

## CALL FOR PAPERS

### INTERNATIONAL MARKETING REVIEW (IMR)

# **Special Issue: ADVANCING THE INTERNATIONAL MARKETING RESEARCH AGENDA WITH INNOVATIVE METHODOLOGIES**

#### **About IMR**

The International Marketing Review (<http://www.emeraldinsight.com/imr.htm>) seeks to publish interesting, well written and academically robust papers which communicate clearly on international marketing issues. It is not a home for general marketing papers, but adopts a pluralist approach to international marketing research and welcomes submissions which present the results of rigorously conducted, robust research, whatever the specific methodology employed. All the papers published in the journal are blind reviewed with three reviewers, and aim to communicate theoretical information clearly so it can be applied to practical situations in the real world.

#### **About the Special Issue**

The International Marketing Review invites the submission of articles that fit the theme “Advancing the international marketing research agenda with innovative methodologies”. Despite significant progress in terms of conceptualisations and methodologies and the realisation that ‘international’ research has become common practice in the domain of business and marketing (Cadogan 2010; Malhotra, Agarwal, and Peterson 1996), there is a realisation that the utilisation of appropriate procedures may be somewhat unsatisfactory. Data are frequently collected and analysed at multiple levels (Oliveira, Cadogan, and Souchon 2012), cross-cultural equivalence tests prove unsatisfactory and fall short of desired comparability thresholds (Salzberger and Sinkovics 2006; Steenkamp and Baumgartner 1998) and response-rates are plummeting because researchers are cramming too much into their studies and respondents’ fatigue is stretched to its limits (Dillman, Sinclair, and Clark 1993).

The rise of emerging markets, due to their significant institutional difference from the developed markets, further heightens these conceptual and methodological challenges. Questions arise regarding large bodies of existing literature and how these translate into applicable and actionable research questions for emerging market contexts. For instance, how to make sense of internationalisation research and how to synthesize findings with a view to their suitability for emerging markets? Further, company capabilities are likely to be shaped within business groups and networks and thus social network analysis may become increasingly relevant for conceptual and methodological reasons (Borgatti, Everett, and Johnson 2013). These approaches may be particularly useful when studying internationalisation processes of SMEs. How much can advanced methods of systematic analysis help us to reach a consensual understanding out of vastly diverging bodies of work (Borenstein et al. 2009). Advanced research methodologies also push us to tackle new marketing issues and develop new theories for these markets (Burgess and Steenkamp 2006, 2013; Sheth 2011). For example, qualitative research methods may be more suitable than quantitative methods to explore the effects of institutions on consumers and organizations at the individual and group level (Burgess and Steenkamp 2006; Ingenbleek, Tessema, and van Trijp 2013). Significant within-country-heterogeneity in emerging markets may challenge traditional data analysis methods such as measurement invariance and level of analysis. To

this end, methods such as finite mixture model and multilevel analysis have been proposed to help remedy these deficiencies (Burgess and Steenkamp 2006; Peterson, Arregle, and Martin 2012).

There is much pressure on the research community to diversify research methodologies (Nakata and Huang 2005). This special issue is set up with a view to pushing the frontiers regarding rigour and trustworthiness (Sinkovics, Penz, and Ghauri 2008), for the sake of clearer conceptualisations and perspectives on the real problems underlying these phenomena. We therefore seeks original research that provides a basis for understanding current issues and advancing practices/methodologies in International Marketing Research. Although all research methodologies and perspectives are welcome, papers that offer strong theoretical foundations and empirical focus will be preferred.

### **Manuscripts are solicited on topics including**

- Reliability and validity issues in International Marketing Research
- Instrument development related issues including translation/back-translation in cross-cultural research
- Impact of the differences in response styles in cross-national studies
- Safeguarding research design and measurement equivalence within-nations, cross-national/cross-cultural research
- Construct measurement issues including development of frameworks for construct measurement
- Demonstration of appropriate modelling techniques, e.g. structural equation modelling, Partial Least Squares, advanced cluster analysis for segmentation, or Rasch modelling
- Innovative qualitative designs, techniques or experiments for international markets
- Applications of tools or techniques for cross-cultural studies from other disciplines (e.g. comparative ethnography or simulations)
- Cross-cultural data collection
- Non-response and common method biases in International Marketing Research
- Innovative qualitative and quantitative methods, data collection techniques for emerging markets.
- Multilevel model techniques for international marketing research
- Optimizing the dilemma of questionnaire length and response rate in international marketing research
- Innovations in instrumentations, split questionnaire designs and short-scales
- Meta-analytic techniques
- Social-network analyses and graphic analysis of international marketing research
- Presentation of International Marketing Research results
- Research issues associated with the infrastructure in Emerging Markets
- Ethics in International Marketing Research

### **Special Issue Editors**

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### **Guidelines for submissions**

- CFP: [http://www.emeraldinsight.com/products/journals/call\\_for\\_papers.htm?id=4890](http://www.emeraldinsight.com/products/journals/call_for_papers.htm?id=4890)
- All papers will be subjected to double-blind peer review.
- Author guidelines for prospective contributors are available at <http://www.emeraldinsight.com/imr.htm>

### **Submission Information**

- Please submit the manuscript to: <http://mc.manuscriptcentral.com/imrev>
- Submission deadline: April 30, 2014

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