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



**Welcome to the September 2012 AMA Global Marketing SIG's monthly E-News.**

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

**Latest AMA Global Marketing SIG and relevant other AMA news**

**Upcoming Conferences**

**Call for Papers for Journal Special Issues**

**Research & Teaching Support**

**Board Members**

**Chair**

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**Vice Chair, Communication**

Ruediger Kaufmann

**2012 Excellence in Global Marketing Research Award**

Shaoming Zou and S. Tamer Cavusgil

The GMS: A Broad Conceptualization of Global

Marketing Strategy and Its Effect on Firm Performance”

(2002) *Journal of Marketing*, 66 (4), 40-56.



**2012 Significant Contribution to Global Marketing Award**

**C. Samuel Craig**

Catherine and Peter Kellner Professor

New York University



Nicosia University

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

**Webmaster, Research Issues**

**Coordinator**

David Griffith

Lehigh University

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

**VC Membership, Awards and**

**Recognitions**

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* ***Hans Ruediger Kaufmann (PhD), Associate Professor at the Business School of the University of Nicosia, was elected new Vice Chair of Communication for Global Marketing SIG. His most pressing task is to bring the ENews back on line.***
* ***The Global Marketing SIG is investigating holding an international conference in early Spring 2013, to follow up the last years’ conferences in Cancun***
* ***David Griffith is winding down his second term as Journal of International Marketing(JIM) editor. Members should look out for an announcement of a new JIM editor in early 2013.***
* ***The Global Marketing SIG welcomes all 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.**
* AMA 75th Anniversary Marketing Like Never Before - Read more: [***http://www.marketingpower.com/AboutAMA/Documents/ama-75th/ama-celebrates-75-years.pdf***](http://www.marketingpower.com/AboutAMA/Documents/ama-75th/ama-celebrates-75-years.pdf)
* [**Research & Strategy Summit**](http://www.marketingpower.com/Calendar/Pages/2012_Research_and_Strategy_Summit.aspx)

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| Google, NBC Universal, Pandora, VEVO and more!  With unique access to the world's most forward-thinking executives and industry insiders, AMA's Research & Strategy Summit will challenge your thinking, deepen your insights and empower you to lead critical transformative initiatives for your business. RSS’s Innovative and Integrated Program provides a blend of dynamic keynotes, best-practice breakout presentations, thought-provoking panel discussions, and structured interactivity that is interwoven throughout the two-day experience. |

**Las Vegas, NV**  
**October 1-3, 2012**



For more information, please follow the link below: [Research & Strategy Summit](http://www.marketingpower.com/Calendar/Pages/2012_Research_and_Strategy_Summit.aspx)

* **Virtual XChange: The New Global Enterprise: Reaching Global Markets**



Online Virtual Event   
Complimentary Registration ,       
10/30/2012 10:00 AM - 10/30/2012 3:00 PM

**To achieve global growth, your company should establish a worldwide brand.**The brand’s marketing campaigns need a message that is tailored to the cultures to which you are marketing. Finding the right mix of central and locally produced content can be daunting. You will learn several different approaches to this quandary, including how to communicate across borders with your website, with your campaign or through social media channels. This unique event is for people who take part in global marketing activities and want to grow international market share and revenue.

For more information, please follow the link below:

<http://www.marketingpower.com/Calendar/Pages/virtual_xchange_eventpage_global.aspx>

Upcoming Conferences

***Academy of International Business Southwest 2013 Conference***

Researchers are encouraged to submit their work from all fields of International Business and related areas. Submissions addressing international issues related to areas such as international business, finance, management, marketing, education, pedagogy, trade, e-commerce, economics, law, government, or strategy are particularly welcome, as are submissions investigating any type of global cross-cultural or country-specific studies including studies relating to international relations and international organizations. Proposals for panels, tutorials, and workshops that relate to teaching and research of international business topics will also be considered.

**Conference dates and place to be held:** March 12-16, 2013 Albuquerque Convention Center, Albuquerque, New Mexico

**Call for papers**: **: I.** Completed Papers

**II.** Abstracts

**III.** Work in Progress

**Submission Deadline:** Friday, October 12th, 2012

**Decision Timeline:** Authors will be advised of the review process by November 1st 2012

For more information, please follow the link below:

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

***8th Global Brand Conference***

The Special Interest Group on Brand, Identity and Corporate Reputation of the Academy of Marketing is organizing the 8th Global Brand Conference and the conference theme is **“Brand, Corporate Identity and Reputation, and Sustainability”**. Following the success of previous editions, we welcome scholars, researchers and practitioners in branding, corporate reputation and identity to join us in the beautiful city of Oporto in April 2013. The 8th Global Brand Conference focuses on branding, corporate identity and reputation and sustainability. Since the World Commission in Environment and Development conceptualized the notion of environmental sustainability in 1987, considerable attention has been given to the concept by the media, policy makers, politicians, business managers, and by the public at large (Goodland, 1995). Sustainability's triple bottom line - people, planet and profit - and the attainment of a suitable balance of the three, forms the major concerns of many corporations and brands. Generating profit for the organization has to be balanced against a requirement to act in the long term interests of multiple stakeholders and society in general.  Given the growing need for businesses to move towards a more sustainable business model and consumer demands for sustainable business practices, this year's colloquium would like to stimulate discussion of the role and relationships between branding, corporate identity and reputation, and sustainability. The colloquium aims to bring together scholars, researchers and practitioners in a lively debate and exchange of ideas on these topics.

**Conference dates and place to be held:** April 3-5, 2013 Catholic University of Portugal, Oporto, Portugal.

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

**II.** Extended abstracts

**III.** Special Topic Sessions

**Submission Deadline:** Friday, October 12th, 2012

**Decision Timeline:** Authors will be advised of the review process by November 12th 2012

*\* Best papers will be considered for publication in Special Issues of the Journal of Product and Brand Management and Marketing Intelligence Planning.*

For more information, please follow the link below: <http://www.porto.ucp.pt/GlobalBrandConference/>

## *Marketing & Public Policy Conference 2013*

The 2013 Marketing and Public Policy Conference (MPPC) will be held in Washington D.C. at the Madison Hotel. The theme of the 2013 MPPC is **“The Changing Role of Policy in Consumer Well-Being.”** While the conference will highlight research related to our theme, we welcome the submission of papers and special sessions addressing any significant issue or topic at the intersection of marketing and public policy.​ Consumer well-being is at the heart of many of the most important global issues and initiatives. In the U.S., for example, recent healthcare and financial regulation debates are highly relevant to consumer well-being and have key economic implications. At MPPC 2013, we will explore critical issues at the nexus of consumer welfare and policy. Our goal is to feature research and facilitate dialogue offering innovative insights that will be useful to public policy makers, experts, and scholars.

**Conference dates and place to be held:** May 30 – June 1, 2013 in Washington D.C. at the Madison Hotel

**Call for papers: I.** Competitive Paper Sessions

**II.** Poster Session Extended Abstracts

**III.** Special Topic Sessions

**Submission Deadline:** Friday, November 15, 2012

**Decision Timeline:** Notification of acceptance will be made by mid-February, 2013.

*\* Special for the 2013 conference, a best paper on Emerging Markets will be awarded $1,000 from the Sheth Foundation.*

For more information, please follow the link below: <http://www.marketingpower.com/Calendar/Pages/MarketingPublicPolicyConference.aspx>

***42nd AMS Annual Conference***

The theme of the 42nd AMS Annual Conference **is ''Ideas in Marketing: Finding the New and Polishing the Old''. Ideas change the world, and really powerful ideas transform the way we live and think. Exactly 50 years ago Thomas Kuhn coined the term “paradigm shift” – that moment when our worldview fundamentally changes because of a new idea, as when people understood that the sun does not revolve around the earth or that climate change is altering the way we will all have to live. As Kuhn had it, “A paradigm is what members of a scientific community, and they alone, share.” Marketing has always been a powerful source of new ideas, and this has recently been put into overdrive as new technologies and media change the way the world markets, and customers respond. At the same time, many of marketing’s good ideas are not so much outdated, as in need of a good polish. The theme of the 2013 is on searching for, and identifying new ideas in marketing, and also modifying, polishing and buffing the many good ideas marketing has already brought to the organizational table.**

**Conference dates and place to be held:** 15-18 May 2013, **Monterey Bay, California.**

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

**II.** Structured abstracts

**III.** Special Session Proposals

**Submission Deadline:** Friday, December 7, 2012.

**Decision Timeline:** Authors will be advised of the review process shortly.

For more information, please follow the link below:

<http://www.ams-web.org/cde.cfm?event=379890>

***Consortium for International Marketing Research (CIMaR) - Annual Conference 2013***

The theme of the 2013 CIMaR is ''**Marketing in Diversity: Decline of the old and rise of the new world markets''**. In this time of diversity and globalization, there is a continual re-arrangement of production and consumption patterns. Emerging-market firms are finding innovative ways to connect to customers, and understanding cultural factors is becoming more important at the same time as cultural difference seem less of a barrier. We now require development of new theoretical insights, to understand the increasing diversity of strategic opportunities; with new markets, resources and technologies leading to new ways for firms to connect with consumers.

**Conference dates and place to be held:** 10-13th April 2013, Adelaide, Australia

**Call for papers**: **: I.** Competitive Papers (maximum 25 pages)

**II.** Workshop Papers (10-15 pages)

**III.** Panel Proposals

**IV.** Proposals from research students

**Submission Deadline:** Monday, 31st December, 2012.

**Decision Timeline:** Authors will be advised of the review process by the 31st January

For more information, please follow the link below: <http://business.adelaide.edu.au/events/cimar/>

Call for Papers for Journal Special Issues

***Journal of International Business Studies***

# ****Special Issue on Governments As Owners: Globalizing the State Owned Enterprises****

While state ownership opens many questions and potential research avenues, we particularly welcome papers that span theoretical boundaries to create new frameworks and ideas that enhance our understanding of the complexities associated with state directed global investments. We favor papers that make quantum jumps in theoretical understanding over those that make incremental contributions. We will lean toward papers that embrace multiple theoretical traditions versus those that are more parochial in nature. Although some areas of inquiry, such as the well-established work on privatization, transitional economies, and emerging market multinationals, are all critical areas of work, this special issue will exclusively focus on the global relevance of SOEs and their impact on the global strategy landscape.

**Submissions of papers:**

All manuscripts will be reviewed as a cohort for this special issue. Manuscripts must be submitted in the window between September 17, 2012, and October 5, 2012, at [*http://mc.manuscriptcentral.com/jibs*](http://mc.manuscriptcentral.com/jibs). All submissions will go through the *JIBS* regular double-blind review process that JIBS uses for regular manuscripts and follow the same norms and processes that have been established by the journal; see [*www.jibs.net*](http://www.jibs.net/).

**Deadline for submissions:** Monday, 8th October, 2012 

For more information, please follow the link below: <http://www.palgrave-journals.com/jibs/cfp_global_state_own_si.html>

***Journal of Business and Industrial Marketing***

**Special Issue on Innovation in Business-to-Business Networks**

Our Call for Papers is aimed at exploring how the features of business actors impact the innovations generated in interactions in networks. The topic of how such different actors confront their goals and how this impacts on the process of generation, adoption, and diffusion of an innovation is of particular interest.

**Submissions of papers:**

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication with any other journal. Submissions should be approximately 6,000-8,000 words in length. Submissions to the Journal of Business & Industrial Marketing must be made using the ScholarOne ManuscriptCentral system. For more details, please visit: [*www.emeraldinsight.com/jbim.htm*](http://www.emeraldinsight.com/jbim.htm) and consult the author guidelines. Suitable articles will be subjected to a double-blind review. Hence authors should not identify themselves in the body of the paper.

**Deadline for submissions:** Friday, 30th November, 2012   
For more information, please follow the link below: <http://www.academyofmarketing.org/calls-for-papers-publications/journal-of-business-and-industrial-marketing.html>

***International Journal of Retail and Distribution Management***

**Special issue on Retailing & Distribution Management in the Luxury Sector**

We are announcing a call for papers for a Special Issue dedicated to “Retailing & Distribution Management in the Luxury sector” with Guest Editor Professor Alessandro Brun from Politecnico di Milano, Italy. Researchers in the field can contribute to developing theory and techniques in order to support the alignment of supply chain management in retailing towards the specific attributes of the luxury market. Papers on all topics related to the research and practice in the luxury goods/services Retailing, Operations and Distribution Management are welcome.

**Submissions of papers:**

Submissions in English (UK) will be subjected to the normal double blind review process. Special attention should be made to presentation, format and content requirements for the journal found via 'Author guidelines' from the journal homepage: [*www.emeraldinsight.com/ijrdm.htm*](http://www.emeraldinsight.com/ijrdm.htm). Papers should be submitted through the Manuscript Central IJR&DM website.

**Deadline for submissions:** Tuesday, 8th January, 2013 

**Final publication of the Special Issue:** July 2013

For more information, please follow the link below:

<http://www.academyofmarketing.org/calls-for-papers-publications/international-journal-of-retail-and-distribution-management.html>

***Journal of International Marketing***

**Special Issue: Service in a Global Marketplace**

International services constitute a significant sector of the global economy that is growing exponentially. International services are especially complex in their management because of the intangibility of services, difficulties in standardizing services across national borders, and differences in perceptions of and preferences for customized services across countries and cultures. As services in the global marketplace are becoming increasingly important, there is a growing need for new insights into service issues faced by global marketing managers. As such, this Special Issue intends to extend the current understanding of service topics in the field of international marketing. Manuscripts may be theoretical or empirical. This Special Issue seeks to publish leading research on service in global markets from the perspectives of strategy, modeling and consumer behavior. A primary criterion for assessing fit with the Special Issue is a manuscript’s ability to contribute to the service-based international marketing literature using rigorous theory and/or empirical methods.

**Submissions of papers:**

Manuscripts must be submitted online at: *http://mc.manuscriptcentral.com/ama\_jim*

Manuscripts will be entered into the review process beginning February 11, 2013.

Journal guidelines can be found at: *www.marketingpower.com/jim*

Questions pertaining to the Special Issue should be directed to:

David A. Griffith Editor, Journal of International Marketing Professor of Marketing Department of Marketing College of Business and Economics Lehigh University 621 Taylor Street, Bethlehem, PA 18015-3117 (p) 610.758.6530 (e) david.a.griffith@lehigh.edu

**Deadline for submissions:** Sunday, 10th February, 2013

For more information, please follow the link below:

<http://www.marketingpower.com/AboutAMA/Documents/JIM_Documents/JIM-CFP-services-global-2013.pdf>

Research & Teaching Support (Articles and Case Studies)

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

**Foreign Market Entry Timing Revisited: Trade-Off Between Market Share Performance and Firm Survival**  
Janet Y. Murray, Min Ju, and Gerald Yong Gao Journal of International Marketing: Vol. 20, No. 3, pp. 50-64.

**Abstract**

This study revisits the impact of entry timing on the performance of foreign-invested firms. The authors posit that balancing between market share performance and firm survival is critical for foreign firms to capitalize on early-mover advantages. Using a longitudinal data set of 25,513 foreign firms operating in China, the authors find that early entrants enjoy higher market shares but suffer from lower survival rates than late entrants. In addition, foreign firms' entry mode and investment size affect their market shares and survival. The results also provide supporting evidence of the interaction effects among entry timing, entry mode, and investment size on foreign firms' market shares and survival.

**For full access to the article, please follow the link below:**

<http://www.journals.marketingpower.com/doi/abs/10.1509/jim.12.0083>

**Government Effectiveness, the Global Financial Crisis, and Multinational Enterprise Internationalization**

Christopher Williams and Candace A. Martinez Journal of International Marketing: Vol. 20, No. 3, pp. 65-78.

**Abstract**

This study examines the influence of national institutions on multinational enterprise entry mode behavior during economic downturns. Drawing on institutional and transaction cost theories, the authors propose (1) alternative hypotheses for the effect of host-country government effectiveness (a spatial institution) and (2) hypotheses for a direct and an indirect effect of a global financial crisis (a temporal event affecting all countries) on firms' internationalization strategy. With a sample comprising 624 foreign expansion investments conducted by Dutch multinational enterprises between 2004 and 2009 into 66 countries, this investigation confirms that majority control more likely occurs when host-country government effectiveness is high or when the investment is made during a global financial crisis. The authors also find support for a hypothesized moderating effect of a global financial crisis. Concluding remarks discuss the implications of these findings for scholars and practitioners

**For full access to the article, please follow the link below:**

<http://www.journals.marketingpower.com/doi/abs/10.1509/jim.12.0078>

**Determinants of Joint Action in International Channels of Distribution: The Moderating Role of Psychic Distance**  
Wesley J. Johnston, Shadab Khalil, Megha Jain, and Julian Ming-Sung Cheng Journal of International Marketing: Vol. 20, No. 3, pp. 34-49.

**Abstract**

Joint action, a key element of relational exchanges, has largely been ignored in the international channel literature, and not much is known about the determinants of joint action in cross-border exchanges. In view of this, the authors investigate the role of interchannel communication in motivating buyers for joint action in cross-border channel exchange relationships. The authors also propose and examine the moderating effect of psychic distance, a crucial aspect of cross-border exchanges. They use partial least squares to analyze survey data collected from Taiwanese importers, and the findings reveal that trust and satisfaction fully mediate the relationships between frequent and bidirectional communication and joint action. The authors also confirm the detrimental moderating impact of psychic distance on the relationships between communication facets and relational mediators (trust and satisfaction). However, psychic distance does not hinder the relationships between the relational mediators and joint action. The research provides insights into two underresearched areas—namely, joint action and intercultural communication—and advances theoretical understanding on how to encourage joint action in psychically distinct buyers and sellers

**For full access to the article, please follow the link below:**

<http://www.journals.marketingpower.com/doi/abs/10.1509/jim.11.0178>

**Customer Clusters as Sources of Innovation-Based Competitive Advantage**Vishal Bindroo, Babu John Mariadoss, and Rajani Ganesh Pillai Journal of International Marketing: Vol. 20, No. 3, pp. 17-33.

**Abstract**

The authors examine the effect of customer clusters on a firm's innovation. They argue that knowledge leveraged from customer clusters can help the firm develop innovations. The authors specifically concentrate on the effect of a firm's geographical proximity and diversity of customer clusters on innovation outcomes. In addition to showing the importance of customer cluster proximity on firm innovation, they explore the effect of customer cluster heterogeneity on innovation in an international marketing environment. They test the theoretical model using multicountry data (N = 288) drawn from the U.K. innovation survey implemented by the Economic and Social Research Council, which collected the data across five European countries. Theoretical constructs operate largely as hypothesized and explain a substantial proportion of the variation in the different innovation outcomes tested.

**For full access to the article, please follow the link below:**  
<http://www.journals.marketingpower.com/doi/abs/10.1509/jim.11.0159>

**You Get What You Pay For: The Effect of Top Executives' Compensation on Advertising and R&D Spending Decisions and Stock Market Return**

Imran S. Currim, Jooseop Lim, & Joung W. Kim Journal of Marketing: Vol. 76, No. 5, pp. 33-48.

**Abstract**

Although there is literature on how top executives' compensation influences general management decisions, relatively little is known about whether and how compensation influences advertising and research-and-development (R&D) spending decisions. This study addresses two questions. First, is there an incentive effect of long- versus short-term compensation on advertising and R&D spending? Second, is there a mediation effect of advertising and R&D spending on the relationship between long- versus short-term compensation and stock market return? The authors address these questions using a combination of ExecuComp, Compustat, and Center for Research in Security Prices data on 842 firms during the 1993–2005 period. They find that an increase in the equity to bonus compensation ratio is positively associated with an increase in advertising and R&D spending as a share of sales. Advertising and R&D spending as a share of sales also mediates the effect of equity to bonus ratio on stock market return. The authors discuss implications for top management seeking to mitigate myopic management of resources by employing compensation to incentivize a longer-term orientation for advertising and R&D spending to improve stock return.

**For full access to the article, please follow the link below:**  
<http://www.journals.marketingpower.com/doi/abs/10.1509/jm.11.0225>

**Rethinking the Relationship Between Social/Nonprofit Marketing and Commercial Marketing**Alan R. Andreasen Journal of Public Policy & Marketing: Vol. 31, No. 1, pp. 36-41

**Abstract**

Despite the long history and increasing interest in nonprofit and social marketing, the managerial and pedagogical issues that arise in these noncommercial contexts are treated as unique cases in an intellectual environment dominated by commercial issues and applications. Its literature and basic textbooks allot only a few paragraphs or pages to nonprofit and social marketing. This essay posits the radical idea that this implicit taxonomy has the relationship upside down. The author argues that nonprofit and social marketing represent the most complex and difficult contexts in which marketing activities are carried out and that the appropriate classification of commercial applications is (only) one simplified variety of this complexity, principally the sales of products and services

**For full access to the article, please follow the link below:**  
<http://www.journals.marketingpower.com/doi/abs/10.1509/jppm.09.035>

**For case studies to potentially include in your lectures, please, follow the following links:**

<http://www.marketingpower.com/Community/ARC/Pages/Teaching/Cases/InternationalorGlobalMarketing.aspx>

**The link refers to**

* **Kerin’s & Peterson’s book on Strategic Problems (i.e. Blair Water Purifiers, Godiva Chocolates, eBay)**
* **Harvard Business School Cases (i.e. Astra Sports, Nutra Sweet in China, Gallo Rice,**

**The P&G SK-II Globalization project, BRL Hardy, Emdico, Heineken, Bajaj Auto Ltd, Gillette Indonesia**

* **Asia Pacific Management Forum**
* **IESE Publishing**
* **Cases by Ilan Alon and Colleagues (i.e. Kodak and Marks&Spencer)**
* **Other books with Cases**

[**http://www.icmrindia.org/case%20volumes/Case%20Studies%20in%20International%20Marketing.htm**](http://www.icmrindia.org/case%20volumes/Case%20Studies%20in%20International%20Marketing.htm)

[**http://www.oppapers.com/subjects/global-marketing-case-study-page1.html**](http://www.oppapers.com/subjects/global-marketing-case-study-page1.html)

[**http://blog.hawaii.edu/aplpj/files/2011/12/APLPJ\_13.1\_Nemani.pdf**](http://blog.hawaii.edu/aplpj/files/2011/12/APLPJ_13.1_Nemani.pdf) **(Barbie)**

[**http://www.prospectmx.com/15-marketing-campaign-failures/**](http://www.prospectmx.com/15-marketing-campaign-failures/)

[**http://www.economist.com/node/18178291**](http://www.economist.com/node/18178291) **(Hollywood goes global)**

***AMA GLOBAL MARKETING SIG WEBSITE***

Our SIG website is hosted at Michigan State University (www.amaglobalsig.msu.edu). For more information about the website, please contact David via e-mail at: griffith@bus.msu.edu.

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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***