

## Consortium for International **MA**rketi**ng** Research (**CIMaR**)

### 19<sup>th</sup> Annual Meeting Program

#### **Marketing Issues in Global Supply Networks: Theoretical and Empirical Directions for Future Research**

**April 6 – 9, 2011**  
**InterContinental Buckhead Hotel**  
**Atlanta, Georgia**

#### **WEDNESDAY, APRIL 6**

4:00pm – 6:00pm	CONFERENCE REGISTRATION	(Room: Trippe Prefunction)
6:00pm – 6:30pm	<b>Welcome and Introductions</b> <i>S. Tamer Cavusgil &amp; Cathe Axinn, CIMaR Co-Founders</i> <i>Daniel C. Bello &amp; Ihsen Ketata, Conference Chairs</i>	(Hope Room 2 & 3)
6:30pm – 8:00pm	Reception	(Hope Room 2 & 3)

#### **THURSDAY, APRIL 7**

7:30am – 8:30am	Continental Breakfast	
8:30am - 10:00am	CONFERENCE REGISTRATION – CONTINUOUS	(Room: Trippe Prefunction)
8:30am – 8:40 am	<b>Welcome Remarks from the J. Mack Robinson College of Business</b> <i>Irene M. Duhaime, Senior Associate Dean, J. Mack Robinson College of Business</i>	(Trippe Room 2 & 3)

8:40am – 9:40am	<b>Special Session: Interdisciplinary Perspectives</b>	(Trippe Room 2 & 3)
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**Global Ties that Bind: Utility of a Systems View of Commodity, Value & Supply Chains**  
*Carolyn Bilotft, Department of History, Georgia State University*

9:40am – 11:00am	<b>Global Supply Chains</b>	(Trippe Room 2 & 3)
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Chair: *Jacobus Boers, Georgia State University*

Participants:

**Joint Resolution of Problems in Global Supply Chains**

*Daniel C. Bello, Leah Bovell, and S. Tamer Cavusgil, all of Georgia State University*

**Risk and Visibility in Global Supply Chains: Developing Capabilities to Proactively Mitigate Supplier Risk**

*Hung Nguyen, Georgia State University; Seyda Deligonul, St John Fisher College; S. Tamer Cavusgil, Georgia State University; Daniel C. Bello, Georgia State University*

**The Role of Communication Culture in Suppliers Electronic Integration with International Customers**

*Ruey-Jer 'Bryan' Jean, National Chengchi University, Taiwan; Rudolf R. Sinkovics, Manchester Business School, UK; Daekwan Kim, Florida State University; Jyh-Shen Chiou, National Chengchi University, Taiwan*

**Retailers' Management of CSR in Their Supplier Relationships - Does Practice Follow Best Practices?**

*Ulf Elg and Jens Hultman, both of Lund University, Sweden*

**11:00am – 11:15am Refreshment Break**

**11:15am – 12:30pm International Market Entry and Strategy (Trippe Room 2 & 3)**

Chair: *Aysegul Ozsomer, Koc University*

Participants:

**Can Clustering Help Companies Bark Louder? How Can the Truth Be Known?**

*Otávio Rezende, CEPEAD-UFGM and Centro Universitário UNA, Brazil; Cristiane Amaral Serpa, IBMEC-MG, Brazil; Catherine Axinn, Ohio University*

**Diffusion of Innovations and Marketing Strategies for High Technology Products**

*Elif S. Persinger, Eastern Michigan University; Emin Civi, University of New Brunswick, Canada*

**A Hybrid Framework for Understanding and Avoiding International Business Blunders in the Global Culture**

*Tevfik Dalgic, University of Texas at Dallas; Ercan Gegez, Muge Arslan, and Oylum Korkut Altuna, all of Marmara University, Turkey*

**12:30pm – 1:45pm Lunch (Room: Trippe 1)**  
**1:45pm Group Photo (please assemble outside of lunch room)**

**2:00pm – 3:20pm Panel: Retailing and Market Dynamism in the Emerging Economy of Turkey (Trippe Room 2 & 3)**

Chair: *Sevgin Eroglu, Georgia State University*

Panelists: *Sevgin Eroglu, Georgia State University; Carol Finnegan, University of Colorado at Colorado Springs, Cuneyt Evirgen, Sabanci University; Aysegul Ozsomer, Koc University; Mithat Uner, Gazi University*

**3:20pm – 3:40pm Refreshment Break**

**3:40pm – 5:00pm Branding and international Marketing (Trippe Room 2 & 3)**

Chair: *Burcu Tasoluk, Sabanci University*

Participants:

**Asymmetrical Consumer Evaluations of Global Brands**

*Burcu Tasoluk, Sabanci University, Turkey*

**"Country-of-Brand" Image, Product Involvement and the Symbolic Value of International Brands**

*Qi Qui and Yonggui Wang, both of University of International Business and Economics, China; Changhong Bai, Nankai University, China*

**A Conceptual Framework of Country-of-Origin (CoO): A Comparative Study of First and Second Chinese Generations in the United States**

*Connie Chang and Yu-Hsu Sean Hsu, both of Meiji University, Japan; Joseph F. Hair Jr., Kennesaw State University*

**Networking: The Late Movers' Short Cut to Market Entry and Global Brand Equity Accumulation**

*Huifen Fu, University of International Business and Economics, China; Shaoming Zou, University of Missouri; Leinan Zhang, University of International Business and Economics, China*

<b>6:00pm – 8:00pm</b>	<b>Group Dinner at Intercontinental Hotel</b> <b>Best Paper Award Presentation</b> <b>Announcement of 2012 Annual Meeting</b> <b>Senior Executive Insights</b> <i>Frank Blount, Chairman and CEO, TTS LLC; Director, Caterpillar Inc. and KBR, Inc.; Previous positions held include: Group President, AT&amp;T; and CEO, Telstra, Australia</i>	(Hope Room 2 & 3)
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**FRIDAY, APRIL 8**

**7:30am – 8:30am**                      **Continental Breakfast**

<b>8:30am – 9:30am</b>	<b>Panel: Implementing Professional Development Programs for International Managers</b>	(Trippe Room 2 & 3)
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Chair: *Sengun Yenyurt, Rutgers University*

Panelists: *Myron M. Miller, Michigan State University (ret); S. Tamer Cavusgil, Jacobus Boers, David Bruce, Pedro Carrillo, and Fernando Doria, all of Georgia State University*

**9:30am – 9:50am**                      **Refreshment Break**

<b>9:50am – 11:00am</b>	<b>Born Global Firms and SMEs in International Business</b>	(Trippe Room 2 & 3)
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Chair: *Attila Yaprak, Wayne State University*

Participants:

**De-Internationalization: A Protective and Corrective Strategic Choice for Smaller Born-Global Firms**

*Susan Freeman, University of Adelaide, Australia; Seyda Deligonul, St John Fisher College; S. Tamer Cavusgil, Georgia State University*

**R&D Capability of Technology Born Globals**

*Liliya Altshuler, Lund University, Sweden*

**Exploring the Role of Nationality in Strategy Formulation in International Markets: A Study of German, Norwegian and Singaporean Small and Medium Sized Firms**

*Carl Arthur Solberg, Norwegian School of Management, Norway*

**Explaining the Endowment Effect: Divestiture Aversion for Foreign Subsidiaries of Family-controlled Multinational Enterprises**  
*Heechun Kim, Georgia State University; Robert E. Hoskisson, Rice University, Texas*

**11:00am – 11:15am Refreshment Break**

**11:15am – 12:30pm International Alliance and Exporting Issues** (Trippe Room 2 & 3)

Chair: Ihsen Ketata, Georgia State University

Participants:

**Leveraging International Alliance Network Embeddedness to Enhance Innovation: Evidence from Chinese Firms**  
*Sunny Li Sun, University of Missouri, Kansas City; Ruby P. Lee, Florida State University*

**Export Performance: The Importance of Values, Perceptions, and Strategies**

*Carlos M. P. Sousa, University College Dublin, Ireland; Jorge Lengler, ISCTE Business School, Portugal; Francisco J. Martínez-López, University of Granada, Spain*

**Do Exports Increase the Long-Term Survival of Firms? An Empirical Examination Among Spanish Manufacturing Firms**

*Luis Felipe Zapata Upegui, Alex Rialp Criado, and Josep Rialp Criado, all of Universitat Autònoma de Barcelona, Spain*

**Entry Mode, Location Relatedness and Performance: Is There Any Optimized Pattern?**

*Ricardo Vilas-Boas and Isabel Suárez-González, both of University of Salamanca, Spain*

**12:30pm – 1:45pm Lunch** (Room: Trippe 1)

**2:00pm - 5:30pm Social Activity: Visit to Georgia Aquarium and The World of Coke**  
**Networking (Assemble in front of the Hotel to board the bus at 2:00pm)**

**Free Evening** See the list of restaurants for small group social outings!

## **SATURDAY, APRIL 9**

**7:30am – 8:30am Continental Breakfast**

**8:30am – 9:50am International Market Performance Issues** (Trippe Room 2 & 3)

Chair: Catherine Axinn, Ohio University

Participants:

**Export Performance Measurement and Operationalization: A Literature Review (1994-2009)**

*Jorge Carneiro, Angela da Rocha, and Jorge Ferreira da Silva, all of Pontifical Catholic University of Rio de Janeiro, Brazil; Catherine Axinn, Ohio University*

**Export Price Adaptation: A Fresh Look at a Well-Known Concept, Its Operationalization and Effect on Export Performance**

*Claude Obadia, Advancia-Negocia, France; Barbara Stöttinger, Vienna University of Economics & Business, Austria*

**Contrasting the Evolution of Middle Class in Advanced and Emerging Economies**

*Jing (Betty) Feng and S. Tamer Cavusgil, both of Georgia State University*

**Factors Associated with Successful Women Entrepreneurs: Findings from India**

*G.M Naidu, University of Wisconsin-Whitewater and Kanti Prasad, University of Wisconsin-Milwaukee*

**9:50am – 10:10am**

**Refreshment Break**

**10:10am – 12:00pm**

**Subsidiary, Market Opportunity, Social responsibility and Education Issues**

(Trippe Room 2&3)

Chair: *Daniel C. Bello, Georgia State University*

Participants:

**Balancing Subsidiaries' Marketing Innovation**

*Thelma Valéria Rocha, ESPM, Brazil; Susana Costa e Silva, Catholic University of Portugal, Portugal*

**Validating and Extending the Hybrid Model for Export Opportunity Analysis**

*Shirley Ye Sheng, Barry University; Michael R. Mullen, Florida Atlantic University*

**'A Picture is Worth a Thousand Word': International Exploration of Technology-Intensive Services by Systematic Metaphor Analysis**

*Stefanie Paluch and Hartmut H. Holzmüller, both of TU Dortmund University, Germany*

**International Marketing and Experiential Learning: A Well Fit for Business Education?**

*Tiger Li, Florida International University; Chiang-nan Chao, St. John's University; Fuan Li, William Paterson University*

**Globalization Literacy: An Empirical Study of U.S. Knowledge of Economic Globalization**

*Robert L. Underwood and Nathaniel P.S. Cook, both of Furman University, South Carolina*

**12:00pm – 1:30pm**

**Lunch**

(Room: Trippe 1)

***Meeting Adjourns***

### **CONSORTIUM FOR INTERNATIONAL MARKETING RESEARCH (CIMaR)**

CIMaR is an informal consortium of international marketing scholars from more than 15 countries. It promotes collaboration among members through multi-country data collection, analysis, and publication. In the process, CIMaR scholars aim to enhance generalizability of their research findings in cross-cultural, cross-national settings.

CIMaR was initiated in 1993 with the leadership of Professor S. Tamer Cavusgil GSU-CIBER Executive Director, and Professor Catherine N. Axinn of Ohio University. In addition to the annual meetings of CIMaR, members also meet at such professional society meetings as the Academy of International Business and the American Marketing Association, and extend invitations to visit each other's campus. To date, over 100 refereed articles and books have been published, featuring the collaborative work of CIMaR members.

The consortium held its first annual conference in East Lansing, MI, in 1993 under the auspices of MSU-CIBER. Since then, annual meetings were held in: Rio de Janeiro, Brazil (1994), Odense, Denmark (1995), San Diego, California (1996), Brugge, Belgium (1997), Cesme, Turkey (1998), Nashville, Tennessee (1999), Phoenix, Arizona (2000), Sydney, Australia (2001), San Diego, California (2002), Chicago, Illinois (2003), Phoenix, Arizona (2004), Barcelona, Spain (2005), Istanbul, Turkey (2006), Manchester, U.K. (2007), Rio de Janeiro, Brazil (2008), Beijing, China (2009), and Oslo, Norway (2010).

### **ABOUT GSU-CIBER**

CIBERs serve as regional and national resources to businesses, students and academics and are funded, in part, by the U.S. Department of Education on a competitive basis. CIBERs form a powerful network of services and programs focused on improving American competitiveness and helping U.S. businesses succeed in global markets. CIBERs operate at some of the nation's leading business schools.

GSU-CIBER's work agenda is comprehensive and includes the following:

- Applied research on global competitiveness of U.S. businesses;
- Curriculum and pedagogical tool development for teaching international business;
- Expanded offerings of languages for business students and less commonly taught languages;
- Academic outreach to Historically Black Colleges and Universities (HBCUs) and other minority-serving institutions in the Southeast;
- Funding for interdisciplinary research by faculty and doctoral candidates;
- Business outreach programs;
- Joint activities with other Georgia State units such as Confucius Institute, Center for Global Media, Middle East Institute, Center for Latin American Studies, and International Studies Center; and
- Collaborative initiatives within the CIBER network.

### **GSU-CIBER TEAM**

S. Tamer Cavusgil, Executive Director  
Ihsen Ketata, Director  
(tba), Assistant Director  
Daniel Bello, Research Director  
Paula Huntley, Study Abroad Director  
Ilke Kardes, Visiting Scholar

Yiandria Boswell, Administrative Assistant  
Kingsley Davis, Student Assistant  
Kristie Bylos, Student Assistant  
Betty Feng, Doctoral Student  
Hung Nguyen, Doctoral Student  
Belgin Unal, Doctoral Student

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