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

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

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

**Upcoming Conferences**

**Research & Teaching Support**

**Board Members**

**Vice-Chair Membership,**

**Awards, Recognition**

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***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, which should take less than 5 minutes and about 12 words or less, 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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Upcoming Conferences

# American Marketing Association's 2014 Annual Marketing Conference

Sheraton New Orleans  
500 Canal Street, New Orleans, LA 70130  
9/30/2014 12:00 PM - 10/2/2014 12:00 PM  
Register before 9/2/2014 11:59 PM for early registration fee

## ​SAVE THE DATE!

Spend September 30 - October 2nd in New Orleans at the second annual AMA Annual Marketing Conference! Last year over 400 attendees gathered in New Orleans to experience the convergence of best practices, emerging trends, the latest innovations, insightful observations and the resulting conversations that could only have happened at an event of this caliber. Join us next fall as the AMA again brings inspiration and innovation through fantastic speakers and excellent networking opportunities to the AMA's Annual Marketing Conference!

[THE CALL FOR SPEAKERS IS NOW OPEN!](https://www.ama.org/events-training/Conferences/Documents/AMC%202014%20-%20Presentation%20Proposal%20-%20General.pdf)

If you are interested in speaking, [complete this form](https://www.ama.org/events-training/Conferences/Documents/AMC%202014%20-%20Presentation%20Proposal%20-%20General.pdf) and submit it to [kmoran@ama.org](mailto:kmoran@ama.org) no later than Friday, May 9th.

Read more: https://www.ama.org/events-training/Conferences/Pages/American-Marketing-Association's-2014-Annual-Marketing-Conference.aspx

# AMA 2014 Summer Marketing Educators Conference

San Francisco Marriott Marquis, 780 Mission Street  
San Francisco, CA 94103   
8/1/2014 1:00 PM - 8/3/2014 5:00 PM  
Register before 7/2/2014 11:59 PM for early registration fee



AMA Summer '14 is a global meeting of marketing scholars from across the discipline. This year's conference is being organized by co-chairs Rebecca Hamilton and Alberto Sa Vinhas and supported by a team of distinguished track chairs. The conference is held in conjunction with AMA Academic Placement - the Marketing discipline's largest hiring event.

## Conference Theme:

**Leveraging New Technologies to Create Value for Customers and Firms**

Technological advancements have facilitated communication and collaboration among firms, among customers, and between customers and firms. New tools have made it possible for firms to collect more data about their customers than ever before, to sell to their customers using new and multiple channels, and to collaborate with other firms and channel partners seamlessly across continents. Because new technologies have reduced communication and coordination costs, firms more frequently enter into collaborative relationships with other firms. Technology has also made it possible for increasingly well informed and sophisticated customers to form more interactive relationships with firms and brands as well as with like-minded customers, giving them more power in their relationships with firms and allowing them to co-create products and brand meaning.

Read more: https://www.ama.org/events-training/Conferences/Pages/AMA-2014-Summer-Marketing-Educators-Conference.aspx

Research & Teaching Support (Articles and Case Studies)

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

**A Cross-Cultural Investigation of New Product Strategies for Technological and Design Innovations**

David A. Griffith and Gaia Rubera (2014), Journal of International Marketing: March 2014, Vol. 22, No. 1, pp. 5-20.

**Abstract**

Although design and technological innovations are conceptually distinct and require significantly different resource investments by the firm, little is known about how differing strategies employed in relation to these new products influence changes in market share across national cultures. In this study, the authors provide insights into how technological and design product innovations and product portfolio breadth strategies influence changes in market share within 26 technological and 12 design innovations across 17 firms operating in eight European countries. The results indicate that the positive effect of design innovation on changes in market share strengthens as individualism and indulgence increase, whereas the positive relationship between technological innovations and market share is weakened as uncertainty avoidance and indulgence increase. In addition, the positive relationship between design product portfolio breadth strategies and changes in market share is strengthened as individualism and indulgence increase but is weakened as uncertainty avoidance increases, whereas the positive relationship between technological product portfolio breadth and changes in market share is strengthened as individualism increases. The authors discuss the theoretical and managerial implications of the findings.

Read more:http://journals.ama.org/doi/abs/10.1509/jim.13.0082

**The Spillover Effects of Prototype Brand Transgressions on Country Image and Related Brands**

Peter Magnusson, Vijaykumar Krishnan, Stanford A. Westjohn, and Srdan Zdravkovic (2014), Journal of International Marketing: March 2014, Vol. 22, No. 1, pp. 21-38.

**Abstract**

Country-of-origin research has primarily held the view that country-level beliefs influence product-level beliefs. In this study, the authors investigate whether the relationship may also move in the opposite direction. Grounded in prototype theory and schema change theory, this study examines shifts in consumer attitudes toward a country as a result of a brand transgression. The authors confirm the conceptual framework using experimental methods. The results offer evidence of a relationship in which product-level beliefs affect country-level beliefs, a finding that contrasts with the majority of country-of-origin research. The effects of brand transgressions are moderated by the degree of prototypicality of the transgressing brand and the level of development of the transgressing brand's home country.

Read more: http://journals.ama.org/doi/abs/10.1509/jim.13.0068

**Cross-National Advertising and Behavioral Intentions: A Multilevel Analysis**

Gianfranco Walsh , Edward Shiu , and Louise M. Hassan (2014), Journal of International Marketing: March 2014, Vol. 22, No. 1, pp. 77-98.

Abstract

Previous research has provided limited insight into (1) the cross-national effectiveness of marketing communication aimed at engaging consumers and (2) the moderating role of national characteristics. This study assesses the effectiveness of a cross-national advertising campaign in terms of changing behavioral intentions. The authors examine the moderating effects of country-level indicators representing three institutional pillars (regulative, normative/moral, and cultural-cognitive) on the mediated associations between three advertising persuasion measures (message comprehension, attitude toward the campaign, and message elaboration) and behavioral intentions. The authors examine a multilevel analysis using survey data related to a 25-country advertising campaign to test hypothesized within-country and between-country effects. The results show that message comprehension affects message elaboration less strongly in countries with stronger regulative, normative/moral, and cultural-cognitive pillars. Attitude toward the campaign affects message elaboration less strongly in countries with stronger normative/moral and cultural-cognitive pillars. Message elaboration affects behavioral intention less strongly in countries with a stronger regulative pillar but more strongly in countries with a stronger normative/moral pillar. The authors discuss implications for international marketing theory and practice.

Read more: http://journals.ama.org/doi/abs/10.1509/jim.13.0091

***AMA GLOBAL MARKETING SIG WEBSITE***

**The Global Marketing SIG website is currently under construction. Look for the re-launch soon!**

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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***