



# Newsletter

Volume 2, 3<sup>rd</sup> Quarter 2009

## Table of Contents

Letter from the Editor .....	1
Events and Call for Papers .....	2
39 <sup>th</sup> EMAC Annual Conference .....	2
23 <sup>rd</sup> EMAC Doctoral Colloquium .....	2
Applying PLS Modeling .....	3
35 <sup>th</sup> Annual Macromarketing Conference .....	3
6 <sup>th</sup> International Conference of the Academy of Marketing .....	4
Global Branding Conference .....	4
Consumer Culture Theory Conference 2010 .....	5
Preconference Workshop on Sustainability Research..	6
17 <sup>th</sup> International Product Development Management Conference .....	6
The 9 <sup>th</sup> International Conference on Research Advertising (ICORIA) .....	7
Royal Bank International Research Seminar .....	7
2010 Global Marketing Conference .....	8
4 <sup>th</sup> Austrian-French-Conference .....	8
Join Dr.Gary Lilien (Distinguished Research Professor of Management Science) .....	8
<b>Publications and Call for Papers .....</b>	<b>10</b>
Journal of World Business .....	10
European Journal of Marketing .....	10
International Journal of Retail & Distribution Management .....	11
Journal of Business Research .....	11-14
Journal of Global Academy of Marketing Science .....	14
Marketing Intelligence Planning .....	15
Advances in Business Marketing & Purchasing .....	16
International Journal of Research in Marketing .....	16
<b>News from and for Members .....</b>	<b>18</b>
3 <sup>rd</sup> International Scientific Conference .....	18
AEMARK .....	18
2009 Winner of the Jan-Benedict E.M. Steenkamp Award .....	19
2008 IJRM Best Article Award .....	20
2010 EMAC McKinsey Marketing Dissertation Award	20
News from the U.S. National Representative .....	21

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## Letter from the Editor

Dear colleagues,



The aim of the Newsletter of the European Marketing Academy has always been to keep EMAC members informed about a) academic activities that are under way around the world and b) news for and from the Academy's members.

This aim could not be accomplished without the continuous input of relevant information from colleagues worldwide.

Therefore, I sincerely thank all of our contributors for their interest to inform our members through the EMAC's Newsletter about events and activities like, calls for papers in conferences and journals, seminars, workshops and academic accomplishments.

In this issue of EMAC's Newsletter, you will be informed about the call for papers of nine marketing conferences, three workshops and one seminar organized in various parts of the world, fourteen special issues of marketing-related journals, as well as news relating to recent conferences and award.

I'd especially like to draw your attention to the forthcoming 39<sup>th</sup> Annual Conference of our Academy which is going to be held in Copenhagen next June. The deadline for paper submission is December 1<sup>st</sup>. The Organizing Committee of the Conference chaired by Prof. Suzanne C. Beckmann is looking forward to receiving your work.

May I wish you all a productive new academic year 2009-2010.

**Dr. Paulina Papastathopoulou**  
**Editor**

# Events and Call for Papers

## 39<sup>th</sup> EMAC Annual Conference

### The 6 Senses: The Essentials of Marketing

1-4 June 2010

Copenhagen, Denmark

**C**openhagen Business School is very pleased to host the 39<sup>th</sup> EMAC Conference and looks forward to welcoming you in June 2010!

The Department of Marketing has chosen "The Six Senses - The Essentials of Marketing" as motto for the conference in 2010. Marketing starts and ends with the senses. Customers express their identity, feelings, thoughts and motivations influenced by current and previous sensory experiences with products and services - and marketers communicating about their offers increasingly include appeals to all senses. The transformation of extant and new products and services from the firm to its customers rely on customers' ability to perceive and develop favourable preferences from marketing mix input as well as cultural and social stimuli. The six senses are truly the essentials of marketing!

**The EMAC 2010 Conference invites electronic submissions of papers, which should be sent in PDF format.**

Submissions should be done on-line on the EMAC 2010 conference Website <http://www.emac2010.org/>. A full set of guidelines can be found on the conference website: <http://www.emac2010.org/> under 'Paper Submissions'.

Information on the Conference Theme, Tracks & Chairs, Special Interest Groups Track, and the Doctoral Colloquium can be found on the EMAC Conference website <http://www.emac2010.org>

We look forward to your submission!

**Deadline for paper submissions:** 1<sup>st</sup> December 2009

**Notification to the authors:** 15<sup>th</sup> March 2010

**Early bird online registration:** 15<sup>th</sup> April 2010

**Latest online registration:** 12<sup>th</sup> May 2010

**For more information:** <http://www.emac2010.org>

## 23<sup>rd</sup> EMAC Doctoral Colloquium

30 May - 1 June 2010

Copenhagen, Denmark

**T**he European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) in collaboration with Copenhagen Business School, are organising the 23<sup>rd</sup> Colloquium for doctoral students in marketing. The colloquium will be held in Copenhagen, Denmark from Sunday, May 30 until Tuesday, June 1, 2010, immediately prior to the EMAC Conference 2010.

The colloquium provides outstanding doctoral students in marketing who want to pursue a career in academics with an opportunity to discuss their dissertation research with other doctoral students and leading academics in the field of marketing. All topics and methodological approaches within the broad field of marketing will be considered.

The colloquium will mostly proceed in parallel tracks based on the topical and/ or methodological angle of participants' work as well as on the stage of the dissertation process. Students will discuss their work with their fellow students and with three track faculty, who are renowned experts in the field.

Doctoral students in different stages of their dissertation process can apply for participation in the doctoral colloquium.

**Deadline for paper submissions:** 26<sup>th</sup> January 2010

**For more information:**

[http://www.eiasm.org/frontoffice/event\\_announcement.asp?event\\_id=709](http://www.eiasm.org/frontoffice/event_announcement.asp?event_id=709)

## Applying PLS Path Modeling: Introduction, Extensions, Advances

5-7 November 2009

Berlin, Germany

**P**artial Least Squares Path Modeling (PLS) is a powerful method for estimating structural equation models with latent variables and observed indicators. Market researchers and academics appreciate the advantages of PLS in case of small samples, complex models, and formative measurement models.

This seminar is designed for practicing business professionals, full-time faculty, and students who are interested in structural equation modeling using PLS. The seminar covers:

### BASICS of PLS

- 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

### EXTENSIONS of PLS

- Goodness of fit index
- Single vs. multiple item measurement

- Blindfolding
- Second-order constructs
- Common Method Bias
- Mediating & moderating effects
- PLS multigroup analysis

### ADVANCES in PLS

- LISREL vs. PLS
- Convergence of the PLS algorithm
- Testing measurement models with TETRAD-PLS
- Cohen's inner model path directionality analysis
- Finite mixture PLS (FIMIX-PLS) segmentation
- PLS-IPMA: Importance-performance matrix analysis
- Investigating non-linear effects

The seminar includes a comprehensive software tutorial and "hands on" applications using the SmartPLS software applications for PLS path modeling

**Latest online registration:** 15<sup>th</sup> October 2009

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

## 35<sup>th</sup> Annual Macromarketing Conference

### Exploring the Frontiers of Macromarketing

University of Wyoming Conference Center at the Hilton Garden Inn

9-12 June 2010

Laramie, Wyoming, U.S.A.

**F**riends,  
Please plan to attend the Macromarketing Conference in 2010. Macromarketers raise a variety of interesting and important issues for the marketing discipline. Macromarketing is concerned with improving human well-being through a better understanding of the impacts, both positive and negative, of marketing systems.

We invite your contributions in the following areas:

- Art, culture and markets
- Competition and markets
- Environment, nature, and sustainability
- Ethics, equity, and justice
- Food marketing systems
- Globalization
- Macromarketing education
- Marketing and development
- Marketing and public policy
- Marketing history
- Materialism and consumption

- Poverty and subsistence societies
- Quality of life
- Religion and markets
- Sports and society
- Systems and networks
- Under-researched stakeholders

Please address questions regarding the Macromarketing Conference 2010 to Conference Co-chairs:

T. Rittenburg, University of Wyoming, e-mail:

[tritt@uwyo.edu](mailto:tritt@uwyo.edu)

M. Peterson, University of Wyoming, e-mail:

[markpete@uwyo.edu](mailto:markpete@uwyo.edu)

Please submit papers to: [tritt@uwyo.edu](mailto:tritt@uwyo.edu)

**Deadline for paper submissions:** 15<sup>th</sup> January 2010

**For more information:** [www.macromarketing.org/2010](http://www.macromarketing.org/2010)

**6<sup>th</sup> International Conference of the Academy of Marketing's Special Interest Group on  
Brand, Corporate Identity and Reputation  
9 - 11 April 2010  
ESADE - Universitat Ramon Lull  
Barcelona, Spain**

**B**rand New Territory: Brand Leadership, Relevance and Practice in a Dynamic Environment

The theme of our 6<sup>th</sup> International Conference is branding in Practice, with a focus on the leadership, relevance and emerging role of branding practices in a dynamic environment. The conference will therefore focus on new theoretical, conceptual and empirical insights from academia and industry. The conference will also explore multidisciplinary approaches in order to enhance the development of new paradigms and perspectives based on existing knowledge (see for instance, Keller and Lehmann, 2006) of strategic brand management, reputation and corporate identity vis-à-vis brand management. The conference objective is to identify and articulate underlying issues, and promote research that confronts and addresses the importance of emerging ideas in a dynamic and digital environment. We hope that the proposed SIG will invite stimulating, thought-provoking research that is theoretically and methodologically sophisticated and demonstrates exceptional analytical rigor. Following the conference, authors are encouraged to submit full papers, which will be double-blind reviewed and, if accepted, published in Special Issues of the **European Journal of Marketing** and the **Journal of**

**Product and Brand Management.** Papers will also be recommended for consideration through the double-blind review process in the **Journal of Brand Management.**

**Plenary Speakers:**

Professor R. Srivastava, Singapore Management University/ Emory University  
Professor M. Jo Hatch, McIntire School of Commerce, University of Virginia  
Professor M. Schultz, Copenhagen Business School  
Professor B. Merrilees, Griffith University

**With keynotes by:**

Dr. N. Ind, Equilibrium Consulting and Visiting Professor, ESADE. Author of "Living the brand"  
Mr. J. Oliver, CEO FC Barcelona

**Deadline for paper submissions:** 1<sup>st</sup> December 2009

**Notification to the authors:** 15<sup>th</sup> January 2010

**Early bird online registration:** 15<sup>th</sup> January 2010

**Latest online registration:** 25<sup>th</sup> March 2010

**For more information:**

[http://www.esade.edu/research/eng/am\\_sig\\_brand\\_colloquium](http://www.esade.edu/research/eng/am_sig_brand_colloquium)

**Global Branding Conference  
20-22 June 2010  
Istanbul, Turkey**

**T**he aim of this conference is to advance knowledge about global brand management by disseminating new research and best company practices and by encouraging the evolution of new research themes. The conference will bring together leading practitioners and academicians for a fruitful exchange on challenges and opportunities of global brand management on the beautiful campus of Koc University, Istanbul, situated in a forest and overlooking the Bosphorus Strait. In addition, a special issue of IJRM, due out at the end of 2011, will follow up on the conference theme.

The focus is on both empirical & theoretical work that assesses the effectiveness of global branding as well as other factors which impact its efficiency. Studies need to deal with multiple countries, or better still, areas of the world defined by other than single country

borders. Work outside the U.S. and Europe is encouraged. Specific topics of interest include, but are not limited to:

- Competition between global, regional & local brands
- Resource allocation issues & investment strategies for global brands
- New Product Development for global brands
- International diffusion of global brands
- Global brand management, organization, & coordination issues
- New Global Brands from Emerging Markets
- Global Brand Positioning

Other topics such as metrics of global branding, global brand management during recessions, social responsibility and global brands, and the evolution of global (regional) brands are also welcome.

Authors can either submit full papers or detailed abstracts (4-5 pages). Abstracts should clearly state method and analyses planned in addition to theory, model and /or hypotheses.

Submissions should be sent as a pdf-file by email to: [GLOBALBRANDING@KU.EDU.TR](mailto:GLOBALBRANDING@KU.EDU.TR)

Specify topic & methodology clearly in the subject of the email and have the title and short abstract in the body of the text as you send the pdf-file.

Papers and abstracts for the conference will be evaluated by a special panel, which includes: Rajeev Batra, Amitava Chattopadhyay, Frenkel ter Hofstede and Aysegul Ozsomer. The panel will also select a "Best Conference Paper" to be recognized by a monetary award as well as recognition at the conference gala dinner.

### **CCT5 (Consumer Culture Theory Conference 2010)**

**Wisconsin School of Business, University of Wisconsin**

**10-13 June 2010**

**Madison, WI Wisconsin, U.S.A.**

**C**onsumer Culture Theory (CCT), as defined by Arnould and Thompson in the March 2005 issue of the *Journal of Consumer Research*, refers to a diversity of research approaches which address the co-constituting relationships among consumers, consumption practices, cultural meaning systems, marketplace structures, and their contextualizing socio-cultural and historical conditions. CCT researchers hail from a multiplicity of academic disciplines and they investigate consumer culture through a broad spectrum of methodological and theoretical orientations.

Now in its 5<sup>th</sup> year, the Conference is a premier venue for consumer culture researchers from all academic disciplines to share their ideas, empirical insights, and theoretical interests in an engaging, invigorating, and cutting edge forum.

As reflected by our keynote speaker and panel sessions, a key motif of the 2010 conference will be power and resistance dynamics as manifested through marketplace relationships. For conference purposes, these dynamics are conceptualized in broad, multi-disciplinary terms that encompass institutional, socio-cultural (e.g., class, gender, ethnicity, sexual orientation, etc.) and other societal influences on consumers; the shaping forces that economic and cultural globalization exert on consumption and marketplace practices; identity politics undertaken

**Deadline for paper submissions:** 20<sup>th</sup> January 2010

**Notification to the authors:** 1<sup>st</sup> March 2010

**Early bird online registration:** 15<sup>th</sup> April 2010

**Latest online registration:** 15<sup>th</sup> May 2010

**For more information: contact conference organizers:**

[rajeevba@bus.umich.edu](mailto:rajeevba@bus.umich.edu);

[Amitava.CHATTOPADHYAY@insead.edu](mailto:Amitava.CHATTOPADHYAY@insead.edu);

[Frenkel.Terhofstede@mcombs.utexas.edu](mailto:Frenkel.Terhofstede@mcombs.utexas.edu);

[ozsomer@ku.edu.tr](mailto:ozsomer@ku.edu.tr)

through consumption; political and ethical consumerism; and transformative consumption projects and mobilizations of marketplace resources. We emphasize, however, that submissions pursuing theoretical aims and questions not related to this power and resistance motif are also welcomed and encouraged.

The conference co-chairs and program committee seek submissions in the following four tracks:

1. Papers (complete written works)
2. Perspectives (multi-paper, special topic sessions organized around a specific theme)
3. Posters (research in developing stages of conceptual and/ or empirical development)
4. Alternative Modes of Knowledge Representation (including, but not limited to, video, multimedia, multi-sensory, and poetic modes)

In keeping with past conference precedent, the chairs and program committee will designate a subset of accepted papers and alternative modes of representation for publication consideration in a special issue of *Consumption, Markets, and Culture* or an edited book volume. Details TBA.

**Deadline for paper submissions:** 31<sup>st</sup> January 2010

**Notification to the Authors:** 9<sup>th</sup> April 2010

## Preconference Workshop on Sustainability Research

5-9 June 2010

### In conjunction with the 2010 Macromarketing Conference

The purpose of this pre-conference workshop is to bring together individuals who are conducting, or interested in conducting, research in the broad areas of intersection between sustainability, social science and macromarketing. Mentoring provided by senior scholars will focus on how to develop a theoretical vocabulary for sustainability research that transcends the specific contexts that we currently associate with "sustainability," such as subsistence consumers, disaster mitigation, quality of life, equitable development, voluntary simplicity, and above all "green marketing." It will address issues of university-industry collaboration as well.

The preconference program will be facilitated by

- Ken Peattie, Cardiff University
- John Schouten, University of Portland
- Diane Martin, University of Portland
- Nil Ozcaglar-Toulouse, Université de Lille 2
- Bill Kilbourne, Clemson University
- Andrea Prothero, University College Dublin
- Pierre McDonagh, Dublin City University
- Eric Arnould, University of Wyoming
- others to be announced.

**For more information:** Preconference Program Chair, E. Arnould, University of Wyoming, U.S.A.,  
email: [earnould@uwyo.edu](mailto:earnould@uwyo.edu)

## 17<sup>th</sup> International Product Development Management (IPDM) Conference

University of Murcia and EIASM

13-15 June 2010

Murcia, Spain

We are pleased to announce that the **17<sup>th</sup> International Product Development Management Conference** will be held in **June 13-15, 2010, at the University of Murcia, Spain**. It will be a great opportunity for New Product Development researchers in Europe and around the world to exchange their research ideas and get to know about Spain.

The theme of the conference will be and the conference goal is to provide a forum for scholars to present and be exposed to the most current research related to Innovation and New Product Development. Papers dealing with the following topics are welcome:

- Organizing for product development
- Knowledge and IT resources in PD
- Product development strategy and performance
- Product development in services and software
- Marketing, users and product development
- Product development in a global context
- Leadership and creativity in PD
- Entrepreneurship and PD
- Networks and alliances in PD
- Radical product innovation
- Product development process
- Product Development in SME

- Teaching Innovation and New Product Development Management
- Creativity and Design Management and Business Performance
- Open Innovation - Product Development in communities

Submissions (abstract of 500 words) by hardcopy or fax cannot be considered. Notifications to authors will be in February and the submission of full-accepted papers by April 12, 2010. Acceptance of a paper implies that at least one of the authors must attend the conference and present the paper.

We sincerely hope you will be able to share your ideas with us at the **17<sup>th</sup> International Product Development Management Conference** which will be held in Spain

Jose Luis Munuera Aleman ([munuera@um.es](mailto:munuera@um.es))  
2010 Conference Chair

**Deadline for paper submissions:** 30<sup>th</sup> October 2009  
**For more information:** [www.eiasm.org](http://www.eiasm.org)

## The 9<sup>th</sup> International Conference on Research in Advertising (ICORIA)

25-26 June 2010

Madrid, Spain

The 9<sup>th</sup> ICORIA will be held on **June 25 and 26, 2010**, in one of the most exciting cities in Europe: **Madrid**. The ICORIA is an annual conference of the **European Advertising Academy (EAA)**. Every year, over 90 papers on various topics related to advertising and brand communications are presented during the two days of the conference. The venue will be in the centre of Madrid. During the *conference*, several *social events and city tours will be scheduled*.

Please refer to the submission guidelines for details regarding the required submission format: <http://www.icoria.org/>.

**Suggested topics: Potential topics** for the 9<sup>th</sup> ICORIA include, *but not limited to*:

- Branding issues
- Psychology & advertising
- Consumer behavior
- Integrated Marketing Communications
- Cross-cultural/ international advertising
- Internet/ online marketing
- New technology & advertising
- Consumer generated content
- Product placement & branded entertainment

- Cross-media strategy & promotions
- Public relations & sponsorships
- Regulatory and public policy issues
- Media, ad content & creativity
- Health communication & social marketing
- Retailing & advertising
- Modeling & statistical methods
- Mythological issues

**Contact:** Any questions or inquiries regarding the 9<sup>th</sup> ICORIA should be directed to:

Shintaro Okazaki, Ph.D., Universidad Autónoma de Madrid, Department of Finance and Marketing Research, College of Economics and Business Administration, Cantoblanco, 28049 Madrid, Spain  
Email: [shintaro.okazaki@uam.es](mailto:shintaro.okazaki@uam.es), Tel: +34 (91) 497-2872, Fax: +34 (91) 497-8725

**Deadline for paper submissions:** 31<sup>st</sup> March 2010

**Notification to the authors:** 30<sup>th</sup> April 2010

**Early bird online registration:** 30<sup>th</sup> May 2010

**Latest online registration:** 20<sup>th</sup> June 2010

**For more information:** <http://icoria.org/conference2010/>

## Royal Bank International Research Seminar

### Global Consumer Behavior and Marketing Strategy

9-12 September 2010

Chiba, Japan

The **sixth** meeting of the **Royal Bank International Research Seminar** will exceptionally take place in beautiful Tokyo, at Ryutsu Keizai University, Chiba, Japan, September 9 to 12, 2010. This special seminar is co-sponsored by the Korean Academy of Marketing Science, Ryutsu Keizai University, the Society for Marketing Advances and the *Journal of Business Research*. The main topic of this seminar is to explore the relationships among the concepts of *globalization*, *consumer culture* and *marketing strategy*. The main objective of the seminar is to bring together international researchers from different disciplines interested in advancing knowledge on the influence of culture and culture change in the development of marketing strategies. The role of culture in the consumer decision-making process is an area in need of new developments, theories and knowledge in light of the trends toward global consumer markets and the rapid growth of existing and new products (e.g., goods and services) around the world.

The best papers of the **Royal Bank International Research Seminar** will be considered for publication in

a *Special issue* on *Global Consumer Behavior and Marketing Strategy* in the *Journal of Business Research*.

*Please send your submissions (or any inquiry) by email to both of the co-chairs:*

**Prof. Michel Laroche**, Department of Marketing, John Molson School of Business, Concordia University, 1455 de Maisonneuve Blvd. West, Montreal, Quebec H3G 1M8, Canada

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**Prof. Seong-Yeon Park**, Ewha School of Business, Ewha Womans University, 11-1 Daehyun-dong, Seodaemun-gu, Seoul, Republic of Korea,

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**Deadline for paper submissions:** 15<sup>th</sup> March 2010

**Notification to the authors:** 25<sup>th</sup> May 2010

**Early bird online registration:** 9<sup>th</sup> July 2010

**Latest online registration:** 31<sup>st</sup> August 2010

**For more information:** <http://www.kamsconference.org>

**2010 Global Marketing Conference**  
**“Marketing in the Turbulent Environment”**

**9-12 September 2010**

**Chiba Campus of Rytsu Keizai University in Chiba, Japan**

**T**he 2010 Global Marketing Conference will be held at the Chiba Campus of Rytsu Keizai University in Chiba, Japan on September 9-12, 2010. Chiba is part of the greater Tokyo metropolitan area and the conference site is a short train ride from downtown Tokyo. This event is hosted by the Korean Academy of Marketing Science, Ryutsu Keizai University, and the Society for Marketing Advances. This year’s conference theme is, “Marketing in the Turbulent Environment.” For more information about the conference please visit the following web site ([www.kamsconference.org](http://www.kamsconference.org)). Manuscripts addressing dynamic global issues including strategies for both domestic and multinational strategies for international tourism behavior fit with the overall theme of the Conference and specific track. The conference venue is Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan.

Both empirical and qualitative manuscripts are particularly welcome for the CBIT Track.

All submissions, reviewing and notification will be conducted electronically through e-mail. Selected CBIT conference papers from research reports presented at the 2010 Global Marketing Conference at Tokyo,

September 9-12, 2010 will be considered for a special edition of the *Journal of Business Research* on Consumer Behavior of International Tourism. Conference submissions should be sent to **all three track chairs**.

**D. Martin**, College of Business and Economics, University of Hawaii at Hilo, 200 West Kawili Street, Hilo, Hawaii 96720, USA, [drmartin@hawaii.edu](mailto:drmartin@hawaii.edu), Telephone: +1 808 974 7553, Facsimile +1 808 974 7685.

**E. Sirakaya-Turk**, School of Hotel, Restaurant and Tourism Management, University of South Carolina, Carolina Coliseum, Room 108-C, Columbia, SC 29208, USA, [ercan@mailbox.sc.edu](mailto:ercan@mailbox.sc.edu), Tel: +1 803 777 3327.

**W. Cho**, Dept. of Business Administration, Seoul Women’s University, 126 Gongreung-Dong, Nowon-Gu, Seoul, Republic of Korea, [wcho@swu.ac.kr](mailto:wcho@swu.ac.kr), Tel: +82-2-970-5792, Fax: +82-2-970-5961.

**Deadline for paper submissions:** 15<sup>th</sup> March 2010

**Notification to authors:** 30<sup>th</sup> September 2010

**Deadline for final revision:** 15<sup>th</sup> December 2010

**Tentative Publication:** 2011

**For more information:** <http://www.kamsconference.org>

**4<sup>th</sup> Austrian-French-German Conference on**

**Quantitative Marketing University of Vienna**

**16-18 September 2010**

**Vienna, Austria**

**A**fter Berlin (1996), Montpellier (1999) and Cergy-Pontoise (2007), the Fourth Austrian-French-German Conference on Quantitative Marketing will take place at the University of Vienna on 16-18 September 2010. The organizers welcome

contributions from the research community at large, regardless of its geographical origin. The Website provides potential participants or interested persons with important information about the conference.

<http://www.univie.ac.at/gfaconference>

**Join Dr. Gary Lilien (Distinguished Research Professor of Management Science at Penn State University) in a two-part webinar of our Instructor Webinar Series:**

**Segmentation and Targeting with ME>XL**

Part 1: Theory, October 7, 2009 at 11:00a.m. EDT

Part 2: Implementation, October 14, 2009 at 11:00a.m. EDT

Each webinar will be 45 minutes in length. The first will focus on the theory of segmentation.the what and

why. The second webinar will focus on the implementation of segmentation using ME>XL.the how of this process. Join us for either or both, depending on your particular needs.

### What these Webinars Will Cover

Modern marketing programs are built around the concepts of segmentation and targeting, i.e. the allocation of business resources in concert with segmentation. Ted Levitt went so far as to say that “if you are not thinking segmentation, you are not thinking”, at least in a business sense.

Part 1 of this series will focus on the importance of segmentation and what insights can be realized through segmentation.

Part 2 of this series will show how to use Marketing Engineering for Excel (ME>XL) software to teach a six step segmentation process where students will clearly see the power of market segmentation. The ME>XL tool is an Excel add-in that students quickly learn and can take with them when they enter the marketing profession.

### Who Should Attend

- First-time instructors who are preparing to deliver a marketing analytics course
- Instructors seeking a segmentation and targeting analytic module into an existing marketing basics or marketing strategy course
- Instructors of MBA or undergraduate marketing courses not currently using Marketing Engineering but who are interested in exploring how Marketing Engineering can best be integrated into their teaching program
- Current Marketing Engineering instructors who want to deepen their knowledge and share their experiences using this ME>XL set of templates and tools

No fee...but space is limited and reservations essential. To register, visit <http://www.mktgeng.com/webinars/>

# Publications and Call for Papers

## Journal of World Business

### Special Issue on

#### “Internationalization of Chinese Firms”

**A**s China stays on course to become the largest economy in the world, its enterprises look to conquer global markets, outside the Asian-Pacific area. This rapid evolution of Chinese enterprises in global markets has drawn today's authors to write about their development and impacts. Little is known however, in academic literature why and how Chinese firms internationalize, although some differences in patterns and motives for internationalization by Chinese firms compared with Western firms have been highlighted (Child and Rodriguez 2005). There may indeed be only one path to market development but this will still require the dedication of resources and management to succeed. Most studies of internationalization have been grounded in the paradigms of developed countries and the non-social market economy and raise once again the relevance of transference Western and mainly U.S. management theory to developing countries. The internationalization of Chinese enterprises is deserving of research in particular, in four major areas: the motives for internationalization by Chinese firms; the management styles, strategies and capabilities of Chinese firms in Chinese

internationalization; the environmental barriers faced by Chinese firms in the internationalization process and the role played by the Chinese government in this process. Emphasis will be placed on conceptual and empirical papers that advance the theoretical development of internationalization of Chinese firms. All articles should be original contributions and should not be under consideration for any other publication at the same time. All submissions will be reviewed in accordance with the established reviewing process of the *Journal of World Business*. They will be evaluated on the basis of originality, contribution and rigour. Manuscripts should not exceed 30 pages, inclusive of all text, references and endnotes. Submitted manuscripts should follow the format as indicated in the Submission Guidelines on the journal website: [http://www.elsevier.com/wps/find/journaldescription.cws\\_home/620401/authorinstructions](http://www.elsevier.com/wps/find/journaldescription.cws_home/620401/authorinstructions).

**Deadline for paper submissions:** 31<sup>st</sup> December 2009  
**For more information:** [www.socscinet.com/bam/jwb](http://www.socscinet.com/bam/jwb)

## European Journal of Marketing

### Special issue on

#### “Anti-consumption”

**Guest Editors: M.I S.W. Lee, D. Roux, H. Cherrier and B. Cova**

**T**he European Journal of Marketing (EJM) aims to publish a special section of approximately 12 research notes/ short papers on anti-consumption in 2011. This call is combined with the International Centre for Anti-Consumption Research (ICAR) and New Approaches to Consumer Resistance (NACRE) symposium hosted by Euromed in Marseille, France, 25-26 June 2010.

**Topics:** Anti-consumption and consumer resistance are receiving more attention, as is evidenced by recent work and special issues in the area. However, there is still much confusion about the differences and similarities between anti-consumption and consumer resistance. Thus, the main objective of the ICAR/NACRE 2010 Symposium is to identify and discuss what the most pertinent redundancies and differences are in these two topics. Hence the EJM special section

and Symposium theme is: Anti-consumption and consumer resistance: concepts, concerns, conflicts, and convergence.

Eligible papers should take into consideration the objectives and topic areas of ICAR and NACRE, as well as the unique positioning statement and intended audience of EJM. Interested authors are invited to consider the fit of other potential topics through discussion with Mike Lee.

**Submission:** Please follow EJM formatting guidelines (viewable on the journal's web site:

[www.emeraldinsight.com/ejm.htm](http://www.emeraldinsight.com/ejm.htm)). The manuscripts submitted to the EJM special issue must not exceed 4,500 words in length (including references).

All manuscripts will undergo a double blind peer review process involving several Guest Editors and a specialist review panel. We hope to notify authors of

the first round outcome in April 2010. Authors successful in the first round will be invited to present their work at the ICAR/ NACRE Symposium, where they will receive additional feedback for revising and re-submitting their manuscript to the EJM special section second round. Manuscripts should be submitted only in electronic format to Manuscript Central (<http://mc.manuscriptcentral.com/ejm>). Specific details are given below.

We look forward to your participation!  
Guest Editors: Michael S.W. Lee, Dominique Roux, Helen Cherrier, Bernard Cova  
E-mail: [m.w.lee@auckland.ac.nz](mailto:m.w.lee@auckland.ac.nz)  
**Submitting electronically to Manuscript Central**

<p><b>Deadline for paper submission:</b> 29<sup>th</sup> January 2010 <b>For more information:</b> <a href="mailto:manuscriptcentral@emeraldinsight.com">manuscriptcentral@emeraldinsight.com</a></p>
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## International Journal of Retail & Distribution Management

### Special issue on

### “Individualism in retailing”

**Guest Editors: Dr Mark A.P.Davies, Senior Lecturer, Marketing, Heriot-Watt University,**

**Dr K. Waite, Lecturer in Marketing, Heriot-Watt University**

**T**he twenty-first century can be considered as offering ample opportunity for demonstrating individual behaviour. For example, digital communication, and in particular the growth of Web 2.0, have promoted individual expression and business-to-consumer communication in the form of blogs, wikis, forums and instant messaging. Increasingly, business success is linked to offering individuals more choice in terms of accessibility and customisation of goods and services. Moreover, being an individual is celebrated as showing self-reliance, autonomy and creativity.

In contrast, there is a growing recognition of the need for collective action in terms of preserving environmental resources, encouraging greater institutional accountability and promoting wider transparency of business and its effects on the consumer and the environment. This tension between individualism and collectivism raises several challenges for retailers. This special issue aims to present critical debate on the following topics. We welcome a range of submissions, including case studies, scholarly

literary reviews and comparative studies, and of particular interest are studies showing a strong theoretical contribution.

All papers will be reviewed through a double-blind peer review process. A guide for authors, sample articles and other relevant information for submitting papers are available at:

[www.emeraldinsight.com/ijrdm.htm](http://www.emeraldinsight.com/ijrdm.htm)

Send submissions to: Mark Davies, School of Management and Languages, Heriot-Watt University, Midlothian, Edinburgh EH14 4AS.

E-mail: [m.a.p.davies@hw.ac.uk](mailto:m.a.p.davies@hw.ac.uk), Tel: 0131 451 8266; Fax: 0131 451 3296

<p><b>Deadline for paper submissions:</b> 12<sup>th</sup> February 2010 <b>Proposed publication date:</b> October 2010</p>
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## Journal of Business Research

### Special Issue on

### “Cross-Cultural Research in Business”

**I**n conjunction with the biennial Cross-Cultural Research Conference that will be held in Puerto Vallarta, Mexico from December 13-16, 2009, the *Journal of Business Research (JBR)* announces a call for papers with the intention of publishing a special issue concerning cross-cultural issues in business. Both empirical and theoretical papers are welcome. Papers must focus on cultural issues. Papers that compare two or more cultures will receive preference over

those dealing with one culture. In addition papers dealing with cross-national cultural issues will receive preference over those dealing with intra-national issues. Topics may come from any area of business including, but not limited to:

- All aspects of cross-cultural consumer behavior
- Comparative marketing studies (e.g., advertising strategies, organizational buyer behavior, services, marketing relationships)

- Comparative management practices (e.g., industrial relations, human resource management, organizational behavior)
- Comparative business studies (e.g., international strategy, accounting, operations, supply chain management, finance, law, ethics and business communications)
- Cross-cultural theory and research methods.

Submissions are not restricted to participants of the Cross-Cultural Research Conference. However, we strongly encourage participation in the conference as a way to test your ideas, get preliminary reviews, and receive feedback from like-minded scholars. The conference deadline for submission of either full papers or abstracts is September 15, 2009.

The reviewing process for these manuscripts will be similar to that used for previous *JBR* special issues,

including the use of several guest Editors and a specialist review panel. *JBR* aims to have the special issue published in 2011.

**Deadline for paper submissions:** 28<sup>th</sup> February 2010  
**Submit your manuscript in electronic format according to the submission guidelines given on the Journal's web site** ([http://www.elsevier.com/wps/find/journaldescription.cws\\_home/505722/authorinstructions](http://www.elsevier.com/wps/find/journaldescription.cws_home/505722/authorinstructions)).  
**Submission should be send to: Lenard C. Huff, Special Issue Editor, Cross Cultural Research** ([huffl@byuh.edu](mailto:huffl@byuh.edu))  
**For more information:** <http://marketing.byu.edu/htmlpages/ccrs/ccs.htm>

## Journal of Business Research

### Special issue on

### “Consumer Behavior of International Tourism (CBIT)”

**Guest Editors: D. Martin, University of Hawaii at Hilo, E. Sirakaya-Turk, University of South Carolina, & W. Cho, Seoul Women’s University**

**S** Selected CBIT conference papers from research reports presented at the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010 will be considered for a special edition of the *Journal of Business Research* on Consumer Behavior of International Tourism.

The 2010 Global Marketing Conference will be held at the Chiba Campus of Rytsu Keizai University in Chiba, Japan on September 9-12, 2010 (see ‘Events and Call for Papers’ section).

## Journal of Business Research

### Special issue on

### “Fashion Marketing of Luxury Brands”

**Guest Editors: Eunju Ko, Yonsei University, & Carol Megehee, Coastal Carolina University**

**T**his *JBR* special issue will include selected papers from research reports presented at the 2010 **Global Marketing Conference at Tokyo, September 9-12, 2010**. Venue: Shinmatsudo Campus of Rytsu Keizai University, Chiba, Japan. The main topic of this *JBR* special issue is to explore the fashion marketing strategies of luxury brands. The objective of the special issue is to bring together international scholars from different disciplines and different countries working to advance knowledge on the fashion marketing of luxury brands.

In honor of the 2010 Global Marketing Conference at Tokyo organized by the Korean Academy of Marketing Science, Rytsu Keizai University, and the Society for Marketing Advances, *JBR* will publish a Special Issue on Fashion Marketing of Luxury Brands featuring suitable

papers presented at this conference. The *JBR* focuses on presenting applications of empirical research to practical situations and theoretical findings to the reality of the business world.

All papers submitted to the Fashion Marketing of Luxury Brands Tracks of the 2010 Global Marketing Conference at Tokyo are eligible for review for inclusion in the *JBR* special issue. Scholars seeking consideration of their papers for publication in this special *JBR* issue should communicate such intention to the *JBR* Guest Co-Editors: Professor Eunju Ko, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Korea, [ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr), Tel: +82-2-2123-3109, Fax: +82-2-312-8554 and Professor Carol Megehee, Coastal Carolina University, Dept. of

Management, Marketing & Law, E. Craig Wall, Sr., College of Business Administration, Coastal Carolina University, P.O. Box 261954, Conway, SC 29528-6054 USA, [c\\_megehee@yahoo.com](mailto:c_megehee@yahoo.com), Tel: +1-985-859-3438, Fax: +1 843 349 2455. Authors should submit their papers for the GMC 2010 Fashion Marketing of Luxury

Brands tracks and JBR special issue in this topic area to Professors Ko and Megehee by 15 2010.

**Deadline for submissions:** 15<sup>th</sup> March 2010  
**Notification to authors:** 30<sup>th</sup> September 2010  
**Deadline for final revision:** 15<sup>th</sup> December 2010  
**Tentative Publication:** 2011  
**For more information:** <http://www.kamsconference.org>

## Journal of Business Research

### Special issue on

### “Innovation, Diffusion, and Adoption of High-Technology Products/ Services”

**Guest Editors: Sang-Hoon Kim, Seoul National University & K.H. Huarng, Feng Chia University**

**S**electd *JBR* papers from research reports presented at the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010. Innovation is a key concept in the global business world as the global economy enters into a period of major recession. Despite developments of so many breakthrough technologies, however, high-tech firms, big or small, are still struggling in creating and extending the new market opportunities. Technologies being a necessary condition, marketing should play a critical role in fulfilling the dream of successful diffusion of high-tech products or innovation. In honor of 2010 Global Marketing Conference at Tokyo organized by Korean Academy of Marketing Science, Ryutsu Keizai University, and Society for Marketing Advances, *JBR* will publish a Special Issue on Innovation, Diffusion, and Adoption of High-Technology Products/ Services featuring suitable papers presented at this conference. The *JBR* focuses on presenting applications of empirical research to practical situations and theoretical findings to the reality of the business world.

All papers submitted to Innovation, Diffusion, and Adoption of High-Technology Track of 2010 Global Marketing Conference at Tokyo are eligible for review

for inclusion in the *JBR* special issue. If you want consideration of your paper for publication in this special *JBR* issue, then please inform your intention to Prof. Sang-Hoon Kim, Graduate School of Business, Seoul National University, 599 Gwanak-ro, Gwanak-gu, Seoul 151-916, Republic of Korea, [profkim@snu.ac.kr](mailto:profkim@snu.ac.kr), Tel: +82-2-880-6934, Fax: +82-2-878-3154. **Submit** your paper to both guest editors of this *JBR* special issue for presentation at the 2010 GMC Conference at Tokyo: ([www.kamsconference.org](http://www.kamsconference.org)). Guest Editors: Sang-Hoon Kim, Associate Professor of Marketing, Graduate School of Business, Seoul National University, 599 Gwanak-ro, Gwanak-gu, Seoul 151-916, Republic of Korea ([profkim@snu.ac.kr](mailto:profkim@snu.ac.kr)), Tel: +82-2-880-6934, Fax: +82-878-3154. K.H. Huarng, Professor, Department of International Trade, Feng Chia University, 100 Wenhua Road, Seatwen Taichung 40724 Taiwan ([khhuarng@fcu.edu.tw](mailto:khhuarng@fcu.edu.tw)), Tel: +886-4-24517250 ext. 2600, Fax: +886-4-24516453.

**Deadline for submissions:** 15<sup>th</sup> March 2010  
**Notification to authors:** 30<sup>th</sup> September 2010  
**Deadline for final revision:** 15<sup>th</sup> December 2010  
**Tentative Publication:** 2011  
**For more information:** <http://www.kamsconference.org>

## Journal of Business Research

### “Special issue on Advancing Research Methods in Marketing”

**Guest Editors: D. Kim, Yonsei University & Xiang (Robert) Li, University of South Carolina**

**T**his *JBR* special issue will include selected papers from research reports presented in the ‘Advancing Research Methods in Marketing’ Track of the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010.

The contemporary global consumer market is characterized by intense competition, which calls for sophisticated methods for the acquisition, analysis, and application of marketing intelligence and information. As such, developing and advancing

research methods are of vital importance to marketing practitioners and academics.

The *Journal of Business Research* plans to publish a special issue on advancing research methods in marketing with the intention of presenting some of the most cutting-edge and relevant methodological breakthroughs to its readers. Notably, while research techniques are obviously a focus of this issue, purely technical discussion that fails to build connections between research and practices is not encouraged.

All papers submitted to the Advancing Research Methods in Marketing Track of the 2010 Global Marketing Conference at Tokyo are eligible for review for inclusion in the *JBR* special issue. All papers accepted for review will complete a double blind peer review procedure. Please submit your paper to both Special Issue Co-Editors: Donghoon Kim, School of Business, Yonsei University, Seoul 120-749, Republic of Korea, ([jbr\\_gmc@yonsei.ac.kr](mailto:jbr_gmc@yonsei.ac.kr)), and Xiang (Robert) Li School of Hotel, Restaurant, and Tourism Management, University of South Carolina, Columbia,

South Carolina, 29208, USA ([robertli@mailbox.sc.edu](mailto:robertli@mailbox.sc.edu)) before March 15, 2010. The format and style of the papers must comply with the *Journal of Business Research* guidelines.

**Deadline for submissions:** 15<sup>th</sup> March 2010  
**Notification to authors:** 30<sup>th</sup> September 2010  
**Deadline for final revision:** 15<sup>th</sup> December 2010  
**Tentative Publication:** 2011  
**For more information:** <http://www.kamsconference.org>

## Journal of Business Research

### Special issue on

### “Mapping Strategic Thinking in Marketing”

**Guest Editors: J. Moon, Hanyang University, Ansan & R. Marshall, Auckland University of Technology**

**A** Special Issue of the *JBR* will consist of papers selected from research reports presented within the “Mapping Strategic Thinking in Marketing” track at the 2010 Global Marketing Conference in Tokyo

Businesses find great difficulty foreseeing the future as their environments change unexpectedly and rapidly. This uncertainty leads many business and academic leaders to emphasize the need for executives to think strategically rather than simply planning to win in their current marketplace - it is no coincidence that the theme of the Global Marketing Conference in 2010 is “Marketing in a Turbulent Environment.” Strategic thinking uncovers potential opportunities for creating value and challenges assumptions about a company’s value propositions. However, surprisingly little is known about what strategic thinking actually is, what cognitive processes are involved, and what such thought actually contributes to marketing strategy and practice. This Special Issue of the *Journal of Business Research* invites both confirmatory and pioneering works on strategic thinking. The *JBR* accepts work from multiple disciplines but focuses on theory applications to actual business situations.

All papers submitted to the “Mapping Strategic Thinking in Marketing” Track of the 2010 Global Marketing Conference are eligible for review for inclusion in the *JBR* Special Issue; please indicate on your submission if you want your paper considered for the Special Issue. Submit your paper to **both** guest editors of this Track/*JBR* Special Issue. These editors are: Professor Junyeon Moon, Dept. of Business Administration, Hanyang University at Ansan, 1271 Sa-Dong, Sangnok-Gu, Ansan, Gyeonggi-Do, 426-791, Korea, Email: [jmoon@hanyang.ac.kr](mailto:jmoon@hanyang.ac.kr), telephone: +82 31-400-5653, Fax: +82 31-400-5591. Professor Roger Marshall, Business School, Auckland University of Technology, 46 Wakefield St. Private Bag 92006, Auckland 1142, New Zealand, Email: [roger.marshall@aut.ac.nz](mailto:roger.marshall@aut.ac.nz), telephone: +64 9 921 999, Fax: +64 9 921 9990.

**Deadline for submissions:** 15<sup>th</sup> March 2010  
**Notification to authors:** 30<sup>th</sup> September 2010  
**Deadline for final revision:** 15<sup>th</sup> December 2010  
**Tentative Publication:** 2011  
**For more information:** <http://www.kamsconference.org>

## Journal of Global Academy of Marketing Science

### Special issue on

### “Marketing in a Turbulent Environment”

**Guest Editor: Yung Kyun Choi, Dongguk University**

**S**electd *JGAMS* papers from research reports presented at the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010. All papers submitted to the 2010 Global Marketing Conference at Tokyo are eligible for review to be

included in the *JGAMS* special issue. If you want consideration of your paper for publication in this special *JGAMS* issue, then please inform your intention to the guest editor. [Submit](#) your paper to the guest editor of this *JGAMS* special issue for presentation at

the 2010 GMC Conference at Tokyo: ([www.kamsconference.org](http://www.kamsconference.org)).

**Guest Editor: Prof. Yung Kyun Choi**, Department of Advertising and PR, Dongguk University, 26, 3-ga, Pil-dong, Chung-gu, Seoul, Republic of Korea, [choiyung@dgu.edu](mailto:choiyung@dgu.edu), Tel: +82-2-2260-3817, Fax: +82-2-2264-3736.

**Deadline for submissions:** 15<sup>th</sup> March 2010  
**Notification to authors:** 30<sup>th</sup> September 2010  
**Deadline for final revision:** 15<sup>th</sup> December 2010  
**Tentative Publication:** 2011  
**For more information:** <http://www.kamsconference.org>

## Marketing Intelligence Planning Special issue on “Branding and Emerging Markets”

**Guest Editors: Dr Maktoba Omar & Dr John Ensor, Edinburgh Napier University, UK**

**M**arketing Intelligence & Planning is pleased to announce a special issue focusing on “Branding and emerging markets”. While research in Branding and research in Emerging Markets have been widely published, research in the area of Branding in relation to Emerging Markets is quite limited. Therefore, there is a need for a special issue to investigate brands from firms located in emerging market countries, as well as brands from firms located in developed countries to emerging market countries.

The Guest Editors invite interested researchers to contribute papers related to the theme of this special issue.

**Submission guidelines:** Submissions (4,000-6,000 words) will be handled through the journal's online manuscript submission system, Manuscript Central (<http://mc.manuscriptcentral.com/mip>). Please make

sure that you adhere to the author guidelines available at the journal web site:

[www.emeraldinsight.com/mip.htm](http://www.emeraldinsight.com/mip.htm).

Details of how to set up your own account on Manuscript Central are provided at the journal web site. When submitting your manuscript you will be asked to specify whether the manuscript is for a normal issue of Marketing Intelligence & Planning or for this special issue; please make sure that you select the “Branding and emerging markets” special issue option. Submissions will be accepted for this special issue until 20 January 2010. It is expected that the special issue will be published in 2010/ 2011.

Enquiries about the special issue should be directed to the first Guest Editor: Dr Maktoba Omar

E-mail: [M.Omar@napier.ac.uk](mailto:M.Omar@napier.ac.uk)

**Deadline for submissions:** 20<sup>th</sup> January 2010  
**Tentative Publication:** 2010/ 2011

## Marketing Intelligence & Planning Special Issue on “Marketing Practice and Methods of Inquiry”

**Guest Editor: Tony Hines, Professor of Marketing, Manchester Metropolitan University, UK**

**R**ecent developments in a number of business and management disciplines including marketing have placed emphasis on understanding practice, which is central to the discipline and its development. Those who use research should be the communities of practice in the discipline but why is it that practitioners do not value much of the research produced by the marketing academy? Evidence from a number of journal articles suggests this is the case and successive RAE reports in the UK acknowledge this is the case. UK research councils such as ESRC and other organizations that fund research world-wide place value and emphasis on research in practice and dissemination to practice communities. Indeed Emerald publishers of this journal have a by-line that states: “Research you can

use” implying that the research is useful to the practice community. There is often a wrong headed assumption that theory is developed and then put into practice rather than theory emerging from practice. Indeed phrases such as ‘knowledge transfer’ used by policy makers, implies that knowledge is a commodity that can be transferred through exchange processes. Practices are important to developing marketing theories in use and useful theories. Practices evolve in practice communities. Indeed the history of the development of marketing thought and marketing as a discipline taught in Business Schools emerged from the practice of marketing. Academic research and researchers have been accused of being irrelevant to the practice community whose concerns the research often claims to address.

In science disciplines: physics, biology and chemistry the paradigm for 'normal science' is not as problematic as in management disciplines such as marketing where paradigms are contested and contestable. Rather than viewing this as problematic it allows multiple perspectives and pluralism of methods and this special edition welcomes contributions from across the spectrum of paradigms and methods employed in studying marketing practice.

Any questions about the special issue can be directed to the guest editor.

**Special Issue Guest Editor: Tony Hines, Email: [a.hines@mmu.ac.uk](mailto:a.hines@mmu.ac.uk)**

**Deadline for submissions:** 5<sup>th</sup> April 2010

**For more information:** <http://www.kamsconference.org>

## **Advances in Business Marketing and Purchasing, Volume 16.**

### **“Business and Industrial Marketing Management:**

### **Theory, Research and Executive Case Study Exercises”**

**Editor(s): M. Glynn, Auckland University of Technology &**

**A.Woodside, Boston College**

**A**dvances in Business Marketing & Purchasing (ABM&P), offers leading-edge theory, empirical research, and practice on sensemaking, planning, implementing, and evaluating of strategies in business-to-business (B2B) marketing and purchasing. Papers in the series are usually longer and provide more details in reviewing literature, developing theory, reporting empirical procedures, describing implications for strategy, and examining implemented strategies than articles in the pages of quarterly and monthly journal issues. All papers in the ABM&P series cite and build heavily on relevant literature. Volume 16 of ABM&P will not only showcase these research advances but also will provide helpful evidence-based information to achieve highly competent decision making by B2B marketing and purchasing executives. Volume 16 is also to be relevant to MBA and postgraduate research students as part of their business management training programs. All papers need to focus on B2B theory,

research, and management practice and will include an executive training case training study, review questions, together with instructor's notes that provide additional commentary on these review questions.

The co-editors seek both empirical positivistic research and interpretive research papers.

**Submission Information:** Papers are to be prepared as a WORD document, double spaced throughout and 30-200 pages in length (one special feature of this book series is that the editors seek both short and long manuscripts). A 2 page abstract of your proposed chapter is requested by 18 March 2010.

Manuscripts and questions about ABM&P Vol.16 should be submitted to both editors, Mark Glynn, (Email [mark.glynn@aut.ac.nz](mailto:mark.glynn@aut.ac.nz)) and Arch Woodside, (Email [woodsar@bc.edu](mailto:woodsar@bc.edu)).

**Deadline for paper submissions:** 16<sup>th</sup> August 2010

## **International Journal of Research in Marketing**

### **Special issue on**

### **“Global Branding”**

**Guest editors: Rajeev Batra, Amitava Chattopadhyay, Frenkel ter Hofstede & Aysegul Ozsomer**

**T**he globalization of markets has put global brands on the center stage. The evidence is everywhere: on the streets, in stores, in homes, in the media. Global brands are exerting their power and influence within various economic, cultural, and psychological domains. In line with this increased importance, many multinational corporations have pruned their brand portfolios in favor of global brands. Such changes make global brands more important now than in the past. As the economic clout of global brands increases, decisions about their management

become of paramount importance, raising new questions. How can global products and brands be created, managed, and marketed most efficiently and successfully? How do existing theories and constructs need to be modified, and what new frameworks need to be developed for academic and practitioner use?

The aim of this special issue is to advance knowledge about global brand management by disseminating new research and best company practices and by encouraging the evolution of new research themes.

In terms of topics, the focus is on both empirical and theoretical work that assesses the effectiveness of global branding as well as other factors which impact its efficiency. We hope the special issue will bring forward important knowledge in designing and implementing successful global brand management strategies. Studies need to deal with multiple countries, or better still, areas of the world defined by other than single country borders. Work outside the U.S. and Europe is encouraged. Specific topics of interest include, but are not limited to:

- Competition between global, regional and local brands
- Resource allocation issues and investment strategies for global brands
- New Product Development for global brands
- International diffusion of global brands
- Global brand management, organization, and coordination issues
- New Global Brands from Emerging Markets

- Global Brand Positioning

Other topics such as metrics of global branding, global brand management during recessions, social responsibility and global brands, and the evolution of global (regional) brands are also welcome.

In terms of timing, papers are due at IJRM by September 1, 2010. Papers not presented at the Global Branding Conference will also be considered. Submissions will go through the regular IJRM review process, managed by the Special Issue Editors Rajeev Batra, Amitava Chattopadhyay, Frenkel ter Hofstede and Aysegul Ozsomer. The special issue is due out at the end of 2011.

**Deadline for paper submissions:** 1<sup>st</sup> September 2010

**Notification to authors:** 1<sup>st</sup> November 2010

**Deadline for final revisions:** 1<sup>st</sup> July 2011

**Publication:** December 2011

**For more information:** contact special issue editors

# News from and for Members

## 3<sup>rd</sup> International Scientific Conference - Marketing Theory Challenges in Transitional Societies

24-25 September 2009

Maribor, Slovenia

**A**fter moving to neighbour University of Zagreb, Croatia in 2008, International Scientific Conference entitled Marketing Theory Challenges in Transitional Societies came home to its original birth place, kingdom of wine grapes, lovely green oasis, Maribor. MTC Conference was held on 24<sup>th</sup> and 25<sup>th</sup> September 2009, at the Faculty of Economics and Business, University of Maribor, Slovenia. The conference was once again officially supported by the European Marketing Academy (EMAC). Despite all regional turbulences, researchers mostly from Central and Eastern Europe once again gathered in Maribor to present their research, this year's and last year's work. The conference was attended by more than 50 participants from over 14 countries. Two keynote speakers were Gabriele Troilo, EMAC Vice-President for Conferences and Marin A. Marinov, University of Gloucestershire. During two days of extensive experience sharing, the conference fostered 31 presentations in 9 sessions. Contributions

were made by 76 authors. Sessions titles were: Contemporary marketing issues in transitional societies, Marketing and corporate social responsibilities, Marketing in B2B context, Theoretical and empirical contribution in consumer behaviour, Practical issues of consumer behaviour research, Marketing in global environment, Growing importance of services marketing in transitional societies, Marketing in macro level and Specifics of media in marketing communication. According to the positive reactions and impressions of all the participants and guests, the Conference was successful.

In 2010, the Marketing Theory Challenges in Emerging Markets - 4<sup>th</sup> MTC Conference will be organized as 1<sup>st</sup> EMAC Regional Conference and will be hosted by the Department of Marketing of the Corvinus University of Budapest, Hungary.

Prof. Damijan Mumel  
Program Committee Chair



Marin A. Marinov



Gabriele Troilo

## AEMARK 16-18 September 2009

Bilbao, Spain

**T**he 2009 Annual Conference of the Spanish Marketing Association (AEMARK, <http://www.aemark.es/>) was held during September 16-18 in Bilbao, Spain. More than 400 members participated in the conference, attending various cutting edge sessions, such as branding, retailing, marketing communications, international marketing, e-marketing and new technology, and tourism marketing, among others. In addition, many

leading Spanish brands, such as Eroski, Teco and Isabel, joined special round table sessions to explain their current marketing strategies. One of the conference highlights was the most awaited award ceremony before the Gala Dinner; Best Doctoral Dissertation Award (€3,000), Best Spanish Brand Forum Award (€3,000), Best REIM (an official publication of the AEMARK) Award (€2,000), and Award from the Association of Distribution, Self-

service, and Supermarkets (€2,000), and Best International Paper Award (€2,000), were presented with plaques and cash prizes. Throughout the conference, exciting social events (with good Spanish wine and "tapas") and historic city tours were

organized. The next conference will be held in Oviedo in early September. The AEMARK is known in the largest marketing association in the Spanish-speaking hemisphere.

## 2009 Winner of the Jan-Benedict E.M. Steenkamp Award for Long-Term Impact

The European Marketing Academy (EMAC) and the International Journal of Research in Marketing (IJRM) are pleased to announce the 2009 inaugural winner of the Jan-Benedict Steenkamp Award for Long-Term Impact:

Peter S. H. Leeflang, Dick R. Wittink, **Competitive reaction versus consumer response: Do managers overreact?**, IJRM, Vol 13 (2), 1996, pp. 103-119.

**Abstract:**We study the relationship between competitive reaction elasticities and cross- and own-market share elasticities. Prescriptions derived from economic theory indicate that the product of the reaction elasticity and the own market share elasticity equals the cross market share elasticity, if managers aim to maintain their brands' market shares. We develop a framework that consists of all possible combinations of (dichotomized) cross market share-, competitive reaction - and own-market share effects. This framework can be used by managers as a decision-making tool. We argue that managers should react to changes in marketing activities for other brands only if those changes have nonzero effects on their own brands' market shares. We show that managerial practice deviates from these normative implications, resulting in under - and overreaction effects to competitors' marketing activities. Our empirical results suggest that overreaction effects occur more frequently than underreaction effects.

**The award:** The European Marketing Academy (EMAC) and the International Journal of Research in Marketing (IJRM) established in 2008 the **Jan-Benedict Steenkamp Award for Long-Term Impact**. The award is named after Jan-Benedict E.M. Steenkamp, currently Knox Massey Distinguished Professor of Marketing and Area Chair of Marketing at the Kenan-Flagler Business School of the University of North Carolina. It is being given annually to the most exceptional contribution in academic marketing research, published in IJRM, which have demonstrated long-term impact.

### Finalists:

- Shlomo Kalish, Vijay Mahajan, Eitan Muller, **Waterfall and sprinkler new-product strategies in competitive global markets**, IJRM Vol. 12 (2), 1995, pages 105-119.

- Peter S. H. Leeflang, Dick R. Wittink. **Competitive reaction versus consumer response: Do managers overreact?**, IJRM Vol. 13 (2), 1996, pages 103-119
- Hans Baumgartner, Christian Homburg, **Applications of structural equation modeling in marketing and consumer research: A review**, IJRM Vol. 13 (2), 1996, pages 139-161
- Inge Geyskens, Jan-Benedict E. M. Steenkamp, Lisa K. Scheer, Nirmalya Kumar, **The effects of trust and interdependence on relationship commitment: A trans-Atlantic study**, IJRM, Vol. 13 (4), 1996, pages 303-317.

**Selection Procedure:** A 3-member Award Committee, formed by the IJRM editors and the EMAC VP of Publications, managed the nomination and selection procedure. For this year, the committee is composed of Peter Danaher (chair), Peter Verhoef, and Russell Winer.

The following criteria were used to determine the winning paper: (1) the paper's ISI citations; (2) the votes it receives from the IJRM Editorial Board (from two rounds of voting), and (3) the paper's quality, as assessed by the award committee's in-depth reading the paper.

Papers eligible for the Steenkamp Award are those published in IJRM 10 to 15 years prior to the year the award is being presented. For 2009, these are papers from 1994 to 1999. Nominations were first solicited from EMAC members and IJRM Board members, which resulted in 42 papers being nominated. These 42 papers, with their ISI and Google Scholar citations up to January 2009, formed the first-round ballot from which IJRM Board members voted for up to 5 papers. The eleven (11) papers with the most votes then formed the shortlist for the second-round of voting in which IJRM Board members chose only one (1) paper. Four (4) papers emerged as leading contenders from this final round of voting. The award committee members then ranked each of the 4 finalist papers in terms of the 3 criteria named above.

This year's winning paper by Leeflang and Wittink was a clear favorite in terms of the Award Committee rankings, and it also received the most votes in the second round of voting by IJRM Board members.

## 2008 IJRM Best Article Award

The European Marketing Academy (EMAC) and the International Journal of Research in Marketing (IJRM) are pleased to announce the winners of the 2008 IJRM Best Paper Award:

- Els Gijbrecchts, Katia Campo, and Patricia Nisol, “**Beyond promotion-based store switching: Antecedents and patterns of systematic multiple-store shopping**”, *IJRM*, Vol. 25 (1), pp 5-21.

And

- Arnaud De Bruyn and Gary L. Lilien, “**A multi-stage model of word-of-mouth influence through viral marketing**”, *IJRM*, Vol. 25 (3) pp 151-163.

### ABSTRACTS:

#### ***“Beyond promotion-based store switching: Antecedents and patterns of systematic multiple-store shopping”***

In this paper, we demonstrate both theoretically and empirically that single-purpose multiple-store shopping is not only driven by opportunistic, promotion-based motivations, but that it may also result from a longer-term planning process based on stable store characteristics. We find that consumers may systematically visit multiple stores to take advantage of two types of store complementarity. In the case of ‘fixed cost complementarity’, consumers alternate visits to high and low fixed cost stores to balance transportation and holding costs against acquisition costs. ‘Category-preference complementarity’ occurs when different stores offer the best value for different product categories; this may induce consumers to visit these stores together on combined shopping trips. In both cases, multiple-store shopping leads to a shift from share-of-customers to share-of-wallet retail competition.

#### ***“A multi-stage model of word-of-mouth influence through viral marketing”***

With the growth and evolution of the Internet, electronic peer-to-peer referrals have become an important phenomenon, and marketers have tried to exploit their potential through viral marketing campaigns. At the same time, spam and e-mail-based viruses have cluttered electronic communications, making viral marketing campaigns problematic and challenging to deploy. The key driver in viral marketing is the effectiveness of unsolicited, electronic referrals to create awareness, trigger interest, and generate sales or product adoption. Yet, despite a large literature concerning interpersonal influence, little is known about how this electronic, or, indeed, any word-of-mouth process influences consumers' actual behaviors, particularly

in a cluttered online environment. In this paper, we develop a model to help identify the role word-of-mouth plays during each stage of a viral marketing recipients' decision-making process, including the conditions that moderate such influence. We then present an innovative methodology for collecting data unobtrusively and in real time. We empirically test the model and methodology via a field study, where we observed the reactions of 1100 individuals after they received an unsolicited e-mail from one of their acquaintances, inviting them to take a survey and in turn spread the word about it. We found that characteristics of the social tie influenced recipients' behaviors, but had different effects at different stages: tie strength facilitated awareness, perceptual affinity triggered recipients' interest, and demographic similarity had a negative influence on each stage of the decision-making process. We conclude with a discussion of the theoretical and methodological contributions of our work and of managerial implications of these findings for online marketers interested in strategies for leveraging peer-to-peer referral networks.

**Selection process:** The winning articles were chosen from two rounds of voting open to all of IJRM's Area Editors and Members of the Editorial Board. In the first round, each voter could nominate up to three (3) papers for the award. From this, a shortlist was made of the 3 papers that received the most nominations. In the second and final round, the Area Editors and the Editorial Review Board members voted for one paper from the shortlist. This year's two (2) winning papers tied with the most number of votes received.

#### ***Finalists (Shortlist of 3):***

- Els Gijbrecchts, Katia Campo and Patricia Nisol, “*Beyond promotion-based store switching: Antecedents and patterns of systematic multiple-store shopping*”, *IJRM*, Vol. 25, No. 1, pp. 5-21.
- Raji Srinivasan, Gary L. Lilien, and Arvind Rangaswamy, “*Survival of high tech firms: The effects of diversity of product-market portfolios, patents, and trademarks*”, *IJRM*, Vol. 25, No. 2, pp. 119-128.
- Arnaud De Bruyn and Gary L. Lilien, “*A multi-stage model of word-of-mouth influence through viral marketing*”, *IJRM*, Vol. 25, No. 3, pp. 151-163.
- Marcel Kornelis, Marnik G. Dekimpe, and Peter S.H. Leeflang, “*Does competitive entry structurally change key marketing metrics?*”, *IJRM*, Vol. 25, No. 3, pp. 173-182.

## 2010 EMAC McKinsey Marketing Dissertation Award

A new generation of marketing experts is developing the theories and tools that will shape the future of our field. The Marketing Dissertation Award, initiated by EMAC and McKinsey & Company, recognizes and encourages this emerging talent. This distinguished award will be presented in 2010 for the second time.

The top three finalists will be honored with cash prizes and the chance to present their work at an upcoming

EMAC conference. Increase the reach of your dissertation - apply for the Marketing Dissertation Award.

**Eligibility:** Doctoral students who have completed or will complete their degrees in 2009 are welcome to apply - whether their dissertations have been published or not. The institution granting your PhD must be located in Europe, the Middle East, or Africa. Your own nationality has no influence on eligibility.

**Selection:** Submissions will be judged based on a defined set of criteria:

- Novelty
- Relevance
- Conceptual rigor
- Methodological rigor
- Quality of expression
- Potential impact.

The jury will be chaired by the EMAC VP Publications, who will appoint two EMAC members and two McKinsey representatives to compose the jury. The jury chair will also select a minimum of two external reviewers for each submission unless she or he judges the paper inappropriate or of insufficient quality. Based on the outside reviews and evaluation of the panel, three finalists will be selected to present their papers to the jury at the EMAC conference in Copenhagen, Denmark, on June 4, 2010. The jury will then select the winner, whose name will be announced at the conference gala dinner that evening.

**Award:** Finalists must be prepared to present their research at the EMAC conference in Copenhagen, Denmark. The cost of travel and accommodations as well as conference fees will be covered. In addition,

the top three finalists will be honored with cash prizes (1<sup>st</sup> place: EUR 7,000; 2<sup>nd</sup> place: EUR 3,000; 3<sup>rd</sup> place: EUR 1,000).

#### **To enter**

##### *Content*

To enter, submit a summary of your dissertation, a one-page abstract, and your CV. All materials must be in English. The summary should be no more than 30 pages long, including all tables, figures, and references. Shorter submissions are also welcome. Please use 12-point type and follow the format required by the International Journal of Research in Marketing (download guidelines at [www.marketing-dissertation-award.eu](http://www.marketing-dissertation-award.eu)).

**Deadlines:** To consider your submission, we must receive all application materials by **January 31, 2010**. Please submit your application via our Web site:

[www.marketing-dissertation-award.eu](http://www.marketing-dissertation-award.eu)

If you have questions on submitting your entry, please contact: Nina Payen, EMAC Executive Secretary

Phone: +32 (0) 2 226 66 61

E-mail: [payen@eiasm.be](mailto:payen@eiasm.be)

Finalists will be notified by the end of April 2010.

### **News from the United States National Representative (Roland Rust)**

**T**here are several upcoming US-originated conferences that will be held in Europe in 2010.

- First, the 2010 Frontiers in Service Conference will be held in Karlstad, Sweden on June 10-13. The Frontiers Conference is sponsored by INFORMS and the American Marketing Association, and is the world's leading service research conference. The most recent conference drew over 300 attendees from over 40 countries.

- The 2010 INFORMS Marketing Science Conference will be held in Cologne, Germany on June 16-19. The Marketing Science is the world's top quantitative marketing conference.
- The AMA Services Special Interest group will hold a service marketing conference in Porto, Portugal on June 17-19, 2010.