



Newsletter

Volume 4, 1st Quarter 2011

Table of contents

Letter from the Editor	1
Events and Call for Papers	2
2nd EMAC Regional Conference	2
40th EMAC Conference	2
EMAC's Climber Community	3
Marketing Dynamics Conference 2011	4
Partial Least Squares Path Modelling	4
Professor Johan Arndt Marketing Conference	5
Service Science Cluster at the INFORMS Annual Meeting	5
Fourth International Conference on Tourism and Environment	6
Third Biennial International Conference on Services Marketing	6
SDIPA Summer schools on Structural Equation Modelling and Experimental Research	7
22nd CROMAR Congress	7
1st Conference on the Web and New Marketing Practices	8
MSI "Ideas" challenge	9
Publications and Call for Papers	10
International Marketing Review	10
der markt – International Journal of Marketing	11
The Journal of Consumer Affairs	12
Journal of Business Research	13
International Journal of Research in Marketing	14
International Journal of Research in Marketing	15
Industrial Marketing Management	16
Journal of Marketing Management	17
The Service Industries Journal	18
INBAM Conference – 13 Special Issues	19
Journal of Business Research	20
Journal of Business Research	21
International Marketing Review	22
International Marketing Review	23
Awards	24
Paul E. Green Award	24
EMAC Distinguished Marketing Scholar Award	24
American Marketing Association/Irwin/McGraw-Hill Distinguished Marketing Educator Award	24
2010 ISBM Dissertation Award Winners	24
News from members	26
INFORMS Service Science Section	26
New editor of JPSSM	26
New university appointment	26

EMAC Newsletter is published quarterly by the European Marketing Academy

Editor:

Asc.Prof. Maria Smirnova
smirnova@gsom.pu.ru

Editorial Board:

Prof. Veronica Wong, EMAC President
v.wong@sussex.ac.uk
 Prof. George J. Avlonitis, EMAC Past President
avlonitis@aub.gr
 Nina Payen, EMAC Executive Secretary
payen@eiasm.be

Letter from the Editor

Dear colleagues,



This is the first EMAC Newsletter for 2011 and as well the first EMAC Newsletter for me as Editor. It is a great honour and privilege to edit the Newsletter that is linking together all the EMAC members and those interested in marketing theory and practice. To introduce myself I would like to say that I am Associate Professor at Marketing Department of

Graduate School of Management, St Petersburg State University, Russia. I am EMAC member since 2006 and national representative for Russia since 2009.

Current issue contains information on nine conferences, seminar, summer school and "ideas" challenge which will take place in 2011. You will find enclosed a number of calls for papers for publication in marketing journals. Following the topics of the Special issues presented in the newsletter we might once again notice how complex and dynamic is the business reality that marketers are trying to analyze and consider in marketing actions.

During the 40th EMAC conference for the first time will take place the EMAC's Climber community (CC) - a new platform for the "lost generation" between PhD students and full professors, inviting academics at an early stage of their career, who hold a post-doc position. Registration deadline is April, 15th.

This year (and already for the second time) EMAC is organizing the EMAC Regional conference, aiming at the researchers interested in marketing in Central and Eastern European countries. The topic of this conference is "Marketing Myths and Methodology" and the deadline for submissions is April, 15th.

Best regards,

Asc.Prof. Maria Smirnova
 Editor

Events and Calls for Papers

2nd EMAC Regional Conference

21-23 September 2011

Iasi, Romania

The Conference Committee invites researchers to

submit papers, present their work and actively participate in the conference. We welcome submissions on a broad range of marketing science topics and we encourage contributions from the scientific community regardless of their geographical origin.

Researchers should choose a track for their papers from the following

- Research Methodology
- Product and Brand Management
- Marketing Communications
- Social Media Marketing
- Channel Management and Logistics
- Pricing Strategies
- International and Cross-Cultural Marketing
- Marketing in Emerging and Transition Economies
- Services & Tourism Marketing
- Marketing of Public and Non-Profit Organizations

to take part in the Conference with your research findings.

Original contributions that do not enter the present tracks are welcomed as well.

Authors may submit more than one paper, but only one can be accepted as first author. This EMAC policy implies that an author can submit and present only one paper. For papers with multiple authors, acceptance of a paper implies that at least one of the authors must attend the conference and present the paper.

After submission deadline, no revised version of papers will be accepted. The paper submitted is the final paper considered for the conference. This is why we kindly ask you to thoroughly revise the formatting before sending the papers. Papers that do not meet the required format standards will be rejected without being reviewed.

Deadline for paper submission: 15 April, 2011

Early bird online registration: 10 August 2011

For more information:

<http://www.regionalconference.emac-online.org>

EMAC's Climber Community – A Platform for Young Academics (Post-Docs) in Marketing

26 May 2011

Ljubljana, Slovenia

At the 40th EMAC Conference in Ljubljana a new platform for the “lost generation” between PhD students and full professors will be initiated: academics at an early stage of their career, which hold a post-doc position (e.g., assistant professor, research fellow, etc.) in Marketing, are invited to the first EMAC's “climber community” (CC) on Thursday afternoon during the conference.

Several research organizations and conferences in Europe offer a special program for PhD students and/or networking possibilities for full professors.

However, the generation between beginners and successful leaders sometimes seems to be forgotten, although they represent the potential marketing professors of the future. After finishing their PhD, they have taken their career decision, and chosen the academic pathway. Some of them have probably

started to build up a network with peers during their PhD studies, have developed expertise in their field of research and applied methods, attended international conferences, and have perhaps already published their first journal articles. In other words, they are the “climbers” of the European Marketing Academy.

Exactly for and with these young academics, we would like to initiate and build a post-doc community in Marketing throughout Europe and other continents. The first step will be an initial CC-meeting during the upcoming EMAC conference: Thursday, 26th of May 2011, from 16.00 – 17.30.

The main topics of this first CC-meeting will be the following:

- Introduction of the EMAC’s CC initiative;
- Keynote presentation followed by an open discussion;
- Tenure process;
- Networking.

This platform will be open to all post docs (and PhD students in their final phase who want to stay in

academia), who are members of the EMAC, and will incorporate an offline and an online perspective (information regarding the online platform will be announced soon).

Due to organizational issues and to facilitate networking possibilities during the CC-meeting, an informal registration is required: You want to participate at the first CC-meeting? Please send an informal email including a 1-page CV (bio, main 3 publications (if applicable) and main research interest) to Melanie Zaglia (melanie.zaglia @ uibk.ac.at) by no later than: 15th of April 2011. In case you would like to get to know more about this initiative, please feel free to contact Melanie also.

We are looking forward to meeting you at the EMAC and building the climber community together!

Registration deadline: 15 April 2011

For more information: www.EMAC2011.org;
melanie.zaglia@uibk.ac.at

40th EMAC Conference

“The Day After – Inspiration, Innovation, Implementation”

24-27 May 2011

Ljubljana, Slovenia

In light of the current market conditions and with a

focus on a better future the main topic of the conference will be The Day After – Inspiration, Innovation, Implementation. The current climate and environmental changes, social and cultural diversity, and the financial and economic crisis are all reshaping the market. How do we perceive the role of marketing in these turbulent times? Is marketing still the transforming agent in the world of radical changes and novel approaches? What is the role of marketing in the latest breakthrough solutions aiming to create a better world and increased well-being in the future? How can marketing contribute more towards innovative development? These are the main challenges for scientists, researchers, and practitioners in all marketing areas.

Where can we find fresh inspiration, what innovations are needed most, and how can we initiate them? Are we efficiently developing the marketing theory and implementing it in practice? What are we doing to ensure new knowledge, better performance, and higher levels of satisfaction and trust among all marketing stakeholders? In all marketing fields we need to create new solutions for “the day after” and decide which changes have to be introduced during and after the crisis. These and many related issues will be discussed at the 40th EMAC conference.

Deadline for paper submission: Closed

Notification to the authors: as of March 7, 2011

Early bird online registration: 08/04/2011

Latest online registration: 05/05/2011

For more information: www.EMAC2011.org

Marketing Dynamics Conference 2011

25-27 July 2011

Jaipur, India

We invite all interested researchers to participate in the eighth annual Marketing Dynamics Conference. The conference will be held at the Rambagh Palace Hotel, in Jaipur, India from July 25-27, 2011. The purpose of this conference is to provide a setting for academic researchers and managers interested in marketing dynamics to discuss research, exchange ideas, and engage in collaborative work.

You can participate either as an attendee or presenter. If you are interested in presenting your research, please email a three-page abstract (one title page and two text pages) to MDC 2011 Email (or mdc2011@ucdavis.edu) by March 31st, 2011. Decisions will be made by April 30th.

The topics will focus on marketing phenomena involving dynamic outcomes, actions, or processes (e.g., Social Network models, Bayesian learning, dynamic structural models, Hidden Markov models,

time-series approaches, dynamic competitive games, dynamics in consumer learning, brand and corporate equity, customer management, or market response). Proposals and presentations by doctoral students are strongly encouraged.

More details on lodging, travel and conference related activities will be forthcoming (bookmark the conference website: <http://www.gsm.ucdavis.edu/mdc2011/>).

Deadline for paper submission: 31 March 2011

Notification to the authors: 30 April 2011

Payments are due by: 15 May 2011

For more information:

<http://www.gsm.ucdavis.edu/mdc2011/>

Partial Least Squares Path Modelling – Introduction and Applications

7-8 April 2011

TUHH - Hamburg University of Technology, Hamburg, Germany

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
- Bootstrap
- Goodness of fit index
- Single vs. multiple item measurement
- Blindfolding
- Second-order constructs
- Mediating & moderating effects
- PLS multigroup analysis

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

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

Latest online registration: March 31, 2011

For more information: <http://www.pls-school.com>

Professor Johan Arndt Marketing Conference

9-10 June 2011

Norwegian School of Economics and Business Administration

To stimulate better marketing research and teaching by more often, we have established in memory of the outstanding marketing researcher Professor Johan Arndt who died so tragically in his prime time. This year's Professor Johan Arndt Marketing Conference is hosted by the Norwegian School of Economics and Business Administration as part of their 75 anniversary celebration. The conference will take place 9th and 10th June 2011. While this is a primarily Norwegian marketing conference the following guest speakers will participate:

- Prof. Tanya Chartrand, Duke University
- Prof. Ap Dijksterhuis, Radboud University Nijmegen
- Prof. Gavan Fitzsimons, Duke University

We are expecting about 100 participants participating in a dual track conference: academic papers and pedagogical sessions.

Deadline for paper submission: closed

Deadline for paper submission for PhD colloquium: 15 April 2011

Papers should be submitted to: johanarndt2011@nhh.no

For more information: <http://www.johanarndt.com/>

Service Science Cluster at the INFORMS Annual Meeting 13-16 November 2011

Charlotte Convention Center, Charlotte, North Carolina, USA

The theme for the INFORMS Annual Meeting is TransfORmation – “a thorough or dramatic change.” Across the globe, industries are transfORming to create sustainable and innovative approaches to meet the fast-growing needs for natural resources, products and services. Our community is at the heart of this transfORmation, generating new ideas and technologies to enable this change.

In the last 100 years, the importance of service in all facets of the economy has dramatically increased, leading to the current industry-led imperative on service science. Service science is an emerging field that requires an interdisciplinary approach to the study of service. It may integrate domain knowledge and methodologies from disciplines such as operations management, marketing, service research, information systems and computing, economics, and organization. Topics of interest include, but are not limited to:

- The concepts, principles, paradigms, and theories of service science,

- Methodologies, modeling, techniques, and tools for service science,
- Service innovations and business transformation,
- Service management and marketing,
- Service operations and productivity,
- Service value networks,
- IT service, customer service, and service satisfaction,
- Service economics and pricing,
- Service engineering, systems, and computing,
- The dynamics of service-oriented system.

Email your first and last name, email address, and the title or preliminary title of your abstract or session to the Cluster Chair (huangmh@ntu.edu.tw) before April 16 if possible. You will receive a confirmation for you to submit the abstract or fill in the session information online. As a Session Chair, you will need to invite 3 to 4 abstract submissions. As an author, you will need to submit a short abstract (50 words) to the conference website by May 16. More information regarding the meeting and submission guidelines are available on <http://meetings.informs.org/charlotte2011>.

Deadline for abstract submission: 16 May 2011

For more information:

<http://meetings.informs.org/charlotte2011>

Fourth International Conference on Tourism and Environment

28-30 September 2011

Cáceres (Spain)

Dear Colleagues, we have the pleasure of

inviting you to the Fourth International Conference on Tourism and Environment to be held at the Faculty of Business and Tourism Studies at Extremadura University, September 28-30, 2011 (<http://www.unex.es/eweb/ivcimatcc>).

This International Conference provides a platform for international research community to collaborate, share findings, discuss and improve emerging trends in the field of Tourism and Environment. The Organizing and Scientific Committees will welcome your contribution (ivcongress.caceres@gmail.com).

Please do not hesitate to contact us for any further information. We sincerely hope that you will be able to take part in the Conference with your research findings.

We are looking forward to meeting you in Cáceres in September.

F. Javier Ortega Rossell
Chairman, Steering Board
Dean of Faculty of Business and Tourism Studies

Deadline for paper submission: 30, April, 2011

Notification to the authors: 20, May, 2011

Early bird online registration: 30, May, 2011

Latest online registration: 30, July, 2011

For more information:

<http://www.unex.es/eweb/ivcimatcc>

Third Biennial International Conference on Services Marketing

"Servicing the Way out of the Economic Downfall: Exploring the Present and Future Role of Services"

7-9 September 2011

Çeşme, İzmir-Turkey

The Biennial International Conference BIC in

Services Marketing is one of the official conferences of the Greek Marketing Academy, organized in Greece or abroad. The 'champions' of this exciting initiative have been Professor Luiz Moutinho (University of Glasgow) and Associate Professor Constantine Lympelopoulos (University of the Aegean). For 2011 the Greek Marketing Academy has assigned the responsibility for the organization of the 3rd Biennial International Conference on Services Marketing to the Athens University of Economics and Business (Department of Marketing and Communication), Greece and the Dokuz Eylül University, Turkey.

The 3rd Biennial International Conference (BIC) on Services Marketing will take place in the first class

holiday village Altin Yunus Resort and Thermal Hotel, Çeşme, İzmir-Turkey.

The services sector is the dominant driving economic force worldwide and marketing and management practices in this field are evolving rapidly. There is, as a result, an increasing academic and business interest in the services sector. This is especially pertinent at a time of ambivalence in the aftermath of a severe economic crisis, which challenged established business models and practices, eroded customer confidence and buying power, and altered customer behavior in potentially fundamental ways.

Academics and business practitioners are called upon to help companies come to terms with the new constantly changing conditions they are confronted with and align their business processes in ways that can enable them to adapt to the new economic reality.

The conference will be looking into the ways through which services companies can achieve and sustain prosperity and growth in these turbulent times. The success, relevance and reliability of established models and practices will be reassessed based on their resilience and performance in these conditions, while new processes and models will be presented and their potential superiority will be evaluated.

Deadline for paper submission: 06 May, 2011

Notification to the authors: 01 July, 2011

Early bird online registration: 19 August 2011

For more information: <http://web.deu.edu.tr/3bic/>

SDIPA Summer schools on Structural Equation Modelling and Experimental Research

July, 18-29, 2011

University of Calabria, Rende (Italy)

SDIPA, the School of Management of the University of Calabria (Italy), organizes summer schools directed to PhD students and researchers, who want to learn theory and applications of state-of-the-art research methods for social sciences.

In 2011, SDIPA presents two 5-day summer schools taught in English.

The summer school on Structural Equation Modelling (July 18-22) will teach participants how to estimate, and to interpret models applying confirmatory factor analysis and path analysis with latent variables. Participants will use Lisrel 8.80 for the estimation of structural equation models during individual and group sessions.

The lecturer is Gaetano "Nino" Miceli, who is assistant professor of Marketing Research at the University of Calabria. He earned a two-year M.Phil. in Marketing, cum laude, at Tilburg University, and a PhD in Management at the University of Calabria.

The summer school on Experimental Research (July 25-29) will teach participants how to design

experimental studies to test causal relationships. Specifically, the course concerns experimental designs, manipulation of independent variables, and conditions to enhance internal validity. Participants will be also introduced to statistical analyses of experimental data using SPSS during individual and group sessions.

Lecturers are Simona Botti, who joined London Business School from Cornell University, where she was Assistant Professor of Marketing at the S.C. Johnson Graduate School of Management. She earned her Ph.D. and MBA in Marketing at the University of Chicago; and Irene Scopelliti, who holds a PhD in Management at Bocconi University and a Master of Science in Economics and Management from University of Calabria.

Deadline for application: 2 July 2011

Downloadable depliant:

<http://www.sdipa.it/Depliant%20Summer%20School%202011%20Eng.pdf>

For more information: g.miceli@unical.it

22nd CROMAR Congress

Marketing Challenges in the New Economy

6-8 October 2011

Croatian Marketing Association and Juraj Dobrila

University of Pula - Department of Economics and Tourism are inviting you to the 22nd CROMAR Congress - "Marketing Challenges in New Economy",

which will be held in Pula (Croatia) from 6th until 8th October 2011. This international Congress provides opportunity to exchange thoughts on marketing between academic and business community in order to promote marketing knowledge. Dissemination of

new research findings should encourage evolution of the new research topics. Congress also serves as a platform for transfer of knowledge and interaction between academics and practitioners.

This event will be a blend of different activities (scientific paper presentations, best bachelor thesis competition, biennial meeting of CROMAR, traditional official dinner). The intention is not only to exchange knowledge about developments in marketing but also to facilitate informal exchange and networking between delegates.

Congress topics include:

- Marketing environment
- Social media marketing
- Research methodology
- CRM in B2C and B2B markets
- Product development and brand management

- Pricing strategies
- Marketing communications
- Channel management and logistics
- Marketing metrics
- Marketing education
- Ethics and consumer protection
- Contemporary marketing practices
- Other relevant topics

Deadline for abstract submission: 10, March, 2011
Abstract acceptance notification: 25, March, 2011
Deadline for paper submission: 31, May, 2011
Notification to the authors: 1, July, 2011
Early bird online registration: 31, July, 2011
For more information: <http://www.efpu.hr/cromar>

1st Conference on the Web and New Marketing Practices

«Marketing in the Web 2.0 era»

23rd-24th June 2011

School of Management Léonard de Vinci (EMLV) – La Défense, Paris

The phenomenon of social networks has experienced an outstanding growth over the last 5 years and has become a real challenge for companies. The concept of social network is part of a much wider framework, that of Web 2.0, including among others the consumer's contribution as an information and content provider. However, if the concept of Web 2.0 has become familiar to most people, a large number of questions still need to be further developed and new knowledge is yet to be explored to contextualize these changes. The recent changes which have been observed in Marketing are affecting consumer behaviour as much as the strategies of companies. There are indeed numerous issues surrounding the impact of social networking on consumers or on younger generations. It's becoming crucial for companies to have a better understanding of this phenomenon. The changes generated by social networks are affected not only in terms of new modes of communication but also by the fact that the consumer is now an actor of several business activities. As a result, the contribution of

academics is essential to deepen reflections around this vast field of research and to draft the frameworks of these transformations.

This conference aims at bringing together the academic and the business world. The following list is only indicative; other topics linked with our central theme are welcome and strongly encouraged:

- Business models and Web 2.0
- Virtual communities and community behavior
- New consumer behaviors
- Social network concepts (cross-disciplinary theme)
- E-reputation (brand image and assessment tools, negative Word-of-Mouth)
- Consequences on E-commerce (brand, reputation, consumers behavior)
- Web 2.0 and innovation (social network contents as a source of product innovation, positioning and business model changes)
- Market studies in the web 2.0 era

Papers may be submitted in French or English.

Deadline for paper submission: Closed
Notification to the authors: 15 April 2011
Final papers submission: 15 May 2011
For more information: www.emlv.fr/NPM

“Ideas” Challenge in Celebration of MSI’s 50th Anniversary

Time and again during the past 50 years, the Marketing Science Institute (MSI) has championed ideas that broke new ground in marketing. The goal of the “Ideas” competition is to spark a new generation of fresh ideas, and a new wave of ventures, sourced across the whole community of marketing scholars and thinkers. We are not looking for research proposals, but for proposals to fund activities that precede and enable scholarly output. Since the emphasis is on out-of-the-ordinary activities, criteria for evaluation will be few. Preference will, however, be given to activities that:

- Are novel, catch the imagination, and show promise of invigorating scholarship
- Are interdisciplinary or multidisciplinary
- Facilitate interaction among scholars or among scholars and practitioners, either directly (in which case the participants should be named) or by creation of a platform for future interaction
- Are likely to lead, though not necessarily immediately, to high quality published research
- Draw on MSI’s distinctive strengths and capabilities for implementation

A committee including Dominique M. Hanssens (UCLA), Baba Shiv (Stanford University), Rajan Varadarajan (Texas A&M University), and outgoing and incoming MSI executive directors Ruth N. Bolton and John Deighton will manage the process of evaluating submissions. More than twenty-five distinguished academics will assist in the process.

Submissions must be received by August 1, 2011. E-mail submissions by August 1 to Ross Rizley, Research Director, Marketing Science Institute, at ross@msi.org. Please indicate that your submission is in response to the MSI “Ideas” Competition.

Additional information may be requested of finalists. The Marketing Science Institute has allocated substantial funds to this competition. There is no specific limit to the amount that can be requested. The number of awards is not pre-determined. The amounts awarded will vary across the proposals, depending on the merit and the requirements of the proposed venture. Winners will be announced by November 15, 2011.

Deadline for paper submission: 01 August 2011

Winners announced: 15 November 2011

For more information: www.msi.org

Publications and Calls for Papers

International Marketing Review

Special Issue on:

International Marketing, Strategic Orientations and Business Success

Guest editor: John W. Cadogan

Over the last two decades, we have witnessed a rapid growth in research into strategic orientations. For example, researchers have published hundreds of papers on the topic of market orientation, and numerous studies have focused on constructs such as learning, innovation, entrepreneurial, technological, sales, and various other stakeholder orientations.

However, research into strategic orientations within the international marketing literature is less well developed. Questions abound regarding the benefits for international marketers of adopting various strategic orientations, and the ways in which firms can go about managing their strategic focus in their international operations. Likewise, serious questions have been raised about the universal utility of various strategic orientations for marketers operating in different countries.

The purpose of this special issue is to shed new light on strategic orientations, and their consequences and antecedents, within the international marketing arena.

Indicative topics:

- Defining strategic orientations in the international marketing arena.
- Measurement of strategic orientations in the international marketing arena.
- International strategic orientations and their consequences.
- Moderators of the relationships between international strategic orientations and international marketing success.
- The environment and international strategic orientation choice.
- Antecedents to and conditions facilitating the adoption of international strategic orientations.
- Managing (trade-offs?) between multiple international strategic orientations.
- Intra-firm differences in strategic orientations across domestic / international market operations.

- How does internationalization strategy interact with international strategic orientations?
- Profiling firms based on the constituent elements of (or multiple types of) international strategic orientation.
- Strategic orientations and international partnerships, alliances, and networks.
- Marketing strategy and international strategic orientations.
- Strategic types and international strategic orientations.
- Improvisation, creativity, strategic flexibility, and international strategic orientations.
- Internationalization issues and international strategic orientations.
- Entry mode issues and international strategic orientations.
- Cross-national comparisons of the antecedents to and/ or consequences of strategic orientations.
- National culture and strategic orientations.
- Levels of analysis issues in international strategic orientation research.
- Organizational memory and international strategic orientations.
- Information use and international strategic orientations.

Submit papers via the Manuscript Central online submission system:

<http://mc.manuscriptcentral.com/imrev>

Contact John Cadogan: J.W.Cadogan@Lboro.ac.uk

Deadline for submissions: 31 March 2011

Notification to authors: July 2011

Deadline for revisions: November 2011

Publication: early to mid 2012

For more information:

<http://mc.manuscriptcentral.com/imrev>

Customer value is a concept of fundamental

concern to marketing scholars and practitioners alike. Customer value is one of the most powerful forces in today's marketplace and an underlying source of competitive advantage. The importance of the concept is recognized by the American Marketing Association which has integrated "customer value" into the definition of marketing. Moreover, the Marketing Science Institute named customer value as one of the most important research priorities for 2010-2012 (see also Katsikeas et al. 2004). Against this background, the issue at stake is not whether an organization should compete on customer value, but rather how to do it.

The aim of this special issue is to provide innovative insights into the existing knowledge on the customer value construct. Rigorous and thoughtful empirical, conceptual and theoretical papers as well as literature reviews, practice papers and case studies are encouraged. Diverse methodologies and approaches are welcomed. A wide range of topics are suitable for this special issue and include (but are not limited to) the following:

- Customer value conceptualization
- Customer value in different industries
- Customer value based segmentation
- Cross-cultural issues of customer value
- Measuring and modeling customer value
- Customer value co-creation
- Creating and sharing customer value
- Communicating customer value
- Delivering customer value
- Antecedents of customer value
- Customer value over time
- Delivering value through enhanced media and channels
- Marketing mix and value creation
- Sustainable customer value

- Customer value – behavioral intentions link
- Managing customer value for different stakeholders
- Customer value and qualitative methods

All manuscripts submitted must strictly follow the guidelines for *der markt – International Journal of Marketing*. These are available at www.springer.com/dermarkt

Special Issue Editors:

Prof. Dr. Andreas Eggert
Universität Paderborn, Faculty of Business and Economics, Marketing Department
Warburger Straße 100, 33098 Paderborn, Germany
Phone: +49-5251-60-2085
e-mail: andreas.eggert@notes.upb.de

Univ.Ass. Dr. Arne Floh, WU Vienna
Department of Marketing
Augasse 2-6, 1090 Vienna, Austria
Phone: +43-1-31336-4626
Email: arne.floh@wu.ac.at

Univ.Ass. Mag. Alexander Zauner, M.A.
WU Vienna, Department of Marketing
Augasse 2-6, 1090 Vienna, Austria
Phone: +43-1-31336-4098
Email: alexander.zauner@wu.ac.at

Deadline for submissions: 31, March, 2011

Notification to authors: 31, April, 2011

Deadline for revisions: 31, May, 2011 (first round)

Publication: 01, November, 2011

For more information: <http://www.springer.com/dermarkt>

The Journal of Consumer Affairs

Special Issue on:

Product Literacy

Guest editors: Steven W. Kopp and Anastasia E. Thyroff, Walton College of Business, University of Arkansas

Since the first efforts in consumer protection

were undertaken over a century ago, consumer education has been a fundamental precept. In the early 20th Century, not only did much of the population of the United States migrate to cities where people no longer consumed what they produced, but the products that they consumed also became more complicated. In the 21st century, the dilemmas of product complexity and consumer education have become even more significant. Beyond the obvious technological complexities of computers and cars that defy home repairs, consumers don't know the content of the food that they eat or the energy efficiencies of many of the appliances that they use. Thus, JCA, the oldest journal devoted to concerns of consumers in the marketplace, solicits papers that address whether, how and why consumers understand information related to various types of products. We seek contributions from multiple disciplines including communications, consumer education, economics, finance, law, public policy, psychology and marketing. Authors may submit empirical studies or rigorous conceptual/theoretically grounded work that contains implications for consumer welfare, with research questions and implications addressed from the consumers' point of view.

Topics that would be appropriate for this special issue include, but are not limited to:

- Food ingredient labels, both on grocery shelves and at restaurants
- Privacy disclosure statements and identity protection
- Product warranties for cars, or other products, both simple or complex
- Adequacy of current measures and/or proposed alternative measures of product literacy and their effectiveness
- Financial products for consumer savings, investments or retirement planning

- Product literacy problems of vulnerable or disadvantaged consumer groups
- Information provision through various media (e.g., comparable information provided via product labeling versus mainstream advertising versus online)
- Communication of environmental information (sustainability, recycling)
- The role of consumer education in products liability
- Potential product miseducation, such as popular-yet-false consumer beliefs, unavailable product information or corporate-influenced product ratings sources
- Product quality of dietary supplements, "alternative" medicines or other medications
- Consumer knowledge – sources, uses, and missing information (e.g. the use of price as a proxy for missing product information)

Submission Information

Manuscripts are due by April 1, 2011. Please follow the submission guidelines for The Journal of Consumer Affairs on the website at <http://www.wiley.com/bw/submit.asp?ref=0022-0078&site=1>. Authors wishing to submit a manuscript should send one electronic file with the full title page and one copy cleaned of all information that identifies the authors to either of the special issue co-editors.

Deadline for submission: 01 April 2011

For more information:

<http://www.wiley.com/bw/submit.asp?ref=0022-0078&site=1>

Journal of Business Research

Special issue on

Religion, Humanism, Marketing, and Consumption of Socially Responsible Products, Services, and Ideas

Guest editor: Brian T. Engelland

As society changes, marketers must continually

address questions of social responsibility in the products, services and ideas they offer, such as: How should a company respond to local/national/international attitudinal differences regarding sexual orientation, euthanasia, and abortion? What priority should firms place on recycling, product safety, warranty protection and sustainability initiatives? Should companies give price breaks to low income customers while charging premium prices to loyal customers? When should advertisers take advantage of buyer weaknesses (as in the use of sexually explicit advertising images)?

A majority of the world's population belongs to one of the major world religions (e.g., Buddhism, Christianity, Hinduism, Islam and Judaism) and many embrace Confucianism and humanism, non-religious systems of thought centering on human values, capacities, and self-worth. These religious and non-religious worldviews differ in substantive ways and, accordingly, adherents of one system often have difficulty understanding adherents of others. This communication problem is especially apparent when marketing various green, healthful, safe, or other socially-responsible products, services, and ideas. Yet, some agreement among groups with distinctly different views is necessary if society is to achieve useful objectives. This special issue will focus attention on the causes, blockages, and example solutions relating to such communication problems. The special issue is to consider how leaders among such groups can work together to collect and use evidence relevant for achieving socially responsible objectives.

- Topics for the special issue focus on, but are not limited to, the following:
- _ How do differing religious and non-religious world views affect consumer attitudes and influence the
- Adequacy of current measures and/or proposed alternative measures of product literacy and their effectiveness
- priority and acceptance of socially-responsible product-service marketing?
- What are the areas of commonality that can be used to reduce conflict, attain some degree of
- cooperation and promote favorable outcomes?
- _ How can marketing managers achieve rapprochement among conflicting viewpoints so that winning
- new product strategies can be devised?
- _ What is the role of public policy in sorting through the conflicts and establishing priorities?
- _ How will religious and humanistic views influence the ongoing development of marketing thought?

Scholars seeking consideration of their papers for publication in this special JBR issue should communicate such intention to Brian Engelland, JBR Special Issue Guest Editor.

- | |
|---|
| <ul style="list-style-type: none">• Deadline for submissions: 15 August 2011• For more information: engellab@cua.edu |
|---|

International Journal of Research in Marketing

Special Issue on:

Consumer Identities

Guest editors: Luk Warlop (K.U.Leuven & Norwegian School of Management) and Stefano Puntoni (Erasmus University)

The International Journal of Research in

Marketing invites submissions for a special issue on Consumer Identities. Much of our consumer behavior involves some degree of self-reflection—about who we are or are seen to be. Consumers can adopt, possess and strive for multiple identities, depending on the consumption context and the social environment. We can identify with broad social categories based on gender, nationality, or social class, but we can also identify in terms of traits, characteristics or abilities ("I am outgoing and smart"), moral values ("I am a good person"), and social roles ("I am a mother", "I am a consumer"). These consumer identities may refer to who we currently are, who we used to be, want to be, or should (not) be. Any one of these identities can influence thoughts, feelings, judgments and behavior, depending on its temporary accessibility and/or chronic importance. In particular, many consumption activities serve intrapersonal (e.g., self-verification, self-esteem) or interpersonal (e.g., self-expression, belonging) goals that reflect, and feed into, self-identification processes.

It is thus not surprising that literature in marketing and consumer research has long recognized the role of identity in consumption. However, important new questions for researchers interested in consumer identities are being raised by recent trends in both marketing—e.g., globalization, virtual worlds,

However, important new questions for researchers interested in consumer identities are being raised by recent trends in both marketing—e.g., globalization, virtual worlds, social networking—and consumer psychology—e.g., the interplay between deliberate and automatic processes, the role of emotions in decision making.

This special issue aims to capture and publish the latest thinking on consumer identities. Without limiting the scope of the papers to be submitted, we encourage original empirical work studying:

- The antecedents of the activation of consumer identities in the social and marketing environment;
- The mental organization of multiple consumer identities;
- Processes underlying assimilation to, and deviation from, marketing-induced aspects of identity;
- Coping processes when identities conflict;
- The incorporation of products and experiences in consumers' sense of self;
- The implications of consumer identities for self-regulation, buyer-seller interactions, advertising effects, international marketing, customer segmentation, and other substantive domains relevant to marketing.

Deadline for submissions: 30 June 2011

Notification to authors: before May 2012

Publication: December 2012

For more information: <http://ees.elsevier.com/ijrm/>, editor-ijrm@uvt.nl.

International Journal of Research in Marketing

Special Issue on:

Marketing in Emerging Markets

Guest editors: Steven M. Burgess, University of Cape Town, South Africa, Jan-Benedict E.M. Steenkamp, University of North Carolina, USA

The globalization of the marketplace is one of the most important challenges facing companies today. Given the importance of globalization for marketing, it is not surprising that leading marketing scholars and editors have repeatedly urged us to study marketing issues on an international basis, rather than staying “in the relative security of our own backyards.” In response to these exhortations, marketing academics have begun to devote more attention to international marketing. This research has yielded a valuable stock of theoretical and empirical findings, of which an important portion has been published in the International Journal of Research in Marketing (IJRM). It is fair to say that international marketing has become an important domain within marketing science.

A new opportunity exists to expand our work beyond the high-income, Western countries in which most international marketing research continues to be conducted. Although it is understandable that researchers in our maturing discipline would initially focus on the world’s most developed economies, we believe it is paramount for the future of marketing science and practice that we conduct more research in so-called emerging markets, where the majority of humanity resides. A stronger focus on emerging markets will have important theoretical as well as practical benefits (Burgess and Steenkamp 2006).

In sum, we need to conduct more research in emerging markets, both to further advance marketing as an academic discipline and maintain its managerial relevance. Consequently IJRM has decided to publish a special issue on marketing in emerging markets.

We welcome papers from all geographical areas, but obviously, the papers themselves have to deal with emerging markets. Successful papers will deepen our understanding of emerging markets. This “deepened understanding” can refer to new theoretical insights, new conceptual or mathematical models, or methods of data collection. In exceptional cases, papers that provide path-breaking new empirical insights per se will also be considered. However, simple descriptive studies or theoretical comparisons of countries are not enough. Straightforward replications of theories or measurement scales in emerging markets typically also will not make the cut. One thing to keep in mind is that papers should provide insights that have the potential to be generalizable to other emerging markets as well. We are less interested in papers that are so country-specific that we learn little about emerging markets in general. As so often, using a sound conceptual framework as point of departure goes a long way to address this issue.

Deadline for submissions: 01 July 2011

Notification to authors: 15 October 2011

Deadline for revised paper submission: 01 March 2012

Final acceptance notification: 01 June, 2012

Publication: last issue 2012 or first issue 2013

For more information: <http://ees.elsevier.com/ijrm>

Industrial Marketing Management

Special Issue on:

Applied Intelligent Systems in Business-to-Business Marketing

Guest editors: **Dr. Francisco J. Martínez-López, University of Granada (Spain) and Open University of Catalonia, Barcelona (Spain); Dr. Jorge Casillas, University of Granada (Spain)**

A forthcoming issue of Industrial Marketing

Management (IMM) will be devoted to the presentation of original, rigorous and significant contributions on Artificial Intelligence-based solutions, with a strong, practical logic and preferably with empirical applications, developed to aid the management of any of the marketing issues in a Business-to-Business context.

Basically, the AI core focuses on the development of valuable, automated solutions (i.e. intelligent agents/systems) to problems which would require the intervention of intelligence if done by humans (Negnevitsky, 2004). In a business context, there are problems to be tackled that require this particular characteristic, which need human judgement and analysis to assess and solve these problems with guarantees of success. These decisional situations frequently relate to strategic issues in firms, where problems are far from being well-structured. Developing and applying ad-hoc intelligent systems, due to their particular strengths to process data and provide valuable information either with a data-driven or, especially, with a knowledge-driven approach, might be of interest to managers in their decision-making (Martínez-López and Casillas, 2009).

However, in spite of their potentialities to contribute to companies' strategic intelligence (i.e. business intelligence + competitive intelligence + knowledge management) (see Liebowitz, 2006), this research theme has received scarce attention in journals that deal with business and management. A basic search in Scopus (i.e. article title, abstract and keywords) reveals that the number of papers published on both business and artificial intelligence/intelligent systems is less than 150; the figure is below 50, when marketing, instead of business, is used as the searching term. In Wierenga (2010), some reflections are made on the motives that might explain the limited materialization of such

potentialities; e.g. the hegemony of Operations Research (OR) and econometrics-based methods as the traditional techniques used by managers to support decision-making on quantitative problems, or the insufficient attention paid to marketing applications in the AI field, among others. In this regard, the overall number of published articles in more technical-oriented subjects (e.g. Computer Science, Decision Sciences, or Engineering, among others) treating issues on artificial intelligence/intelligent systems applied to marketing is below 300 (see Scopus).

With this special issue, Industrial Marketing Management aims to promote, stimulate and publish high-quality contributions on applied-intelligent systems to support the management of any B2B marketing issue. Some interesting areas of application might be, but are not limited to, the following:

- Segmenting and targeting business markets.
- Managing customers' relationships.
- Marketing channel relationships.
- Organizational buying and supply chain management processes.
- Business intelligence and knowledge management.
- Managing personal selling.
- B2B communications decisions.
- B2B pricing strategies.
- Product development, innovation and creativity.
- Services management in business markets.
- Web intelligence and B2B e-commerce applications.

Deadline for submissions: 15 September 2011

1st round decisions: December 2011

Deadline for 1st round revisions: 31 March 2012

2nd round decisions: 30 April 2012

Deadline for 2nd round revisions: 30 June 2012

Final decision: 1 August 2012

Final material submission due: 15 September 2012

For more information: <http://ees.elsevier.com/ijrm>

Journal of Marketing Management

Special Issue on:

CRM: Technology Adoption, Business Implications, and Social and Cultural Concerns

Guest editors: Dr. Maged Ali, Brunel Business School, Brunel University, UK; Dr. Charles Dennis, University of Lincoln, UK; Professor T. C. Melewar, Brunel Business School, Brunel University, UK)

Journal of Marketing Management is pleased to announce a special issue focused on recent advances and development with regard to scholarship on Customer Relationship Management (CRM) from the business, technical, social and cultural perspectives.

Over the last decade, there has been a dramatic growth in the acquisition of CRM Systems. Understanding and responding to customer needs and improving customer service have become important elements of corporate business strategy. IT based CRM systems are being used by different organisations to support these strategies. However, more recently, there has been an increase in reported CRM failures, suggesting that the implementation issues are not just technical, but encompass wider business and social and cultural factors. Most CRM implementations do not produce expected results and even with technical feasibility many promised benefits of CRM have been rarely fulfilled. Theory in these areas and areas

relating to their interrelationships remains relatively under-researched. The aim of this special issue of JMM is to bridge this gap, and to advance our understanding of the application of marketing, information systems, and social theories to the relationships of these three perspectives.

Accordingly, the Guest Editors welcome submissions offering innovative insights into issues surrounding CRM business, technical and social and cultural concerns. All papers will be required to have an original perspective and a distinct contribution to the integration of these three areas mentioned above. intelligence/intelligent systems applied to marketing is below 300 (see Scopus).

Deadline for submissions: 28 September 2011

Publication: October 2012

For the full call for papers and submission guidelines: <http://www.tandf.co.uk/journals/cfp/rjmmcfp.pdf> and the Journal website at www.informaworld.com/rjmm

The Service Industries Journal

Special issue on

Nonprofit Services: Challenges and Opportunities

Guest editors: Helena Alves, Gary Akehurst and Domingo Ribeiro

The nonprofit sector has had an increasingly

more important role in the economy, contributing to the welfare of society in areas as diverse as healthcare, education, culture, education, counseling, nutrition and protection. Its importance can be seen by the number of people it employs and also for its contribution to gross domestic product.

The fact that organizations belonging to this sector are not profit-driven gives them specificities (Andreasen and Kotler, 2003; Dolnicar et al., 2008), which have attracted and continue to gain interest in their study. In fact, the recent research conducted by Deloitte Consulting (2010) showed that amongst some of the needs nonprofit organizations have are the need to do partnerships to extend their reach, the need to have detailed strategic planning to document priorities, the need to have prioritized initiatives to manage resource allocation, the need to provide training to paid staff and volunteers, the need to leverage modern technology to improve communications and the need to continuously raise funds.

Therefore the editors of this special issue, Helena Alves, Gary Akehurst and Domingo

Ribeiro, would be pleased to receive articles of a theoretical nature, as well as research-based pieces, on any aspect or factor within nonprofit services context. In particular, they would be happy to receive articles on the following aspects:

-

- Nonprofit organizations governance
- Nonprofit organizations financing
- Nonprofit organizations fundraising
- Partnerships with public sector
- Volunteer recruitment and motivation
- Marketing in nonprofit organizations
- Managing human resources in the nonprofit services organizations.
- Efficiency in nonprofit organizations
- Nonprofit organizations stakeholders management
- Efficacy in nonprofit organizations actions
- Nonprofit organizations and new information and communications technologies.

Full papers and questions about content and ideas should be directed to the guest editor Helena Alves at haves@ubi.pt, Professor Gary Akehurst, at ga@akehurstonline.co.uk, or Professor Domingo Ribeiro, at domingo.ribeiro@uv.es. Please clearly identify your submission in the email subject line, SIJ – Nonprofit Services: Challenges and Opportunities - Special Issue.

All papers will go through the regular double-blind review process to ensure its relevance and quality, and must follow the SIJ Style Guidelines (see <http://www.tandf.co.uk/journals/authors/fsijauth.asp>)

Deadline for submissions: 30, September, 2013

Publication online: July, 2015

Hard copy Publication: February, 2016

For more information:

<http://www.tandf.co.uk/journals/cfp/fsijcfp.pdf>

INBAM Conference-13 special issues from SSCI indexed journals

Special issue on

Brokering Knowledge

Guest editors: Each of the thirteen journals has different guest editors

INBAM Conference-13 special issues from SSCI indexed journals.

The International Network of Business and Management Journals (INBAM) holds its Second Conference "Brokering Knowledge" in Valencia (Spain) from March 20th (Tuesday) to March 22nd (Thursday), 2012, after the great Valencian fiestas: [Las Fallas](#). Thirteen editors of leading journals will participate in this 2nd Conference:

- David Audretsch (*Small Business Economics*),
- Robert Blackburn (*International Small Business Journal*),
- Ghauri Pervez (*International Business Review*),
- Theresa Welbourne (*Human Resource Management*),
- John Peters (*Management Decision*),
- Slawek Magala (*Journal of Organizational Change Management*),
- Rick D. Hackett (*Canadian Journal of Administrative Sciences*),
- Bruce Tracey (*Cornell Hospitality Quarterly*),
- Adrian Ziderman (*International Journal of Manpower*),

- Gary Akehurst (*Service Industries Journal*),
- Rodney Turner (*International Journal of Project Management*),
- Vlad Vaiman (*European Journal of International Management*),
- Jose Millet (*Service Business Journal*).
- The overall theme of the Conference will be broken down into subtopics, with a total of thirteen sessions, one for each journal.
- The journal editor corresponding to each area will open the session with an outline of "Trend in the future in his/her journal". Authors will then go on to present the papers chosen for each session.

Website, information and submissions are available at: www.inbam.net

Deadline for submissions: 15 October 2011
Notification to authors: 30 October 2011
Deadline for revisions: 30 June 2012
Publication: 30 November 2013
For more information: http://www.inbam.net

Journal of Business Research

Special Issue on:

Sponsorship Strategies in Marketing Brands: Theory and Practice in Associating Sport, Arts, and Charity Icons to Brands and Firms

Guest editors: Professor T. Bettina Cornwell, University of Oregon, Eugene, Oregon, U.S.A.
Dr. Rodoula H. Tsiotsou, University of Macedonia, Greece

The special issue seeks papers that consolidate

our understanding of sponsorship relative to constructs now in vogue and papers providing unique aspects and contributions of sponsorship-linked marketing. The following topics are suggestions but not a limiting list of areas of interest.

- Ambushing and counter-ambushing in sponsorship
- Examination of sponsorship in creating psychological archetypes
- Linking sponsorship to branding strategies (e.g. co-branding, brand extensions)
- Affinity marketing
- The role of social media on sponsorship effectiveness
- Sponsorship and brand communities
- Sponsorship engagement
- Affective responses to sponsorship
- The role of endorsement
- Sponsorship effectiveness in goods vs. services
- Sponsorship strategies on various products types (convenient vs. fast moving consumer goods vs. specialty)

- integrating sponsorship into the marketing mix
- Sponsorship in B-B marketing—what does it drive?
- Public policy concerns in sponsorship-linked marketing.

Submission of interest:

Guidelines for preparation of submissions are available on the JBR website. Papers should be submitted via email (in a word document) to both Guest Editors,

T. Bettina Cornwell (tbc@uoregon.edu) and Rodoula H. Tsiotsou (rtsiotsou@uom.gr) by November 30, 2011.

Editors' contact information:

T. Bettina Cornwell (Ph.D.)
Email: tbc@uoregon.edu

Rodoula Tsiotsou (Ph.D.)
Email: rtsiotsou@uom.gr

Deadline for submission: 30 November 2011

For more information: <http://ees.elsevier.com/ijrm>

Journal of Business Research

Special Issue on:

Innovation and Entrepreneurship in Knowledge Industries

**Guest editors: David B. Audretsch, University of Indiana, and
Domingo Ribeiro, University of Valencia)**

The Global Innovation and Knowledge Academy

Bi-Annual Conference provides a platform to discuss challenges pertaining to contemporary issues in Innovation and Knowledge. The 1st 2012 Global Innovation and Knowledge Academy Bi-Annual Conference (2012 GIKA) will be held in the University of Valencia and the Polytechnic University of Valencia, Spain, from July 10th (Tuesday) to July 11th (Wednesday), 2012. The Journal of Business Research is the sponsorship journal for the Academy. One of the aims of the Conference is to select papers that, depending on the quality of the papers, will constitute a special issue of the JBR.

Empirical research that uses multiple methods, conceptual papers that look at different theoretical perspectives and in general any research with multiple levels of analysis are welcome. Recommended topics are as follows:

- Key relations between innovative developments and business
- Integrative and interdisciplinary models of innovation and business
- Science parks, incubators and the growth of technology firms
- Importance of innovation in new venture creations
- Innovation in entrepreneurial processes
- Clustering and the R&D management of high-technology small firms
- Promoting innovation in business incubators
- Transfer of entrepreneurial knowledge within the cluster
- Entrepreneurial activity, innovation and economic growth

- Creation of dynamic technological competences in clusters/science parks/incubators
- Managing alliance relationships for innovation in clusters/science parks/incubators
- Interaction between incubators and industrial clusters
- Governmental policies promoting innovative firms
- The tendency to innovate by firms in clusters and science parks
- Innovation-based knowledge, learning, and skills for innovative-based firms
- Innovation in the not-for-profit sector
- Globalization in business through the use of innovation
- Institutional aid and public policies for innovation
- Implications of innovations for emerging economies, small business.

Submitted papers should not have been previously published nor be under consideration for publication elsewhere. Please include in your submission the title of the Special issue and the title of the Journal. Send one copy in the form of a MS Word file attached to an e-mail to David B. Audretsch (University of Indiana, USA) at daudrets@indiana.edu, and to Domingo Ribeiro (University of Valencia, Spain) at domingo.ribeiro@uv.es

Deadline for submissions: 1 April 2012

Notification to authors: 30 April 2012

Deadline for revisions: 31 May 2012

Publication: 1 July 2013

For more information:

http://www.elsevier.com/wps/find/journaldescription.cws_home/505722/description

International Marketing Review
Special issue on Internationalization Patterns of Small
and Medium–Sized Enterprises

Special issue editors: Olli Kuivalainen, Rod McNaughton, Sami Saarenketo & Sanna Sundqvist

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:

<http://www.emeraldinsight.com/imr.htm>.

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

International Marketing Review

Special Issue on:

International Marketing Theory, Strategy and Implementation: Insights from Latin America

Special issue editors: Jeryl Whitelock and Fernando Fastoso

Despite the fact that the body of research on international marketing focused on emerging markets is growing, the attention paid to the Latin-American context continues to be very limited (Samiee and Athanassiou, 1998; Birnik and Bowman, 2007; Fastoso and Whitelock, 2007, 2010; Okazaki and Mueller, 2007).

While the region has received some attention in the more general area of management – as shown, for example, by the Strategic Management in Latin America (SMLA) conferences and the special issues deriving from them in the Journal of Business Research (Vol. 61, No. 6; Vol. 62, No. 9; Vol. 63, No. 7) – research in international marketing in the Latin-American context remains neglected. This is surprising, given the substantive economic importance of a region with a population of over 550 million and a GDP of approximately US\$4 trillion. The International Marketing Review therefore seeks to publish a special issue titled “International marketing theory, strategy and implementation: insights from Latin America”.

Authors are encouraged to submit papers of both an empirical and a conceptual nature presenting insights from the Latin-American context which advance our knowledge and understanding of international marketing from a theoretical, strategic or implementation perspective. Papers should follow International Marketing Review’s editorial guidelines, especially those related to the international nature of the work published in the journal (see www.emeraldinsight.com/imr.htm). As such, papers

on aspects of marketing within a specific country in Latin America are not encouraged, unless they demonstrate a clear contribution to international marketing knowledge.

Possible topics include (but are not limited to):

- Cross-national market segmentation
- Foreign market entry forms (e.g. exporting, FDI, licensing, franchising)
- Global and regional products, brands, and branding strategies
- Pricing and distribution strategies
- Standardization vs adaptation issues
- Regionalization/semi-globalization strategies
- Research design challenges in international marketing in the Latin-American context
- Validity and validation of constructs developed elsewhere in a Latin-American context
- Retail internationalization
- Country of origin effects
- International advertising strategy and implementation
- The internationalization of Latin-American multinational enterprises (MNEs).

Please submit papers by 31 March 2011 via the Manuscript Central online submission system: <http://mc.manuscriptcentral.com/imrev>

Deadline for submissions: 31 March 2011

Publication: mid 2012

For more information:

<http://mc.manuscriptcentral.com/imrev>

Awards

Paul E. Green Award

Claes Fornell, Roland Rust and Marnik Dekimpe were finalists for the Journal of Marketing Research's Paul E. Green Award for the best article in JMR.

They were honored for their February 2010 article, "Customer Satisfaction and Consumer Spending Growth."

Sönke Albers to receive 2011 EMAC Distinguished Marketing Scholar Award

Sönke Albers of Kühne Logistics University in Hamburg has been selected as recipient of the 2011 EMAC Distinguished Marketing Scholar Award. This annual award, inaugurated in 2010 will be awarded at the EMAC Annual Conference in Ljubljana, Slovenia, May 25-27, 2011. The award is the highest honor that a marketing scholar who has had extensive connections with EMAC can receive. Peter Leeflang and Berend Wierenga are previous recipients of this award.

Sönke will present a lecture at a special session in his honor at the EMAC conference and will also be invited to provide an associated research article to IJRM and a shorter article to the EMAC Chronicle.

The selection committee comprised Gary Lilien, Chair, Don Lehmann and Berend Wierenga.

Congratulations to Sönke!

American Marketing Association/Irwin/McGraw-Hill Distinguished Marketing Educator Award

Russ Winer from New York University has won the 2011 American Marketing Association /Irwin/McGraw-Hill Distinguished Marketing Educator Award. The award is one of the highest honors a marketing educator can receive

It recognizes distinguished service and outstanding contributions in marketing education. The award was presented at the AMA's 2011 Winter Marketing Educators' Conference in Austin, Texas on February 19, 2011.

2010 ISBM Dissertation Award Winners

The Institute for the Study of Business Markets (ISBM) is pleased to announce the winning entries in its 2010 Dissertation Support Award Competition, selected from a total of thirty-five entries:

Douglas Chung of Yale University
"The Design of Incentive Contracts and Its Effect on Worker Behavior"
Ph.D. Advisor: K. Sudhir

Jia Fan of Georgia State University
"Maximizing Dynamic CLV by Incorporating the Intensity of B2B Customer Relationship"
Ph.D. Advisor: V. Kumar

Kellilynn M. Frias of the University of Arizona
"Product Form Choice: A Multi-Method Investigation in Complex Business-to-Business Markets"
Ph.D. Advisor: Mrinal Gosh

Babak Hayati of the University of Houston
"Performance Impacts of a Key Account Team's Social
Capital: A Social Network Perspective"
Ph.D. Advisor: Michael J. Ahearne

Johanna H. Slot of Tilburg University
"Customer Involvement in External New Product
Development: When It May Go Wrong"
Ph.D. Advisors: Stefan H.K. Wuyts, Inge Geyskens

Dissertation competition entries are judged on the rigor of the proposed work and the relevance of that work to b-to-b marketing practice. Each will receive grants of \$7,500 to support their research.

This ISBM award has supported outstanding b-to-b dissertation work since its inception in 1991. To see details on the 2010 competition, a list of past winners, and information about the 2011 Competition, visit www.isbm.org and click on the Research Tab.

Headquartered in the Smeal College of Business at Penn State, the ISBM has been supporting business-to-business research since 1983. Funding comes from the support of our seventy-six corporate members.

News from & for members

New editor of JPSSM

The Journal of Personal Selling & Sales

Management (JPSSM) is the leading journal worldwide in its area. An internationally composed admission committee chose Prof. Dr. Manfred Krafft to be the associate editor of JPSSM from January 2011 on. Two years later he will become the editor of the journal – the first non-US editor ever. The present editor, Professor James S. Boles, commented on this decision: "The Senior Advisory Board members are very excited to have a scholar of your quality as the next AE." This holds also for Professor Michael Ahearne – the editor during the next two years – who stated: „I am excited for us to begin working together“.

Professor Krafft is the director of the Institute of Marketing at the University of Münster, Germany. He serves as the editor or reviewer for many top-ranked national and international journals, including Marketing Science, Journal of Marketing, International Journal of Research in Marketing, Journal of Interactive Marketing and has also published in these. His research is mainly focused on topics related to Customer Relationship Marketing, Direct Marketing, and Sales Management."

INFORMS Service Science Section

Roland Rust was elected Vice President and

President-elect of the INFORMS Service Science Section.

New university appointment

Sönke Albers moved after 20 years of being

Professor at the University of Kiel to the newly founded private Kühne Logistics University in Hamburg which strives for becoming a reputed business school. He serves there as Dean of Research. He can be reached as follows:

Kühne Logistics University – THE KLU
Brooktorkai 20
20457 Hamburg
Germany

Phone: +49 40 328707-211
Fax: +49 40 328707-209
Email: soenke.albers@the-klu.org
<http://www.the-klu.org/fnr/soenke-albers.html>