



**AMERICAN MARKETING
ASSOCIATION**

Call for Papers

AMA Global Marketing SIG Conference

<https://www.amaglobalsig.org/2019-buenos-aires-conference>

**May 20-22, 2019
Four Seasons Hotel
Buenos Aires, Argentina**

"Marketing in a Globalized World: Challenges and Opportunities"

Submission Deadline: November 11, 2018

Co-Sponsored by Global Marketing SIG and Relationship Marketing SIG

Conference Co-Chairs

Goksel Yalcinkaya, Magnus Hultman, Stavroula Spyropoulou, Costas Katsikeas

Doctoral Consortium Co-Chairs

Kelly Hewett, Costas Leonidou, Annie Cui, Peter Magnusson

Global business is no longer driven solely by few companies or countries. Technological innovations have dramatically lowered the cost of doing business globally. Economic policies have steadily liberalized economies over the past two decades enabling firms to expand beyond their home market, seek global market opportunities, achieve economies of scale, and leverage cost advantages. However, succeeding on a global scale is challenging and requires rethinking business models, products, and strategies in ways that can best accommodate cross-cultural differences. The conference theme is intended to encourage global marketing researchers to discuss how challenges and opportunities may change global business and marketing thinking. We welcome papers addressing topics in this area, as well as, other important areas in global marketing research. Scholars are encouraged to identify novel, important questions, and methods in this area and to connect their research with broader global marketing phenomena.

Conference Venue

Buenos Aires is one of Latin America's most important ports and most populous cities, as well as the national center of commerce, industry, politics, culture, and technology. Buenos Aires locals are referred to as porteños ("people of the port") because so many of the city's inhabitants historically arrived by boat from Europe. Despite all its recent challenges, Buenos Aires retains much of its old charm. Some of its neighborhoods have not changed at all in the past 100 years and remain a living example of the city's golden age. Millions of people visit Buenos Aires each year. They come to experience the tango, eat at renowned and expensive restaurants, shop at sophisticated boutiques, and visit dozens of museums.

Conference Highlights

1. **Journal of International Marketing Special Issue** – A JIM special issue devoted to research presented at the conference will be published. Authors of presented papers are welcome to submit their work for possible publication in this special issue of the Journal of International Marketing.
2. **Doctoral Consortium** – We invite doctoral students with a focus at the intersection of marketing and international business to participate. The Consortium will provide a unique opportunity for doctoral students to further develop their research ideas, to learn about the challenges of conducting international marketing research and building a successful academic career in this field, and to broaden their professional network.
3. **Unique Cultural Experience** – Buenos Aires combines faded European grandeur with Latin passion. The birthplace of the tango is, like the dance itself, captivating, seductive and bustling with excited energy. Glamorized tango shows are supremely entertaining with their grand feats of athleticism. Atmospheric old neighborhoods are rife with romantic restaurants and thumping nightlife, and Buenos Aires' European heritage is evident in its architecture, boulevards, and parks. Latin America's shopping capital offers the promise of premium retail therapy along its grand, wide boulevards. And, of course, this is Argentina, which means A-one beef and football deserves a separate chapter!
4. **Network with the World's Leading International Marketing Scholars** - The conference program will be designed to maximize professional development and networking opportunities. Several of the world's leading thinkers in international marketing have confirmed their intentions to participate in the conference.

Conference Tracks and Track Chairs

All conference submissions need to be categorized into one of the thematic tracks available below. Each submission must be submitted to only one track. Please select the track closest to your paper from the list below:

1. International Relationship Marketing and Channel Management
 - Dionysis Skarmas, Athens University of Economics and Business, dsarmas@aueb.gr
 - Stavroula Spyropoulou, University of Leeds, ss@lubs.leeds.ac.uk
2. Cross-cultural Consumer Behaviour
 - Katharina Zeugner-Roth, IESEG School of Management, k.zeugner-roth@ieseg.fr
 - Stan Westjohn, University of Alabama, sawestjohn@cba.ua.edu

3. Global Marketing Research, Big Data, and Analytics
 - Colin Campbell, University of San Diego, colincampbell@sandiego.edu
 - Gaia Rubera, Bocconi University, gaia.rubera@unibocconi.it
4. Global Brand Management
 - Alok Saboo, Georgia State University, asaboo@gsu.edu
 - Aysegul Ozsomer, Koc University, ozsomera@ku.edu.tr
5. Global Marketing Communications
 - George Christodoulides, American University of Sharjah, gchristodoulides@aus.edu
 - Kirk Plangger, Kings College London, kirk.plangger@kcl.ac.uk
6. Export and Import Management
 - Hanna Lee, Miami University, leehs@miamioh.edu
 - Claude Obadia, ESCE Paris, claud.obadia@esce.fr
7. Global Supply Chain
 - Daekwan Kim, Florida State University, dkim@business.fsu.edu
 - Melda Ormeci Matoglu, University of New Hampshire, Melda.OrmeciMatoglu@unh.edu
8. Global Sales and Account Management
 - Seigyoung Auh, Arizona State University, Seigyoung.Auh@thunderbird.asu.edu
 - Nikolaos Panagopoulos, Ohio University, npanag@ohio.edu
9. Global Ethics, Sustainability, and Corporate Social Responsibility
 - Shuili Du, University of New Hampshire, shuili.du@unh.edu
 - Verena Gruber, HEC Montréal, verena.gruber@hec.ca
10. Firm Internationalization, Market Entry, and Market Exit
 - Mikael Hilmersson, University of Gothenburg, mikael.hilmersson@handels.gu.se
 - Carlos M.P. Sousa, carlos.sousa@durham.ac.uk
11. Global Innovation and New Product Development
 - Marios Kafourous, University of Leeds, mk@lubs.leeds.ac.uk
 - Narongsak (Tek) Thongpapanl, Brock University, nthongpa@brocku.ca
12. Global Marketing Strategy
 - Ruby Lee, Florida State University, rlee3@business.fsu.edu
 - Shaoming Zou, University of Missouri, zou@missouri.edu
13. Global Consumer Research
 - Fabian Bartsch, IESEG School of Management, f.bartsch@ieseg.fr
 - Adamantios Diamantopoulos, University of Vienna, adamantios.diamantopoulos@univie.ac.at
14. Global Entrepreneurship
 - Pavlos Dimitratos, University of Glasgow, Pavlos.Dimitratos@glasgow.ac.uk
 - Can Uslay, Rutgers University, can.uslay@business.rutgers.edu

15. Global Retailing, Services, and E-Commerce

- Gary Gregory, University of New South Wales, g.gregory@unsw.edu.au
- Nicholas Paparoidamis, NEOMA Business School, nicholas.paparoidamis@neoma-bs.fr

Submission Instructions

Please submit your papers and/or extended abstracts electronically using the [EasyChair conference management system](#). The submission system will be opened on October 1, 2018. A manuscript should only be submitted to one track. All manuscripts and proposals must be submitted by November 11, 2018. For up-to-date information about the conference and related events, please check the conference [website](#). Any questions regarding this call for papers should be addressed to the appropriate track chair(s) or the Program Chairs.

We welcome two types of submissions:

1. Competitive Sessions – Two types of submissions are allowed in competitive sessions:
 - (a) full paper submissions which must be 50 pages or less, inclusive of all materials, including appendices and references.
 - (b) shorter submissions (i.e. extended abstracts) focusing on projects that are advanced enough and show good potential.
2. Interactive Sessions – Shorter manuscripts or work-in-progress pieces that could benefit from informal feedback from other participants are appropriate for submission to the interactive sessions. These sessions are held in poster-style or roundtable discussion format that allows for interaction with other researchers with similar interests. Interactive submissions can be of an extended abstract nature and no more than 10 pages.

Please note that submitting a manuscript as a competitive paper does not necessarily mean it will end up in a competitive session. The best papers in each track will be placed into the competitive sessions while lesser-developed papers will be placed in interactive sessions. The number of competitive papers we can accept for the conference is limited and therefore sometimes fully developed papers will be placed in an interactive format session due to space considerations.

Formatting Guidelines

All manuscripts are to be submitted using a pdf document via the EasyChair online submission system. All identifying information, including any document properties, should be removed prior to submission.

Please format your paper according to the [Journal of International Marketing guidelines](#), which includes:

- Each manuscript should be accompanied by an abstract not exceeding 175 words.
- Submissions should be in PDF format.
- 12 point, Times New Roman
- Double-spaced, left justified
- Letter sized page (8.5"x11" or 216×279 mm), with one-inch (2.5 cm) margins on all sides
- Page numbers in the upper right corner and no header/footer.

Code of Conduct

Scholars submitting papers to the conference are expected to act professionally in their research and conference participation, following relevant professional codes of ethics, and showing respect to our diverse members. This requires adhering to the following standards:

1. Conflict of Interest – Authors who have a conflict of interest regarding their relationship with a track chair shall submit their paper to a different track.
2. Responsibility for Review – Authors submitting papers to the conference commit to reviewing papers for the conference.
3. Responsibility to Present – At least one of the authors commits to register for the conference and present the paper. No personal requests for variation of time slots will be accommodated and authors must present in the time slots allocated.
4. Plagiarism will not be allowed – Authors assure that submitted papers are their own work and appropriate credit is given to sources, including any previous work of the authors.

After Submission

All competitive manuscript submissions will be subject to a blind review process and will be evaluated based on interest to the international marketing community, relevance to international marketing research, teaching and/or practice, analytical and conceptual rigor, quantitative and qualitative methods (if applicable), innovativeness, and significance of conclusions.

Doctoral Consortium

A Doctoral Consortium will also take place that is currently being organized as part of the Global Marketing SIG Conference in Buenos Aires, Argentina. The Consortium will take place prior to the opening reception on May 20, 2019.

This Consortium will provide a rare opportunity for Ph.D. students with an interest in international and cross-cultural marketing (broadly defined) to further develop their research ideas, to learn about the challenges of conducting research in international marketing and building a successful academic career in this field. In addition, students will be able to broaden their professional networks in the area.

The goal of the Consortium will be to provide a supportive discussion among doctoral students and the participating faculty on topics such as:

- Trends in international marketing research;
- Challenges in carrying out high-impact international marketing research aimed at top journals;
- Managing the dissertation and the job search process; and
- Starting an academic career.

In addition, students will have the opportunity to receive feedback on their current research projects submitted to the conference as well as ideas and guidance for their future research agenda.

The Consortium will consist of a combination of panel discussions with leading scholars in the field, focusing on the topics listed above and small group discussions in which students will share their current projects and receive feedback and guidance. With the goal of facilitating a constructive dialog on the topics listed above, the ideal candidates for the Consortium are doctoral students in international marketing or business who are focusing on developing their research agenda.

Students should apply via the [EasyChair conference management system](#). Please include:

1. A letter stating your stage in the Ph.D. program and research interests.
2. Abstract of a current research project focused on international marketing (not to exceed 1 page, single-spaced). Please include the title, author information, abstract, keywords, and research summary. Diagrams, tables, and references should be provided at the end of the document but these don't count towards the 1-page limit. The abstract should succinctly cover the research question, theoretical background, the proposed research design, and intended contribution.

NOTE: *If any candidates have already submitted papers to the conference via one of the tracks, simply state in the letter the title of the submission and the track to which it was submitted. In these cases, it is not necessary to submit a separate abstract in order to apply. Please combine both parts of your application into one file.*

A limited number of travel stipends will be available for consortium participants. Please note on your application your need for a travel stipend.

Important Dates

- Deadline for submission for Conference and Doctoral Consortium: November 11, 2018
- Acceptance notification: December 10, 2018
- Author registration: From December 10, 2018
- Conference dates: May 20-22, 2019

Conference Co-Chairs

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