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

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

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

**New Interactive Newsletter Feature (see below)!!**

**Upcoming Conferences**

**Call for Papers for Journal Special Issues**

**Research & Teaching Support**

**Latest Marketing Awards**

**Book Announcements**

**B**

**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.***
* ***Participate in the New Interactive Feature: Let us discuss the following provocative question and send us your comments with name and affiliation, please: “What are the implications for Global Marketing of the failure of globalization”?***

Recently, both *Fortune* and *The Economist* declared that globalization is going backwards. Citing declines in the growth in global trade and the DHL Global Connectedness Index, these publishers of business news feel that more companies are turning inward for business gains.

Is this trend real, and should it be of concern to global marketers? If you have thoughts on this, let us know. A sample of reader comments will be included in the next edition of the Global Marketing SIG’s E-News.

Sources:

- “Going Backwards,” *The Economist*, 405 (December 22, 2012 – January 4, 2013), 105.

- Ramo, Joshua Cooper (2012), “Globalism Goes Backward,” *Fortune*, 166 (December 3), 134-140.

In case of any further suggestions, please, contact any of the Global Marketing SIG Leadership team (<http://www.marketingpower.com/Community/ARC/Pages/Connections/SIGs/GlobalMarketing/Leadership>.

**Webmaster, Research Issues**

**Coordinator**

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Lehigh University

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

**VC Membership, Awards and**

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Upcoming Conferences

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**4th Annual Research Conference of the Center for Leadership and Social Responsibility at the Milgard School of Business, University of Washington Tacoma**

The Center for Leadership and Social Responsibility at the Milgard School of Business, University of Washington Tacoma is pleased to announce its fourth annual research conference to be held July 11-12, 2013 in Tacoma, Washington, USA. This conference regularly attracts a globally diverse audience of academics who bring a variety of CSR perspectives. Scholars from multiple disciplines are invited to submit research papers or proposals to the conference. Research using relevant methods such as empirical, analytical, theoretical, experimental and field studies are all welcome.

**Conference dates and place to be held**: 11 - 12 July 2013, [Tacoma, Washington, United States](http://maps.google.com/?q=Tacoma,%20Washington,%20United%20States)

**Call for papers**: Ι. Research Paper Presentations

II. Research Briefs

**Submission Deadline**: 20th February, 2013

**Decision Timeline**: April 2, 2013

For more information please follow the link below:

http://aib.msu.edu/resources/conferencetext.asp?ID=10835

**Annual Conference of the Academy of Innovation and Entrepreneurship**

**“Innovation and Entrepreneurship for Inclusive and Sustainable Development”**

The Technology & Management for Development Centre (TMD) will host the 6th Annual Conference for the Academy of Innovation and Entrepreneurship 2013 in Oxford on 29 and 30 August 2013. The Academy of Innovation and Entrepreneurship annual conference has emerged as a comprehensive event focused on pioneering work in Innovation and Entrepreneurship. The Annual Conference provides a broad platform to bring together scholars worldwide to present research and to stimulate discussions on critical research issues and new developments in Innovation and Entrepreneurship.

**Conference dates and place to be held**: 29 - 30 August 2013, Oxford, United Kingdom

**Call for papers**: Ι. Full Papers

II. Extended Abstracts

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

**Decision Timeline**: 30th May, 2013

For more information please follow the link below:

http://www.aieconference.org/en/Release/review.asp?id=26

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**Second Biennial Sheth Emerging Scholars Faculty Consortium**

**World Marketing Congress**

**July 16, 2013**

**Monash Law Chambers, Melbourne, Australia**

**Highlights:**

**Up to US$1,000 grant for each applicant selected to attend the Consortium**

**Application deadline: March 1, 2013**

This Second Biennial Sheth Emerging Scholars Faculty Consortium will be held in the Monash University Law Offices, Melbourne, Australia in conjunction with the World Marketing Congress (WMC) and the 3nd Biennial AMS Doctoral Consortium. The Consortium is a day-long program focused on research, teaching, and topics related to the overall success of amarketing scholar in the global arena. The scholarly sharing and social interactions continue the day after the consortium with the official beginning of WMC.

Delegates will receive up to US$1000 to attend the faculty consortium and the World Marketing Congress (reimbursement via receipts for expenses submitted after the conclusion of the consortium). The consortium delegates are responsible for making their own travel arrangements and for obtaining any necessary travel documents into Australia. The consortium program will be presented in English. A certificate of c To apply for participation in the consortium as a delegate, please forward the following materials (in English) to Consortium Co-Chairs K. Sivakumar ([k.sivakumar@lehigh.edu](mailto:k.sivakumar@lehigh.edu)) and Göran Svensson ([goran.svensson@hh.se](mailto:goran.svensson@hh.se)): a letter of intent to attend the consortium if invited, a letter of support from your dean or institutional colleague, a 500-750 word document briefly outlining your research and teaching interests and how participation in the consortium will help in your professional development as well as how you will leverage your experience to help other emerging scholars in your institution and in your country, and a copy of your curriculum vitae. Selection as a consortium delegate will depend upon a variety of factors, including research accomplishments, teaching diversity, support and encouragement from the nominee’s institution, and geographic representation. The deadline for consideration as a consortium delegate is March 1, 2013. Decisions will be made and notification sent to all applicants around April 15, 2013.

A Certificate of completion will be awarded to Emerging Scholars delegates at the end of the program.

**Tentative Event Schedule**

Tuesday (July 16, 2013)

8:00 – 8:15 a.m. **Introduction and Welcome**

Victoria L. Crittenden, President, Academy of Marketing Science

8:15 – 8:30 a.m. **Consortium Overview and Expectations**

K. Sivakumar and Göran Svennson, Consortium Co-Chairs

8:30 – 10:00 a.m. **Presentations on the scholarly research process, publishing in**

**leading marketing journals, and becoming an effective**

**researcher**

10:00 – 10:30 a.m. **Break and Networking**

10:30 – noon **Presentations on** **Knowledge Dissemination in the Classroom including undergraduate teaching,**

**graduate teaching, and the role of social media**

Noon – 1:30 p.m. Lunch: **Creating Collaborations, Networking, and Mentoring**

Participants: Emerging Scholar Delegates, Distinguished Scholars, and Doctoral Consortium

Participants

1:30 – 5:00 p.m. Joint session with Doctoral Consortium Participants focused on

strategies for becoming a successful marketing academic

*For information about the Academy of Marketing Science, please see* [*www.ams-web.org*](http://www.ams-web.org)*. For additional information about the 2013 World Marketing Congress, please click on the link on the AMS home page. Contact Consortium Co-Chairs K. Sivakumar (*[*k.sivakumar@lehigh.edu*](mailto:k.sivakumar@lehigh.edu)*) and Göran Svensson (*[*goran.svensson@hh.se*](mailto:goran.svensson@hh.se)*) with questions related to the Second Biennial Sheth Emerging Scholars Faculty Consortium.*

***6th Annual EuroMed Conference in Estoril/ Portugal***

**Conference Goals**

The EuroMed Academy of Business annual conference has established itself as one of the major Business Management conferences of its kind in the EuroMed region (European and Mediterranean), in terms of size, quality of content, and standing reputation of attendees. Many of the papers presented contribute significantly to the business knowledge base. Its Book of Proceedings is highly recognized and accepted to be under citation. Many papers were published in Special Issues in leading journals, and were driving international research and teaching programs.

The conference attracts hundreds of leading scholars from leading universities and principal executives and politicians from all over the world with the participation or intervention of Presidents, Prime Ministers, Ministers, Company CEOs, Presidents of Chambers, and other leading figures.

The is to create a friendly and approachable academy and environment, a strong network, whereby its members (including senior worldwide scholars, faculty members, doctorate students, researchers and business people) are guided and mentoring each other. We differentiate as we assist participants to network and publish their valuable work (see below- a. Publication Opportunities, b. Authors’ Network and Collaboration Workshop and c. Meet the Editors Session). Our participants also form specialised teams applying and getting involved in EU project funding. EMRBI network has submitted over 11 new projects last year. You can visit our Research Project Workshop (see below) that will take place during the conference.

**Author Guidelines**

**Submission Deadline: April 5th, 2013**

Please submit your paper **or** abstract to [EMRBI@unic.ac.cy](mailto:EMRBI@unic.ac.cy) and to [tsoukat@staff.teicrete.gr](mailto:tsoukat@staff.teicrete.gr) by **strictly adhering** **to the attached author guidelines.**

All manuscripts (including abstracts) will be double blind reviewed.

Please indicate, on the first page of the manuscript, the track number for submission. All conference tracks are included at the end of this call (a brief description of the tracks can be found at [website](http://6theuromed2013.webnode.pt/tracks-anda-track-chairs/). Alternatively, you may indicate the general area that you would like to have your manuscript reviewed (eg Marketing, HRM, Strategic Management, Finance etc).  Should you feel that your submission does not exactly fit in any of the tracks please indicate either Track 79 (Case Studies Track) or Track 80 (General Track).

**Important Dates**

|  |  |
| --- | --- |
| **\* Notification to authors (for early submissions by March 17th)** | by May 03th, 2013 |
| **\* Notification to authors (for submissions after March 17th)** | by May 24th, 2013 |
| **Early-bird registration** | Until July 26th, 2013 |
| **Late registration** | After July 26th, 2013 |
| **Deadline for inclusion in Book of Proceedings \*\*** | September 2nd, 2013 |
| \*\*Only papers or abstracts of participants registered until September 2nd, 2013 will be included in the Book of Proceedings that will be distributed at the conference. Papers and/or abstracts of participants who will register after the above date will be included in the final book of proceedings that will be distributed after the conference. | |

 All accepted papers and abstracts will be published in the Book of Proceedings (with an ISBN number) which is approved for inclusion in the [*Conference Proceedings Citation Index*](http://thomsonreuters.com/products_services/science/science_products/a-z/conf_proceedings_citation_index/) — an integrated index within [*Web of Science*](http://thomsonreuters.com/products_services/science/science_products/a-z/web_of_science/). This distinction is given only to the most significant papers, in terms of academic excellence, conferences-conventions worldwide.

A selection of the best conference papers (presented in alphabetic order) will also be considered for publication in the following journals, most of which are internationally ranked or/and ISI approved:

Read more: [http://6theuromed2013.webnode.pt/call-for-papers/](http://6theuromed2013.webnode.pt/call-for-papers/?utm_source=copy&utm_medium=paste&utm_campaign=copypaste&utm_content=http%3A%2F%2F6theuromed2013.webnode.pt%2Fcall-for-papers%2F)  
Create your own website for free: [http://www.webnode.com](http://www.webnode.com/?utm_source=copy&utm_medium=paste&utm_campaign=copypaste&utm_content=http%3A%2F%2F6theuromed2013.webnode.pt%2Fcall-for-papers%2F)

Friendly Reminder:  **American Marketing Association 2013**

**Conference (Washington D.C.)**

Joint Conference of

**The American Marketing Association (Global Marketing SIG) and Georgetown University**

**with the support of  the U.S. Department of Commerce**

**“Trade Policy and International Marketing”**

 March 13-15, 2013 Washington D.C.

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

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

***42nd AMS Annual Conference: - for more information, please, see*** http://www.ams-web.org/cde.cfm?event=379890

Call for Papers for Journal Special Issues

***European Business Review***

### Special issue on: ''International new ventures – rapid internationalization across different industry contexts''.

International new venture firms have attracted significant attention amongst researchers of international business, and further reflected by increasing number of studies in recent decades. Seminal works of Oviatt and McDougall (1994) define International new ventures (INVs) as "business organizations that from inception seeks to derive significant competitive advantage from the use of resources and the sale of outputs in multiple countries'' (p. 46). This growing body of literature examines firms that internationalize soon after their inception. While there are many titles given to the phenomenon "born global'' and "international new ventures'', these terms have become somewhat interchangeable, as have the criteria used to categorize them. Although many definitions have emerged underpinning this type of firm, global start-ups, Born Globals, instant internationals, global hi- tech firms (Rialp et al., 2005), most researchers have used the term INV as it is probably the most encompassing depiction of these firms. Research identifies these firms to possess a number of characteristics. In particular, INVs are found to be typically led by a manager or a management team with a unique constellation of competencies and capabilities enabling them to better combine resources from different national markets to achieve rapid international growth soon after the firm's founding. Despite the growing number of studies in the last decades, there is need to further explore how these firms can achieve and sustain competitive advantage and international growth throughout their life-cycle such as in the early, growth and mature phases of their internationalization process, and what are the eventual outcomes of this developments.  
  
Similarly, there has been relatively little research on role and influence of the nature and role of industry factors on the internationalization process of INVs (Andersson, 2004, 2006; Evers, 2010, 2011; Fernhaber et al., 2007). Jones et al. (2011) identified 323 relevant journal articles published in the period 1989-2009 in the international entrepreneurship area. The largest thematic area (96 papers, 30 per cent) in their review focused on patterns and processes in internationalization. However, of these papers only seven focused on industry/environmental influences on the internationalization process of INVs. In contrast to strategic management literature, where industrial factors are regarded as one of the most influential factors for strategy formulation and development, knowledge is limited on the role of industry context in the international entrepreneurship literature. Few studies have addressed the influence of industry-specific features on INV internationalization and hence no clear theoretical understanding exists of how industry factors influence the international development and growth of INVs.  
  
In the above context, manuscripts are invited on topics related to the issues described above and including:

* comparative studies of INVs across different industry contexts;
* longitudinal studies focusing on internationalization patterns of INVs operating in different industries;
* the evolutionary path of the INV across different industry contexts;
* application of theoretical perspectives from various disciplines such as entrepreneurship, learning and dynamic capabilities examining INVs;
* the role of industry cluster and local networks in the internationalization processes of INVs;
* typologies of internationalization paths in growing and maturing INVs;
* the role of industry-specific institutions influencing new venture internationalization; and
* contributions to methodology for research on rapid internationalizing growing firms.

Submissions are not limited to these topics. Both conceptual and empirical papers are welcome.

**Special Issue Editors:** Svante Andersson; Natasha Evers; Olli Kuivalainen; Göran Svensson

**Submissions of papers:**

Submissions should be made using ScholarOne Manuscripts. Registration and access is available at: http://mc.manuscriptcentral.com/ebrev. The format for submissions to the European Business Review can be found at: www.emeraldinsight.com/ebr.htm Those with questions about the acceptability of proposed topics are urged to contact one of the guest editors as soon as possible.

**Deadline for submissions:** Monday, 25th February 2013

For more information, please follow the link below: <http://www.emeraldinsight.com/authors/writing/calls.htm?id=4174>

***Journal of Financial Services Marketing***

**Special issue on:** Financial Product Complexity and the Limits of Financial Literacy

The special issue will bring together research from the diverse fields of law, finance, business and psychology to examine consumer behaviour and the regulation of consumer products in the financial market. An interdisciplinary understanding of financial literacy and consumer protection is timely as the major developed countries enter a new paradigm of financial reform in the post financial crisis era.

Papers submitted for consideration to this special issue could include, but are not limited to, the following key areas:

* Measuring the effectiveness of financial literacy programs
* Approaches to consumer financial product protection and regulation
* Financial product development and suitability for consumers
* Contemporary aspects of financial literacy and international differences
* The role of professional bodies in approaches to consumer protection and
* financial literacy
* The future of financial planning with respect to the financial decisions of
* consumers.

The above list is not intended to be exhaustive and contributions are encouraged which examine any aspect of financial capability and the future of financial literacy programs, consumer behaviour and financial market regulation.

**Special Issue Editors:**

Associate Professor Jason West, Professor Michael Drew, Dr. Robert Bianchi and Dr. Adam Walk

**Submissions of papers:**

Papers should be sent to Dr Jason West, Senior Lecturer in Finance, preferably by email

to j.west@griffith.edu.au, or by post to Department of Accounting, Finance and

Economics, Griffith Business School, Griffith University, 170 Kessels Road, Nathan,

4111, Queensland, AUSTRALIA.

**Deadline for submissions:** 28th February 2013

The Special Issue will be published in 2013

For more information, please follow the link below:

http://www.palgrave-journals.com/fsm/cfp\_Financial\_Literacy\_2013.pdf

***Psychology&Marketing***

**Special Issue on: Nonverbal and In-Store Communication in the Retail Environment**

Original research and review manuscripts are invited for a forthcoming special issue ofPsychology & Marketing that will explore sundry aspects of non-verbal communication and related in-store communications in the retail environment.

A non-exhaustive list of potential topics to be covered would include scholarly discussion of 1) explicit and tacit ways that retailers communicate information to customers, 2) explicit and tacit ways that customers communicate information to retailers, 3) the situational factors that may lead retailers and customers to communicate in ways that disguise their true intent, 4) explicit and tacit ways in which in-store cues can influence customers or retail employees, and, 5) the role of atmospherics in driving customer experience.

**Special Issue Editors:**

Dhruv Grewal (Babson College), Nancy Puccinelli (Oxford University), Anne L. Roggeveen (Babson College), and Charles Spence (Oxford University).

**Submissions of papers:**

Manuscripts may contain a maximum of 50 double-spaced pages (including all figures, tables, references and supplementary matter) and must be received in electronic form (Word format) no later than April 1st, 2013. Submit manuscripts and all correspondence related to this special issue to Rajan Nataraajan, Ph.D., Executive Editor of Psychology & Marketing, by e-mail to:[pmeditor@auburn.edu](mailto:pmeditor@auburn.edu).

**Deadline for submissions:** April 1st, 2013

For more information, please follow the link below:

http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1520-6793/homepage/call\_for\_papers\_-\_special\_issue\_\_nonverbal\_and\_in-store\_communication\_in\_the\_ret.htm

***Psychology & Marketing***  
**Special Issue on:** Brand Personification  
Original research and review manuscripts are invited for a forthcoming special issue of Psychology & Marketing that will explore sundry aspects of brand personification.  
  
A non-exhaustive list of potential topics to be covered would include scholarly discussion of  
1) the different ways that advertisers have elected to employ brand personifications in marketing campaigns;  
2) consumer behavior in response to various brand personifications;  
3) the brand’s personification as it relates to competitor brands; and,  
4) the relationship of a brand’s personification to other brand-related variables such as the brand’s heritage, the brand’s personality, the brand’s credibility, brand loyalty, and past and present brand messaging.

**Special Issue Editor:** Ronald Jay Cohen, Editor-in-Chief, Psychology & Marketing

**Submissions of papers:**

Manuscripts may contain a maximum of 50 double-spaced pages (including all figures, tables, references and supplementary matter) and must be received in electronic form (Word format). Submit manuscripts and all correspondence related to this Special Issue to Ronald Jay Cohen, Ph.D., ABPP, Editor-in-Chief, Psychology & Marketing, by e-mail to: [rjcohenphd@hotmail.com](mailto:rjcohenphd@hotmail.com)

**Deadline for submissions:** March 5th, 2013

For more information, please follow the link below:

http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1520-6793/homepage/call\_for\_papers\_-\_special\_issue\_\_brand\_personification.htm

***Journal of Marketing Channels***

***Call for papers***

***Special Issue on:***

***Dynamic Transformations and Marketing Channels in African Markets***

***Guest Editors: Kofi Q. Dadzie and Simon Sigué***

The retailing and distribution sector in most African markets has traditionally been dominated by a myriad of various types of small formal and informal retailers who, taken individually, have no significant market power. This situation has been a major challenge for national and international suppliers interested in African markets that have no choice but to rely on this fragmented retail sector to broaden their market penetration strategies. Because of the timid competition at the supply level, the countless channel intermediaries, and this rudimentary retail sector, African consumers are accustomed to paying high prices for services that are generally far below international quality standards.  
   
With the trend towards market reforms and removal of trade barriers, the ongoing improvement of national and regional infrastructures, the emergence of new technologies, and the increased interest of investors of various origins, African markets are rapidly moving towards free-market economies with more accessible and efficient marketing channels. As a consequence, prices are decreasing while the quantity and quality of available products in African markets are increasing.  
   
Simultaneously, new players, new marketing channels, and new channel organizations (such as franchising) are becoming part of the new African market economies. Leading this trend are such global retailers as Walmart, Gap, Zara, McDonalds, and KFC whose entry into African markets, with their proven and sophisticated marketing tools, is likely to meet the increasing needs of the rising African middle classes for higher quality and branded products/services. This trend is further buttressed by the rise of modern commercial centers that are steadily transforming consumer shopping experiences in some major cities.  
   
**This special issue invites submissions that investigate the effects of these current transformations in African economies on marketing channel structures, organizations, and behaviors, as well as the challenges and opportunities that new channels and new market entrants are more likely to encounter in African markets.**  
The following is a non-exhaustive list of topics of interest:  
 - Reactions of local and small retailers to the entry of foreign competitors.  
 - Relationships among marketing channel members.  
 - The economic power within African marketing channels.  
 - Challenges and opportunities of E-tailing.  
 - African supply chain organization and management.  
 - Horizontal retail networks and franchising in Africa.  
 - Consumer behavior with respect to new channels or new retail outlets.  
 - A meta analysis of channel research in Africa.  
   
**SUBMISSION INFORMATION**  
   
1. Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere.  
2. All manuscripts will be double-blind refereed. Manuscript must be submitted electronically in Word format, and must be consistent with the author submission guidelines of the Journal of Marketing Channels which can be found at <http://www.tandfonline.com/WJMC> Click on the "Authors and Submissions" Tab. Papers should be in APA style, and normally should be no longer than 25 pages in length.  
3. Manuscripts should be received no later than **July 30, 2013** with accepted papers published in early 2014. Please submit to either of the guest editors, preferably through e-mail as a Microsoft word document.  
   
Kofi Q. Dadzie  
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Research & Teaching Support (Articles and Case Studies)

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

**Stakeholders and Marketing Capabilities in International New Ventures: Evidence from Ireland, Sweden and Denmark**

Natasha Evers, Svante Andersson, Martin Hannibal

(2012), Journal of International Marketing: Vol. 20, No. 4, pp. 46-71.

**Abstract**

Few studies have examined the dynamic capabilities perspective in the context of international new ventures (INVs) and, in particular, toward their marketing activities. Using a cross-country case approach, this article explores the role of stakeholders in the marketing capability–building processes of INVs in Ireland, Sweden, and Denmark. The study reveals that different stakeholders play a critical role in influencing how INVs build their marketing capabilities to respond effectively to the dynamic nature of international markets in which they operate. The results show that different stakeholder groups (allied, cooperative, neutral, and entrepreneur) can influence the learning processes (single-, double-, and triple-loop) of the firm and can determine the nature of dynamic marketing capabilities (incremental, renewing, and regenerative) needed to create and sustain international competitive advantage. Furthermore, “effectuation logic” can explain how entrepreneurs manage and leverage stakeholder relationships in marketing capability processes to cocreate value for the firm. By incorporating dynamic capabilities, stakeholder, and learning theories, this study offers a dynamic, process-oriented model for INV research and provides much-needed qualitative insights into the dynamic capabilities theory of the firm.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jim.12.0077>

**Why Do Customers Get More Than They Need? How Organizational Culture Shapes Product Capability Decisions**  
Bryan A. Lukas, Gregory J. Whitwell, Jan B. Heide

(2013), Journal of Marketing: Vol. 77, No. 1, pp. 1-12.

**Abstract**

The capability level of a product that a firm provides to a customer is an important marketing decision. In the extant literature, the normative heuristic for this decision is one of matching—of providing product capability levels that meet customer needs. However, industry evidence suggests that supplier firms routinely make product decisions that lead to“overshot”customers, whereby customers receive products with capabilities that exceed their requirements. The authors demonstrate how a supplier firm's organizational culture can cause overshooting scenarios and how these effects can be attenuated to the extent that the focal firm's basic values also reflect a customer orientation.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jm.10.0182>

**Relationship Velocity: Toward A Theory of Relationship Dynamics**

Robert W. Palmatier, Mark B. Houston, Rajiv P. Dant, Dhruv Grewal

(2013), Journal of Marketing: Vol. 77, No. 1, pp. 13-30.

**Abstract**

The dynamic components of relational constructs should play an important role in driving performance. To take an initial step toward a theory of relationship dynamics, the authors introduce the construct of commitment velocity— or the rate and direction of change in commitment—and articulate its important role in understanding relationships. In two studies, the authors demonstrate that commitment velocity has a strong impact on performance, beyond the impact of the level of commitment. In Study 1, modeling six years of longitudinal data in a latent growth curve analysis, the authors empirically demonstrate the significance of commitment velocity as a predictor of performance. In Study 2, the authors use matched multiple-source data to investigate the drivers of commitment velocity. Both customer trust and dynamic capabilities for creating value through exchange relationships (i.e., communication capabilities for exploring and investment capabilities for exploiting opportunities) affect commitment velocity. However, trust and communication capabilities become less impactful as a relationship ages, while investment capabilities grow more important. The authors offer three post hoc tenets that represent initial components of a theory of relationship dynamics that integrates two streams of relationship marketing research into a unified perspective.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jm.11.0219>

**Repositioning Dynamics and Pricing Strategy**

Paul B. Ellickson, Sanjog Misra, Harikesh S. Nair

(2012), Journal of Marketing Research: Vol. 49, No. 6, pp. 750-772.

**Abstract**

The authors measure the revenue and cost implications to supermarkets of changing their price positioning strategy in oligopolistic downstream retail markets. Their approach formally incorporates the dynamics induced by the repositioning in a model with strategic interaction. They exploit a unique data set containing the price format decisions of all U.S. supermarkets in the 1990s. The data contain the format change decisions of supermarkets in response to a large shock to their local market positions: the entry of Wal-Mart. The authors exploit the responses of retailers to Wal-Mart entry to infer the cost of changing pricing formats using a revealed-preference argument. The interaction between retailers and Wal-Mart in each market is modeled as a dynamic game. The authors find evidence that entry by Wal-Mart had a significant impact on the costs and incidence of switching pricing strategy. Their results add to the marketing literature on the organization of retail markets and have implications for long-term market structure in the supermarket industry. Their approach, which incorporates long-term dynamic consequences, strategic interaction, and sunk investment costs, may be used to empirically model firms' positioning decisions in marketing more generally.

Read More: <http://www.journals.marketingpower.com/doi/abs/10.1509/jmr.11.0068>

Marketing Awards

#### American Marketing Association’s Collegiate Chapter Advisor Lifetime Achievement Award

**Eligibility**

Significant service to the AMA as a current or past collegiate chapter faculty advisor.

**Nominations Due**

January 15, 2013, to [collegiate@ama.org](mailto:collegiate@ama.org)

**Criteria for Evaluation of the Nominations**

Longevity (Total number of years as AMA student chapter advisor)   
One sign of life long dedication to the American Marketing Association’s Collegiate Chapters is length of time as an advisor.

Chapter Success   
The success of the chapter under the faculty advisor is the true mark of achievement for a collegiate chapter advisor.

Service to American Marketing Association’s Collegiate Chapter Division.   
A dedicated advisor is not only important to the success of his/her chapter, but also instrumental in contributing to the overall welfare of the American Marketing Association-Collegiate Chapters Division.

**Nomination Process**

Nominations will be solicited in a call for nominees to the current and some past advisors.  The nomination will be in the form of a letter supporting the candidate by providing information pertaining to the above evaluation criteria.  The letter should include approximate dates of acting as the advisor, success of the chapter and service provided to the American Marketing Association’s Collegiate Chapter Division, plus any awards or recognition that the advisor has received.  For more information, please follow the link below: http://www.marketingpower.com/Community/collegiate/Pages/LifetimeAchievement.aspx

AMA Student Marketer of the Year

## The **AMA Student Marketer of the Year Award, Sponsored by Macy's**, focuses attention on the varieties of ways AMA Collegiate members demonstrate excellence and commitment to their AMA chapter’s mission and the Collegiate Chapters’ Division mission. The Award recognizes AMA Collegiate members who demonstrate superior leadership, service to AMA, academic achievement, and impact on their community.  Award recipients are recognized at the Annual Collegiate Conference.

**Each chapter may submit ONE entry only.**

**SELECTION CRITERIA**

Student Applicants will be evaluated based on a complete application packet and the following criteria: Service to AMA, Impact, Leadership and a drive for Academic Excellence.

a. **Service to AMA**. Service to AMA reflects the student’s commitment to their community; students must demonstrate instances in which they provided leadership and support to service initiatives that benefit their AMA Chapter and their community. Service includes, but is not limited to, involvement in the AMA Collegiate Chapter, including positional leadership.  Preference is given to applicants who provide explicit evidence of leadership for service initiatives, act with integrity while serving, and successfully represent the mission of both their AMA chapter and the AMA Collegiate Chapters Division.

b. **Impact**. Applicants will be evaluated based on the overall impact of their work with the Collegiate Chapter of the AMA and the community. An applicant’s contribution or service should produce a positive change for others. Areas of impact may include, but are not limited to: academic fields of study, social change, cultural awareness, and/ or environmental preservation.

c. **Leadership**. Successful applicants demonstrate effectiveness as a leader on and off campus. Leadership empowers others, challenges process, and creates positive change. Leadership is not strictly positional; it also involves fellowship and being a good team player.

d. **Academic excellence**.  Academic excellence is a demonstration of the applicant’s commitment to education.  GPA is only a component for academic excellence; and while this should be reported in the resume, it is not the only factor which will be considered.  Students demonstrate academic excellence in a brief essay which focuses on the students’ passion for learning, willingness to explore new ideas, and creative application of knowledge to real world solutions.   Uses of brief examples are welcome.

For more information, please follow the link below: http://www.marketingpower.com/Community/collegiate/Pages/AMAStudentMarketeroftheYear.aspx

#### AMA EBSCO Marketing Scholar Award



The Collegiate Chapters Council (CCC) of the American Marketing Association is excited to announce the initiation of the **AMA-EBSCO Marketing Scholar Award**. This spring we will be awarding scholarships of $5,000, $3,000 and $2,000. Award winners will also be recognized at the 35th Annual International Collegiate Conference.

**PURPOSE AND GENERAL CONDITIONS GOVERNING THE AWARD**  
The Scholarship Program shall be administered by the Scholarship & Awards Committee of the Collegiate Chapters Council (CCC) of the American Marketing Association. It is the intention of the committee to award the AMA-EBSCO Marketing Scholar Award each calendar year to selected and deserving candidates. Annual scholarships of $5,000, $3,000 and $2,000 will be awarded. Consideration for scholarship awards shall be based on criteria established by the CCC Scholarship & Awards Committee.

**Scholarship applications and materials must be received by February 5, 2013 at noon (12:00 p.m.) Central Time**. The Scholarship & Awards Committee shall review all properly completed applications. Once approved, the funds will be dispersed to the recipient’s university to be put towards fall tuition with the remainder given to the student. Award winners will be recognized at the Annual International Collegiate Conference. In the event the recipient voluntarily discontinues his or her university education, or fails to remain in good standing as prescribed by the American Marketing Association for continuation, (s)he shall forfeit all rights of the scholarship, and the money shall revert to the fund.

For more information, please follow the link below: <http://www.marketingpower.com/Community/collegiate/Pages/AMA-EBSCO-Marketing-Scholar-Award.aspx>

Book Announcements

1. Subsidies to Chinese Industry:  State Capitalism, Business Strategy and Trade Policy by Usha C. V. Haley and George T. Haley, forthcoming Oxford University Press, USA, February 2013.

For a pre-publication discount of 20 percent, please click here:  [http://www.ChinaSubsidies.com](http://www.chinasubsidies.com/).  For more information, please click here:<http://www.oup.com/us/catalog/general/subject/Economics/International/?view=usa&ci=9780199773749>

**Description**

How did China move so swiftly in capital-intensive industries without labor-cost or scale advantage from bit player to the largest manufacturer and exporter in the world? This book argues that subsidies contributed significantly to China's success. Industrial subsidies in key Chinese manufacturing industries may exceed thirty percent of industrial output. Economic theories have mostly portrayed subsidies as distortive, inefficiently reallocating resources according to non-market criteria. However, China's state-capitalist regime uses subsidies to promote the governments' and the Communist Party of China's interests. Rather than aberrations, subsidies help Chinese businesses and governments produce, stabilize and create common understandings of markets; the flows of capital reflect struggles between critical Chinese actors including central and provincial governments. Concepts of state capitalism including market-transition theory, the multi-organizational Chinese state, and state as paramount shareholder, create complex and relevant understandings of Chinese subsidies. The authors develop independent measures of industrial subsidies using publicly-reported data at firm and industry levels from governmental and private sources. Subsidies include free to low-cost loans, subsidies to energy (coal, electricity, natural gas, heavy oil) and to key inputs, land and technology. Four sequential studies identify the growth of subsidies to Chinese manufacturing over time and effects on world industry: steel (2000-2007), glass (2004-2008), paper (2002-2009) and auto parts (2001-2011). Subsidies to Chinese industry affect and are affected by business strategy and trade policy. Business strategies include lobbying for subsidies and for protection from subsidized foreign competitors and managing supply chains to guard against whiplash effects of uncoordinated subsidies. The subsidized solar industry highlights how global business strategies and decisions on production location and technology development respond to production or consumption subsidies and include market (competitive) and non-market (political) strategies. The book also covers government policies and regulation on subsidies broadly focusing on domestic consumption (antidumping and countervailing duties) and domestic production (indigenous innovation).

**Features**

·        We use our understandings of state capitalism and imperfect markets to provide a theoretically complex and relevant explanation for industrial subsidies that in key Chinese manufacturing industries appear in dollar terms to exceed over thirty percent of industrial output.

·        We develop independent measures of industrial subsidies using publicly-reported data at company and industrial levels and from diverse sources

·        We extend other theories on business and strategic groups' responses to trade policy, including subsidies, by examining generic market (competitive) and non-market (political) strategies that businesses may undertake.

·        Over the last five years, research in this book on several industries including steel, glass, paper, auto parts and solar has supported regulation and business strategy both in the United States and the European Union

**Review**

From Gordon Brinser, President, SolarWorld Industries America Inc., Hillsboro, Ore:

“This richly researched book provides a much-needed foundation for grasping the serious and growing threat posed by China’s massive subsidization of its export-intensive strategic industries, which is harming industrial growth in the West.  Upending conventional wisdom, the book shows that China’s success does not stem from cost advantages as much as from subsidies calibrated for world-market dominance. Cutting-edge manufacturers and workers in the United States and Europe are paying a heavy toll.  As an executive of the largest solar-technology manufacturer in the Americas, which concluded one of the biggest trade cases ever brought against China, I can attest that traditional trade law and policy approaches, on their own, may not be enough to combat China’s state-engineered export juggernaut.  In light of the massive scale of subsidies supporting Chinese export manufacturers, China’s growing reliance on state-owned enterprises, its disregard for intellectual property protections and its lack of transparency, Usha and George Haley have provided important recommendations to ensure fair and robust competition across the oceans as well as a bright economic future for our peoples.”

**Product Details**

240 pages; [6-1/8](x-apple-data-detectors://6/) x [9-1/4](x-apple-data-detectors://7/); ISBN13: 978-0-19-977374-9ISBN10: [0-19-977374-2](tel:0-19-977374-2)

**About the Author(s)**

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George Haley is Professor of Marketing & International Business, and Director of the Center for International Industry Competitiveness at the University of New Haven

1. Customer-Centric Marketing Strategies: Tools for Building Organizational Performance

Editors: [Hans-Ruediger Kaufmann](http://www.igi-global.com/affiliate/hans-ruediger-kaufmann/219444/) (University of Nicosia, Cyprus & International Business School at Vilnius University, Lithuania) and [Mohammad Fateh Ali Khan Panni](http://www.igi-global.com/affiliate/mohammadfatehalikhan-panni/235263/) (City University, Bangladesh)  
IGI Global: Copyright © 2013. 478 pages.

## Description

As customer orientation continues to gain importance in the marketing field, there has been a growing concern for organizations to implement effective customer centric policies.

**Customer-Centric Marketing Strategies: Tools for Building Organizational Performance** provides a more conceptual understanding on customer-centric marketing strategies as well as revealing the success factors of these concepts. This book will discuss how to improve the organization’s financial and marketing performance.

## Topics Covered

* Behavioral Branding
* Critical Success Factors
* Customer- Centric Marketing
* Customer Knowledge Management
* Customer Relationship Management
* Marketing Concepts
* Organizational Marketing Performance
* Relationship Management

For more information, please, see: <http://www.igi-global.com/book/customer-centric-marketing-strategies/68199>

***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***