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

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

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

**Be Aware: New Board Member Section**

**Upcoming Conferences**

**Call for Papers for Journal Special Issues**

**Research & Teaching Support**

**Upcoming Marketing Awards**

**Latest Marketing Awards**

**Board** **Members**

Frank Franzak

Virginia Commonwealth

University

[fjfranza@vcu.edu](mailto:fjfranza@vcu.edu)

**Chairperson**

**Chair-Elect**

Vacant

**Vice-Chair Membership,**

**Awards, Recognition**

William Lundstrom

Cleveland State University

[w.lundstrom@csuohio.edu](mailto:w.lundstrom@csuohio.edu)

**Vice Chair, Communication**

Hans Ruediger Kaufmann

University of Nicosia

[kaufmann.r@unic.ac.cy](mailto:kaufmann.r@unic.ac.cy)

* ***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.**

**Doctoral Student Liaison**

Annie Cui Peng

West Virginia University

[annie.cui@mail.wvu.edu](mailto:annie.cui@mail.wvu.edu)

**Conference Liaison**

Michael R. Czinkota

Georgetown University

[czinkotm@georgetown.edu](mailto:czinkotm@georgetown.edu)

**Conference Liaison**

Constantine S. Katsikeas

Leeds University

[buscsk@leeds.ac.uk](mailto:buscsk@leeds.ac.uk)

**Conference Liaison**

Camille P. Schuster

Cal State San Marcos

[cpschuster@yahoo.com](mailto:cpschuster@yahoo.com)

**Webmaster**

David Griffith

Lehigh University

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

**Treasurer**

Vacant

**Immediate Past Chair**

Esra Genturck

Ozyegin University

[Esra.Gencturk@ozyegin.edu.tr](mailto:Esra.Gencturk@ozyegin.edu.tr)

Upcoming Conferences

***Kind Reminder*: 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 Business Studies***

**Special issue theme:** WHAT IS CULTURE AND HOW DO WE MEASURE IT?

**Submission Deadline:** December 1, 2013

**Special Issue Editors:**

* Timothy M. Devinney (University of Technology-Sydney, Australia, [timothy.devinney@gmail.com](mailto:timothy.devinney@gmail.com))
* Bradley L. Kirkman (North Carolina State University, USA,[blkirkma@ncsu.edu](mailto:blkirkma@ncsu.edu))
* Dan V. Caprar (University of New South Wales, Australia,[dan.caprar@unsw.edu.au](mailto:dan.caprar@unsw.edu.au))
* Paula Caligiuri (*JIBS* Area Editor, International HRM, Rutgers University, USA, [caligiuri@smlr.rutg](mailto:caligiuri@smlr.rutgers.edu)

Understanding the influence of culture on business operations has been one of the most enduring components of international business (IB) and international management (IM) theorizing and empirical investigation. The purpose of this special issue is to build on the learning from previous debates regarding different approaches to studying culture as well as bringing to the IB/IM audience insights from other disciplines that take an interest in culture. Hence, we seek to create a volume that: (a) shows how traditional research programs have evolved as a result of accumulated knowledge and/or in response to specific critiques, and (b) incorporates alternative and completely new theoretical and empirical approaches to understanding and measuring culture.

In doing this we encourage researchers from economics, psychology, sociology, political science, education and other domains as well as IB/IM scholars to make their latest work available to the IB community via this special issue. We welcome conceptual and empirical papers using quantitative, qualitative or mixed approaches aimed at providing comprehensive solutions to previously raised issues and that illustrate the most advanced methods for studying culture and other related constructs. All manuscripts will be reviewed as a cohort for this special issue. Manuscripts must be submitted in the window between November 15, 2013, and December 1, 2013, at <http://mc.manuscriptcentral.com/jibs>.

For more information about this call for papers, please contact the Special Issue Editors or the JIBS Managing Editor ([managing-editor@jibs.net](mailto:managing-editor@jibs.net)).

Read more: <http://www.palgrave-journals.com/jibs/Culture_SI_Call_for_Papers.html>

***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>

***Journal of the Academy of Marketing Science***

**Special issue theme:** Brand and Innovation Interdependency

**Submission Deadline:** February 15, 2014

**Guest edited by:** Barry L. Bayus, Tim Oliver Brexendorf, and Kevin Lane Keller

To address these issues, the Journal of the Academy of Marketing Science is issuing a call for papers that explore the relationship between innovation and brand management. Submissions should address gaps that exist in the research of product and service innovation and brand management and investigate related research questions. Critical questions include:

* How should a brand be managed as a growth platform for innovations?
* What does the brand need and how can the brand support an innovation?
* What is the effect of existing product and brand portfolios on successful launch strategies?
* How can the long-term new product potential of a brand be assessed?
* What are successful branding strategies for different forms of innovation?
* What kind of brand associations facilitate or inhibit the introduction of new product or service innovations?
* Are there any downsides of innovation for brand equity? Can innovation lead to consumer confusion, frustration, or mistrust?
* How do brand credibility and brand trust influence the perception of new products?
* What is the impact of new product preannouncements on brand perceptions?
* How do various launch strategies strengthen brand equity?
* How do brand values influence product development processes?
* How does brand position influence the organization of innovation activities?
* How does the breadth of a firm’s brand portfolio influence its R&D processes?
* What is the relationship between product design and branding?
* How can product design enhance a firm’s branding strategy?

Read more: <http://aib.msu.edu/resources/callforpapers.asp>

***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***

**Special issue theme:**

“Dynamics of Marketing Channels in BRICS (Brazil, Russia, India, China, and South Africa) Economies”

**Submission Deadline:** December 31, 2014

**Guest Editors:**

Rajiv P. Dant, University of Oklahoma

Marko Grünhagen, Eastern Illinois University

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.

Read more: <http://www.tandf.co.uk/journals/cfp/WJMCCFP3.pdf>

Research & Teaching Support (Articles and Case Studies)

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

**Internationalization Knowledge: What, Why, Where, and When?**

Margaret Fletcher, Simon Harris, and Robert Glenn Richey Jr.

(2013), Journal of International Marketing: September 2013, Vol. 21, No. 3, pp. 47-71.

**Abstract**

The acquisition of relevant knowledge plays a critical role in the internationalization process. Yet a complete understanding of internationalization knowledge (IK) remains largely unexplored in the international marketing literature. The authors develop a framework that distinguishes three categories of IK necessary for internationalizing firms to gain market entry, localize strategies, and organize international enterprise procedures. Employing a longitudinal qualitative analysis of ten internationalizing firms, this study examines (1) why firms need these IK categories, (2) where they source them, and (3) at what stage of international growth they are needed. The authors conclude by addressing implications for practice and recommend that managers should source the specific IK needed before it becomes critical.

Read more: <http://journals.ama.org/doi/abs/10.1509/jim.12.0121>

**The Export Information System: An Empirical Investigation of Its Antecedents and Performance Outcomes**

Marios Theodosiou and Evangelia Katsikea

(2013), Journal of International Marketing: September 2013, Vol. 21, No. 3, pp. 72-94.

**Abstract**

Marketing literature has widely acknowledged the significant contribution of information-processing activities to export organizations' success. The export information system (EIS) comprises four key dimensions: information sources, information acquisition, information dissemination, and information utilization. The current research develops and empirically tests a comprehensive conceptual framework that assesses (1) the chain of effects linking the four key dimensions of the EIS, (2) the influence of organizational structure (i.e., formalization and centralization) on the efficiency of export information dissemination, and (3) the relationship between the EIS and export performance. The authors also investigate the moderating effects of certain environmental forces (i.e., market turbulence and intensity of competition). The findings support the critical role of information processing in the success of small and medium-sized exporters. The authors conclude by discussing the study's implications for academic researchers and practitioners as well as directions for further research in the field.

Read more: <http://journals.ama.org/doi/abs/10.1509/jim.12.0165>

**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: September 2013, 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>

**Conflict Management and Outcomes in Franchise Relationships: The Role of Regulation**

Kersi D. Antia, Xu (Vivian) Zheng, and Gary L. Frazier (2013)

Journal of Marketing Research: October 2013, Vol. 50, No. 5, pp. 577-589.

**Abstract**

Franchise relationships are prone to conflict. To safeguard the rights of individual franchisees, several states have legislated greater franchisor disclosure (registration law) ex ante and/or franchisor “termination for good cause” (relationship law) ex post. The impact of regulatory oversight on franchisor–franchisee conflict, however, remains unclear. Relying on agency theory arguments, the authors first assess the influence of the regulatory context, both by itself and in combination with the franchise ownership structure, on the incidence of litigated conflict. Conditional on litigation, they also predict the impact of franchise regulation on both the parties' litigation initiation and resolution choices and the resulting outcomes. The authors test the hypotheses using a unique multisource archival database of 411 instances of litigation across 75 franchise systems observed over 17 years. The results indicate that the regulatory context, by itself as well as in combination with the franchise ownership structure, significantly shapes parties' conflict management choices. The authors also find evidence of a trade-off between prevailing in the particular conflict and achieving franchise system growth objectives.

Read more: <http://journals.ama.org/doi/abs/10.1509/jmr.11.0144>

Upcoming Marketing Awards

From Bill Stanton **(**[bstanton@ama.org](mailto:bstanton@ama.org)) we received the following information on upcoming Marketing Awards:

**Wilkie “Marketing for a Better World” Award  
Nominations Due November 15, 2013**

Marketing is a wonderfully complex and important field of study. The aggregate marketing system is a huge and sprawling human institution, embedded in the daily life of its society. It brings a dynamism to its society as it strives to grow and create. Marketing monitors the wants and needs of its citizens, and works to deliver satisfactions of these. It builds tangible and intangible infrastructures to assist in its work, and brings employment and wages to its millions of members. While Marketing can sometimes overstep bounds in its pursuits, it also can bring wonder to – and real improvements in – peoples’ daily lives. One important goal for the aggregate marketing system, therefore, is that it be both fair and efficient in its operations.

In this spirit, the William L. Wilkie “Marketing for a Better World” Award will honor marketing thinkers who have significantly contributed to our understanding and appreciation for marketing’s potentials to improve our world, and from whose work notable advances have ensued—in the mold of Bill Wilkie of the University of Notre Dame.

The Wilkie Award is intended to be a broadly based, major academic recognition for the field, recognizing Marketing thought leaders whose conceptual developments, substantive applications, or empirical studies have served to provide significant bases for improvements in our world. There is a range of possible research areas from which the award can possibly spring, including (but not limited to) marketing theory, innovation, macromarketing, marketing and public policy, ethics and social responsibility, social marketing, services marketing, competition, pricing, advertising, marketing and development, transformative consumer research, and marketing and the consumer interest.

The nomination process has been designed to be efficient. For details, or to nominate a marketing professor for the Wilkie Award by November 15, please visit:

[www.themarketingfoundation.org/wilkie.html](http://www.themarketingfoundation.org/wilkie.html).

**Erin Anderson Award  
Nominations Due November 15, 2013**

We, and many others in the marketing community, were deeply saddened by the unexpected death of Erin Anderson in 2007. After winning a battle against cancer earlier that year, her untimely passing robbed her of the opportunity to enjoy her victory.

Erin was a widely respected mentor and scholar whose research made significant contributions to the marketing discipline. During her career, she published over forty scholarly articles in the top academic journals. Her paper on the role of pledges in channel relationships was the first recipient of the Louis Stern Award selected and presented by the AMA IOSIG. Based on her citations, she was in the top 1½ % of researchers in the social sciences.  But Erin was more than a top-notch academic scholar. She was a caring mentor to many Ph.D. students and faculty members. She was a much-loved Ph.D. supervisor and she shared her experiences and insights with many faculty members as they launched their academic careers. Our discipline suffers when such a kind and caring person is no longer in our midst.

One of Erin’s primary interests was encouraging and enabling women in academe; she mentored many junior faculty as they launched their academic careers. To honor Erin and support her interests, the Erin Anderson Award for a female marketing scholar– a woman who we anticipate becoming a leading marketing academic in the mold of Erin Anderson, who went beyond her significant research contributions to help other develop their careers, was established.

Women marketing professors who received their marketing (or related field) doctoral degree in or after the 2003 calendar year may be nominated or self-nominate. The criteria for the award focus on what made Erin Anderson unique in the academic world. 1) Research: The recipient should be a woman who is an emerging research star in her area of expertise, as evidenced by her publication record and the impact of those publications on marketing thought and 2) Mentoring: The recipient should be someone who has exceeded the normal expectations for someone of her rank in mentoring doctoral students and junior faculty members.

For additional information or to make a nomination for the award by November 15, please go to:

<http://www.themarketingfoundation.org/erin_anderson.html>.

Latest Marketing Awards

***2012 Thomas C. Kinnear/Journal of Public Policy & Marketing Award***

J. Craig Andrews, Richard G. Netemeyer, and Scot Burton have been voted as the recipients of the Thomas C. Kinnear/Journal of Public Policy & Marketing Award for their article “[The Nutrition Elite: Do Only the Highest Levels of Caloric Knowledge, Obesity Knowledge, and Motivation Matter in Processing Nutrition Ad Claims and Disclosures?](http://dx.doi.org/10.1509/jppm.28.1.41)” which appeared in the Spring 2009 (Vol. 28, No. 1) issue of Journal of Public Policy & Marketing.

The award honors articles published in Journal of Public Policy & Marketingthat have made a significant contribution to the understanding of marketing and public policy issues within the past three years (2009–2011). From a list of all eligible articles, a committee comprised of JPP&M’s associate editors nominated articles for consideration. Then, from the articles that received the greatest number of nominations, Editorial Review Board members selected one article that was most deserving of the award.

Generously funded by Thomas C. Kinnear, his colleagues, friends, and former students and administered through the AMA Foundation, the award’s purpose is to encourage authors to continue to produce high-quality research in marketing and public policy.   
  
The award was announced at the 2013 Marketing and Public Policy Conference.

J. Craig Andrews is Professor and Charles H. Kellstadt Chair in Marketing at Marquette University.

Richard G. Netemeyer is Senior Associate Dean; Professor of Commerce; Ralph A. Beeton Professor of Free Enterprise at the University of Virginia

Scot Burton is Professor and Wal-Mart Chair in Marketing at the University of Arkansas.

Read more: <http://www.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20Public%20Policy%20Marketing/JPPMAwards.aspx>

***2012 S. Tamer Cavusgil Award***

Each year the Editorial Board of [*Journal of International Marketing*](http://www.marketingpower.com/jim) honors the author(s) of one of the articles published with the S. Tamer Cavusgil Award, which was established in 1998. This year’s award recognizes the article published in 2012 that has made the most significant contribution to the advancement of the practice of international marketing management. The JIM Editorial Board, in conjunction with the award committee of Editor David A. Griffith (chair, LeHigh University), John Hulland (University of Georgia) and Jeryl Whitelock (Bradford University), has selected the following recipients and article for the 2012 S. Tamer Cavusgil Award:  
  
**Ayşegül Özsomer**  
[The Interplay Between Global and Local Brands: A Closer Look at Perceived Brand Globalness and Local Iconness](http://dx.doi.org/10.1509/jim.11.0105), Vol. 20, No. 2

*Journal of International Marketing* honors the recipients with a cash award and a special plaque, annually presented at the American Marketing Association’s [Summer Marketing Educators’ Conference](http://www.marketingpower.com/Calendar/Pages/annual-marketing-conference.aspx).

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*** |

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