

# 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	Andreas Pinkwart
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American Marketing Association (AMA)  
Global Marketing Special Interest Group (SIG) 2012

**In collaboration with**  
**Thunderbird International Business Review**

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

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](http://www.amaglobalsig.msu.edu)