

# Global Marketing in an Era of Change

Havana, Cuba  
April 6-8, 2017



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## Welcome to the 2017 AMA Global Marketing SIG Conference!



It is our pleasure to welcome you to the 2017 AMA Global Marketing SIG conference in Havana, Cuba!

The objectives of the AMA Global Marketing SIG are to promote the globalization of marketing education and to foster research on global marketing issues. This need appears particularly pressing in current times characterized by a strong anti-globalization sentiment. We are particularly pleased to hold this conference in Havana, Cuba. Havana, Cuba served as an important connector between the Old World and the New World during the colonization of the Americas in the 16<sup>th</sup> century. Today and in the future, it may serve as a great setting to study *Global Marketing in an Era of Change*.

A program of this magnitude and quality could only be accomplished through the concerted efforts of many. Special thanks to the AMA Global Marketing SIG board, the conference organizing team, and all the track chairs for their hard work in processing submissions. We also extend special thanks to our travel agent, Cuba Educational Travel (CET), who has helped us navigate the process of organizing a conference in Cuba. Special thanks also to all the participants who persevered to make it to Cuba!

All of the sessions promise great insights, discussion, and debate on global marketing issues, but we want to bring particular attention to our two feature plenaries, highlighted by some of the world's leading marketing scholars. In the opening plenary on Friday morning, featuring Saeed Samiee, Costas Katsikeas, and Preet Aulakh, these leading scholars will outline their thoughts on the future of global marketing research. In the Saturday plenary, V. Kumar, Gerry Tellis, and Neil Morgan will present their views on new developments in marketing research during turbulent times.

As an added bonus, *Journal of International Marketing* Editor-in-Chief Costas Katsikeas will invite the most promising papers presented at the conference for publication in the *Journal of International Marketing*. Promising papers from the conference will be identified by the track

chairs and journal editors. To be considered for publication in JIM, papers must subsequently be submitted to JIM and undergo a double-blind review process.

Finally, thanks to the generous support of our sponsors (University of Leeds, University of Tennessee, and University of Alabama), we are able to sponsor all Ph.D. students participating in the doctoral consortium and recognize the winner of the Ph.D. student Best Paper Award!

We hope that the 2017 AMA Global Marketing SIG conference in Cuba will be a place of camaraderie, discovery, and inspiration to you!

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## Conference Organizing Committee



**Peter Magnusson**  
**University of Alabama**  
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**Costas Katsikeas**  
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khewett@utk.edu



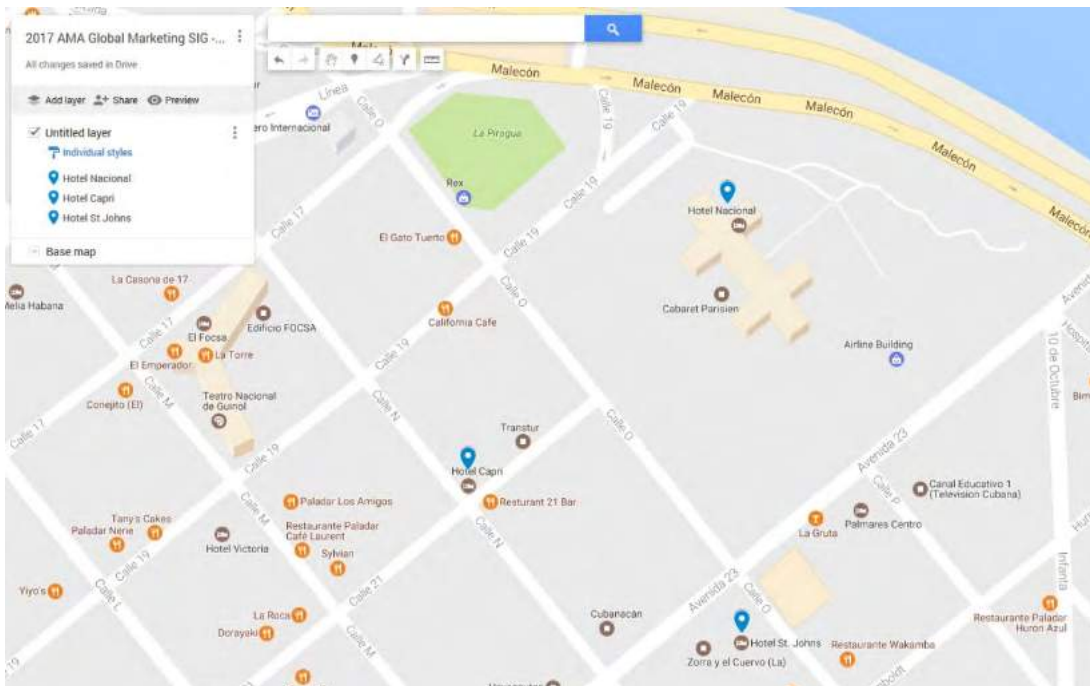
**Annie Cui**  
**West Virginia University**  
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## Track Chairs

International Marketing Strategy		New Product Development and Innovation	
			
David Gilliland Colorado State U Dave.gilliland@business.colostate.edu	Stanford Westjohn U of Alabama sawestjohn@cba.ua.edu	Cheryl Nakata U of Illinois-Chicago cnakat1@uic.edu	Billur Akdeniz Talay U of New Hampshire billur.akdeniz@unh.edu
Relationship Marketing and Channel Management		Global Brand Management and Advertising	
			
Dionysios Skarmas Athens University dskarmas@aueb.gr	Claude Obadia ESCE, Paris claude.obadia@esce.fr	Katharina Zeugner-Roth IÉSEG k.zeugner-roth@ieseg.fr	Goksel Yalcinkaya U of New Hampshire Goksel.Yalcinkaya@unh.edu
Cross-Cultural Consumer Behavior		Sales and Global Account Management	
			
Ana Valenzuela Baruch College ana.valenzuela@baruch.cuny.edu	Srdan Zdravkovic Bryant University szdravko@bryant.edu	Stavroula Spyropoulou University of Leeds ss@lubs.leeds.ac.uk	Linda Hui Shi University of Victoria lshi@uvic.ca
Sustainability and Corporate Social Responsibility		Export Marketing and Market Entry	
			
Costas Leonidou University of Leeds C.Leonidou@leeds.ac.uk	Nicole Koschate-Fischer Universität Erlangen–Nürnberg nicole.koschate-fischer@fau.de	Doug Dow University of Melbourne d.dow@mbs.edu	Carlos Sousa Durham University carlos.sousa@durham.ac.uk

## Conference Venue

Conference sessions will be held at the Hotel Nacional, which is considered an important symbol of Cuban history, culture, and identity. The Hotel Nacional de Cuba was declared a National Monument and has been inscribed in the World Memory Register. With its privileged location in the middle of Vedado, the center of Havana, it stands on a hill just a few meters from the sea, and offers a great view of the Havana Harbor; the seawall and the city.



[Please click this link](#) to view an interactive map of Havana, the conference venue, all conference hotels, and the gala dinner.

## Getting from the Airport

All participants will arrive at the José Martí International Airport (HAV). Once you arrive in Cuba, you will go through immigration and customs. Do not be alarmed if a plain-clothes officer asks you questions about your trip to Cuba. This is completely normal, and please be transparent with them.



The easiest way to get from the airport to your hotel is via a yellow cab, which is available outside the airport. The cab will cost 25 CUC or 30 USD. The cabs will accept USD or you can exchange money at the airport, or at any major hotel in the city.

If you are staying in a casa particular, then have the cab take you to the Hotel Capri, which is within walking distance of your casa. In the lobby of the Hotel Capri, you will find a CET representative who will have a CET polo shirt and a sign with the CET logo, who will then escort you to your house.



## Registration

Please check in with the conference at our registration desk to pick up your name badge and conference materials when you arrive. The registration desk will be located in the lobby of Hotel Nacional de Cuba.

Thursday, April 6: 14:00-19:00

Friday, April 7: 7:30-9:30

## Conference App

The conference app, supported by Guidebook, provides the full conference schedule and the latest updates. To download the app, please follow these steps:

1. Download the app "Guidebook" for free from the App Store or Play Store.
2. Enter passphrase: havana2017
3. Enjoy the app!

## Money

U.S. credit cards and ATM cards still do not work in Cuba. There are very few places that accept traveler's checks. Credit and ATM cards from Europe, Canada and countries other than the U.S. will work, but ATM machines and establishments that accept credit cards are not always accessible. Plan on bringing enough cash for your whole stay. Newer and larger bills are preferred as sometimes it can be hard to change small bills, and worn and torn bank notes will not be accepted.

There are two official currencies in Cuba: CUC and CUP. However, all you really need to worry about is the CUC. You can get the other Cuban pesos (CUP, commonly referred to as moneda nacional) as a collector's item but most things you will want to spend money on require CUC. The official exchange rate for dollars is .873. For \$100 USD, you will receive 87.30 CUC, which includes an extra 10 percent tax on USD that Euros, CAD, and other currencies do not receive.

You are only able to change foreign money to CUC and vice versa in Cuba. We typically recommend exchanging money at one of the many hotels in Havana that house exchange booths. The likelihood of receiving a more favorable rate of exchange is much higher at these hotels than at the airport.

## Dress Code

Suggested dress code is "Smart Casual" for all conference events including all receptions. Smart casual is typically more informal than business casual but is still a neat attire appropriate for the weather conditions in Havana, Cuba. The average high in the month of April is 29°C/84°F and the average low is 21°C/70°F.

# 2017 AMA Global Marketing SIG Program Awards

## University of Tennessee Best Paper Award

All papers accepted for competitive sessions are eligible for this award. Nominees were made by track chairs and the awards committee included Annie Cui, Goksel Yalcinkaya, and Saeed Samiee. The nominees are:



1. Organizational Aspects of Export Pricing and their Influence on Export Performance

*Katharina Hofer, Johannes Kepler University Linz*

*Lisa M. Niehoff-Hoekner, Johannes Kepler University Linz*

*Dirk Totzek, University of Passau*

*Martin Frantz, University of Passau*

2. Managing the Consumer-Based Brand Equity Process across Countries

*Kalliopi Chatzipanagiotou, University of Glasgow*

*Cleopatra Veloutsou, University of Glasgow*

*George Christodoulides, Birkbeck, University of London*

3. Effects of Entrepreneurial Orientation, Knowledge-Based Resources and Marketing Capabilities on Performance of International New Ventures

*Silvia Martin, California State University*

*Rajshekar Javalgi, Cleveland State University*

*Matthew Robson, University of Leeds*

4. Perceived fit in Service Offshoring: The Role of Culture, Ethnicity and Ethnocentrism

*Tony Lu, University of New South Wales*

*Gary D. Gregory, University of New South Wales*

*Liem Viet Ngo, University of New South Wales*

5. Cross-National Difference in M-commerce Shoppers' Behaviors: The Role of M-commerce Readiness and Culture in Emerging and Developed Markets

*Abdul Ashraf, Brock University*

*Narongsak (Tek) Thongpapanl, Brock University*

*Bulent Menguc, University of Leeds*



## University of Leeds Best Ph.D. Student Award

All papers accepted for competitive sessions with a Ph.D. student as lead author are eligible for this award. The nominees are:



UNIVERSITY OF LEEDS

Leeds University Business School

1. The Price/Quality Dynamisms after Export Market Re-entry

*Jieke Chen, Durham University*

*Carlos M. P. Sousa, Durham University*

*Xinming He, Durham University*

2. Beyond Reach: An Extended Model of Global Brand Effects

*Timo Mandler, University of Hamburg*

3. International Franchising: A Review and Research Agenda

*Alexander Rosado-Serrano, University of Puerto Rico*

*Justin Paul, University of Puerto Rico*

*Desislava Dikova, WU Wein*

4. Consumption of Luxuriousness and the Pursuit of Social Status in Collectivistic and Individualistic Cultures: A comparison of USA and Vietnam

*Thao Phuong Nguyen, City University of London*

*George Balabanis, City University of London*



## The University of Alabama Best Reviewers

This award recognizes the best reviewers who helped the conference authors receive high-quality and timely feedback.

1. Cezara Alina-Nicoara, University of Leeds
2. Vasileios Davvetas, University of Vienna
3. Gary D. Gregory, University of New South Wales
4. Werner Kunz, University of Massachusetts Boston
5. Timo Mandler, University of Hamburg
6. Bruce Pfeiffer, University of New Hampshire
7. Matthew Robson, University of Leeds
8. Babis Saridakis, University of Leeds



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We would like to thank everyone who contributed as reviewers that helped make this conference a possibility. It is only possible thanks to the hard work of all contributing reviewers.



## AMA Global Marketing SIG Program Overview

	Thursday, April 6	Friday, April 7	Saturday, April 8
8:00		1.1 Opening Plenary (Saeed Samiee, Costas Katsikeas, Preet Aulakh) (8:00-9:15)	
8:15			
8:30			
8:45			
9:00			
9:15		<b>Break</b>	
9:30		1.2 Concurrent Sessions (9:30-10:45)	2.1 Concurrent Sessions (9:15-10:30)
9:45			
10:00			
10:15			
10:30			
10:45		<b>Coffee Break (10:45-11:00)</b>	<b>Coffee Break (10:30-11:00)</b>
11:00		1.3 Concurrent Sessions (11:00-12:15)	2.2 Concurrent Sessions (11:00-12:15)
11:15			
11:30			
11:45			
12:00			
12:15			
12:30		<b>Networking Lunch w/ Interactive Presentations (12:15-13:30)</b>	<b>Networking Lunch w/ Interactive Presentations (12:15-13:30)</b>
12:45			
13:00			
13:15			
13:30		1.4 Concurrent Sessions (13:30-14:45)	2.3 Concurrent Sessions (13:30-14:45)
13:45			
14:00			
14:15			
14:30			
14:45			<b>Coffee Break (14:45-15:15)</b>
15:00			
15:15			
15:30			2.4 Feature Plenary (V. Kumar, Gerry Tellis, Neil Morgan) (15:15-16:30)
15:45			
16:00	Doctoral Consortium, Chaired by Kelly Hewett (14:30-18:30)		
16:15			
16:30			
16:45			
17:00			
17:15			
17:30			
17:45			
18:00			
18:15			
18:30	<b>Break</b>		
18:45			
19:00			
19:15			
19:30	Welcome Reception Hotel Nacional Pool Deck (19:00-21:00)		
19:45			
20:00			
20:15			
20:30			
		<b>Free Afternoon / Evening to Experience Havana!</b>	<b>Break</b>
			Gala Dinner and Musical Performance Divina Pastora (19:30-21:30)





# UNIVERSITY OF LEEDS

The Marketing Division and the Global and Strategic Marketing Research Centre (GLOSMARC) at Leeds University Business School are proudly sponsoring  
AMA Global Marketing SIG's

## “GLOBAL MARKETING IN AN ERA OF CHANGE”

Leeds University  
Business School



## Detailed Conference Program

**Session 0.1 – Doctoral Consortium, Thursday, April 6, 14:30-18:30, Room: Vedado**

### Doctoral Consortium

14:30 – Welcome

14:45 - Panel discussion: Helpful Insights for Building Successful Academic Careers.

15:30 – Break

15:45 – Student Research Presentations and Feedback

16:45 - Panel discussion: The Challenges of Conducting International Marketing Research.

17:30 – Break

17:45 – Panel Discussion with Journal Editors

### Doctoral Consortium Participants

Faculty Advisors	Student Participants
Lauren Block, Baruch College	Carlos Bauer, U of Texas at San Antonio
Jan Heide, University of Wisconsin	Jieke Chen, Durham University
Tom Kramer, UC Riverside	Dale DeJong, Florida International University
Costas Katsikeas, University of Leeds	Francis Donbesuur, University of Leeds
V. Kumar, Georgia State University	Reika Igarashi, University of Leeds
Bulent Menguc, University of Leeds	Lars Jensen, TU Dortmund
Neil Morgan, Indiana University	Jisu Kim, University of Washington
Ayşegül Özsoy, Koç University	Timo Mandler, Universität Hamburg
Robert Palmatier, University of Washington	Brian Montavon, University of Alabama
Randall Rose, University of Tennessee	Cezara-Alina Nicoara, University of Leeds
Saeed Samiee, University of Tulsa	Arinze Christian Nwoba, University of Leeds
Gerry Tellis, U of Southern California	Christina Papadopoulou, University of Leeds
	Ngoc Pham, U of Texas at Rio Grande Valley
	Alexander Rosado-Serrano, U of Puerto Rico
	Burcu Sezen, Özyegin University
	Amallesh Sharma, Georgia State University
	Annette Tower, University of Tennessee
	Merve Ulku Turgut, University of Leeds

**Welcome Reception – Thursday, April 6, 19:00-21:00, Room:  
Hotel Nacional Pool Deck**



The Haslam College of Business is proud to sponsor Global Marketing SIG's,  
"GLOBAL MARKETING IN AN ERA OF CHANGE."



## Session 1.1.1 – Plenary, Friday, April 7, 8:00-9:15, Room: 1930

### Welcome to the 2017 AMA Global Marketing SIG Special Conference

*Peter Magnusson, University of Alabama*

### Welcome Plenary: The Future of International Marketing Research

*Moderator: Peter Magnusson, University of Alabama*

*Keynote Presenters: Saeed Samiee, University of Tulsa  
Costas Katsikeas, University of Leeds  
Preet Aulakh, York University*



**Saeed Samiee** is Collins Professor of Marketing and International Business at The University of Tulsa. His research, publications, and teaching are centered on marketing strategy, particularly in global, international and regional contexts. He has published in and reviews for the leading marketing and international business journals including *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and *Journal of International Business Studies*.



**Constantine S. Katsikeas** is the Arnold Ziff Research Chair in Marketing and International Management at Leeds University Business School. His interests are marketing and sales management, global marketing and management, strategic alliances and competitive strategy. He has published widely and his articles have appeared in *Journal of Marketing*, *Strategic Management Journal*, *Organization Science*, *Journal of International Business Studies*, *Journal of International Marketing*, among others.



**Preet Aulakh** is the Pierre Lasonde Chair in International Business at the Schulich School of Business at York University. His research is focused on governance structure and relational dynamics in international alliances, international licensing agreements, and a recent focus on the internationalization of firms from emerging markets. His research has been published widely in, for example, *Journal of International Business Studies*, *Journal of International Marketing*, *Organization Science*, *Academy of Management Journal*, and *Journal of Marketing*.



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## **Culverhouse College of Commerce Advantage**

- **Highly ranked programs**
- **Award winning faculty and students**

## **International Business Specialization Advantage**

- **International Perspective - International Opportunities**

Our faculty scholars and students teach and study around the world. Our students are able to gain international experience through the study abroad and internship programs that better prepare them for competition in today's global economy.





## Session 1.2.1 – Competitive, Friday, April 7, 9:30-10:45, Room: Vedado

### Marketing Strategy – Implications for Global Marketers

*Session Chair: Alok Saboo, Georgia State University*

The Short- and Long-term Impact of Customer Concentration on Firm Performance

*Alok Saboo, Georgia State University*

*V. Kumar, Georgia State University*

*Ankit Anand, Georgia State University*

Investigating the Impact of Pace, Rhythm, and Scope of New Product Introduction (NPI) Process on Firm Performance

*Amalsh Sharma, Georgia State University*

*V. Kumar, Georgia State University*

*Alok Saboo, Georgia State University*

Financing Marketing Capabilities

*Naveen Donthu, Georgia State University*

*Fernando Angulo, MacEwan University*





## Session 1.2.2 – Competitive, Friday, April 7, 9:30-10:45, Room: Taganana

### Consumer Decision Making Across Cultures

*Session Chair: Tom Meyvis, New York University*

Managing the Consumer-Based Brand Equity Process across Countries

*Kalliopi Chatzipanagiotou, University of Glasgow*

*Cleopatra Veloutsou, University of Glasgow*

*George Christodoulides, Birkbeck, University of London*

Stuck in the Middle: The Authenticity Seeking Consumer

*Fabian Bartsch, IESEG School of Management*

*Katharina Zeugner-Roth, IESEG School of Management*

A Tale of Two Cultures: The Effect of Consumers' Ethnic and Gender Stereotypes on Evaluations of Service Providers and Service Firms

*Shashi Matta, Ohio State University*

*Valerie Folkes, University of Southern California*

*Andy Kachat Wong, Hong Kong Baptist University*

Beyond Reach: An Extended Model of Global Brand Effects

*Timo Mandler, University of Hamburg*



## Session 1.2.3 – Competitive, Friday, April 7, 9:30-10:45, Room: Sancti Spíritus

### Designing an Innovative Global Organization

*Session Chair: Goksel Yalcinkaya, University of New Hampshire*

Innovation Reliability and Variability Strategies: The Importance of Absorptive Capacity on Systemic Outcomes

*José Manuel Pinheiro, Universidade de Coimbra*

*Miguel Torres Preto, Universidade de Coimbra*

*Luís Filipe Lages, Nova SBE - Faculdade de Economia UNL*

*Graça Miranda Silva, ISEG – Lisbon School of Economics*

The Role of Lean Innovation Capability in Resource-Limited Innovation: Concept, Measurement, and Consequences in a Multi Country Study

*Pelin Bicen, Suffolk University*

*William Johnson, Penn State Erie*

*Zhen Zhu, Suffolk University*

Exploring the Perceptions, Attractions and Stigma of Muslim Fashion Ranges across National Contexts

*Stephanie Slater, Cardiff University*

*Catherine Demangeot, IESEG School of Management*

Role of Owners and Leaders in Fostering Innovation and Creating Wealth in Emerging Markets

*Sourindra Banerjee, University of Warwick*

*Jaideep Prabhu, University of Cambridge*

*Gerard J. Tellis, University of Southern California*

**Coffee Break**

**10:45-11:00**

**Foyer outside 1930**

## **Session 1.3.1 – Competitive, Friday, April 7, 11:00-12:15, Room: Vedado**

### **Global Relationship Marketing**

*Session Chair: Jan Heide, University of Wisconsin*

The Impact of Parent Firm's Machiavellianism on Learning and Performance in International Strategic Alliances

*Giuseppe Musarra, University of Leeds*

*Matthew J. Robson, University of Leeds*

*Constantine S. Katsikeas, University of Leeds*

Effect of Trust on Opportunism and Performance in SMEs' Export Relationships

*Irena Vida, University of Ljubljana*

*Claude Obadia, ESCE Paris*

Enhancing Performance in Emerging-Market-Supplier/MNE-Buyer Relationships: An Examination of Virtual versus Relational Governance

*Daekwan Kim, Florida State University*

*Ruey-Jer "Bryan" Jean, National Chengchi University*

*Rudolf R. Sinkovics, The University of Manchester*

*S. Tamer Cavusgil, Georgia State University*

Caveman Marketing: The Key Role of Gratitude and Unfairness in Relationship Marketing

*Stephen Samaha, University of Washington*

*Lena Steinhoff, University of Paderborn*

*Jisu J. Kim, University of Washington*

*Robert Palmatier, University of Washington*

## Session 1.3.2 – Competitive, Friday, April 7, 11:00-12:15, Room: Taganana

### Managing Distance

*Session Chair: Doug Dow, University of Melbourne*

Psychic Distance Effects on Export Price Adaptation: An Experimental Investigation

*Christina Papadopoulou, University of Leeds*

*Magnus Hultman, University of Leeds*

*Aristeidis Theotokis, University of Leeds*

Hitting the Bull's Eye: Cultural Intelligence and Managers' Accuracy of Psychic Distance Estimations

*Timo Mandler, University of Hamburg*

*Fabian Bartsch, IESEG School of Management*

*Vasileios Davvetas, University of Vienna*

Go Local or Go Global: The Impact of Local versus Global Brands on Consumer Impulsiveness through Psychological Distance and Construal Level

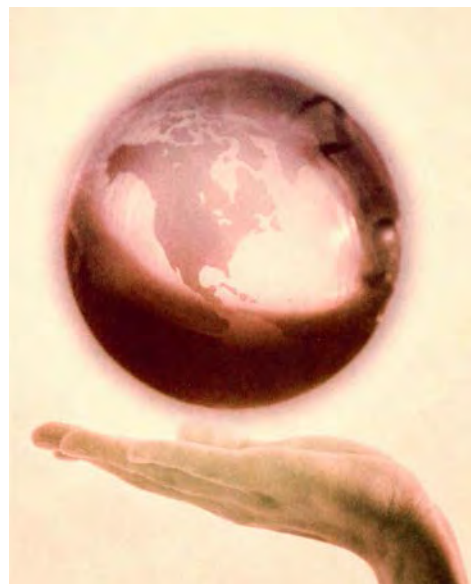
*Eline De Vries, University Carlos III Madrid*

*Bob M. Fennis, University of Groningen*

International Market Strategies of Emerging Market Firms: Case of Indian Knowledge-Intensive Firms

*Nishant Kumar, Stockholm University*

*Fredrik Nordin, Stockholm University*





## Session 1.3.3 – Competitive, Friday, April 7, 11:00-12:15, Room: Sancti Spíritus

### Sustainability in Global Marketing

*Session Chair: Bulent Menguc, University of Leeds*

Changing the Mindset of ‘Green’ International Buyers

*Monali Hota, IESEG School of Management*

*Nicholas Paparoidamis, IESEG School of Management*

Financial Resource Slack and Sustainability Performance of Multinational Enterprises in Developed and Developing Economy Markets

*Nathaniel Boso, University of Leeds*

*Magnus Hultman, University of Leeds*

*Ogechi Adeola, University of Leeds*

*Dayananda Palihawadana, University of Leeds*

Effects of dialecticism on consumer responses to food products with conflicting goals: Healthy cake or indulgent cake, could dialecticism be the answer?

*Alexander Jakubanecs, Norwegian School of Economics*

*Alexander Fedorikhin, Indiana University*

*Nina M. Iversen, BI Norwegian Business School*

Chasing after Theoretical Rigor in Cross-Cultural Research: Developments in dealing with Theoretical Complexity

*Lars Jensen, TU Dortmund University*

*Hartmut H. Holzmüller, TU Dortmund University*

# Networking Lunch with Interactive Poster Presentations

Friday, April 7, 12:15-13:30, Room: 1930

The Reverse Country-of-Origin Effect

*Carmen Lopez, Plymouth University*

*George Balabanis, City University of London*

The Values of Acculturating Consumers' Word-of-Mouth in Brand Choice—A Field Study in WeChat

*Li Zheng, University of Leeds*

International Studies of Cross-Cultural Variations in Consumer Behavior: Results of a Literature Review (Focus On Marketing Implications)

*Galina Timokhina, Urals State University of Economics*

Consumer Engagement in S-Commerce: A Comparative Study

*Constanza Bianchi, Universidad Adolfo Ibañez*

Goal Orientation: An Antecedent to Dynamic Capabilities in Export Ventures

*Merve Turgut, University of Leeds*

*Constantine S. Katsikeas, University of Leeds*

*Bulent Menguc, University of Leeds*

*Stavroula Spyropoulou, University of Leeds*

The Empirical Link between Export Diversification and Export Performance: Strategic and Resource Contingencies

*João S. Oliveira, Loughborough University*

*John W. Cadogan, Loughborough University*

Does Country-Specific Advantage (CSA) include Government, or Are They Different Things? A Proposal for Government-Specific Advantage (GSA) and Its Application to the Cuba Case

*Dale DeJong, Florida International University*

*Karen Paul, Florida International University*

*Ernesto Dominguez Lopez, University of Havana*

*Lourdes Sánchez Oramas, University of Havana*

Political Economy and Income Inequality: How Did Trade Liberalization and Changes in Political and Economic Freedom Affect the Middle Classes Across the World?

*Yener Kandogan, University of Michigan – Flint*

*Scott Johnson, University of Michigan – Flint*

Value for Money and its Importance to Customer Satisfaction - A Cross-cultural Study in the Airline Services Industry

*Wolfgang Messner, University of South Carolina*

Supply Chain Management Capabilities: Strategic Orientation and Performance Outcomes in Emerging Market Firms

*Shahin Assadinia, University of East Anglia*

*Ismail Golgeci, University of East Anglia*

*Vita Kadile, University of Leeds*

*David Gligor, University of Mississippi*

*Alessandro Biraglia, University of Leeds*

New Product: Structural Hole in Embedded Markets

*Roger Calantone, Michigan State University*

*Yonghoon Choi, Doshisha University, Kyoto*

*Ying Huang, UMASS Lowell*

*Hang Nguyen, Michigan State University*

*Brenda Sternquist, Michigan State University*

Embedding CSR in the Firm's DNA: The Case for Strategic CSR in Emerging Markets -Examples from Romania-

*Cezara-Alina Nicoara, University of Leeds*

*Dayananda Palihawadana, University of Leeds*

*Matthew Robson, University of Leeds*

## Session 1.4.1 – Competitive, Friday, April 7, 13:30-14:45, Room: Vedado

### Entering and Competing in New Markets

*Session Chair: Athina Zeriti, University of East Anglia*

Subsidiary Local Responsiveness: The Role of Organizational Learning, Reverse Knowledge Transfer, and Psychological Safety

*Zhaleh Najafi-Tavani, University of Leeds*

*Matthew Robson, University of Leeds*

*Ghasem Zaefarian, University of Leeds*

*Chong Yu, University of Leeds*

The VCW: A tool for international market selection and growth

*Luis Filipe Lages, Nova SBE - Faculdade de Economia UNL*

*Vânia Fonseca, Tiradentes University-Brazil*

*Miguel Paulino*

Effects of Deinstitutionalization and Export Strategies: Evidence from the Indian Textile Industry

*Ravee Chittoor, University of Victoria*

*Preet Aulakh, York University*

The Impact of Home Market Institutional Conditions on Market Entry Strategies of Firms from Emerging Markets

*Adam Hepworth, University of Tennessee*

*Alexander V. Krasnikov, Loyola University Chicago*

*Kelly Hewett, University of Tennessee*



## Session 1.4.2 – Competitive, Friday, April 7, 13:30-14:45, Room: Taganana

### Understanding Place in International Marketing

*Session Chair: Saeed Samiee, University of Tulsa*

Does Country of Origin Matter Post Organizational Crises?

*Roberta Crouch, University of Adelaide*

*Vinh Lu, Australian National University*

*Ke Chen*

Perceived fit in Service Offshoring: The Role of Culture, Ethnicity, and Ethnocentrism

*Tony Lu, University of New South Wales*

*Gary D. Gregory, University of New South Wales*

*Liem Viet Ngo, University of New South Wales*

Love the wine, love the place: A cross national investigation on brand loyalty and consumer's attachment to the place-of-origin

*Yeyi Liu, University of Leeds*

*Magnus Hultman, University of Leeds*

*Andreas B. Eisingerich, Imperial College London*

*Albert Stoeckl, Christian-Albrechts-Universitat zu Kiel*

The Strategic Alignment of Brand Behavior with Country Personality

*Peter Magnusson, University of Alabama*

*Brian Montavon, University of Alabama*

*Nancy Sirianni, University of Alabama*

## Session 2.1.1 – Competitive, Saturday, April 8, 9:15-10:30, Room: Vedado

### Consumer Behavior in Global Markets

*Session Chair: Rhonda Hadi, Oxford University*

How Different is the Orient from the Occident in Social Media? – A Cross-Cultural study of Activities, Benefits, and Relationships

*Werner Kunz, University of Massachusetts – Boston*

*Raymond R. Liu, University of Massachusetts – Boston*

Luck and the Endowment Effect: A Context of Application of the “Possession-Self Link”

*Yan Meng, Baruch College*

*Ana Valenzuela, Baruch College*

Exploring the Contingencies of Consumer Acculturation Process: The Expatriate Perspective

*Dario Miocevic, University of Split*

*Srdan Zdravkovic, Bryant University*

When Figures of Speech and Provocation Went International. Scuba Diving Into Consumers’ Reactions Towards the Use of Figures of Speech in International Provocative Ad Appeal Settings

*Ioannis Theodorakis, INSEEC Business School*

*Christos D. Koritos, ALBA Graduate Business School, Athens*

*Vlasis Stathakopoulos, Athens University of Economics and Business*

*Konstantinos G. Kottikas, Athens University of Economics and Business*

*Efthymia Kottika, University of Greenwich*



## Session 2.1.2 – Competitive, Saturday, April 8, 9:15-10:30, Room: Taganana

### Building Strong Global Relationships

*Session Chair: Paraskevas Argouslidis, Athens University of Economics and Business*

Antecedents and Outcomes of Relationship Value in International Channel Relationships

*Charalampos Saridakis, University of Leeds*

*Dionysis Skarmeas, Athens University of Economics and Business*

*Constantinos N. Leonidou, University of Leeds*

Global Account Management: Dynamic Capabilities, Strategies, and Business Environments

*Linda Hui Shi, University of Victoria*

International Entrepreneurial Orientation and Internationalization Scope: Moderating Role of Channel Management Capability

*Nathaniel Boso, University of Leeds*

*Magnus Hultman, University of Leeds*

*Simos Chari, University of Leeds*

Cross-National Difference in M-commerce Shoppers' Behaviors: The Role of M-commerce Readiness and Culture in Emerging and Developed Markets

*Abdul Ashraf, Brock University*

*Narongsak (Tek) Thongpapanl, Brock University*

*Bulent Menguc, University of Leeds*

**Coffee Break**

**10:30-11:00**

**Foyer outside 1930**



## Session 2.2.1 – Competitive, Saturday, April 8, 10:15-12:15, Room: Vedado

### Optimizing the Firm's Export Strategy

*Session Chair: Ayşegül Özsoy, Koç University*

#### Organizational Aspects of Export Pricing and their Influence on Export Performance

*Katharina Hofer, Johannes Kepler University Linz*

*Lisa M. Niehoff-Hoekner, Johannes Kepler University Linz*

*Dirk Totzek, University of Passau*

*Martin Frantz, University of Passau*

#### The Importance of Strategic Fit for Firm Internationalization: Impact of External Networks and its Moderators among SMEs

*Poh-Lin Yeoh, Bentley University*

#### The Price/Quality Dynamisms after Export Market Re-entry

*Jieke Chen, Durham University*

*Carlos M. P. Sousa, Durham University*

*Xinming He, Durham University*

#### Conditional Effects of Discretionary Marketing Adaptation on Export Performance

*Stanford Westjohn, University of Alabama*

*Peter Magnusson, University of Alabama*



## Session 2.2.2 – Competitive, Saturday, April 8, 11:00-12:15, Room: Taganana

### Luxury Marketing

*Session Chair: Lauren Block, Baruch College*

Consumption of Luxuriousness and the Pursuit of Social Status in Collectivistic and Individualistic Cultures: A comparison of USA and Vietnam

*Thao Phuong Nguyen, City University of London*

*George Balabanis, City University of London*

Conceptualization and Empirical Evidence of Consumer Luxury Brand Relationships

*Kip Becker, Boston University*

*Jung Wan Lee, Boston University*

*Helena M. Nobre, University of Aveiro*

Luxury Hotels' Brand Values Projected through Websites: An Examination of Cross-Cultural and Level of Hotels' Luxuriousness Differences

*Anastasia Stathopoulou, Birkbeck, University of London*

*Morfoula-Marina Moschoviti, City University of London*

*George Balabanis, City University of London*



## Networking Lunch with Interactive Poster Presentations

**Saturday, April 8, 12:15-13:30, Room: 1930**

Exploring Value (Co)destruction Within Cultural Context

*Anne Smith, The Open University*

*Cláudia Simões*

*Francis Wilson, The Open University*

Insights into the Impact of Direct and Indirect Questioning on Responses to Negative Service Incidents: Preliminary Findings from Individualistic and Collectivist Cultures

*Cláudia Simões*

*Anne M. Smith, The Open University*

*Cathy Bakewell, Manchester Metropolitan University*

*Francis Wilson, The Open University*

Translating Market Knowledge Into Export Profitability – The Moderating Effect Of Knowledge Integration Mechanisms (KIM) and Technological Turbulence

*Ana Lisboa, Nova SBE – Polytechnic Institute of Leiria*

*Carmen Lages, Nova SBE - Faculdade de Economia UNL*

Discrepancy between Judgment and Action in College Student Ethics: Multinational Research

*Arturo Vasquez-Parraga, University of Texas Rio Grande Valley*

*Jason Flores, Oklahoma City University*

*Miguel Sahagun, High Point University*

*Nataly Guinez, Universidad del Bio-Bio*

*Christian Mellado, University of Texas Rio Grande Valley*

*Ngoc Pham, University of Texas Rio Grande Valley*

Institutional Dysmorphia: When Institutions Become Ill

*Jefferson Monticelli, Universidade do Vale do Rio dos Sinos*

*Ivan Lapuente Garrido, Universidade do Vale do Rio dos Sinos*

*Renata Araujo Bernardon, PUCRS*

*Caroline Carpenedo, Faculdade de Administração*

Does the International Research Perspective Still Contribute to Global Business? A Dynamic Scientographic Study Over Three Decades

*Stephan Manning, University of Massachusetts – Boston*

*Werner Kunz, University of Massachusetts – Boston*

Image Standardization, Brand Credibility, and Their Relation to Brand Consideration in a Subsidiary Context

*Burcu Sezen, Ozyegin University*

*Ayşegül Özsoy, Koç University*

The Country of Origin Effect in Service Purchase Intention: An Exploratory Study in the Hotel Context

*Chen-Ya Wang, National Tsing Hua University*

*Roger Gomez, National Tsing Hua University*

Key Factors for Successful Export Performance of Small and Medium-Sized Greek firms in the Turmoil

*Rodoula Tsiotsou, University of Macedonia*

*Yannis A. Hajidimitriou, University of Macedonia*

Trust-based hybrid governance structure of geographical indication supply chains in global agri-food systems

*Alan Malter, University of Illinois – Chicago*

*Pelin Bicen, Suffolk University*

Counterfeiting Luxury Consumption and Perceived Regret: The Role of Social Identity

*Annie Peng Cui, West Virginia University*

*Linda Hui Shi, University of Victoria*

Antecedents and Outcomes of Japanese Consumers' Attitudes towards Chinese Food Products

*Dayananda Palihawadana, University of Leeds*

## Session 2.3.1 – Competitive, Saturday, April 8, 13:30-14:45, Room: Vedado

### Global Relationship Marketing Using Structure, Groups, and Rewards

*Session Chair: Robert Palmatier, University of Washington*

Creating and Appropriating Alliance Value through Customer-Centric Structures

*Ju-Yeon Lee, Lehigh University*

*Robert Palmatier, University of Washington*

Group Marketing: Theory, Mechanisms, and Dynamics

*Colleen Harmeling, Florida State University*

*Robert Palmatier, University of Washington*

Effects of Rewards for Contractual Customers

*Lena Steinhoff, University of Paderborn*

*Robert Palmatier, University of Washington*





## Session 2.3.2 – Competitive, Saturday, April 8, 13:30-14:45, Room: Taganana

### Configuring the Global Organization

*Session Chair: Preet Aulakh, York University*

Cross-Functional Capabilities, Export Marketing Strategy Implementation, and Export Performance of Emerging Market Firms: The Case of Nigerian Exporters

*Vita Kadile, University of Leeds*

*Shahin Assadinia, University of East Anglia*

*Alessandro Biraglia, University of Leeds*

*Ismail Golgeci, University of East Anglia*

International Franchising: A Review and Research Agenda

*Alexander Rosado-Serrano, University of Puerto Rico*

*Justin Paul, University of Puerto Rico*

*Desislava Dikova, WU Wein*

International Marketing Related Competences and SMEs' Export Performance During the Recession

*Raluca Mogos Descotes, Université de Lorraine*

*Björn Walliser, Université de Lorraine*

Effects of Entrepreneurial Orientation, Knowledge-Based Resources and Marketing Capabilities on Performance of International New Ventures

*Silvia Martin, California State University*

*Rajshekar Javalgi, Cleveland State University*

*Matthew Robson, University of Leeds*

**Coffee Break**

**14:45-15:15**

**Foyer outside 1930**

Session 2.4.1 – Plenary, Saturday, April 8, 15:15-16:30, Room: 1930

## Feature Plenary: Developments in Marketing in an Era of Change

*Moderator:* Costas Katsikeas, University of Leeds

*Keynote Presenters:* V. Kumar, Georgia State University  
Gerry Tellis, University of Southern California  
Neil Morgan, Indiana University



**V. Kumar** is the Regents Professor, Richard and Susan Lenny Distinguished Chair Professor of Marketing, and executive director of the Center for Excellence in Brand & Customer Management at the J. Mack Robinson College of Business at Georgia State University. He has been recognized with eight lifetime achievement awards in marketing strategy, inter-organizational issues, retailing, business-to-business marketing, and marketing research from the AMA and other professional organizations. He also has had the privilege and the honor of being named as editor-in-chief of the *Journal of Marketing*, the number one ranked academic journal in the field of marketing.



**Gerard J. Tellis** is Professor of Marketing, Management and Organization, Neely Chair of American Enterprise, and Director of the Center for Global Innovation. He is an expert in innovation, advertising, social media, new product growth, and global market entry. He has published 5 books and over 200 papers that have won over 16,000 citations in Google Scholar. His publications have won over 20 awards. He is Vice President of External Affairs of ISMS and an Associate Editor of *Marketing Science* and *Journal of Marketing Research*.



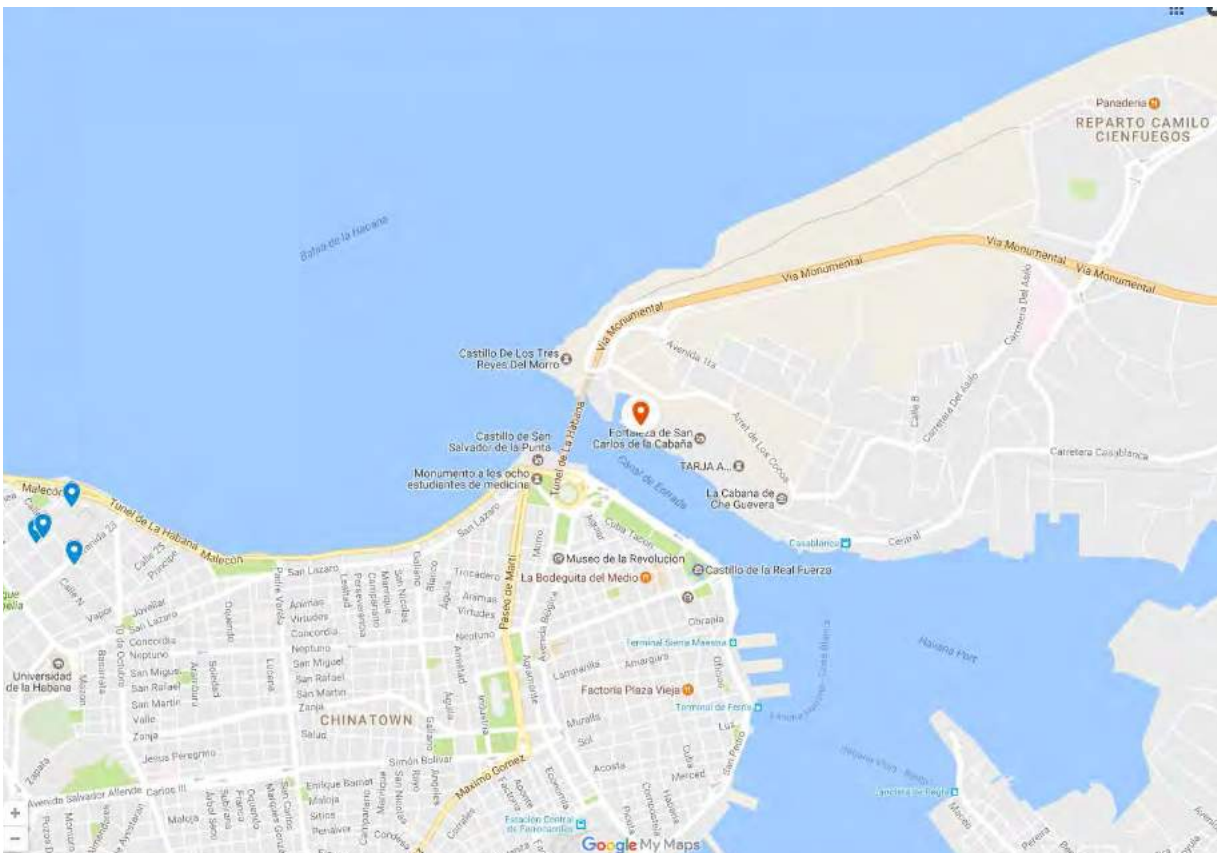
**Neil A. Morgan** is Professor and PetSmart Distinguished Chair of Marketing at Indiana University's Kelley School of Business. His primary research and consulting interests are in brand strategy, marketing capabilities, customer feedback systems, marketing strategy formulation and implementation, and marketing performance assessment. Neil has published widely on strategic marketing and management topics. His research appears in *Journal of Marketing*, *Marketing Science*, *Strategic Management Journal*, *Journal of Operations Management*, and *Journal of the Academy of Marketing Science*, among others.

## AMA Global Marketing SIG Gala Event, Saturday, April 8, 19:30-21:30, Divina Pastora

With a perfect view of the Havana skyline and the beautiful sunsets over the Havana bay, we will celebrate the conclusion of the AMA Global Marketing SIG Havana conference at La Divina Pastora.

Transportation is provided by CET and the buses will leave from Hotel Nacional at **19:00**.

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+53 7 8608341



[Please click this link](#) to view an interactive map of Havana, the conference venue, all conference hotels, and the gala dinner.





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