid his or her job-related thoughts or actions in the pursuit of organizational goals". The extent to which marketing research actually has such managerial relevance is a well debated topic (e.g Gummesson 2006, Ghoshal 2005, Hambrick 1993, Jaworski 2011, Ankers and Brennan 2002, McInnis 2011, Lilien 2011). How can future research increase managerial reach and relevance?

Based on a notion that contemporary managers are facing multifunctional and complex problems, there are voices (e.g Gummesson 2006 and Reibstein et al, 2009) that emphasize that the gap between academics and practitioners might be widening. Reibsstein et al (2009, p.1) argue that this development "has become detrimental to the long-term health of the field". There is also signs that the gap might be especially significant when it comes to industrial marketing (Brennan & Turnbull, 2000, 2002, Ankers & Brennan, 2002).

We welcome both conceptual and empirical papers contributing to an enhanced understanding of the relationship and interplay between B2B research and practice agendas, and implications thereof for the evolution of marketing (as a theoretical field).

Target topics relevant to this special issue of JBIM include, but are not limited to:

* How can future research increase managerial reach and relevance?
* What methodologies, methodological approaches and/or studies are especially competent in producing managerially relevant research? What characterizes these methodologies, approaches or studies? What are the reasons for the effectiveness?
* How can existing research be developed and targeted in order to reach managers?
* What measures, e.g. intermediaries, or technologies, can be used in order enhance the transfer of knowledge between academy and managers?
* What are the academic and/or company barriers for closing this gap?
* What are the implications of the gap on the evolution of marketing theory?
* In what different ways do managers adopt and use B2B research?

All papers will undergo a blind refereeing process conducted by at least two referees.

**Submission deadline:** 10 September 2013

**Reviews returned:** 10 December 2013

**Publication:** April 2014

For more information please follow the link below:

<http://www.emeraldinsight.com/authors/writing/calls.htm?id=4565>

***International Marketing Review***

# Special issue call for papers: Internationalization of service firms

**Guest Editors:** Elizabeth L. Rose and Hussain G. Rammal  
The service sector is becoming increasingly critical to global business activities. According to UNCTAD’s World Investment Report (2012), foreign direct investment (FDI) in services reached $570 billion, representing 40 percent of the FDI total in 2011. The increase in FDI is not limited to developed countries; in 2011, service-sector FDI inflows into China surpassed those of the manufacturing sector for the first time (UNCTAD, 2012).

This trend is expected to be sustained as developing countries continue to liberalize their service sectors. Despite its importance to the global business environment, though, the internationalization of services remains under-researched (e.g., Merchant & Gaur, 2008). Considering four key international business journals (Journal of International Business Studies, Journal of World Business,International Business Review, Management International Review), Kundu and Merchant (2008) found only 50 studies on service-sector multinational enterprises during 1971-2007, which represents 1.35 articles per year, or 0.34 per journal per year. Academic research is lagging far behind practice with respect to the internationalization of services.

The existing literature in this area has tended to focus on the entry modes that service-sector firms use to access new markets (e.g., Blomstermo, Sharma & Sallis, 2006; Grönroos, 1996). Some authors have argued that the entry mode choice is influenced by the nature of service provided, especially the hard- vs. soft-service distinction (e.g., Brouthers & Brouthers, 2003). Soft services, in which production and consumption occur relatively simultaneously, are viewed as internationalizable via contractual entry modes, such as licensing and franchising, or through foreign direct investment (FDI). In contrast, the production and consumption processes of hard services can be decoupled, making them more readily exportable (Erramilli, 1991; 1992). Ekeledo & Sivakumar (2004) noted similarities between foreign market entry behavior for manufacturing and hard services, but clear differences between manufacturing and soft services. Of course, the categories of hard and soft services are not mutually exclusive, leading to consideration of services as a representing continuum from quasi-manufacturing to pure (e.g., Chase & Tansik, 1983). Moreover, many goods include intangible aspects (services) and many services have some tangible components, which serves to blur further the distinction between them. The fact that many service-related activities can be performed through contractual or collaborative relationships also creates complex ownership strategies with respect to internationalization (e.g., Ball, Lindsay & Rose, 2008; Pla-Barber, Sanchez & Madhok, 2010). Managers are thus faced with the need for rather sophisticated decision making, involving fine slicing of activities and efforts to optimize location allocations at the level of the activity (Buckley & Ghauri, 2004, Miozzo, Yamin & Ghauri, 2012).   
  
Clearly, there is a great deal to learn about the internationalization of services. The goal of this special issue is to encourage the development of new perspectives on a wide variety of issues pertaining to the internationalization of firms operating in the service sector. Building on the 2005 International Marketing Review special issue on delivering services across borders (volume 22, issue 3), this issue aims to focus on the internationalization decision and its implementation, in the context of the service sector. We invite theoretical and empirical (quantitative and qualitative) manuscripts that make substantial contributions to the existing knowledge in this area.

Potential topics of interest include – but are not limited to – the following:  
  
-    International market entry for service firms  
-    Strategy and structure of service-sector multinationals  
-    Cross-border knowledge transfer in service firms  
-    Market selection and internationalization process for services  
-    Regional vs. global approaches to internationalization in the service sector  
-    Differences in internationalization strategies for hard and soft services   
-    The impact of institutional differences in the context of service-sector internationalization  
-    Exporting vs. other entry modes for services  
-    Marketing of services on a regional or global basis  
-    Internationalization of service-sector SMEs   
-    Applicability of existing internationalization frameworks for the service sector  
  **Deadline for submission:** **15 September 2013**

**Submit manuscripts online at:** <http://mc.manuscriptcentral.com/imrev>     
  
  
For more information please follow the link below:

<http://www.emeraldinsight.com/authors/writing/calls.htm?id=4580>

***International Marketing Review***

# Special issue call for papers: Cross-Cultural and Cross-National Consumer Research: Psychology, Behavior, and Beyond

**Guest editors:** Dr Nina Michaelidou, Dr Louise Hassan, Professor Nina Reynolds and Dr Luke Greenacre

The objective of this special issue is to extend the debate on the role of culture in consumer decision-making and examine psychological influences on consumer behavior in cross-cultural and cross-national contexts.

While globalization and multiculturalism affect markets and societies there is also the suggestion that consumers’ needs and attitudes are converging. This convergence is leading marketing practitioners to standardize their marketing practices. New trends in global consumer markets and the technological advances of online and social media marketing increase the similarity of consumers of different nations. This emergence of a ‘global consumer culture’ (Cleveland and Laroche, 2007; Zhou et al., 2008) allows companies to standardize their branding and communication strategies. Albeit, consumers’ perceptions of ‘globalness’ (Steenkamp et al., 2003) are influenced by psychological characteristics (e.g. ethnocentrism, Akaka and Alden 2010). The extent to which a ‘global consumer culture’ exists versus the notion that some consumer behavior is culture-bound (Craig and Douglas, 2006; De Mooij, 2011) has implications for consumers’ acceptance of marketers’ practices.

Consumers from different countries and cultures may be similar on some dimensions but differ on others. This provides researchers with the opportunity to explore how changes in multiple aspects of the cultural and national context can influence consumer theory. Cross-cultural and cross-national consumer research helps marketers to understand how the process of marketing to consumers, and the facilitation of marketing exchanges, must be re-examined when entering new national contexts. Are there cultural and/or national contexts in which our base assumptions of consumer behavior may no longer hold? If so, what impact do such contexts have on our understanding of consumer theory?

Many authors have found differences in consumer behavior across cultures and nations, which impact marketing practices (De Mooij and Hofstede, 2010; Sengun and Townsend, 2003). Extant literature has found numerous dimensions on which nations differ including cultural characteristics, regulatory and social policy, market conditions, and communications. Examining the impact of these, and other, factors on consumers leads to the expansion of consumer theory. In some cases entirely new areas of theory have emerged in response to the discovery of cross-cultural and cross-national differences in how consumers think and act.

The guest editors invite theoretical and empirical papers on cross-cultural and cross-national consumer research (please refer to Cadogan, 2010). Papers submitted to this special issue could consider issues associated with the theories we use to understand consumers, how consumers’ interact with marketing actions, or how we can improve our study of consumers across multiple cultures/nations. Topics might examine, but are not limited to, the following:

• Differences in consumers’ psychology including perceptions, values, needs and motivations across cultures and nations   
• Self-identity and personality traits across cultures, and nations including variety and novelty seeking, consumer innovativeness and opinion leadership   
• Cross-cultural and cross-national comparisons of attitudes, and attitudinal theories and models including the Theory of Reasoned Action and Theory of Planned Behaviour  
• Acculturation or other similar changes in consumers associated with changes in nationality or migration  
• Consumers’ information processing, categorization and responses to marketing contexts and environments, including emotions and cognitions across cultures and nations  
• Consumer’s perceptions of global brands and brand personality across-cultures,    
• Customer engagement behaviors, including complaining and co-creation across cultures and nations  
• Interaction between cultural- and/or national-specific variables, such as examination of covariates (e.g. language) and how they influence cross-cultural and cross-national consumer psychology and behavior  
• Methodological issues in cross-cultural and cross-national consumer research including problems and solutions related to sampling, data collection and/or analysis.

**Deadline for submissions:** **30th September 2013**

For more information please follow the link below:

<http://www.emeraldinsight.com/authors/writing/calls.htm?id=4539>

Research & Teaching Support (Articles and Case Studies)

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

**Establishing Profitable Customer Loyalty for Multinational Companies in the Emerging Economies: A Conceptual Framework**

V. Kumar, Amalesh Sharma, Riddhi Shah, Bharath Rajan

(2013), Journal of International Marketing: Vol. 21, No. 1, pp. 57-80.

**Abstract**

It has been observed that some firms succeed in their attempts to achieve business goals in emerging economies, whereas others fail. To understand the reasons for this phenomenon, the authors conduct a qualitative study where they interview 42 managers of multinational companies from the United States, Canada, Europe, Asia, and Australia. From the insights gleaned from these interviews and the available literature, they propose a conceptual framework that identifies the possible factors that would drive the creation of both a profitable and a loyal customer base (termed “profitable customer loyalty” in this study) in the emerging economies. The influencing factors are categorized as customer-specific variables, marketing-mix variables, and firm-specific variables. From these factors, the authors advance research propositions that discuss the potential relationships with profitable customer loyalty. One of this study's key contributions is the proposal that multinational companies monitor the suggested factors and assess a degree of comfort before formulating strategies in the emerging economies. Further research can focus on the empirical validation of the proposed framework.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jim.12.0107>

# Price and Advertising Effectiveness over the Business Cycle

Harald J. Van Heerde, Maarten J. Gijsenberg, Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp

(2013), Journal of Marketing Research: Vol. 50, No. 2, pp. 177-193.

**Abstract**

Firms are under increasing pressure to justify their marketing expenditures. This evolution toward greater accountability is reinforced in harsh economic times when marketing budgets are among the first to be reconsidered. To make such decisions, managers must know whether, and to what extent, marketing's effectiveness varies with the economic tide; however, surprisingly little research addresses this issue. Therefore, the authors conduct a systematic investigation of the business cycle's impact on the effectiveness of two important marketing instruments: price and advertising. To do so, they estimate time-varying short- and long-term advertising and price elasticities for 150 brands across 36 consumer packaged goods categories, using 18 years of monthly U.K. data from 1993 to 2010. The long-term price sensitivity tends to decrease during economic expansions, whereas long-term advertising elasticities increase. During contractions, the long-term own and cross price elasticities increase. Moreover, throughout the observation period, the short-term price elasticity became significantly stronger. Finally, patterns differ across categories and brands, which presents opportunities for firms that know how to ride the economic tide.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jmr.10.0414>

**The Network Value of Products**

Gal Oestreicher-Singer, Barak Libai, Liron Sivan, Eyal Carmi, Ohad Yassin

(2013), Journal of Marketing: Vol. 77, No. 3, pp. 1-14.

**Abstract**

Traditionally, the value of a product has been assessed according to the direct revenues the product creates. However, products do not exist in isolation but rather influence one another's sales. Such influence is especially evident in e-commerce environments, in which products are often presented as a collection of web pages linked by recommendation hyperlinks, creating a large-scale product network. The authors present a systematic approach to estimate products' true value to a firm in such a product network. Their approach, which is in the spirit of the PageRank algorithm, uses available data from large-scale e-commerce sites and separates a product's value into its own intrinsic value, the value it receives from the network, and the value it contributes to the network. The authors demonstrate their approach using data collected from the product network of books on Amazon.com. Specifically, they show that the value of low sellers may be underestimated, whereas the value of best sellers may be overestimated. The authors explore the sources of this discrepancy and discuss the implications for managing products in the growing environment of product networks.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jm.11.0400>

Marketing Awards

**4 UNDER 40 EMERGING LEADERS AWARD**

The AMA Emerging Leaders Award honors individuals who have already made significant contributions to the field of marketing and its sub-fields, and have demonstrated leadership and continuing service. The program is highly selective, with 4 individuals selected annually.

**Nominations due May 17th!**

***For more info:*** <http://www.marketingpower.com/Calendar/Pages/4Under40EmergingLeadersAward.aspx>

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

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

***2013 Eligibility***

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

**For more information please click here:** <http://www.marketingpower.com/AboutAMA/Documents/Higher%20Ed%20Marketer%20of%20Year%202013%20Announce.pdf>

Book Announcement

Gerard J. Tellis has published a new book titled, [*Unrelenting Innovation: How to Build a Culture for Market Dominance*](http://www.amazon.com/gp/product/1118352408/ref=as_li_tf_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=1118352408&linkCode=as2&tag=gerjtel-20)*.”* For more information, please, see: <http://www.amazon.com/Unrelenting-Innovation-Create-Culture-Dominance/dp/1118352408>

***AMA GLOBAL MARKETING SIG WEBSITE***

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

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