Letter from the Editor

Dear colleagues,

Summer months are not only time for long-awaited holidays, but also maybe the most productive time for research. To make this time even more productive, we are sharing with you some updates on forthcoming events and special issues, recent awards and news from EMAC community members.

Current issue contains information on the nine upcoming events, including 2nd EMAC Regional Conference that will take place on September, 21-23 in Iasi, Romania and upcoming deadline for the 41st EMAC Conference 2012. The conference is devoted to the topic of Marketing to Citizens: Going beyond Customers and Consumers and will take place in Lisbon, Portugal. The deadline is December, 1st 2011.

This issue also provides information on 10 Special issues from seven marketing journals, covering topics related to internationalization and international marketing, consumer behavior, social media and online commerce, branding and corporate social responsibility.

Best regards,

Asc.Prof. Maria Smirnova
Editor
The second edition of the EMAC CEE Regional Conference aims to continue the initiative started a few years ago by a group of academics interested in developing marketing research in the Central and Eastern Europe. The EMAC CEE Regional Conference wants to attract especially researchers interested in marketing issues in transition countries. However, all types of research approaches are welcome since the conference is, without doubt, an opportunity to share and develop knowledge in the field of Marketing. A further important objective is to motivate a better networking between academic researchers and marketing practitioners in building new paradigms and theories. Thus, we can contribute to reducing the gaps in marketing research between different academic institutions across Europe.

“Marketing Myths and Methodology” headline is intended to further underline the process of transition towards a professional level in this field.

**Deadline for paper submission:** Closed  
**Early bird online registration:** 10 August 2011  
**For more information:** [www.emac-regional.com](http://www.emac-regional.com)

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**41st EMAC Conference: Marketing to Citizens: Going beyond Customers and Consumers**  
May 22-25, 2012  
ISCTE Business School, Lisbon

ISCTE Business School in Lisbon is very pleased to host the 41st EMAC Conference and looks forward to welcoming you in May 2012.

The world is changing at a fast pace, challenging us to reflect on the present puzzle and think on the earth we want to build for future generations. Globalization has triggered high levels of intertwined economies never seen before. Population growth in emerging markets and aging population in developed countries is putting pressure on energy consumption and social benefits. Depletion of natural resources is causing extra concerns to an already complex macro environment we have to deal with. Within this context, technology revolution, namely information and communication technologies have been at the forefront of development and caused an unintended consequence: consumer empowerment. Marketers have experienced the need of going beyond customers in order to cater for consumers. The dynamism of markets and competition have demanded a cross-fertilization approach between first-time buyers, repeat consumers, retention and loyalty strategies, just to name a few. Web 2.0 (social networks, blogs, wikis, video sharing) is giving rise to a new consumer, more aware of the alternatives, expecting firms to play a social role, using e-Word Of Mouth either to recommend brands, products, services or to spread negative comments.

Hence, all forms of organizations (groups, companies, institutions, governments) are being challenged to look at their target markets not only as customers or even consumers but as citizens who are beyond mere numbers, and have the will and intelligence to be involved and give their contribution to an information sharing society. Marketing is the management area better positioned to delve into this path in order to make a better future happen.

**Deadline for paper submission:** 01/12/2011  
**Notification to the authors:** March, 2012  
**Early bird online registration:** 16/04/2012  
**For more information:** [http://www.emac2012.org](http://www.emac2012.org)
Partial Least Squares Path Modeling (PLS) is a powerful method for estimating structural equation models with latent variables and observed indicators (Reinartz et al., IJRM 2009). Market researchers and academics appreciate the advantages of PLS in case of small samples, complex models, and formative measurement models.

EMAC members Jörg Henseler and Christian Ringle organize a seminar on PLS path modeling. This seminar is designed for full-time faculty, students, and practicing business professionals who are interested in structural equation modeling using PLS.

The seminar covers:
- Essential characteristics of PLS path modeling
- PLS algorithm essentials
- Creating valid PLS path models
- Formative vs. reflective measurement models
- Assessment of PLS path modeling estimates

The seminar includes a comprehensive software tutorial and "hands on" applications using the SmartPLS software application (developed at the University of Hamburg).

EMAC members are entitled to a 10% discount on the registration fee.

Latest online registration: July 4, 2011
For more information: http://www.pls-school.com

14th Etienne Thil’s International Conference on Retailing
22-23 September 2011
Roubaix, France

The 14th Thil’s Conference on Retailing will be held on September 22-23, 2011 at the World of Work National Archives (Archives Nationales du Monde du Travail) in Roubaix. Etienne Thil was one of the greatest thinkers of modern retailing in France. He introduced such things as private labels and discount stores as he was working for Carrefour (1970’s). Following his legacy, an association (Rencontres Etienne Thil) decided to set up an annual conference field workers and university researchers could meet. Since 1998, the conference has brought together enthusiastic people from both worlds to discuss relevant and current issues in the field of retailing.

After thirteen fruitful annual meetings in La Rochelle, the association « Rencontres Etienne Thil » decided to move to Roubaix for this 14th edition. Roubaix was chosen by the Government as the hub office for the French innovation cluster on retailing. The organization in charge of this cluster, the PICOM (Pôle de Compétitivité des Industries du Commerce), has become a natural partner for the Thil’s Conference on retailing. For the academic part, IAE, University of Lille and Negocia, two of the leading schools of management in France, are handling the organization.

The Thil-PICOM partnership allows the conference to greet important speakers from the retailing industry. PICOM’s industry members include Auchan, KingFisher, Décathlon, Chrono’drive, Okaidi, and many small innovative businesses.

Although the research activities of the PICOM are well stretched, the Thil’s conference focuses on the marketing and economic aspects of retailing.
The conference is genuinely balanced between scholar presentation of research papers and roundtables of scholars and practitioners. The main topics will be:
- Consumer culture theory applied to retail design and ambience
- Industry-retail relationships
- Innovation in retailing (brands, technologies, services)
- Purchasing patterns
- Category management
- Human resource management in retailing
- Multi-channel retailing management
- History and geography of retail business

We are looking forward to meeting you in Roubaix (France) on 22nd and 23rd September 2011!

Deadline for papers submission: closed
Early bird registration: before July, 28th 2011
Registration deadline: September, 15th 2011

International Symposium
Contemporary Issues in Branding and Pricing
6-8 October 2011
Saint Petersburg

In cooperation with the University of Mannheim, the Saint Petersburg State University of Economics and Finance is organizing an International Symposium with the topic “Contemporary Issues in Branding and Pricing”. The venue for the three-day symposium is to be Saint Petersburg: The metropolis is not only one of the cultural, scientific and technical centers of Europe – the “Venice of the North” is furthermore one of the most beautiful European cities.

High level speakers from research and practice will highlight current challenges of branding and pricing. Subsequent to the presentations, panel discussions shall allow a vivid knowledge exchange between speakers and guests. Furthermore, a cultural program is offered to speakers and guests. We expect participants from all over Europe and we look forward to the professional and cultural exchange between university and business representatives.

The following selective speakers will participate
- Prof. Dr. Dr. h.c. Mult. Christian Homburg, University of Mannheim
- Prof. Dr. Martin Klarmann, University of Passau
- Prof. Dr. Harley Krohmer, University of Bern
- Prof. Dr. Manfred Krafft, University of Münster
- Prof. Dr. Wolfgang Fritz, Braunschweig University of Technology
- and many more.

Please register for the symposium per email (homburg@bwl.uni-mannheim.de). After receipt of your registration request we send you the program for the symposium which serves at the same time as the formal invitation to be able to apply for a visa for Russia. Please inform yourself about the visa application procedure in your home country. Furthermore, we send you a list of recommended hotels in Saint Petersburg for the time of the symposium and additional information (map of Saint Petersburg, location plan of the university).

Participation fee is 150 Euros including cost for catering and cultural program.

We are looking forward to welcoming you in Saint Petersburg in October.

Latest registration: July, 31 2011
Payment: In cash on arrival at the symposium
For more information: halina.wilczek@bwl.uni-mannheim.de

Events and calls for papers
The 5th IREMAS Conference
Foods and Natural: Concepts, Offers, Strategies, Norms, Consumption
1-2 December 2011
Paris

The 5th IREMAS Conference Foods and Natural: Concepts, Offers, Strategies, Norms, Consumption is organized in partnership with AgroParisTech with the support of AFM (Association Française du Marketing). Regarding the very strong and historical link between food and health, the development of a food offer contributing to health is subject to multiple changes:
• On the one hand, a highest technicality for health positioning of innovative foods and food supplements,
• On the other hand, a “natural” positioning which equates natural and health.
This challenge of innovative marketing for foods contributing – more or better – to health, and meeting consumers expectations, is the main theme of the Conference: What paths so that marketing strategies and practices be in line with consumers and public expectations?

We are expecting theoretical and managerial contributions from academics, experts and managers. This questioning can be nourished by reflections and testimonials according to the following lines – and this list is only indicative:
• Analysis of marketing strategies and practices:
  • “Natural” offers through brands, products, labels and communication in general
  • Marketing and corporate strategies involving the “natural” theme
  • Distinctions between “natural”, organic, “authentic” positioning
  • Survey of food markets with a “natural” offer
• Theoretical approaches:
  • The “natural” concept, conceptual et perceptual distinctions between “natural” and healthy
  • Differences and similarities between the “natural” concept and other close concepts, e.g. authenticity or nostalgia

Consumption approach:
• Determinants of consumers’ expectations of “natural” foods
• “Natural” signs, languages and markers for consumers
• Perception of “natural” foods
• “Natural” expectations and consumers’ segmentation
• Psychological and social variables of “natural”-seeking consumers’ profiles
• Determinants and individual and/or collective behaviours of consumers’ resistance
• to “natural” marketing
• Emerging trends and “natural”: Home-made, localists, etc.
• “Natural” regulations and norms:
  • Regulations (international benchmark)
  • Industry norms
  • Corporate internal norms and codes of conduct
• Prospective:
  • The “natural” offer matches a quest for safety: Which other answers may be considered?
  • Which antagonisms, which reconciliations between “natural” and innovation?
  • Between “natural” and technology?

Deadline for summary: closed
Notification to Authors: July, 8th 2011
Deadline for competitive papers: October, 14th 2011
For more information: gurviez@agroparistech.fr, francois.guillon@lasalle-beauvais.fr, www.iremas.org
Despite on-going trends and entrenched patterns, contemporary global tourism continues to grow and thrive in diversity and transformation. However, new forces are increasingly coming into play, e.g. terrorism, economic crisis, lifestyle changes, which are opening up new arenas of global tourism demand and supply, as well as diverse responses to questions of tourism planning, management, research and development.

The conference’s goals and objectives focus on recent developments in tourism, at all levels and areas of analysis, calling for novel, innovative and often imperative tools, strategies and approaches.

This conference is jointly organized by the Interdepartmental Graduate Program in Tourism Planning, Administration and Policy, University of the Aegean in association with the Greek Marketing Academy. The conference chair is Prof. Paris Tsartas, Rector of the University of the Aegean with co-chairs Prof. George J. Avlonitis, Athens University of Economics and Business, President of the Greek Marketing Academy and Prof. Arch Woodside, Boston College, JBR Editor in Chief.

The conference’s goals and objectives focus on recent developments in tourism, at all levels and areas of analysis, calling for novel, innovative and often imperative tools, strategies and approaches.

Submitted papers should be written in English and be 5 to 6 pages long (or up to 2,500 words), single-spaced, including tables, figures and references. All contributions must be original, follow academic norms of writing, structure and methodology. Paper submissions will be blind-refereed by at least two anonymous reviewers.

For more information, the conference website will be soon available:

http://www.chios.aegean.gr/tourism/conference.htm

ANZMAC 2012: Sharing the Cup of Knowledge
3 – 5 December 2012
Adelaide, Australia

The theme Sharing the Cup of Knowledge reflects the Institute’s goal of:

- Encouraging academic research to reach a wider audience
- Encouraging collaboration across borders, research groups and disciplines
- Promoting networking and learning for young researchers

- Tapping into South Australia’s heritage as the wine capital of Australia

University, September 28-30, 2011
(http://www.unex.es/eweb/ivcimatcc).

Deadline for paper submission: closed
Notification to the authors: February 2012
For more information:
http://www.marketingscience.info/anzmac-2012
After more than two decades of research on the internationalization of small firms and new ventures, the literature characterizes several stereotypical patterns (or paths or pathways) of SME internationalization with respect to timing of entry, geographic range and intensity of commitment to foreign markets. The longitudinal development of internationalizing SMEs, and the performance implications of different internationalization pathways, is, however, under-researched. Consequently, the objective of this special issue is to present studies that explicitly deal with the internationalization patterns of internationalizing SMEs (e.g., international new ventures, born-global firms, born-again global firms), and to consider the antecedents and consequences / performance outcomes of internationalization patterns.

Indicative topics:

- Longitudinal studies focusing on internationalization patterns, paths and pathways of SMEs, born-global firms, international new ventures and born-again globals
- Modeling and describing internationalization patterns, paths and pathways
- Studies which focus on time and internationalization patterns, paths and pathways
- Studies that compare the characteristics and performance of SMEs that follow different internationalization paths/pathways
- Studies focusing on phases of firms’ international development and the growth of SMEs
- Studies focusing on long-term outcomes of ‘born-globalness’ (and/or other international paths/pathways)
- Contributions to methodology for research on patterns, paths and pathways of internationalizing SMEs
- Multi-country comparative studies of internationalization patterns
- Marketing strategy implications of international pathways
- Causes of / antecedents to internationalization pathway choice
- Contingency models of internationalization pathways

Guidelines for submissions:
Submit papers via the Manuscript Central online submission system:
http://mc.manuscriptcentral.com/imrev
Contact: Olli Kuivalainen (olli.kuivalainen@lut.fi)

Deadline for paper submission: 30 June 2011
For more information:
http://www.emeraldinsight.com/products/journals/call_for_papers.htm?id=2711
The Journal of Advertising Research (JAR) aims to publish a special collection of papers in memory of Andrew Ehrenberg’s contribution to marketing knowledge.

Andrew died in August 2010 and we lost a pioneer who had a fundamental impact on both academia and practice. He made important contributions to a wide range of areas in marketing and, there is little doubt that our knowledge about the field would not be where it is without him.

The Journal seeks papers on one or more of the five basic areas that represent Andrew’s major contributions:

- Advertising
- Buyer Behaviour
- Brand Equity
- Pricing
- Modelling and Data Reduction

The Editors would especially encourage collaboration between practitioners and academics in the production of submissions which demonstrate the managerial significance of the paper’s contribution. We also welcome papers from academics and practitioners separately, including those who will provide a critical perspective on the “Ehrenbergian tradition”.

We envisage that submissions will not only address one or more of the five areas listed above, but also incorporate consideration of the following domains:

- Building empirical generalizations
- Theory and methodology
- Operational and strategic applications
- Contrasts with traditional views of marketing

Papers on these topics can cover areas such as:

- Empirical generalizations on price promotion and consumer reaction
- Exceptions and deviations from the established norms of the NBD-Dirichlet
- Extensions of the NBD-Dirichlet to institutional purchasing
- The reality of segmentation
- Evaluating brand equity
- A critical evaluation of the use of single sets of data in research in marketing
- Brand perceptions versus purchase behaviour
- Applying the Dirichlet in practice - benefits and limitations

The Editors would encourage authors to produce succinct papers using clear language in the spirit of Andrew’s writing - Information use and international strategic orientations.

http://www.jar.warc.com/Contribute/GuidelinesForContributors_JAR.pdf

Deadline for submissions: 31 August 2011
Notification to authors: 30 November 2011
Deadline for revisions: 1 February 2012
Publication: Summer2012
For more information: www.jar.warc.com/Contribute/GuidelinesForContributors_JAR.pdf
For submissions and questions: p.stern@lboro.ac.uk
The potential of the Internet to transform the marketing environment has resulted in a great deal of research on the online consumer and the business strategies and orientations which companies adopt in order to build relationships with consumers through this channel.

Qualitative methods may be considered as important elements in the Internet researcher’s ‘toolbox’. In fact, there is a need to reflect on and discuss the use of qualitative techniques within e-marketing research, in order to facilitate further exploration through the qualitative lens and to consider the contribution of qualitative approaches to the growing knowledge on the issues surrounding the behaviour of people as online consumers.

This special issue of JTAER aims to encourage and gather high-quality manuscripts on conceptual and methodological issues related to qualitative research on e-marketing and online consumer behaviour, as well as papers which report on the results of qualitative empirical research in the field.

Particular topics to be addressed in this issue might include, but are not limited to the following:

- Perspectives on qualitative methodologies in research on e-marketing and online consumer behaviour
- Critical appraisals of qualitative approaches to research on e-marketing, including the identification and analysis of opportunities and challenges of using qualitative techniques.
- Critical perspectives on ecological validity, rigor and credibility in qualitative research around the online consumer.
- Systematic comparisons and assessment of qualitative and quantitative methods in research on the e-consumer
- Insights into qualitative research on the online consumer in terms of new data and methods, including emerging methodological issues and researcher experiences.
- Critical analyses of specific instruments and techniques employed in qualitative research on the online consumer.
- Comprehensive overviews of the contributions of qualitative empirical research to e-marketing and online consumer behaviour
- Insights into the main contributions made by e-qualitative empirical research to the wide domain of e-marketing and online consumer behaviour, enhancing its body of knowledge, significance or impact.
- Overviews of sub-fields or main issues on e-marketing and online consumer behaviour, which include major findings and directions for further research from qualitative empirical approaches:
  - Online consumption motivations and flow
  - Trust towards online shopping
  - e-Loyalty
  - e-Service quality
  - eCRM and personalisation
  - Virtual brand communities and social media marketing
  - Co-creation and e-innovation.
- Focused qualitative empirical studies, on specific topics within the field of e-marketing and online consumer behaviour
  - Empirical studies of online consumer behaviour carried out using qualitative methodologies.

Deadline for submissions: 31 November 2011
Publication: August 2012
For more information: www.jtaer.com
Historically, luxury brands had been a niche phenomenon which hardly ever entered the center stage of neither practitioners’ nor scientists’ interest. However, Luxury has, thanks to the “democratization of luxury”, spread its share of wallet with the demographic that formerly was not able to afford products of luxury brands. Furthermore, Luxury has found very nutritious soil in markets that emerged within the past decades, leading to enormous growth rates in Russia, Middle East, Japan and China. These developments have lead to the unparalleled growth of the luxury industry within the past years and to the turning of once highly exclusive brands into multi-billion Dollar luxury enterprises. In this issue we want to discuss topics like:
• Growing a brand that needs to be scarce: Balancing growth and exclusivity
• In between awareness and understatement: Signaling of the brands
• Multichannel Luxury: Expressing luxury digitally
• Generating inter-brand segmentation dynamics
• Brand character development during stages of expansion

Deadline for abstract submission: closed
Deadline for paper submission: 2 August 2011
Publication: 17 February 2012
Submissions to be sent to: sven.reinicke@unisg.ch

You have to bait the hook to fit the fish not the angler.” With regard to ever increasing customer requirements, this simple wisdom is gaining a whole new meaning in today’s highly competitive markets. Only if it is possible to develop a deep understanding of customers, sustainable competitive advantage can be accomplished. However, important needs are often overlooked, because the customer is either not aware of them or cannot articulate them. Customer Insights are aimed at overcoming these deficiencies by allowing a comprehensive insight in the world of the customer, thereby also considering latent customer needs. We are looking for articles addressing the following topics among others:
• Why are Customer Insights so important?
• What determines meaningful Customer Insights?
• What roles do Customer Insights play in everyday business?
• How can deep Customer Insights be developed?
• How can Customer Insights be applied in everyday business?

Deadline for abstract submission: 18 July 2011
Deadline for full paper submission: 13 September 2011
Publication: 18 April 2012
Submissions to be sent to: andreas.herrmann@unisg.ch
Many leading companies from Europe and the US have spread rapidly in “emerging markets” over the past ten years. High growth rates make these markets attractive but very often companies do not properly assess the intricacies and risks attached to these markets. Thus, many western companies had to learn pain-fully that marketing and sales are not the only key to success in countries like Bulgaria, Romania or China and India. How should corporations proceed in entering these emerging markets in order to gain a competitive advantage? What can they learn from the local players? We are looking for articles concerning the following topics in regard to “Emerging Markets”:  
• Case studies on market entry or market cultivation  
• Innovative product, performance and service concepts  

Marketing Review St Gallen  
Special Issue on:  
Emerging Markets  
Guest editors: Christian Belz

Marketing Review St Gallen  
Special Issue on:  
Social Media  
Guest editors: Marcus Schoegel

Fan pages in social networks, viral videos or interactive contests - whether conglomerate or neighborhood store, all organizations seem to feel obliged to engage in social media. Yet, the activities often appear awkward, random and uncoordinated. So what do the different activities really bring about and above all to whom? Which initiatives have already proven to achieve sustained success, which ones are only nice to have or even counterproductive? Are social media part of a lasting marketing shift or do they only represent another hype soon to abate? In its issue on “Social Media”, MRSG will evaluate the potential of these new interactive marketing channels and is looking forward to articles on the following topics:  
• More than Facebook – corporate social media adoption and the potential of the different platforms put to the test  
• Trial and error? Approaches, concepts and strategies for sustained success in social media  
• Fit for social media – in-house challenges companies face in online interactions with stakeholders  
• Coherent overall concept – preconditions for a successful integration of social media in the marketing mix  
• Return on social media – creating and measuring the contribution to marketing and sales

Deadline for abstract submission: 14 September 2011
Deadline for full paper submission: 11 November 2011
Publication: 18 June 2012
Submissions to be sent to: Christian.belz@unisg.ch

Deadline for abstract submission: 21 November 2011
Deadline for full paper submission: 18 January 2012
Publication: 17 August 2012
Submissions to be sent to: marcus.schoegel@unisg.ch
Corporate social responsibility (CSR) has become a key part of the management agenda of many companies. Companies often go to great lengths to promote their good works. As the examples above show, some firms behave irresponsibly while at the same time acting positively on some dimensions—corporate social irresponsibility (CSI) and responsibility can exist at the same time in the same firm. This paradox of acting both responsibly and irresponsibly reveals a kind of CSR-CSI ambidexterity and is a major phenomenon the call for papers is addressing.

Looking at the history of CSR, academic debate on what CSR is and how to define CSR is never ending. While Milton Friedman and Theodore Levitt (1958) promote the argument that companies are only responsible for maximizing profits and shareholder value, other CSR scholars suggest that companies have a broader range of obligations than financial ones (e.g., Carroll, 1974; Van Marrewijk, 2003). The debate continues on with many definitions of CSR and a host of related concepts. CSR is a cluster concept which overlaps business ethics, corporate philanthropy, corporate citizenship, sustainability and environmental responsibility. CSR is a dynamic and contestable concept that embeds in each social, political, economical and institutional context (Crane et al., 2008). Consequently, a clear paradigm for CSR is still missing (McWilliams et al., 2006). Armstrong (1977) advocates focusing not on CSR but rather social irresponsibility because CSI is much easier to delineate what corporations and managers should not do. Armstrong defines corporate socially irresponsible behavior as “a decision to accept an alternative that is thought by the decision makers to be inferior to another alternative when the effects upon all parties are considered” (Armstrong, 1977, p. 185).

- Are universal definitions of CSR and CSI desirable?
- What are the boundaries of CSR and CSI?
- For what reasons and in what contexts are companies responsible/irresponsible?
- Can progress be made in developing a general theory of corporate social irresponsibility?
- What criteria should be used to contrast CSR with CSI?
- Is CSR masking/hiding illegal and/or irresponsible behavior?
- What are the arguments of the critics of CSR and CSI?
- How does culture or national origin affect CSR and CSI policies?
- How does CSR and CSI relate to “useful” breaking of the law?
- How can damage of irresponsible behavior be prevented/reduced/controlled for?
- How can corporations and government create effective programs to prevent corporate irresponsible behavior?
- How can/should CSR and CSI be measured?
- What competitive advantages (if any) are achievable by a coherent CSR or CSI strategies?
- Does CSR and/or CSI force business to lead government?
- What is CSR’s and CSI’s potential to reduce reputational risk?
- Can CSR and CSI serve as an insurance against product harm crises?
- What is the impact of CSR and CSI on stakeholders (e.g., stockholders, consumers or employees)?
- How do CSR programs address sustainability concerns?
- How do supply chain members participate in the CSR activities that involve major multinational firms?
- What is the level of consumer understanding and skepticism towards CSR and CSI?
- How do firms communicate CSR and CSI priorities to stakeholders?

Deadline for submissions: 15 January 2012
For more information and submission:
bo. schlegelmilch@wu.ac.at

Publications and calls for papers
The special issue will address the future direction for qualitative research in the field of international marketing. Traditionally the international marketing field has been dominated by research studies based on quantitative techniques of data collection and analysis. Yet increasingly there is an interest in the ‘in-depth’ studies that are produced from qualitative work in cross-cultural research (e.g. Jackson and Niblo, 2003), retail internationalisation (e.g. Eren-Erdogmus et al. 2010; Palmer and Quinn, 2007; Sparks, 2000) and strategies in emerging markets (e.g. Hoskisson et al. 2000).

Qualitative research encompasses a diverse range of methods that includes, but is not limited to, single or multiple case studies, ethnographic/field studies, unobtrusive observations, interviews, narrative analysis, participant observation/action research, grounded theory practice, and archival analysis of documents, letters and annual reports. Qualitative approaches enable researchers to unveil important new insights by exploring the “how” and the “why” of international marketing (Craig and Douglas, 2001; Ghauri and Grønhaug 2005). In the special issue we hope to develop these findings by discussing emerging and dynamic themes that are informed by qualitative research methods in an international marketing context as well as showcase exemplars of various forms of qualitative research that advance our understanding of international marketing phenomena.

The special issue aims to include, but is not limited to, the following topics:

- New contributions in qualitative research methods that advance management knowledge in international marketing and business.
- Modelling best practices through the use of qualitative methodologies.
- Rigorous theory induction in international marketing research to build testable propositions.
- In-depth case study exemplars of enhanced business performance.
- The role of qualitative research in predicting market outcomes in an international comparative context.
- Qualitative assessment and retail internationalisation.
- Studies that use novel qualitative techniques to expand and build international marketing theory.

All submissions will be reviewed in accordance with the reviewing process guidelines outlined in the Notes for Contributors on the International Marketing Review Homepage.

www.emeraldinsight.com/imr.htm

**Deadline for submission:** 31 March 2012

**Submissions to be sent to:** slaters@cf.ac.uk, Andriopoulos@cf.ac.uk
The Internet and mobile devices have come to occupy a central role in the transmission of word of mouth (WOM) and the spread of marketing buzz, an impact that has shown phenomenal growth over the past decade with the emergence of blogs, Internet forums and discussion groups, text messaging, email, and the like. In fact, the most powerful media form is WOM and it is no longer limited to face-to-face encounters. Moreover, WOM today can spread with lightning speed to reach countless numbers of consumers. As marketers strive to adapt to these rapidly evolving technological and social developments and keep pace with their markets, researchers have followed suit, as evidenced by the growing body of scientific literature on various aspects of WOM communication (i.e., the act of a consumer creating and/or distributing marketing-relevant information to other consumers) and related personal influence phenomena (e.g., brand communities; brand ambassador programs; product seeding campaigns). Nonetheless, to date, relatively little academic research scrutiny has been devoted to WOM as it relates to social media and other web-driven consumer-generated phenomena, such as blogs and consumer Internet forums. Moreover, there is a paucity of academic research relating to the strength of consumer-to-consumer communications as compared to B2C and B2B. There is evidence of resistance by marketers in staying with the time-worn, but tested and tried traditional types of communications.

This special issue of the Journal of Marketing Communications is intended to bridge this knowledge gap by providing an outlet for innovative and timely contributions pertaining to online WOM, as disseminated through the broad array of social media (a category of online media where people are talking, participating, sharing, networking, and bookmarking, including social sharing sites such as YouTube and Flickr; social networks such as LinkedIn, Twitter, and Facebook; online forums; and corporate and consumer-generated blogs).

Topics for the special issue include but are not limited to:

- methods of using social media for generating WOM
- comparisons of online and offline WOM dynamics and consequences, including the interplay between these various forms of WOM
- the conversational, as opposed to dyadic, nature of online WOM disseminated through social forums
- antecedents to and conditions facilitating online WOM
- the impact of negative online WOM and complaint behavior
- the impact of online WOM on sales
- the dynamics, spread, and consequences of marketing-relevant online rumors
- rhetorical analyses of online WOM conversations
- brand-related storytelling in blogs and online forums
- segmentation analyses of online WOM participants
- the integration of WOM with other on- and off-line techniques
- where WOM fits in terms of integrated marketing communications from an organizational or consumer-based perspective.

Deadline for submissions: 1 May 2012
For more information: http://www.tandf.co.uk/journals/titles/13527266.asp
The French Chamber of Commerce and Industry has awarded the “Top Case-Study Prize in Marketing” and the “Top Case-Study Prize in Strategy” to Sylvie Hertrich (EM Strasbourg Business School, University of Strasbourg) and Ulrike Mayrhofer (IAE Lyon, University Lyon 3) and the “Top Author Prize” to Ulrike Mayrhofer. These three prestigious awards are given to authors whose case studies are used by an important number of business schools and universities. The case-studies (available in English and in French) have been published at the Centrale de Cas et de Médias Pédagogiques, CCMP, see http://www.ccmp.fr).

The “Top Case-Study Prize in Marketing” was given for the case study “Club Med: Where happiness means the world” (written by Sylvie Hertrich and Ulrike Mayrhofer).

The “Top Case-Study Prize in Strategy” was given for the case study “Audi: Conquering international markets” (written by Sylvie Hertrich and Ulrike Mayrhofer).

The “Top Author Prize” was awarded for the case studies “Club Med: Where happiness means the world”, “Audi: Conquering international markets”, “Peugeot: The launch of the 308 CC model » (cases written by Sylvie Hertrich and Ulrike Mayrhofer), “AGF - Allianz: A new car insurance offer” and “Esprit: An international clothing brand” (cases written by Ulrike Mayrhofer and Claire Roederer, EM Strasbourg Business School).

Sylvie Hertrich and Ulrike Mayrhofer have acquired a rich experience in the creation of case-studies. They have developed more than twenty case-studies in close collaboration with companies: more than 50.000 students have already worked on their case-studies. The two authors have also published a book entitled “Cas en Marketing” (Editions Management & Société, 2008) which covers 12 case-studies written by experienced scholars and marketing specialists.
New university appointment

Helen Woodruffe-Burton, Reader in Marketing at the University of Cumbria, was appointed on the 1st April to a Chair in Marketing at the Newcastle Business School, University of Northumbria.

Honorary Doctorate nomination

Klaus G. Grunert, professor of marketing at Aarhus University in Denmark, has been awarded the degree of Doctor of Science honoris causa by the University of Vaasa in Finland. In the motivation, it says "By nominating Professor Klaus G. Grunert for Honorary Doctorate, the University of Vaasa wants to show appreciation to the way he has combined a strong scientific approach and business relevance in his own research".