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

**Welcome to the December 2012 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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**Webmaster, Research Issues**

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**VC Membership, Awards and**

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Upcoming Conferences

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# 2013 Conference (Washington D.C.)

# under the Leadership of Prof. Michael Czinkota [http://t2.gstatic.com/images?q=tbn:ANd9GcQDU_sm9ZemEGvPF-CzAJzJ-GiPzZSRghXVGBz5zMsus2CKOOCn](http://www.google.com.cy/imgres?imgurl=http://www18.georgetown.edu/data/images/faculty/157.jpg&imgrefurl=http://explore.georgetown.edu/people/czinkotm/?PageTemplateID=319&h=250&w=200&sz=68&tbnid=wD4aYpYX0fmcsM:&tbnh=90&tbnw=72&prev=/search?q=picture+of+michael+czinkota&tbm=isch&tbo=u&zoom=1&q=picture+of+michael+czinkota&usg=__KFmX3wuu7KLxJDM9w3V0BqVJ_J0=&docid=GU_yZfm9cQpinM&hl=en&sa=X&ei=4_SsUO6DF9DKswbi1YDYDA&ved=0CCYQ9QEwAA&dur=640)

Joint Conference of

**The American Marketing Association (Global Marketing SIG), Georgetown University and the U.S. Department of Commerce**

**“Trade Policy and International Marketing”**

 March 13-15, 2013, Washington D.C.

This Conference is supported by Journal of International Marketing, Journal of Public Affairs and Thunderbird International Business Review

The deadline for receipt of competitive papers, special topic session and roundtable proposals via e-mail is December 31, 2012. Papers are to be sent to the respective track chairman. Online registration is preferred (<http://2013conference.eventbrite.com>)

For more detailed conference information, please, visit <http://michaelczinkota.com/ama-global-marketing-sig/2013-conference-washington-d-c/>

**Winter Marketing Educators’ Conference**

February 15 – 17, 2013; Las Vegas, Nevada

Academic marketing is facing a time of unprecedented change and uncertainty. This turbulent environment requires marketing scholars to adopt new perspectives and gain new skills. Join a global community of academicians as they come together in Las Vegas for discussion centered around this year’s theme, “Challenging the Bounds of Marketing Thought.”

**SIG members are encouraged to:**

* Save by registering before January 15, 2013 at [MarketingPower.com/wintered](http://www.marketingpower.com/wintered)
* Check the preliminary program for sessions of interest at [MarketingPower.com/wintered](http://www.marketingpower.com/wintered)
* Attend SIG special sessions as well as SIG receptions at the conference

The board members of the AMA Global Marketing SIG will meet on the occasion of this conference.

**Summer Marketing Educators’ Conference**

August 8-11, 2013; Boston, MA

Marketing academicians are encouraged to submit papers, special sessions, and posters that address the conference theme of innovating and collaborating in the global marketplace with new and insightful theories and methodologies. Call for papers deadline is January 28, 2013.

**SIG members are encouraged to:**

* Check the call for papers at [MarketingPower.com/summered](http://www.marketingpower.com/summered)
* Sign-up to serve as a reviewer at <http://convention2.allacademic.com/one/ama/summer13/>
* Submit a competitive paper at <http://convention2.allacademic.com/one/ama/summer13/>
* Suggest an idea for a SIG special session

**Marketing & Public Policy Conference**

May 30 – June 1, 2013; Washington, DC

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. Attend the 2013 Marketing and Public Policy Conference (MPPC) and explore critical issues at the nexus of consumer welfare and policy.

**SIG members are encouraged to:**

* Save by registering before April 20, 2013 at [MarketingPower.com/publicpolicy](http://www.marketingpower.com/publicpolicy)

**Annual Academy of Marketing Conference & Doctoral Colloquium**

The theme of the conference is **Marketing Relevance** which will explore the relevance of marketing within the broader disciplinary agenda, as well as academic marketing’s relevance to practice. As marketing academics strive to publish in the higher ranked journals, increasingly they are returning to mother disciplines in Management, History, Geography, Psychology, Sociology and other areas. At the same time, the impact agenda with its focus on practice is an increasingly important challenge. How is Marketing as an academic subject area rising to these challenges and making itself relevant in an ever changing dynamic environment?

**Conference dates and place to be held**: 8 -11 July 2013, University of Glamorgan in Cardiff

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

II. Working Papers

III. Special session proposals

IV. Poster abstract

**Submission Deadline**: 11th January, 2013

**Decision Timeline**: Authors will be advised of the review process soon after submission

For more information please follow the link below:

http://www.academyofmarketing.org/conference-2013/guidelines-for-submissions.html

**2013 Conference of the Emerging Markets Conference Board**

The annual conference of the Emerging Markets Conference Board brings together distinguished panels of speakers, marketing experts and thought leaders from around the world to debate and discuss marketing theory and practice in emergent markets. The conference will be preceded by a two-day doctoral consortium.

The conference is intended to provide:

• a platform for showcasing and sharing insights and findings on marketing in emerging economies,

• a meeting place where scholars from around the globe can explore collaboration and cooperation, shaping the agenda for research on marketing in emerging economies, and

• a developmental environment where novice researchers can gain new skills.

**Conference dates and place to be held**: Doctoral consortium 17-18 June 2013; EMCB main conference 19-20 June 2013 in Port Elizabeth, South Africa

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

II. Special session proposals

III. Posters

**Submission Deadline**: 30th January, 2013

## Decision Timeline: Authors will be advised of the review process by 28 February

For more information please follow the link below:

http://www.emcbconference2013.com/papers.php

**27th ANNUAL CONFERENCE OF THE BRITISH ACADEMY OF MANAGEMENT**

The University of Liverpool Management School invites you to join an open and stimulating debate on the theme of **‘managing to make a difference’.** Management School staff is excited by the prospect of hosting the BAM conference in 2013 and will ensure that it reflects the vibrancy, passion and good humor for which the City of Liverpool is famous.

**Conference dates and place to be held**: 10th-12th September 2013, Aintree Racecourse, Liverpool

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

II. Special session proposals

III. Posters

**Submission Deadline**: 15th January 2013: Paper Submission Opens

26th February 2013: Paper Submission Deadline

## Decision Timeline: Authors will be advised of the review process soon after submission

For more information please follow the link below:

http://www.bam.ac.uk/sites/bam.ac.uk/files/BAM\_CallForPapers2013.pdf

Call for Papers for Journal Special Issues

***Marketing Theory***

**Special issue of Marketing Theory Psychoanalysis and Marketing Theory**

The purpose of this special issue is, then, to mark the return of the repressed within marketing theory (Tadajewski and Saren, 2008). An intervention that is especially prescient in regards of the recent re-translation of Freud’s writings and the growing interest in psychoanalytic theory as a way of studying the economy and organization (Contu, Driver and Jones, 2010). We invite submissions that approach psychoanalysis as a marketing theory capable of offering more than practical toolkit for propaganda or a historical oddity providing humorous anecdotes about our infantile early days. Bearing in mind that psychoanalysis has always concerned itself with observation, we are open to empirical investigations but we are especially supportive of analyses which use marketing and consumption to make a contribution to psychoanalytic theory or, alternatively, use psychoanalysis to develop marketing and consumer theory. We encourage submissions that deal with the full range of psychoanalytic theories covering not only Freud’s work but the potentially rich literatures of object relations and Lacanian theory (Desmond, 1993). Of interest too are papers that seek to engage in critical debate on this issue, for example by addressing the points made by Heath and Potter (2006) who discuss the role played by psychoanalysis in relation to the countercultural critique of consumption.

**Special Issue Editors:** Robert Cluley; John Desmond

**Submissions of papers:**

All papers will be double-blind peer review process. Papers should be sent electronically to Robert Cluley at r.cluley@le.ac.uk.

**Deadline for submissions:** Friday, 29nd March 2013

For more information, please follow the link below: <http://www.academyofmarketing.org/calls-for-papers-publications/marketing-theory.html>

***Journal of Research in Interactive Marketing***

**Special issue on:** **''Psychological and Behavioral Principles Related to Web Design and Conversion''.**

The goal of this special issue is to further develop our understanding of effective website design that motivates purchase either online or offline.  The special issue approaches this topic from a psychological and behavioral perspective that is especially important given the monumental changes in digital commerce wrought by the advent of social networks that share corporate messages and drive users to a firm’s website.

Examples of appropriate research fitting the aim of this special issue are:

* Psychological antecedents of website conversion
* The role of social elements such as online community in driving website conversion
* The impact of website design elements on driving traffic to the site and/ or increasing conversion
* Crowdsourcing and other user generated content and it’s ability to drive traffic to the website or increase   conversion.
* Integration of social media with the website to enhance conversion rates
* The evolution of trust through website design and/ or social networks
* Attitudes and behaviors related to online privacy

**Special Issue Editor:** Angela Hausman

**Submissions of papers:**

Submitted manuscripts should follow the format as indicated in the author guidelines on the journal website:[www.emeraldinsight.com/jrim.htm](http://www.emeraldinsight.com/jrim.htm). As a guide, papers should be between 4,000 to 6,000 words. Papers are reviewed by the Special Issue Guest Editor and if it is judged as suitable for this publication, the manuscripts are sent to two referees for double-blind peer review.  Submissions should be made via the journal's ScholarOne site at: <http://mc.manuscriptcentral.com/jrim>

**Deadline for submissions:** Saturday, 30th March, 2013

For more information, please follow the link below: <http://www.emeraldinsight.com/products/journals/call_for_papers.htm?id=4282>

***Journal of International Business Studies***

**Special Issue on 'Advancing Interdisciplinary Research in International Business: Integrative Knowledge and Transformative Theories**

Specifically, the special issue seeks submissions that synthesize ideas from two or more academic disciplines to develop and apply interdisciplinary concepts and/or theories to study important IB phenomena. The phenomena studied can be existing (old) or emerging (new), single- or multi-layer embedded, or manifest in any other form as long as they are international or cross-border in nature and relate to the study domain of the IB field (please see the JIBS Statement of Editorial Policy at www.jibs.net).

**Special Issue Editors:** Joseph L. C. Cheng, Julian Birkinshaw, Donald Lessard, and David C. Thomas

**Submissions of papers:**

All manuscripts will be reviewed as a cohort for this special issue. Manuscripts must be submitted in the window between January 3, 2013, and January 15, 2013, at <http://mc.manuscriptcentral.com/jibs>. All submissions will go through the *JIBS* regular double-blind review process and follow the standard norms and processes. For more information about this call for papers, please contact the Special Issue Editors or the JIBS Managing Editor (managing-editor@jibs.net).

**Deadline for submissions:** Tuesday, 15th January, 2013

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

***Industrial Marketing Management***

# Special issue on: Key Account Management Effectiveness: Broadening the Scope of Analysis

Given the significance of Key Account Management (KAM) for suppliers in improving the efficiency and effectiveness of resource allocation decision and in facilitating the fulfillment of their strategic objectives, a significant research subject to address is the investigation of the antecedents of KAM successful practice. Such antecedents may include intra-firm factors (e.g. culture, organizational structuring), inter-firm factors (e.g. intense of cooperation, forms of collaboration) and customer-related factors (e.g. purchasing orientation). Not surprisingly, the extant literature provides only scatter evidence since past research focuses on the level of the individual Key Account Manager and his/her relation with the customer. As a result, the investigation, and understanding, of the antecedents of effective KAM relationships at the firm level remain particularly slim.

This gap in the extant literature sets the grounds for this special issue, which aims to contribute by enriching the research agenda on KAM and offering a deeper understanding of the parameters suppliers need to manage to entrench their business relationships with Key Accounts at home and/or abroad.

**Special Issue Editor:** Spiros Gounaris

**Submissions of papers:**

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication elsewhere. Submissions should be no more than 6,000 words in length. Copies should be submitted via email MS Word attachment (in one file including all figures and tables) to the guest editor Spiros Gounaris [spiros.gounaris@strath.ac.uk](mailto:spiros.gounaris@strath.ac.uk) with a copy to the editor [Plaplaca@journalimm.com](mailto:Plaplaca@journalimm.com). The first page must contain the title, author/s, and contact information for all author(s). For additional guidelines, see “Notes for Contributors” from a recent issue of Industrial Marketing Management, or visit the home page at the following address: <http://www.elsevier.com/wps/find/journaldescription.cws_home/505720/authorinstructions>.

Articles not complying with the notes for contributors or poorly written will be desk rejected. Suitable articles will be subjected to a double-blind review; hence, authors must not identify themselves in the body of their paper. (Do not submit an MSWord file with “track changes” active nor a PDF file.)

**Deadline for submissions:** March 31, 2013

For more information, please follow the link below: <http://www.journals.elsevier.com/industrial-marketing-management/call-for-papers/special-issue-key-account-management-effectiveness/>

Research & Teaching Support (Articles and Case Studies)

**The following articles might be useful for your lecture:**

**Constraints to Building and Deploying Marketing Capabilities by Emerging Market Firms in Advanced Markets.**

Lutz Kaufmann, Jan-Frederik Roesch

(2012), Journal of International Marketing: Vol. 20, No. 4, pp. 1-24.

**Abstract**

Firms can achieve a competitive advantage across different institutional environments by building and deploying marketing capabilities (MCs)—that is, their ability to sense and meet customers' demands. However, internationalizing emerging markets firm have preferred different sources of competitive advantage thus far. Drawing from marketing research and the resource-based view of the firm, this article investigates the antecedents for building and deploying MCs by Chinese firms in Europe. Using a qualitative research approach, the authors find that deficiencies in motivation, opportunity, and ability constrain these firms from shifting to more marketing-driven business models. The authors also identify the underlying reasons for each of these antecedents, including causal ambiguity and inertia. The derived theoretical framework specifies the constraining effects of different levels of motivation, opportunity, and ability on the building and deployment of MCs in firms from emerging markets as they evolve from one stage of international marketing to another.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jim.11.0116>

**The Effects of Early Internationalization on Performance Outcomes in Young International Ventures: The Mediating Role of Marketing Capabilities.**

Lianxi Zhou, Aiqi Wu, Bradley R. Barnes (2012).

Journal of International Marketing: Vol. 20, No. 4, pp. 25-45.

**Abstract**

In an emerging market context, this article examines the impact of early international market entry on marketing capability development and performance outcomes in young and small entrepreneurial firms. The authors identify the importance of marketing capabilities and the boundary conditions associated with international commitment, as well as the type of international market entered (developed vs. emerging market), to determine performance outcomes in early internationalization. With survey data from more than 300 senior managers in China, the results indicate that early foreign market entry enhances a young venture's marketing capabilities, which in turn leads to international growth. The findings also reveal that young ventures tend to be in a better position to improve their marketing capabilities when their senior management demonstrates a high level of commitment to foreign markets. Furthermore, the impact of marketing capabilities on the performance outcomes of early internationalization seems more salient among ventures that target developed, rather than emerging, foreign markets. Theoretically, through the lens of organizational learning and the development of marketing capabilities, this article contributes to the study of international new ventures by demonstrating that marketing capabilities serve as enabling factors that help young international ventures mitigate their liabilities of foreignness to achieve international performance outcomes.  
  
Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jim.12.0076>

**The Effects of Perceived Brand Globalness and Perceived Brand Localness in China: Empirical Evidence on Western, Asian, and Domestic Retailers.**

Bernhard Swoboda, Karin Pennemann, Markus Taube

(2012), Journal of International Marketing: Vol. 20, No. 4, pp. 72-95.

**Abstract**

Internationalizing retailers have shifted their attention to developing countries in which they pursue different forms of adapted-format transfer strategies to succeed locally. However, little is known about whether such retailers can use their core advantage of a global retail brand and how consumer perceptions of such global retail brands drive retail patronage. To expand knowledge on this issue, the authors use data from 1188 Chinese consumer surveys on 36 Western, Asian, and mainland Chinese retailers. They find that retailers' perceived brand globalness and perceived brand localness enhance retail patronage only by affecting consumers' functional and psychological values. These value creation routes to success change according to retailers' origins. Although Western and Asian retailers draw equally strong benefits from their global perceptions, Asian retailers convince consumers predominantly through functional values, whereas Western retailers also influence consumers emotionally. Chinese retailers gain consumers by being perceived as “glocal” brands. Furthermore, perceived brand globalness enhances retail patronage most strongly for global identity consumers. Thus, retailers in emerging countries benefit from perceived brand globalness depending on retailer- and consumer-specific boundary conditions

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jim.12.0105>

**Reducing Uncertainty in the Emerging Market Entry Process: On the Relationship Among International Experiential Knowledge, Institutional Distance, and Uncertainty..**

Mikael Hilmersson, Hans Jansson

(2012), Journal of International Marketing: Vol. 20, No. 4, pp. 96-110

**Abstract**

In three institutional environments, this study examines the uncertainty-reducing effects of experiential knowledge of varying specificity in the market entry process. The goal of the study is to answer the research question: What is the uncertainty-reducing effect of experiential knowledge of varying specificity in markets with different institutional distances from a firm's home base? The authors develop a theoretical model using the most recent developments in internationalization process theory. They test the model with a data set collected on-site at 203 small and medium-sized enterprises with entry experience into the new Eastern European Union member-states, Russia and China. The analysis shows no support for the claim that internationalization knowledge reduces uncertainty in the market entry process. Rather, the analysis reveals that societal knowledge of the entering firm has an uncertainty-reducing effect in markets that are relatively less distant from its home market. The analysis also shows that international experiential knowledge of high specificity, an important type of marketing knowledge, provides the greatest uncertainty-reducing effect

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jim.12.0052>

Marketing Awards

# [*Erin Anderson Award*](http://www.themarketingfoundation.org/erin_anderson.html) Recognizes emerging female marketing scholars and mentors, while honoring and celebrating the life of Erin Anderson.

# 2012 Winner: Natalie Mizik, Associate Professor of Marketing and Sarah Graham Kenan Scholar at the University of North Carolina.

# For more information, please follow the link below: http://www.themarketingfoundation.org/erin\_anderson.html

#### David K. Hardin Memorial Award

# This award recognizes the best article or paper published in Marketing Research in a given year.

# 2012 Winner: Annie Pettit  Winning Article: “The Promises and Pitfalls of SMR: Prevailing discussions and the naked truth” *Marketing Research*, Fall 2011

For more information, please follow the link below: http://www.themarketingfoundation.org/hardin.html Charles Coolidge Parlin Marketing

Research Award

The award was established in 1945 by the Philadelphia Chapter of the AMA and The Wharton School in association with the Curtis Publishing Company to honor persons who have made outstanding contributions to the field of marketing research.

2012 Winner: Greg M. Allenby, Helen C. Kurtz Chair in Marketing at the Fisher College of Business, Ohio State University

For more information, please follow the link below: http://www.themarketingfoundation.org/parlin.html

#### 2012 Higher Education Marketer of the Year Awards

The AMA Higher Education Marketer of the Year Awards honors extraordinary leadership and achievement in the field of higher education marketing and is brought to you by the AMA and its founding sponsor Lipman Hearne. The recipients of the 2012 individual and team marketer of the year awards were announced Tuesday, November 13th at the 2012 Symposium for the Marketing of Higher Education. The 2012 recipients are as follows:

**2012 Higher Education Marketer of the Year Award (Team):**Young Harris College, Communications and Marketing

**2012 Higher Education Marketer of the Year Award (Individual):**  
Teri Lucie Thompson, Chief Marketing Officer, Vice President for Marketing and Media, Purdue University

For more information, please follow the links below:

#### http://www.marketingpower.com/AboutAMA/Documents/Higher\_Ed\_Award\_PR\_2012.pdf

#### http://www.marketingpower.com/AboutAMA/Documents/Higher\_Ed\_Award\_PR\_2012\_v2.pdf

***AMA GLOBAL MARKETING SIG WEBSITE***

**The Global Marketing SIG website is currently under construction.** Prof. David Griffith is verypleased to let you know that he secured server space and the permissions at Lehigh University for hosting our website in the future. We thank you all for your patience in this transition.

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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***

*Season’s Greetings*

*May be you enjoy the following concert:* <http://www.youtube.com/watch?v=SZWm1pI-KZ8>

*Rudi*