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

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

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

**Upcoming Conferences**

**Call for Papers for Journal Special Issues**

**Research & Teaching Support**

**Latest Marketing Awards**

**Board Members**

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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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Upcoming Conferences

47th Academy of Marketing Conference

**To be held:** August 7 to 10,2014, Bournemouth University, England

**Conference Theme:** Marketing Dimensions: People, places and spaces

In 2014, Bournemouth University will host the 47th Academy of Marketing Conference. The theme of the conference, Marketing Dimensions: People, places and spaces, will explore the core challenge that all marketers face: understanding the behavior of people, be they consumers, citizens or managers. This challenge is made more complex as behavior changes depending on the place and context in which people are located and the physical (or virtual) space in which they are being examined. How has Marketing as an academic subject addressed the complexities of people, places and spaces, and what guidance can we give to practitioners to help them address this core challenge?

**Call for papers**: Ι. Competitive Papers

II. Working Papers

III. Posters

The best papers from the conference will be considered for a special edition of the **Journal of Marketing Management**, the official peer-reviewed, internationally recognized marketing journal of the Academy.

For more info please click here:

<http://www.academyofmarketing.org/conference-2014/2014.html>

9th Global Brand Conference

**To be held:** 9 to 11 April 2014, University of Hertfordshire, UK

**Conference Theme:** Corporate Identity and Reputation Special Interest Group

With brands under increasing pressure from an emerging anti-consumerism counter culture, the 9th Global Brand Conference focuses on the challenges brands are facing, and how organizations can build, protect, manage and grow their brands in the face of the antibranding movement. The conference aims to bring together scholars, researchers and practitioners in a lively debate and exchange of ideas on the role of branding in the 21st century.

**Call for papers**: Ι. Competitive Papers

II. Extended abstracts

**Submission Deadline:** October 11, 2013

For more info please click here:

<http://www.herts.ac.uk/about-us/events/2014/april/9th-global-brand-conference>

2014 3rd International Conference on Economics Marketing and

Management- ICEMM 2014

**To be held:** 13 to 14 January 2014, The Strathcona Hotel, Toronto, Canada

**Conference Theme:** Corporate Identity and Reputation Special Interest Group

Welcome to the official website of the 2014 3rd International Conference on Economics Marketing and Management - ICEMM 2014, will be held in Toronto, Canada during January 13-14, 2014, 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 E-business, Management and Economics, 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 E-business, Management and Economics and related areas.

All papers for the ICEMM 2014 will be published in the IPEDR (ISSN: 2010-4626) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by EBSCO, WorldCat, Google Scholar, Ulrich's, 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 January 14,2014.

We welcome paper submissions. Prospective authors are invited to submit full (and original research) papers (which is ΝΟΤ submitted/published/under consideration anywhere in other conferences/journal) in electronic (PDF only) format through the easy chair conferences management system website or via email [icemm@iedrc.org.](mailto:icemm@iedrc.org)

**Call for papers**: Ι. Full Papers

**Submission Deadline:** September 10, 2013

For more info please click here: <http://www.icemm.org/index.htm>

43rd EMAC Conference

**To be held:** June 3-6, 2014, University of Valencia, School of Economics, Department of Marketing

**Conference Theme:** Paradigm shifts & Interactions

Marketing research has been challenging since almost its initial steps. Nowadays the digital world is changing consumer patterns, emerging new companies, and in the end eliciting a new society. This is not the only recent change; co-creation, sustainability, corporate social responsibility, intercultural relationships in a global world, new communications devices and platforms, big data, and new ways of interaction between consumers, consumers and brands, and stakeholders, are just the crest of an iceberg. Are these disconnected examples part of a new scenario? Are we facing a paradigm shift? Come to Valencia and let us know your academic contributions to the field. Share with others, interact with them, and be part of this evolving shift.

Rigor and Relevance tend to be a common scheme for academics. Beyond doubt, a lot of progress in conceptual, even in theoretical constructs, research designs, methodologies, analytic tools and data analysis, have been taking place during the last years. This leads us into cutting edge research in the social sciences field, but still, knowledge is created by mutual interactions. Let´s promote a face-to-face interaction. From the diversity, from the advanced and latest contributions, from heterogeneous cultural backgrounds, we get much benefit. Therefore this is the main reason to come to EMAC43 Valencia: to interact with your peers, present, ask, listen, and meet others.

**Call for papers**: Ι. Full Papers

**Submission Deadline:** December 3, 2013

**Notification to the authors:** March 3, 2014

For more info please click here: <http://www.emac2014.eu/>

Call for Papers for Journal Special Issues

***JOURNAL OF MARΚETING MANAGEMENT***

**Special issue theme:** Exploring the Performativity of Marketing: Theories, Practices and Devices

**Guest Editors:** Dr. Katy Mason, Lancaster University Management School, UK; Dr. Hans Kjellberg, Stockholm School of Economics, Sweden Dr. Johan Hagberg, University of Gothenburg, Sweden.

How and why are marketing theories used and 'performed' in practice? Scholars have called for further research that addresses the gap between marketing theory and marketing practice (Brownlie, Hewer & Ferguson, 2007; Hunt, 2002; Lilien, Rangaswamy, van Bruggen & Wierenga, 2002), and explicates how marketing theories influence contemporary consumer societies (Shankar, Whittaker & Fitchett, 2006). Despite these valuable contributions, we still understand little of how marketing theories work in practice. Recent work drawing on the notion of performativity seems to offer a new and potentially fruitful vantage point for exploring how we understand, use and perform marketing knowledge in practice. We invite contributions that interrogate a variety of settings. We particularly encourage studies that address topical and contentious issues in marketing, including marketing in Base-of-the-Pyramid (ΒοΡ) and subsistence markets, marketisation of areas governed by other logics, fair trade marketing, sustainability marketing, neuromarketing, social marketing, etc.

All manuscripts submitted must strictly follow the guidelines for the Journal of Marketing Management. These are available at <http://www.tandfonline.eo.uk/rjmm>

**Submissions**

Manuscripts should be submitted online using the Journal of Marketing Management ScholarOne Manuscripts site ([://mc.manuscriptcentral.com/rjmm).](http://mc.manuscriptcentral.com/rjmm)) To submit your manuscript to the Special Issue on 'Exploring the Performativity of Marketing: Theories, Practices and Devices' choose the title of the Special Issue from the Manuscript Type list when you come to submit your paper. When you come to the 'Details and Comments' page, answer 'yes' to the question 'Is this manuscript a candidate for a special issue' and insert the title in the text field provided.

**The closing date for submission is:** 29 November 2013

**For publication in:** 2015

For more info please click here:

<http://www.academyofmarketing.org/calls-for-papers-publications/joumal-of>marketing-management.html

***JOURNAL OF RESEARCH ΙΝ INTERACTIVE MARΚETING***

**Special issue theme:** The past, present and future of interactive marketing

**Guest Editor:** For more information, please contact the Editor-in-Chief: Debra Zahay, PhD (zahay@niu.edu)

The goal of this special issue is to further develop our understanding of past research in the area, where we are at present and to develop both research agendas and suggested course of action for the next 20 years of interactive marketing. Authors are encouraged to tackle difficult issues and provide innovative responses to these challenges for both academia and practice.

Review articles, meta analyses, broad research agendas and boldly prescriptive plans of action are particularly called for in this issue. Attention will be given to articles of a strategic nature, such as how marketing technology and strategy can be fused to create competitive advantage, the skills and competencies necessary to manage interactive marketing processes and the role of digital marketing methods in the firm or NGO. Research articles as well as thought pieces will be welcomed.

Submitted manuscripts should follow the format as indicated in the author guidelines on the journal web site: [www.emeraldinsight.com/jrim.htm.](http://www.emeraldinsight.com/jrim.htm)

**The closing date for submission is:** 30th of August, 2013

**For publication in:** Vol. 8 Νο. 1, 2014

For more info please click here: <http://www.emeraldinsight.com/authors/writing/calls.htm?id=4568>

***Industrial Marketing Management***

**Special issue theme:** on power in business, customer, and market relationships.

**Guest Editors:**

Professor Martin Hingley Lincoln Business School E-mail: [mhingley@lincoln.ac.uk](mailto:mhingley@lincoln.ac.uk)

Professor Adam Lindgreen Cardiff Business School E-mail: [LindgreenA@cardiff.ac.uk](mailto:LindgreenA@cardiff.ac.uk)

As organizational success has become more and more reliant on the nature of business relationships, one factor that has come to the fore in influencing the development of those relationships is power (Meehan and Wright, 2012). However, power as a construct in business-to-business relationships has received irregular and contrasting treatment from researchers, including those who view the concept of power as alien to the effective workings of exchange relationships and determine success through principles of co-operation and trust (Kumar, 1996); to those who view the workings of power as a natural phenomenon and acceptance of asymmetry essential to managing business-to-business exchanges (Hingley, 2005).

The overall objective of the special issue is to provide a comprehensive collection of cutting-edge theories and research concerning the impact of power in business-to­ business and business-to-consumer and the external power forces which shape marketing environment, as well as the internal power dimension within organizations and between people.

We will give preference to empirical papers-both qualitative and quantitative­ although theoretical papers that examine fundamental issues in, or offer comprehensive frameworks of power also are welcomed. As Industrial Marketing Management is widely read by an academic and business audience, all submissions should include implications for practitioners.

**The closing date for submission is:** December 1, 2013

For more info please click here: [http://www.journals.elsevier.com/industrial-marketing-management/call-for­](http://www.journals.elsevier.com/industrial-marketing-management/call-for)papers/special-issue-power-business-market-relationships/

Research & Teaching Support (Articles and Case Studies)

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

**Competitive Export Pricing: The Influence of the Information Context**

Claude Obadia

(2013), Journal of International Marketing: June 2013, Vol. 21, Νο. 2, pp. 62-78.

**Abstract**

This study investigates how the information context of cross-border exchanges influences the implementation and effectiveness of export pricing policies. Using a disaggregate approach to measure export pricing, the research shows the influence of the competitive intensity and the ambiguity of the foreign market on each facet of the pricing policy. In addition, this research investigates the effectiveness of these price manipulations in a context of information asymmetry. The findings suggest that exporters manipulate prices when confronted with competitive and ambiguous foreign markets. However, in most cases, these price manipulations have no impact on performance. Furthermore, when information asymmetry is high, export price manipulations deteriorate performance. The analysis uses survey data from 278 French exporters.

Read more: <http://joumals.ama.org/doi/abs/10.1509/jim.12.0164>

**How Variety-Seeking Versus Inertial Tendency Influences the Effectiveness of Immediate Versus Delayed Promotions**

Hyeongmin (Christian) Kim

(2013), Journal of Marketing Research, Vol. 50, Νο. 3, pp. 416-426.

**Abstract**

Four studies investigate (1) whether a variety-seeking versus inertial environment activates a certain mind-set about risk propensity and (2) whether this mind-set influences preferences for immediate versus delayed promotions. Study 1 demonstrates that a variety-seeking environment activates a risk-taking mind-set, whereas an inertial environment activates a risk-averse mind-set and that such a difference in risk propensity makes a delayed (immediate) promotion relatively more appealing for consumers with a variety-seeking (inertial) tendency. Study 2 reveals that preferences for a brand offering a delayed promotion are stronger when consumers have a variety-seeking tendency and that preferences of consumers low (vs. high) in need for cognitive closure are more influenced by the difference in variety-seeking versus inertial tendency. Study 3 provides further insights by allowing participants to be variety seeking or inertial and by controlling for redemption effort and the hedonic/utilitarian aspects of categories. Finally, Study 4 highlights the impact of variety-seeking versus inertial tendency on real-world choices. The article concludes with a discussion of theoretical and managerial implications.

Read more: <http://joumals.ama.org/doi/absll>0.1509/jmr.12.0011

**Ethnographic Stories for Market Learning**

Julien Cayla and Εric Amould

(2013), Journal of Marketing, Vol. 77, Νο. 4, pp. 1-16.

**Abstract**

Although ethnography has become a popular research approach in many organizations, major gaps exist in the field's understanding of the way it operates in the corporate world, particularly in how ethnography facilitates market learning. Drawing from extensive fieldwork in the world of commercial ethnography, the authors describe how ethnographic stories give executives a unique means of understanding market realities. By working through the rich details of ethnographic stories infused with the tensions, contradictions, and emotions of people's everyday lives, executives are better able to grasp the complexity of consumer cultures. Overall, this research should help managers leverage the catalytic effects of ethnographic storytelling in their efforts to learn about and understand market contexts.

Read more: <http://joumals.ama.org/doi/abs/10.1509/jm.l2.0471>

**Growing Existing Customers' Revenue Streams Through Customer Referral Programs**

Ina Garnefeld, Andreas Eggert, Sabrina V. Helm, and Stephen S. Tax

(2013), Journal of Marketing, Vol. 77, Νο. 4, pp. 17-32.

**Abstract**

Customer referral programs are an effective means of customer acquisition. By assessing a large-scale customer data set from a global cellular telecommunications provider, the authors show that participation in a referral program also increases existing customers' loyalty. In a field experiment, recommenders' defection rates fell from 19% to 7% within a year, and their average monthly revenue grew by 11.4% compared with a matched control group. Α negative interaction between referral program participation and customer tenure reveals that the loyalty effect of voicing a recommendation is particularly pronounced for newer customer-firm relationships. Α laboratory experiment further demonstrates that referral programs with larger rewards strengthen attitudinal and behavioral loyalty, whereas smaller rewards affect only the behavioral dimension. This article contributes to our theoretical understanding of the roles played by the commitment-consistency principle and positive reinforcement theory as mechanisms underlying the effectiveness of customer referral programs.

Read more: <http://joumals.ama.org/doi/abs/l> 0.1509/jm.11.0423

Marketing Awards

***Journal of Marketing - Outstanding Reviewers***

Among our outstanding editorial review board members, seven individuals stood out as having more reviews than average, completing them faster than average, and having a particularly high level of quality. The following individuals are being recognized by the editor for their outstanding contribution as reviewers to the Journal of Marketing and we extend our gratitude for their service:

• **Kersi Antia,** University of Wisconsin-Madison

• **Simon Bell,** University of Melbourne

• **Margaret Campbell,** University of Colorado, Boulder

• **Pierre Chandon,** INSEAD

• **Kristin Diehl**, University of Southern California

• **Jose Antonio Rosa**, University of Wyoming

• **Kennth Wathne,** Norwegian School of Management

***2012 William F. O'Dell Award***

Nina Mazar, On Amir, and Dan Ariely have been selected as the recipients of the 2012 William F. O'Dell award for their article "The Dishonesty of Honest People: Α Theory of Self-Concept Maintenance" which appeared in the June 2008 (Volume 46, Number 6) issue.

The award honors the Journal of Marketing Research article published in 2008 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice. The O'Dell award committee comprised of Eric Bradlow (Wharton), Akshay Rao (Minnesota) and Gerry Tellis (USC) applaud all four finalists for excellent papers that were all worthy of the award. We selected the winning paper based upon the first round votes, citation count, our careful reading of the papers, and letters of recommendations submitted.

We hope others see this paper as impactful as the committee. The award is presented annually at the American Marketing Association's Summer Educator's Marketing Educators Conference.

* Nina Mazar is Assistant Professor of Marketing and Science Leadership Program Fellow at the University of Toronto.
* On Amir is Associate Professor of Marketing at UC San Diego.
* Dan Ariely is James Β. Duke Professor of Psychology and Behavioral Economics at Duke University and a founding member of the Center for Advanced Hindsight

***11th IFLA International Marketing Award winners announced***

The IFLA Section on Management and Marketing in collaboration with Emerald is pleased to announce the winners of the 11th IFLA International Marketing Award for 2013.

First place was awarded to University of Tartu, represented by Olga Einasto who represented the project "Talking Textbooks" (Raakivad Opikud), which focused on meeting the needs of students who are blind or visually impaired and have difficulty studying and preparing for exams. The library employed student volunteers to read books and save them in audio files, digitize learning material and lecture notes to be used with special software to transform text into speech and read exam questions out loud during exam sessions. The library also provided a new at home library service. Library users, for whom visiting the library is difficult due to their physical or sensory disabilities, can borrow and return books with the aid of voluntary helpers. The library marketed the new services directly to potential users by partnering with the university's Office for Academic Affairs and engaged in public seminars to obtain feedback and assessment. The first-place winner receives airfare, lodging, and registration for the 2013 IFLA General Conference and Council to be held this year in Singapore, and a cash award of $1,000 (U.S.) to further the marketing efforts of the library.

Second place was awarded to the Saskatoon Public Library, Saskatoon, Canada, represented by Kathryn Thompson. The library launched a six-month re-branding campaign, "Collections-Connections and solicited broad input from existing and potential library patrons as well as potential donors and library stakeholders. The tag line of the new logo - Collections. Connections. - reflects the foundation of the library (its collection) and portrays the connections the library strives to make with the community.

Third place was awarded to the The Κhakas Republican Children's Library, Russia for the project "Reading is a useful habit", represented by Olga Valerievna Lomova. The project engaged student reporters, who prepared videos announcing the library news. The project aimed at positioning the children's library as a cultural-leisure object, which develops useful habit -reading passion for the children and teenagers from the age of7 to the age of 15.

Eileen Breen, Senior Publisher at Emerald, comments: "This year's winners of the IFLA International Marketing Awards illustrate perfectly Emerald's endeavors to support global initiatives that benefit society. Once again the IFLA International Marketing Awards prove inspirational to the whole information community and we congratulate these worthy winners."

For more information, please click here:

<http://www.emeraldinsight.com/about/news/story.htm?id=4673>

***MU marketing professor wins international lifetime achievement award***

University of Missouri marketing Professor Murali Mantrala has received a prestigious international lifetime achievement award for his research. The focal points of Mantrala's research have been marketing resources allocation and sales force management.

Mantrala, the Sam Μ. Walton Distinguished Professor of Marketing at the Robert J. Trulaske, Sr. College of Business, is scheduled to accept the award at the Alexander von Humboldt Foundation's annual meeting slated for June 21-23 in Berlin, Germany. Financed primarily by the German federal government, the Humboldt Research Award aims to encourage collaboration between internationally recognized academics from throughout the world and their German colleagues. The award includes a cash prize of 60,000 euros, or roughly $75,000.

For more information, please click here:

[http://business.missouri.edu/2010/mu-marketing-professor-wins-intemational­](http://business.missouri.edu/2010/mu-marketing-professor-wins-intemational)lifetime-achievement-award

***AMA GLOBAL MARKETING SIG WEBSITE***

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

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***Global Marketing Like Never Before***