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

**Welcome to the September 2014 AMA Global Marketing SIG's E-News.**

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

**Message from Frank Franzak, Chair**

**Global Marketing Pre-Conference Event at the 2015 AMA Winter Educators' Conference**

**Call for Member Updates**

**Awards - Congratulations**

**Research & Teaching Support - Journal Articles**

**Calls for Special Issues and Upcoming Conferences**

**Board Members**

Annie Peng Cui

West Virginia University

annie.cui@mail.wvu.edu

**Vice-Chair Membership,**

**Awards, Recognition**

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**Chairperson**

Frank Franzak

Virginia Commonwealth

University

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**Chair-Elect**

(From July 2015)

***Caveat: New Design of E-News and Request for News***

***The AMA Global Marketing SIG is revamping its E-News to provide information ‘From Members to Members’.  The intention is to share announcements of exciting developments, get to know each other better, and to promote more interaction and networking. We will be contacting you via email each month, asking you to provide us with interesting news about you and what is going on in your global life.  Your reply can include:***

* ***changes as to your job/affiliation***
* ***awards you have received***
* ***books published***
* ***retirements***
* ***notice that someone in our field has passed away***
* ***etc.***

***Institution related news can include***

* ***Innovative Programs you are working on***
* ***Newly created Centers and/or Institutes***
* ***Awards/Grants***
* ***Symposium you are holding, guest visits***
* ***Others…***

***E-News will also provide links to upcoming events*, *special issues, and recent publications that define our field.   If you have content of this type, you can get it to Global Marketing SIG members by sending the web link to Rudi Kaufmann at***[***Kaufmann.r@unic.ac.cy***](mailto:Kaufmann.r@unic.ac.cy)***.***

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**Message from Frank Franzak, Chair**

Dear Global Marketing SIG members,

Please join me in congratulating Annie Peng Cui, the new Chair-elect of the Global Marketing SIG.  Annie will move into the Chair position in July 2015, when she will begin serving a 2 year term.  Annie joined the Board in 2009, and has served as the SIG's liaison to DocSIG.  As a faculty member at West Virginia University, Annie's research and teaching interests focus on global brand management, international marketing, and consumer behavior.

Annie's move will open up a Global Marketing SIG Board position.  This is one of several anticipated openings that will need to be filled in July 2015.  Members who are interested in serving on the Board, particularly those with ideas for increasing the value of AMA and SIG membership, are encouraged to contact a current Board member and express their interest.  You can find out more about the SIG, including responsibilities of board members, by clicking the ‘About’ button on our website:  [amaglobalsig.org](http://amaglobalsig.org).

The other exciting news coming out of the board meeting in San Francisco is the initiation of a Pre-Conference Event at the AMA 2015 Winter Educators' Conference in San Antonio.  Board members David Griffith and Costas Katsekeas are designing an informative and useful program for the Friday morning before the conference opens.  An early description of this event appears elsewhere in this edition of E-News.

Sincerely,

Frank Franzak

Chair, Global Marketing SIG Board

**Global Marketing Pre-Conference Event at the 2015 AMA Winter Educators' Conference**

Dear members,

Join us at the Global Marketing Pre-Conference Event at the 2015 AMA Winter Educators' Conference (<https://www.ama.org/events-training/Conferences/Pages/Call-for-Papers-Winter.aspx>).  
  
The AMA Global Marketing SIG is proud to announce that it will be hosting a pre-conference event at the 2015 AMA Winter Educators' Conference in San Antonio titled "Emerging Issues and Challenges in International Marketing". The pre-conference event will take place the morning of Friday, February 13, 2015 (8:30-12:00). It will focus attention on forwarding rigorous and relevant research topics in the field of international marketing. Distinguished and emerging scholars will lead the discussion on emerging topics in the field, strategies for overcoming the challenges of publishing in international marketing, best practices for idea generation, project design and crafting manuscripts, etc. Further program details will be released shortly.

If you have made or are making the decision to attend the Winter Educators' Conference in San Antonio, plan on coming early. Your participation will add value for us all.

Sincerely,

David Griffith and Costas Katsikeas

**Interesting Member Updates**

Dear members,

Please, send your personal updates (see: ***Caveat: New Design of E-News and Request for News on first page)*** to be published here to provide interesting personal information ‘From members For members’.

**Awards – Congratulations**

Please, see the following link for article awards of the ***Journal of Marketing***: <https://www.ama.org/publications/JournalOfMarketing/Pages/JournalofMarketingAwards.aspx>

**2014 Sheth Foundation/Journal of Marketing Award** to Gary F. Gebhardt, Gregory S. Carpenter, and John F. Sherry Jr.

**2013 Harold H. Maynard Award** to Gal Oestreicher-Singer, Barak Libai, Liron Sivan, Eyal Carmi, and Ohad Yassin

**2013 Marketing Science Institute/H. Paul Root Award** to **Sam K. Hui**, **J. Jeffrey Inman**, **Yanliu Huang**, and **Jacob Suher**

<https://www.ama.org/publications/JournalOfMarketing/Pages/JournalofMarketingAwards.aspx>

Please, see the following link to the Awards of the ***American Marketing Association***: <https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/JIMAwards.aspx>

**2013/2014 Hans B. Thorelli Award to** Adamantios Diamantopoulos and Nikolaos Kakkos

**2013 S. Tamer Cavusgil Award to** Margaret Fletcher, Simon Harris, and Robert Glenn Richey Jr.

***JIM* Outstanding Reviewers to** Andreas Eisingerich, Zeynep Gürham-Canli, Peter Magnusson

**Research & Teaching Support (Articles)**

**The following articles published in the Journal of International Marketing might be useful to be used in your lecture:**

http://journals.ama.org/doi/abs/10.1509/jim.14.0043

http://journals.ama.org/doi/abs/10.1509/jm.13.0185

http://journals.ama.org/doi/abs/10.1509/jim.14.0019

http://journals.ama.org/doi/abs/10.1509/jm.12.0442

http://journals.ama.org/doi/abs/10.1509/jim.14.0065

http://journals.ama.org/doi/abs/10.1509/jm.12.0106

**Calls for Special Issues and Upcoming Conferences**

1. **Call for Special Issues**

* Relationship Marketing in an International ContextPage Content

## Journal of International Marketing Submission Deadline: January 30, 2015

[https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/jim-call-for-papers- relationship-marketing.aspx](https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/jim-call-for-papers-%20%20%20%20%20%20relationship-marketing.aspx)

# Country of Origin Research Revisited: Seeking New Methods and

# International Marketing Review

# Submission Deadline: March 2nd to March 18th, 2015

<http://www.emeraldgrouppublishing.com/authors/writing/calls.htm?id=5673>

* Consumer Vulnerability

**Journal of Marketing Management**

**Submission Deadline: 1 February 2015**

<http://www.tandf.co.uk/journals/cfp/rjmmcfp1.pdf>

* **Evolution of Marketing Channels in Japan**

**Journal of Marketing Channels**

**Submission Deadline: December 31, 2015**

<https://www.facebook.com/ELMARModerator/posts/493382957431023>

E-mail: cminami@kobe-u.ac.jp (Prof. Chieko Minami)

1. **Upcoming Conferences**

<http://www.europeanadvertisingacademy.org/docs/2015/ICORIA-2015-call-for-papers.pdf>

<http://kuleuvencongres.be/EMAC2015/>

<http://circle2015.wordpress.com/conference/>

***AMA GLOBAL MARKETING SIG WEBSITE***

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

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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***