

Conference Program

AMA Global Marketing Special Interest Group Conference
in association with the
Journal of International Marketing

“Global Marketing Managers: Addressing
Challenges posed by the Changing Global
Economy”

Cancun, Mexico
January 13-16, 2011



Conference Co-Chairs and Program Co-Editors: Michael R. Czinkota (Georgetown University
and University of Birmingham) and David A. Griffith (Michigan State University)
Publisher: AMA Global Marketing SIG, 2011

Thursday, January 13

9:00-12:30	Conference Program Committee Meeting
12:30-13:30	AMA Global Marketing SIG Board of Directors Luncheon
13:30-17:00	AMA Global Marketing SIG Board of Directors Business Meeting
17:00-19:00	Welcome Reception – Himitsu Beach Dinner (at leisure throughout the resort)

Friday, January 14

All sessions will be held in the ‘5 Elements’ room

9:00 – 9:30	Global Marketing Managers: Addressing Challenges posed by the Changing Global Economy – Beginning a Dialog <i>Michael R. Czinkota (Georgetown University and University of Birmingham) and David A. Griffith (Michigan State University)</i>
9:30-10:45	Addressing Challenges posed by the Changing Global Economy Session Chair: <i>Carl Arthur Solberg (BI Norwegian School of Management)</i> The Impact of Terrorism as a Segmentation Variable <i>Michael R. Czinkota (Georgetown University and University of Birmingham) and Gary Knight (Florida State University)</i> Corporate Branding and Brand Building during Economic Adjustment <i>Ruediger Kaufmann (University of Nicosia), Demetris Vorontis (University of Nicosia), Michael R. Czinkota (Georgetown University and University of Birmingham) and Hadiono Alvin (University of Nicosia)</i> Life Cycle Overlaps and Specialization Handoffs between Societies: The Example of the Medical Sector <i>Nittaya Wongtada (NIDA Business School) and Michael R. Czinkota (Georgetown University and University of Birmingham)</i>
10:45-11:00	Break
11:00-12:15	Issues in Marketing Strategy: The Latin American Context Session Chair: <i>Ruediger Kaufmann (University of Nicosia)</i> Standardising Beyond the Boundaries of Bounded Rationality - An Empirical Study in Latin America <i>Fernando Fastoso (Bradford University School of Management) and Jeryl Whitelock (Bradford University School of Management)</i> Customer Retention and its Key-Drivers in Banking Service Rendering: A Brazilian Experience <i>Gabriel Sperandio Milan (Universidade de Caxias do Sul), Paulo Fernando Pinto Barcellos (Universidade de Caxias do Sul), Eric Dorion (Universidade de Caxias do Sul), and Deonir De Toni (Universidade de Caxias do Sul)</i> Strategies and Performance of New Mexican Emerging Multinational Enterprises <i>José G. Vargas-Hernández (Centro Universitario de Ciencias Económico Administrativas U de G.)</i>
12:30-14:00	Lunch (at leisure throughout the resort)

14:00-15:15

Assessing and Exploiting International Opportunities

Session Chair: *Michael R. Mullen (Florida Atlantic University)*

The Policy Aspects of Rebalancing International Trade Flows
Lew Cramer (President, Utah World Trade Center)

Identifying New Export Opportunities in International Markets for Small and Medium Sized American Businesses
Peter Dickson (Florida International University)

International Market Expansion Strategy: A Conceptual Decision Tool for the Hospital Industry
Gary J. Robinson (Lake Health), Rajshekhar G. Javalgi (Cleveland State University) and William Lundstrom (Cleveland State University)

15:15-15:30

Break

15:30-16:45

Marketing Issues in a Globalized World

Session Chair: *Gary Knight (Florida State University)*

A Managerial Perspective on Place Images and Place-based Branding
Nicolas Papadopoulos (Carleton University)

Higher Education in Emerging Markets: The Middle East and India
Van R. Wood (Virginia Commonwealth University), Nanda Rangan (Virginia Commonwealth University) and Partha Gopalakrishna (iGate Global Solutions Limited)

A Study of Consumer Animosity, Ethnocentrism and Religion's Influence on Willingness to Purchase: An Empirical Test in the Middle East
Selima Ben Mrad (Barry University), Michael R. Mullen (Florida Atlantic University) and Tamara Mangleburg (Florida Atlantic University)

Dinner (at leisure throughout the resort)

Saturday, January 15

All sessions will be held in the '5 Elements' room

9:30-10:45

Bottom of the Pyramid: Issues and Challenges

Session Chair: *Nittaya Wongtada (NIDA Business School)*

Managing and Implementing BOP projects: Implications for the Global Marketing Manager
Ravi Sarathy (Northeastern University)

What Does the Base of the Pyramid Need to Succeed
Michael G. Harvey (University of Mississippi) and Dell McStay (Bond University)

Marketing Issues at the Bottom of the Pyramid
Subhash Jain (University of Connecticut)

10:45-11:00

Break

11:00-12:15

Consumer Issues in International Marketing

Session Chair: *Michael G. Harvey (University of Mississippi)*

Exploring Social Capital in Virtual Community
Mengkuan Lai (National Cheng Kung University) and KuanHao Chin (National Cheng Kung University)

Is Consumer Product Evaluation Influenced by the Conflicting Feelings of Animosity and Affinity Towards the Producing Country? An Empirical Investigation
Subir Bandyopadhyay (Indiana University Northwest), Nittaya Wongtada (NIDA Business School) and Gillian Rice (Thunderbird School of Global Management)

Country of Origin Image and Brand Image Congruence: The Impact on Brand Equity
Erik B. Nes (BI Norwegian School of Management) and Geir Gripsrud (BI Norwegian School of Management)

12:30-14:00

Lunch (at leisure throughout the resort)

- 14:00-15:15 **The Role of Culture**
- Session Chair: *Gaia Rubera (Michigan State University)*,
- Culture Convergence, Divergence or Emergence? Relevance of the Horizontal-Vertical I-C scale
Riadh Ladhari (Laval University), Nizar Souiden (Laval University) and Yong-hoon Choi (Doshisha University)
- The Effect of Culture on Antecedents to the Foreign and Domestic Purchase Choices: A Global Perspective
James Reardon (Monfort College of Business), Chip E. Miller (Drake University), Irena Vida (University of Ljubljana), Laura Salciuviene (Lancaster University) and Vilte Auruskeviciene (ISM, University of Management and Economics)
- Managing Global B2B Loyalty Programs in a Changing Economy
Marc Falko Schrader (University of Aalen)
- Why Won't People Listen to Reason?
Daniel Friesen (Wayne State University) and Attila Yaprak (Wayne State University)
- 15:10-15:30 Break
- 15:30-16:15 **International Marketing Strategy Issues**
- Session Chair: *Attila Yaprak (Wayne State University)*
- Strategy – Performance Relationships and the Impact of Globalisation Drivers and Firm Preparedness in International Markets
Carl Arthur Solberg (BI Norwegian School of Management) and Francois Durrieu (Bordeaux École de Management)
- A Dynamic Analysis of Innovation Productivity of Global IT Clusters
Nukhet Harmancioglu (Koc University) and Gerard J. Tellis (University of Southern California)
- Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration
Gaia Rubera (Michigan State University), David A. Griffith (Michigan State University), Goksel Yalcinkaya (University of New Hampshire)
- 16:15-16:30 **Break**
- 16:30:-17:00 **Interactive Session on Global Marketing Managers: Addressing Challenges posed by the Changing Global Economy**
- Michael R. Czinkota (Georgetown University and University of Birmingham) and David A. Griffith (Michigan State University)*
- Dinner (at leisure throughout the resort)

Sunday, January 16

9:00-12:30 **Round Table Sessions on International Marketing Topics**
(informal gatherings of like minded scholars throughout the resort common areas)

12:30-14:00 Lunch (at leisure throughout the resort)

ABSTRACTS

FRIDAY, JANUARY 14, 2011

INTEGRATING CORPORATE BRANDING AND TRANSFORMATIONAL LEADERSHIP: MASTERING MACRO CHANGES

Hans Ruediger Kaufmann, University of Nicosia, Kaufmann.r@unic.ac.cy

Demetris Vrontis, University of Nicosia, Vrontis.d@unic.ac.cy

Michael R. Czinkota, *Georgetown University and University of Birmingham*, czinkotm@georgetown.edu

Alvin Hadiono, University of Nicosia, alvinhadiono@gmail.com

In times of a global economic crisis and corporate scandals, companies are well advised to develop strategic answers to existence threatening trends such as changing consumer behavior, a lack of qualified personnel as well as an increased scrutiny of brands by society, financial markets or international investors. This paper regards an integration of transformational leadership and corporate branding to be an effective equipment to counteract these trends and contribute to higher levels of corporate stability. The objective should be achieving the highest possible level of authenticity in the communication of companies with internal and external customers and other stakeholders. The paper focuses on its central tenet of achieving a congruence of identities of a variety of stakeholders implemented, facilitated and lived by transformational and corporate brand orientated leadership with its core task of creating a corporate culture to authentically reflect the core values of the brand. The paper provides global marketing managers with a conceptualization for a more effective and innovative corporate branding strategy execution based on empathetic stakeholder orientation. The conceptual and interdisciplinary study aims to explain the relationship between corporate branding, brand-building behavior, identity congruence and leadership as the key-integrating factor not integrated so far in literature. Based on mainstream models of corporate branding, it discusses and interlinks those models with recent and relevant research findings in the field of identity and leadership and provides an innovative synthesized conceptualization.

The generation of an integrated model will support leaders in adjusting to the current macro changes by holistically managing corporate branding efforts. Hence, the model enables global marketing managers to more effectively respond to current trends and stimulate consumption. The model provides the global marketing manager with the systematic steps of a corporate brand building process targeted to stimulate consumer consumption by higher levels of authenticity and overall stakeholder empathy. The steps also imply a new and expanded skill repertoire of global marketing managers. From a political perspective, the model, as it focuses on identity congruence between the company's corporate identity and the identity of other stakeholders (including the society), might contribute to harmonize the often competing priorities of the various market actors and improve the perception and functioning of a market economy in different economic settings.