



27th ANNUAL CIMaR CONFERENCE
CONSORTIUM FOR INTERNATIONAL MARKETING RESEARCH
Hosted by Georgia State University
September 12-15, 2018
Atlanta, GA

Conference Program

Wednesday, September 12

4:00pm Registration Opens
6:00- Opening reception
8:00pm Welcome Remarks
S. Tamer Cavusgil, Fuller E. Callaway Professorial Chair, Executive Director CIBER, CIMaR Co-Founder, Georgia State University
Catherine Axinn, CIMaR Co-Founder, Ohio University
Farrah Bernardino, Managing Director, GSU-CIBER
Daekwan Kim, CIMaR 2018 Chair, Florida State University
Ilke Kardes, CIMaR 2018 Co-chair, Valdosta State University

Thursday, September 13

8:00-8:30am Morning Coffee
8:30am-4:00pm Registration
8:30-10:00am Plenary Session
Keynote: *Ahmet Bozer, Former President – International, The Coca-Cola Co. (ret.)*
10:00-10:30am Coffee Break

10:30am-12:00pm Parallel Sessions A

Parallel Session A1

Track: Branding

Session Chair: Ilke Kardes, Valdosta State University

Can marketing mix standardization enhance brand equity? A triadic look at international brands

Ayşegül Özsumer, Koç University; Müge Güzel, Koç University; Burcu Sezen, Özyeğin University



How do advertising and distribution exposure create brand value? Differences for domestic and foreign brands in China

Martin Heinberg, University of Leeds; H. Erkan Ozkaya, California State Polytechnic University, Markus Taube, University of Duisburg-Essen & Nankai University

The role of global social identity in the social media content strategy of a global brand

Mikayla Meehan, Hongzhi Gao, both Victoria University of Wellington

Does use of culture-specific social cues in brand elements & marketing help to influence consumer purchase intention?

Kubilay Ozkan, Georgia State University

Parallel Session A2

Track: Consumer Behavior

Session Chair: Linda Hui Shi, University of Victoria

Effects of the global convergence of consumer spending on market concentration and firms' market shares

Ayse Ozturk, University of Tennessee at Chattanooga; S. Tamer Cavusgil, Georgia State University

Perceptions of personal risk in tourists' destination choices: nature tours in Mexico

Gregory E. Osland, Robert Mackoy, Marleen McCormick, all Butler University

Online consumer reviewing across international borders

Wolfgang Messner, University of South Carolina

Online review helpfulness in a multinational context

Sevincgul Ulu, Omer Cem Kutlubay, Serdar Yayla, Sengun Yenyurt, all of Rutgers University

12:00-1:30pm Lunch

1:30-3:00pm Parallel Sessions B

Parallel Session B1

Track: Entrepreneurship

Session Chair: Bryan Jean, National Chengchi University, Taiwan

Motivating entrepreneurial activity: Do human capital and corruption matter?

Charles (Chuck) Bryant, Florida Institute of Technology; Rajshekhar (Raj) G. Javalgi, Cleveland State University

The effects of entrepreneurial innovation and institutional support on export performance: Evidence from emerging market firms



Jing Song, Southwest Jiaotong University; Linda Hui Shi, University of Victoria; Jianping Li, Southwest Petroleum University; Yinghong (Susan) Wei, TX A&M International University

The role of dynamic capability in international entrepreneurial opportunity recognition: Discovery, creation, and serendipity

Linda Hui Shi, Wade Danis, both University of Victoria

Entrepreneurial internationalization in renewable energy industry; the effect of firms' resources, networks, business models, and commercialization

Meysam Zolfaghari, EAE Business School

Parallel Session B2

Track: Emerging Markets

Session Chair: Catherine Axinn, Ohio University

Internal branding and export performance in emerging markets

Katharina Maria Hofer, Johannes Kepler University Linz

MNEs' dominant logic and responsiveness in emerging markets

Ulf Elg, Lund University; Pervez Ghauri, Birmingham Business School

Consumption patterns of middle class in an inflation boosted emerging market: An investigation of Turkish consumers

Asude Yasemin Zengin, Aksaray University; Erin Cavusgil, University of Michigan-Flint

Conspicuous consumption in a sample of emerging markets: An integrated review and propositions

Elena Poliakova, Georgia State University

3:00-3:30pm Coffee Break

3:30-5:00pm Parallel Sessions C

Parallel Session C1

Track: Firm Capabilities

Session Chair: Seyda Deligonul, St. John Fisher College

The effect of platform and web capability on SMEs' export marketing capabilities and performance

Ruey-Jer "Bryan" Jean, National Chengchi University, Taiwan; KyuYeong Choi, Florida State University



Overseas market learning capabilities of emerging market firms: Does foreign equity make a difference?

Yuanyuan Li, Rutgers University

Institutional differences, foreign ownership modes, marketing capabilities and domestic technological catch-up: evidence from India

Ziko Konwar, Leeds University

The influence of exploitation, exploration, and ambidexterity on international small and medium-sized enterprises' firm performance

Lixun Su, Annie Cui, both West Virginia University; Saeed Samiee, University of Tulsa; Shaoming Zou, University of Missouri

Parallel Session C2

Track: Measurement

Session Chair: Peter Magnusson, University of Alabama

Scale development of impacts of events: Kirkpinar oil wrestling festival

Pınar Yürük Kayapınar, Namık Kemal University; Ayşe Akyol, Trakya University; Gülhayat Gölbaşı Şimşek, Yıldız Technical University

Measuring industry globality and firm preparedness to internationalize: A strategic framework

Vanessa Pilla Bretas, Renata Fernandes Galhanone, Thelma Valéria Rocha, Frederico Araujo Turolla, all PMDGI - ESPM – SP; Jefferson Ricardo Galetti, UFRJ

Self-country connection: Development and validation of a scale

Sergio Garrido Moraes, Vivian Iara Strehlau, Julio César Bastos de Figueiredo, all ESPM - Escola Superior de Propaganda e Marketing



Friday, September 14

8:00-8:30am Morning coffee

8:30-10:00am Plenary Session
Keynote: Constantine Katsikeas, Editor-in-Chief, Journal of International Marketing, University of Leeds

10:00-10:30am Coffee Break

10:30am-12:00pm Parallel Sessions D

Parallel Session D1

Track: Global Products and Advertising

Session Chair: Daniel C. Bello, Georgia State University

Assessing the financial value of global product launches
M. Berk Talay, University of Massachusetts Lowell; Janell D. Townsend, Oakland University; Michael Obal, University of Massachusetts Lowell; M. Billur Akdeniz, University of New Hampshire

Exploring effects of dual language labeling: An eye tracking approach
Sabrina Heix, Hartmut Holzmüller, both of TU Dortmund University

Incorporating anthropomorphism and metaphors into advertising for the purpose of understanding consumer's coping processes of alleviating animosity
Peter Magnusson, Hyeyoon Jung, both of University of Alabama

Analysis of advertisement effectiveness on functional, cognitive and genetic responses of subjects exposed to different advertisement content: Determination of long-term memory markers and memory transcription network mesh
Çağatay Akdoğan, Ayşe Akyol, Oğuzhan Doğanlar, Çetin Hakan Karadağ, Zeynep Banu, all of Trakya University

Parallel Session D2

Track: Value Chain

Session Chair: Nizam Aydin, Suffolk University (ret.)

Coping with supplier-related disruptions: the roles of power asymmetry, market volatility, and response strategies
Chun Zhang, University of Vermont

Catch-up innovation in emerging market multinational corporations
Li Chen, Shaoming Zou, both University of Missouri; Hui Xu, Nankai University



How transnational capital shapes business model innovation intended to disrupt
Liesl Riddle, George Washington University; Arnim Decker, Aalborg University;
Kweku Nduom, George Washington University; Stephen Lucas, National University of
Ireland

Determinants of firms' intangible resource advantages: An empirical study from Taiwan
Tsui-Yii Shih, National Taipei University of Business

12:00-2:00pm **Awards Luncheon**
Presentation of Service Awards
Presentation of S. Tamer Cavusgil Best Paper Award
Announcement of Venue and Sponsor for CIMaR 2019
Group Photo

2:00-3:30pm Parallel Sessions E

Parallel Session E1

Track: Culture and International Marketing

Session Chair: Myron Miller, Michigan State University (ret.)

The impact of cultural distance on degree of commitment in the movie industry
Omer Cem Kutlubay, Serdar Yayla, Sengun Yenyurt, Sevincgul Ulu, all of Rutgers
University

Unsolicited justice: Do FCPA prosecutions ameliorate local corruption?
Jian Xu, Emory University

Local socio-cultural context and international engagement in the U.S.
Jing Betty Feng, Farmingdale State College (SUNY)

Toward a 7 p-framework for internationalization of firms
Justin Paul, University of Puerto Rico, Erick M. Mas Román, Florida International
University, Miami & University of Puerto Rico

Parallel Session E2

Track: Global Marketing Strategy

Session Chair: Tevfik Dalgic, University of Texas, Dallas

Sustainability orientation and global perspective
Goksel Yalcinkaya, Ludwig Bstieler, Shuili Du, all of University of New Hampshire

Redefining international marketing by agility-resilience strategy space in disrupted
globalization



Hong-Jen C. Chiu, National Taiwan University

The impact of international marketing mix adaptation strategies on export performance: a comparative study of Turkish and non-Turkish companies operating in jewelry sector
Ahmet Karaca, Pamukkale University; Gülhayat Golbaşı Şimşek, Yıldız Technical University; Ayşe Akyol, Trakya University

The role of technology level and logistic performance on the relation between logistic service quality and firm performance
Özgür Kayapınar, Fatma Lorcu, both Trakya University

3:30-4:00pm Coffee Break

4:00-5:30pm Session F

Session F

Track: Internationalization of Firms

Session Chair: Cüneyt Evirgen, Sabanci University

On the internationalization of Turkish hospital chains
Burak Çetin, Gazi University; Mithat Üner, Atılım University; S Tamer Cavusgil, Georgia State University

The internationalization of Chinese immigrant firms: Emerging taxonomy from the analysis of an Italian case
Simone Guercini, University of Florence; Andrea Runfola, University of Perugia

Licensing in the internationalization of Brazilian firms in the creative industries – A multiple-case study
Maria Luiza C.A. Pinho, Angela da Rocha, Celso Pinho, all Pontifical Catholic University of Rio de Janeiro



Saturday, September 15

9:00-10:30am Special Panel Session:
Africa in a Globalizing World
Kofi Q Dadzie, Georgia State University
Jagdish N. Sheth, Emory University
Mark Peterson, University of Wyoming
Wesley J. Johnston, Georgia State University

10:30-11:00 am Coffee Break

11:00am-1:00pm Parallel Sessions G

Parallel Session G1

Track: Market Entry

Session Chair: Chun Zhang, University of Vermont

Single vs. multiple export channels: A transaction cost/game theoretic perspective
Edith Ipsmiller, Desislava Dikova, both WU Vienna

Mapping Licensing in Business and International Business: A Bibliometric Study
Maria Luiza Carvalho de Aguiilar Pinho, Angela Maria Cavalcanti da Rocha, Celso Roberto de Aguiilar Pinho, all Pontifical Catholic University of Rio de Janeiro

Foreign market entry mode and entrepreneurial internationalization of renewable energy companies
Meysam Zolfaghari, Eduardo Carlos Dittmar, both EAE Business School

Automotive foreign direct investment in the United States: An updated analysis
Robert Underwood, Furman University

Parallel Session G2

Track: Consumer Culture

Session Chair: Shaoming Zou, University of Missouri

Consumer animosity and the influence of cultural values: A meta-analysis
Stanford A. Westjohn, Peter Magnusson, Yi Peng, all University of Alabama

Enchanted by the other: Consumer exoticism as a positive disposition toward foreign countries and globalization in international consumer research
Mariana Bussab Porto-da- Rocha, Vivian Iara Strehlau, Ana Puglia Duque-Estrada, all ESPM



A practical framework for positive and negative consumer dispositions toward foreign countries

Mariana Bussab Porto-da- Rocha, Miriam Taís Salomão, Sergio Garrido Moraes, Vivian Iara Strehlau, all ESPM

The effects of acculturation to global consumer culture dimensions on buying behavior:
A comparative research on Turkish and U.S. consumers

Ayşe Akyol, Trakya University; S. Tamer Cavusgil, Georgia State University

1:00pm-2:00pm

Boxed lunch

2:00pm

Conference adjourns