

Conference Program

AMA Global Marketing SIG Conference



“International Marketing and Entrepreneurship: From Theory to Practice”

Cancun, Mexico
March 29– April 1, 2012

Conference Co-Chairs and Program Co-Editors:

Michael R. Czinkota and
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American Marketing Association (AMA)
Global Marketing Special Interest Group (SIG) 2012

In collaboration with
Thunderbird International Business Review

AMA Global Marketing SIG Conference
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-----Thursday, March 29-----

All sessions will be held in the Ballroom – Cielo

9:00-12:30 AMA Global Marketing SIG Board of Directors Business Meeting

12:30-13:30 AMA Global Marketing SIG Board of Directors Luncheon

13:30-17:00 Conference Program Committee Meeting

17:00-19:00 Welcome Reception – Himitsu Beach

Dinner (at leisure throughout the resort)

-----Friday, March 30-----

All sessions will be held in the Ballroom – Cielo

9:00-10:00 **Welcome and Getting to Know You. Beginning a Dialogue.**
Michael R. Czinkota (Georgetown University) and Andreas Pinkwart (HHL-Leipzig)

10:00-10:15 Break

10:15-12:00 **Session 1: State-of-the-Art Knowledge in Going and Growing Internationally**

Session Chair: Gary Knight (Florida State University)

Does the Degree of Global Retail Involvement Affect Retail Performance?

Boryana Dimitrova (Drexel University), Bert Rosenbloom (Drexel University) and Trina Larsen Andras (Drexel University)

Drivers of Success for Market Entry Into China and India

Gerard Tellis (University of Southern California) and Joseph Johnson (University of Miami)

Determinant of the Import Success of Street Vendors and Research Agenda

Nittaya Wongtada (NIDA Business School- Thailand) and Dipinder S. Randhawa (SIM University- Singapore)

The Market Orientation- Performance Relationship: The Empirical Link in Export Ventures

Craig Julian (Southern Cross University- Australia), Osman Mohamad (Universiti Sains Malaysia), Zafar Ahmed (University of Dammam), Sefnedi (Universitas Bung Hatta)

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----- Friday, March 30 -----

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

14:00-15:30 **Session 2: State-of-the-Art Knowledge in Going and Growing Internationally**

Session Chair: Dolores Sanchez Bengoa (Bengoa Consulting Ltd.)

Born Again Entrepreneurial Family Businesses: The Role of Outside CEOs and Technology Sourcing, Innovation, and Firm Internationalization

Poh-Lin Yeoh (Bentley University)

The Internationalization Behavior of German High-Tech Startups

Andreas Pinkwart (HHL-Leipzig) and Dorian Proksch (HHL-Leipzig)

International Services Marketing- A Review of Research

Katharina Hofer (Johannes Kepler University Linz- Austria) and Gary Knight (Florida State University)

Enacted Environments: The Impact of Market Uncertainty on Intended and Realized Marketing Strategies

Simos Chari (Leeds University)

15:30-16:00 Break

16:00-18:00 **Session 3: Educational Challenges in Preparing Future Global Marketing Leaders**

Session Chair: Nittaya Wongtada (NIDA Business School- Thailand)

Knowledge Management as Supporting Tool for International Marketing Activities

Marc Falko Schrader (Aalen University)

Training Cross-Cultural Competence

Hans Ruediger Kaufmann (University of Nicosia- Cyprus)

Are Theories on Internationalization of Organizations Applicable for Universities?

Shaidatul Intan Natalia (University of Sheffield), Bradley Barnes (University of Sheffield) and Daragh O'Reilly (The University of Sheffield)

Curative Marketing- Righting the Wrong

Michael R. Czinkota (Georgetown University)

Brazil at Crossroads: A New Paradigm Ahead?

Raul Gouvea (The University of New Mexico)

Dinner (at leisure throughout the resort)

-----Saturday, March 31-----

All sessions will be held in the Ballroom – Cielo

9:00-10:00 **Session 4: Publishing in International Business**

Session Chair: Mary Teagarden
(Editor-in-Chief, Thunderbird International Business Review)

10:00-10:30 Break

10:30-12:30 **Session 5: Research and Knowledge Transfer Between Science and Practitioners**

Session Chair: Marc Falko Schrader (Aalen University)

Questioning Western Knowledge Transfer Methodologies Towards a Reciprocal and Intercultural Transfer of Knowledge

Dolores Sanchez Bengoa (Bengoa Consulting Ltd.)

Catch-up, Leap-Frogging, and Globalization: Dynamics of New Product Growth Across Nations

Gerard Tellis (University of Southern California) and Deepa Chandrasekaran (Lehigh University)

Globalizing Locally – The Impact of Cultural Values on Internal Branding Strategies

Christiana Ravens-Hobbach (HHL – Leipzig)

The Effect of Structural Design on Export Strategy in the Wine Industry

Georgios Afxentiou (University of Gloucestershire)

Successful Cause-Related Marketing Index: A Synthesis, Conceptual Framework and Research Propositions

Michael Christofi (University of Gloucestershire)

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

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14:00-15:30 **Session 6: Western Hemisphere Trade Policy**

Session Chair: Charles Skuba (Georgetown University)

Francisco Sanchez* (Under Secretary, U.S. International Trade Administration)
Gerald Keddy* (Canadian Parliamentary Secretary to the Minister of International Trade)
Eric Farnsworth* (Vice President, Council of the Americas)
Al Zapanta* (President, U.S. -Mexico Chamber of Commerce)
Mexican Government Representative- TBD

15:30-16:00 Break

16:00-18:00 **Session 7: Global Policy Challenges**

Session Chair: Andreas Pinkwart (HHL-Leipzig)

Harald Leibrecht (Coordinator for Transatlantic Relations of the German Government)
Jose Angel Gurria* (Secretary General, Organisation for Economic Co-operation and Development)
Don Bonker (Former Chairman, U.S. House Subcommittee on Trade and International Economic Policy)
Manfred Stach* (Board of Directors, Unilever)
Jurgen Althans* (Former Publisher for Stern and Capital)

Dinner (at leisure throughout the resort)

* *Invited*

-----Sunday, April 1-----

All sessions will be held in the Ballroom – Cielo

9:00-10:00 Delphi Study Discussion

10:00-12:00 Round Table Sessions on International Marketing Topics

(Informal gatherings of like-minded scholars throughout the resort common areas)

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

For more information about the conference, kindly visit: www.amaglobalsig.msu.edu