

CALL FOR PAPERS

European Journal of International Management (EJIM)

In collaboration with the

**Third Conference of the
International Network of Business and Management Journals (INBAM)**
Technical University of Lisbon, ISEG School of Economics and Management
Lisbon, Portugal, June 17-19, 2013

Session Track and Special Issue on

Standardization versus adaptation of business practices in Europe – 20 years of a single European market 1993-2013.

Session Track Coordinators / Special Issue Editors:

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The third conference of the **International Network of Business and Management Journals (INBAM)** will host **18 editors-in-chief** from SSCI journals around the world, resulting in a total of 18 tracks – one for each journal, including a track sponsored by the European Journal of International Management (EJIM). EJIM will select the best papers from its own track and publish them in a special issue that is covered by this call.

Session Track Theme “Standardization versus adaptation of business practices in Europe – 20 years of a single European market 1993-2013.” With the creation of the 'four freedoms', the free movement of goods, services, people and capital, a Single European market was launched on January 1st, 1993. In addition to political objectives, the member states of the European Union aimed at creating an economic space in which companies could do business freely and become more competitive. The removal of all kinds of barriers was intended to drive the harmonization of business and, in particular, marketing practices for EU and non-EU companies and thus to reduce the necessity to engage in the costly and complex process of adaptation. The Single Market was regarded as key in improving the competitiveness of European firms by exploiting economies of scale and scope. In the early years after the introduction of the Single Market, a small number of empirical and conceptual papers appeared discussing the actual or potential extent of standardization of marketing practices in Europe (e.g. Boddewyn & Grosse, 1995 or McLauchlin, 1993). After this initial interest in the topic, the next small wave of publications only appeared after the turn of the millennium (e.g. Aistrich, Saghafi & Sciglimpaglia, 2006; Halliburton & Hunerberg, 2004; Kaynak and Jallat, 2004; Bousch, 2003; Jallat & Kimmel, 2002; Thorne LeClair, 2000), only to fizzle out quickly again. Twenty years after the birth of the Single Market, we now encourage new inquiries into the state of the standardization-adaptation debate in European marketing.

While the track will be open to all conceptual or empirical papers on the topic of the session track, the session track coordinators in particular would like to invite submissions that explore the following topics:

- Drivers of convergence/divergence in the political-administrative, economic, legal, societal and technological environments in Europe.
- Forced supply-side harmonization versus persisting variety on the demand-side.
- Role of European and sub-European strategies within the global strategy framework.
- Pan-European product and branding strategies in the Single Market.
- Pricing strategies across borders in Europe (e.g., European price-corridors)
- Harmonization of distribution strategies in Europe.
- Industry-specific studies on standardization trends in marketing.
- Traditional and alternative approaches of market segmentation in Europe (e.g., sub-regional clusters, Euro consumer groups/'Euro-Styles').
- Implementing pan-European marketing programs (e.g., European brand management, key account management, competence centers).

Submission Deadline: December 15th 2012. Full papers should be submitted electronically via the INBAM website <http://2013.inbam.net> by selecting INBAM from the list of journals participating at the INBAM Conference.

For more information about the conference please visit <http://2013.inbam.net>, for more information about EJIM, please visit www.inderscience.com/ejim.