



## Korean Academy of Marketing Science

# NEWSletter



Donghoon Kim, Ph.D.  
Yonsei University  
Chair, Organizing  
Committee of 2009  
KAMS/KSMA Fall  
International Conference

### Welcome to

### '2009 KAMS/KSMA Fall International Conference'

Dear Colleagues,

It is my pleasure to extend a warm welcome to the participants of the 2009 KAMS/KSMA Fall International Conference to be held at Yonsei University, Seoul, Korea. This year's Fall International Conference promises to be another exciting intellectual feast.

With the theme "Marketing and Trends", the conference will feature 14 academic sessions covering various cutting-edge topics in marketing. I am especially excited to announce that 8 out of the 14 academic sessions are preliminary sessions for the Special Issues of Journals (Journal of Business Research and Journal of Product Innovation Management) for the 2010 Global Marketing Conference to be held in Tokyo.

In addition to these academic sessions, there will be a KAMS/Lotte Joint Symposium on the important topic of Eco-Marketing. As corporations around the globe seek to achieve sustainable development, environmental consciousness and eco-friendly practices are becoming crucial components of their strategies. Professor Douglas West of University of Birmingham will give the Keynote Speech at this event. There will also be an award ceremony for the Lotte Green Marketing Strategy Competition for undergraduate and graduate students. All in all, the 2009 KAMS Fall International Conference will be a stimulating event for a wide range of participants.

Yonsei University, the venue for this conference is a leading private university in Korea celebrating 125 years of proud heritage. Founded on the Christian values of 'Truth and Freedom', Yonsei continues to be at the forefront of excellence in higher education and research. I welcome all of you to the beautiful and dynamic campus of Yonsei!

Sincerely,

Donghoon Kim, Ph.D.  
Chair  
Organizing Committee of 2009 KAMS/KSMA Fall International Conference  
Yonsei University  
Seoul, Republic of Korea

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# 1. KAMS NEWS

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## 2009 KAMS FALL INTERNATIONAL CONFERENCE

- The conference will be held at **Yosnei University**, Seoul, Republic of Korea on **the 21<sup>st</sup> Nov., 2009**.
- **Lotte Department Store** will sponsor '**Lotte/KAMS Eco-Marketing Symposium**' in this conference. 'Best Practice Case of Lotte Green Marketing Management' will be presented in this symposium.
- **Prof. Douglas West** of University of Birmingham who is **Executive Editor of Journal of Advertising Research** will make his keynote speech on 'Green Marketing'.
- **Prof. Ikuo Takahashi** of Keio University will make his presentation on 'Satisfaction and Dissatisfaction Management in Japan'.
- **Preliminary sessions** for special issues of sponsoring journals for the 2010 Global Marketing Conference at Tokyo in this conference. Sessions for special issues of **Journal of Business Research**: 'Marketing in the Dynamic World,' 'Fashion Marketing and Luxury Brands,' 'Consumer Behavior of International Tourism,' 'Advancing Research Methods in Marketing,' 'Mapping Strategic Thinking in Marketing,' 'Innovation, Diffusion, Adoption of High Technology Products/Services,' 'Global Consumer Behavior and Marketing Strategy.' Sessions for a special issue of **Journal of Product Innovation Management**: 'Global Product Innovation Management'.
- **KAMS** is pioneering new area called '**Beauty Business and Medical Tourism Management**', by organizing a special session in this conference.

## LOTTE GREEN MARKETING STRATEGY COMPETITION

- Final presentation of **Lotte Green Marketing Strategy Competition** will be conducted in the 2009 KAMS Fall International Conference'.
- This competition is hosted by **Lotte Department Store**, organized by **KAMS** and sponsored by **Ministry of Environment of Republic of Korea**.
- Award money for this competition (US\$): **Minister of Environment Award** (9,000), **Premier Award** (4,200), **Excellent Award** (1,700), **Honorable Mention** (900).

## LAUNCHING JOURNAL OF GLOBAL FASHION MARKETING

- KAMS proudly launches a new journal called '**Journal of Global Fashion Marketing**'.
- JGFM is a quarterly journal that publishes peer-reviewed conceptual and empirical papers of original works that make significant contributions to the understanding and advancement of fashion marketing theory, research, and practice. JGFM is interdisciplinary and global in nature.
- **Editor-in-Chief: Eunju Ko (Yonsei University); Senior Editor: Kim Johnson (University of Minnesota, Minneapolis)**.
- The first issue of JGFM, a special issue on '**cutting edge issues in fashion marketing**' will be published in the January of 2010.

## KAMS FELLOWSHIP

- A person who made a significant contribution to the advancement of KAMS will be selected and announced by the KAMS fellowship committee in the 2009 KAMS Fall International Conference.
- It is the first time to announce KAMS fellow in last 13 years.

## YONSEI UNIVERSITY AS A CO-PUBLISHER OF JGAMS

- **Yonsei University** joined Journal of Global Academy of Marketing Science as a co-publisher in 2009.
- This decision made by Yonsei University is a result of rigorous review process conducted by Yonsei

University.

- Yonsei University will support JGAMS financially and administratively. KAMS will be in charge of editing and publishing JGAMS.

## 2010 GLOBAL MARKETING CONFERENCE IN TOKYO

- The conference will be jointly held by **KAMS, Ryutsu Keizai University** and **Society for Marketing Advances** in Tokyo during Sept. 9-12, 2010.
- **Conference Co-Chairs:** **Arch Woodside** (Boston College), **Charles R. Taylor** (Villanova University) and **Graham Hooley** (Aston University)
- **The 2010 ITAA-KAMS Joint Symposium** will be held in the 2010 GMC in Tokyo. Prof. Leslie Burns, 2007-2008 President of ITAA (Oregon State University) and Prof. Seunghee Lee, Vice President of KAMS (Sookmyung Women's University) will co-chair this joint symposium. The symposium theme is '**Global Perspectives of Clothing and Textile**'.
- **The 2010 HIT-KAMS Joint Symposium** will be held in the 2010 GMC in Tokyo. Prof. Guofeng Li of Harbin Institute of Technology (HIT) will chair this joint symposium. The symposium theme is '**Marketing in China and Marketing Made-in China**'.
- Sponsoring world class Journals: '**Journal of Business Research**', '**Journal of Product Innovation Management**', '**Journal of Strategic Marketing**', '**Journal of Brand Management**' and '**Journal of Global Academy of Marketing Science**'. These journals will publish special issues or a special section with best papers presented at '2010 GMC in Tokyo'.

## SPECIAL ISSUES OF WORLD CLASS JOURNALS

- Following special issues of **Journal of Business Research** will be published with best papers presented at 2010 GMC in Tokyo:
  1. **Fashion Marketing of Luxury Brands:** Guest Co-Editors, **Eunju Ko** (Yonsei University) and **Prof. Carol Megehee** (Coastal Carolina University)
  2. **Consumer Behavior of International Tourism:** Guest Editors, **Prof. Wonae Cho** (Seoul Women's University) and **Prof. Ecran Sirakaya-Turk** (University of South Carolina), **Prof. Drew Martin** (University of Hawaii at Hilo)
  3. **Advancing Research Methods in Marketing :** Guest Editor, **Prof. Donghoon Kim** (Yonsei University), **Prof. Xiang (Robert) Li** (University of South Carolina)
  4. **Mapping Strategic Thinking in Marketing :** Guest Editors, **Prof. Junyeon Moon** (Hanyang University, Ansan) and **Prof. Roger Marshall** (Auckland University of Technology)
  5. **Innovation, Diffusion, Adoption of High Technology:** Guest Editors, **Prof. Sang Hoon Kim** (Seoul National University) and **Prof. K.H. Huarng** (Feng Chia University)
  6. **Global Consumer Behavior and Marketing Strategy:** Guest Editors, **Prof. Michel Laroche** (Concordia University) and **Prof. Seong Yeon Park** (Ewha Womans University)
- A special issue of **Journal of Product Innovation on Global Product Innovation Management** will be published with best papers presented at 2010 GMC in Tokyo. Guest Editors: **Seigyoung Auh** (Yonsei University) and **Kyung Hoon Kim** (Changwon National University)
- A special section of **Journal of Strategic Marketing** will be published with best papers presented at 2010 GMC in Tokyo. Guest Editors: **Prof. Robert E. Morgan** (Cardiff University), **Prof. Graham Hooley** (Aston University) and **Prof. Eleri Rosier** (Cardiff University)
- A special Issue of **Journal of Brand Management** on Corporate Branding will be published with best papers presented at 2010 GMC in Tokyo. Guest Editors: **Prof. Manfred Schwaiger** and **Dr. Marko Sarstedt** (Ludwig-Maximilians- University of Munich).

- A special Issue of **Journal of Global Academy of Marketing Science** will be published with best papers presented at 2010 GMC in Tokyo. Guest Editor: **Prof. Yung Kyun Choi** (Dongguk University)

## 2009 ITAA-KAMS JOINT SYMPOSIUM

- KAMS held '2009 ITAA-KAMS Joint Symposium' jointly with International Textile and Apparel Association in the 2009 ITAA Annual Conference which was held at Bellevue, Washington, USA, Oct. 31, **2009**. 'Fashion Marketing Research in the Turbulent Environment' was the theme of this joint symposium.
- **Prof. Leslie Burns** (Oregon State University), Past-President of ITAA and **Prof. Eunju Ko** (Yonsei University), President of KAMS served as symposium co-chairs.

## 2009 SMA-KAMS JOINT SYMPOSIUM

- KAMS held '**2009 SMA-KAMS Joint Symposium**' in the 2009 SMA Annual Conference which was held at **New Orleans, Louisiana, USA Nov. 4-7, 2009**. '**Global Research Networking**' was the theme of this joint symposium.
- **Objective:** To promote 'global research networking' by providing networking opportunities between members of KAMS and SMA.
- **Arch Woodside (Boston College)** who is Editor of Journal of Business Research, **W. Rhea Ingram (Auburn University Montgomery)**, **Junyeon Moon (Hanyang University)** who is Editor-in-Chief of Journal of Global Academy of Marketing Science served as symposium co-chairs.

## SPECIAL ISSUE OF JOURNAL OF BUSINESS RESEARCH

- A special issue of Journal of Business Research will be published with best papers presented in the 2009 SMA-KAMS Joint Symposium. Guest Editors: **Rhea Ingram (Auburn University, Montgomery)** and **Eunju Ko (Yonsei University)**.

## SPECIAL ISSUES OF JOURNAL OF GLOBAL ACADEMY OF MARKETING SCIENCE

- A special issue of Journal of Global Academy of Marketing Science will be published with best papers presented in the 2009 ITAA-KAMS Joint Symposium. Guest Editors: **Leslie Burns (Oregon State University)** and **Eun Young Kim (Chungbuk National University)**
- A special issue of Journal of Global Academy of Marketing Science will be published with best papers presented by SMA members in the 2009 SMA-KAMS Joint Symposium. Guest Editors: **Arch Woodside (Boston College)** and **Junyeon Moon (Hanyang University)**

## KAMS DELEGATION TO 2009 ITAA-KAMS JOINT SYMPOSIUM & 2009 SMA-KAMS JOINT SYMPOSIUM

- KAMS delegation was sent to '2009 ITAA-KAMS Joint Symposium' in Bellevue, WA, USA and '2009 SMA-KAMS Joint Symposium' in New Orleans, LA, USA in Oct. and Nov. 2009.
- Over 50 people participated in '2009 ITAA-KAMS Joint Symposium' and over 50 people participated in '2009 SMA-KAMS Joint Symposium'.

## CHINESE BLOGS OF KAMS

- Chinese Blogs of KAMS are now open. All of headings and keywords in the menu are in Chinese. Also titles of papers published in JGAMS are in Chinese. Major text of our website is in Chinese including President's greetings and history of KAMS.

## ENGLISH AND CHINESE FOR JGAMS

- Papers published in Journal of Global Academy of Marketing Science consist of English text, English extended abstract, and Chinese extended abstract.



<2009 ITAA-KAMS Joint Symposium and 2009 SMA-KAMS Joint Symposium>



## 2. CONFERENCES BY KAMS

### 1. THE 2009 KAMS FALL INTERNATIONAL CONFERENCE

<b>Theme</b>	Marketing and Trends
<b>HOSTS</b>	College of Human Ecology, Yonsei University
<b>Venue</b>	Samung Building, Yonsei University, Seoul, Republic of Korea
<b>Organizer</b>	Korean Academy of Marketing Science Korean Strategic Marketing Association
<b>Sponsor</b>	Lotte Department Store
<b>DATE</b>	November 21, 2009
<b>PROGRAM</b>	
09:00~12:00	<b>Pre-Conference:</b> <ul style="list-style-type: none"> <li>• Lotte Green Marketing Strategy Competition</li> <li>• 2009 KAMS Fall Doctoral Dissertation Competition</li> </ul>
11:30~12:00	<b>JGAMS Editorial Board Meeting</b> <b>KSMA Board Meeting</b> <b>KAMS Board Meeting</b>
12:00~13:00	<b>Lunch</b>
12:00~18:00	<b>Registration</b>
13:00~13:30	<b>Opening Ceremony</b> <ul style="list-style-type: none"> <li>• <b>Welcoming Speeches:</b> <ul style="list-style-type: none"> <li>- Prof. Eunju Ko (Yonsei University), President of KAMS</li> <li>- Prof. Yongman Kim (Kyungnam University), President of KSMA</li> <li>- Prof. Yeungin Kim, Dean, College of Human Ecology, Yonsei University</li> </ul> </li> <li>• <b>KAMS Award: Chairwoman Yeungin Kim (Yonsei University)</b></li> </ul>
13:30~14:20	<b>▶ Lotte/KAMS Eco-Marketing Joint Symposium</b> <ul style="list-style-type: none"> <li>• Welcoming Speech: <b>Seung In Jung</b> (Lotte Department Store)</li> <li>• Keynote Speech: <b>Douglas West</b> (University of Birmingham) Executive Editor, Journal of Advertising Research (SSCI)</li> <li>• <b>Green Value Marketing</b> Sang-Ho Park (Lotte Department Store)</li> </ul>
14:30~16:00	<b>▶ Academic Sessions Part I</b>
16:10~17:40	<b>▶ Academic Sessions Part II</b>
17:40~18:30	<b>Reception</b>

## Academic Sessions

Session		Chair
Session 1	<b>Marketing in the Dynamic World</b>	Douglas West (University of Birmingham)
Session 2	<b>Eco-Marketing</b>	Jeehyun Lee (Yonsei University)
Session 3	<b>Fashion Marketing and Luxury Brands (JBR)*</b>	Kyungae Park (Yeungnam University)
Session 4	<b>Consumer Behavior of International Tourism (JBR)*</b>	Wonae Cho (Seoul Women's University)
Session 5	<b>Advancing Research Methods in Marketing I (JBR)*</b>	Dong Hoon Kim (Yonsei University)
Session 6	<b>Innovation, Diffusion, Adoption of High Technology Products/Services (JBR)*</b>	Sang Hoon Kim (Seoul National University)
Session 7	<b>Beauty Business and Medical Tourism Management</b>	Ki Nam Jin (Yonsei University)
Session 8	<b>Global Product Innovation Management (JPIM)*</b>	Jong-Ho Lee (Korea University) Tony C. Garrett (Korea University)
Session 9	<b>Consumer Behavior</b>	Hyung Gil Kim (Juje National University)
Session 10	<b>Internal and Non-Profit Organizational Marketing</b>	Yeung Kurn Park (Changwon National University)
Session 11	<b>Retailing and Relationship Marketing</b>	Jong Ho Song (Kyungpook National University)
Session 12	<b>Fashion Marketing and Merchandising</b>	Eun Joo Park (Dong-A University)
Session 13	<b>Consumer Behavior of International Tourism II (JBR)*</b>	Jong-Kuk Shin (Pusan National University)
Session 14	<b>Advancing Research Methods in Marketing II: Cutting Edge Issues in Structural Equation Modeling (JBR)*</b>	Seong Kuen Yi (Sungshin Women's University)
Session 15	<b>Innovation, Diffusion, Adoption of High Technology Products/Services II (JBR)*</b>	Hoon Kim (Semyung University)
Session 16	<b>Global Consumer Behavior and Marketing Strategy (JBR)*</b>	Jounghae Bang (Kookmin University) Seong-Yeon Park (Ewha Womans University)



Session 17	<b>Mapping Strategic Thinking in Marketing (JBR)*</b>	Junyeon Moon (Hanyang University,ERICA Campus)
Session 18	<b>Cultural Marketing</b>	Hwa Suk Lee (Chonbuk National University)
Session 19	<b>Design Marketing</b>	Youngjoon Chang (Kookmin University)
Session 20	<b>Marketing in Asia</b>	Yong Ki Lee (Sejong University)
Session 21	<b>Strategic Marketing and Consumer Behavior</b>	Jae Seob Choi (Namseoul University)

\* Preliminary Sessions for the Special Issues of Journals for the 2010 GMC at Tokyo

JBR: Journal of Business Research (SSCI)

JPIM: Journal of Product Innovation Management (SSCI)

## 2. THE 2010 GLOBAL MARKETING CONFERENCE AT TOKYO



<b>Subject</b>	Marketing in the Turbulent Environment
<b>Conference Co-chair</b>	<b>Dr. Arch Woodside</b> (Boston College, USA) <b>Dr. Charles R. Taylor</b> (Villanova University, USA) <b>Dr. Graham Hooley</b> (Aston University, UK)
<b>Venue</b>	Ryutsu Keizai University, Chiba, Japan
<b>Date</b>	Sept 9-12. 2010
<b>Submission Deadline</b>	Mar. 15, 2010
<b>PROGRAM</b>	
<b>Sept. 9 ~ 12</b>	Sept 9: Registration Reception Cocktail Party Sept 10: Academic Sessions Invited Lecture Luncheon Academic Sessions Dinner Sept. 11: Academic Sessions Invited Lecture Luncheon Academic Sessions Excursion Tour Dinner Sept. 12 : Optional Tour Conference ends.

## TRACKS & TRACK CHAIRS

Sales Management	Bulent Menguc, Brock University
Marketing Strategy	Robert E. Morgan & Eleri Rosier ,Cardiff University
Interactive Advertising	Shintaro Okazaki, Universidad Autonoma de Madrid
Global Marketing–Challenges in the Face of Economic Uncertainty	Tanuja Sigh, Northern Illinois University
Fashion Marketing of Luxury Brands	Eunju Ko, Yonsei University Carol Megehee, Coastal Carolina university
Corporate Branding	Manfred Schwaiger & Dr.Marko Sarstedt, Ludwig-Maximilians-University of Munich
Market Orientation in Emerging Economies	József Berács, Corvinus University of Budapest
Retail Management	Ikuo Takahashi, Keio University
Corporate Marketing-Corporate Reputation and Corporate Social Responsibility	Klaus-Peter Wiedmann, Leibniz University of Hannover
Global Product Innovation Management	Seigyoung Auh, Yonsei University
Intercultural Communication	Wolfgang Fritz, Technical University of Braunschweig
Innovation, Diffusion and Adoption of High Technology	Sang Hoon Kim, Seoul National University K.H. Huarng, Feng Chia University
Challenges to Global Marketing Strategy in Asia	Danid A.Griffith, Michigan State University
Luxury Marketing	Michel Phan, ESSEC Business School, Paris

Service Marketing	Yong-Ki Lee, Sejong University
On-line Community and Marketing	Yutaka Hamaoka, Keio University
Marketing in Asia	Kim-Shyan Fam, Victoria University of Wellington
Eco-Marketing	Jeehyun Lee, Yonsei University
Marketing Education	Ralf Schellhase, University of Applied Science Darmstadt
Negotiation, Relationship Selling and Global Account Management	Joël Le Bon, ESSEC Business School Paris
Advertising and Integrated Marketing Communication	Hyokjin Kwak, Drexel University
Customer Relationship Management	Eric Chuan-Fong Shin, Sungkyunkwan University
Consumer Psychology	Dong-Mo Koo, Kyungpook National University
Consumer Behavior of International Tourism	Wonae Cho, Seoul Women's University
Global Consumer Behavior and Marketing Strategy	Michel Laroche , Concordia University & Seong-Yeon Park, Ewha Womans University
Consumer Behavior in the Service Industry	Sunmee Choi, Yonsei University
Marketing and Public Policy	Michael L. Capella, Villanova University
Marketing and Innovation in International Market	Luis Filipe Lages, Universidade Nova de Lisboa
Marketing Model-Consumer Choice Model and Demand Forecasting Model	Jaihak Chung, Sogang University
Mobile Marketing	Morikazu Hirose, Tokyo Fuji University
Marketing Channels and Relationship Marketing	Guijin Zhuang, Xi'an Jiao Tong University
B-to-B Marketing	Sang-Lin Han, Hanyang Uversity
Marketing Dynamic Capabilities	Luigi Mario De Luca, Aston University
Fashion Merchandizing	Yoon-Jung Lee, Korea University
Mapping Strategic Thinking in Marketing	Junyeon Moon, Hanyang University & Roger Marshall, Auckland University of Technology
Design and Color Marketing	Eui-Chul Jung, Yonsei University
Consumer Behavior in Chinese Context	Siqing Peng, Peking University
Advancing Research Methods in Marketing	Donghoon Kim, Yonsei University
Cultural Marketing	Hwa Suk Lee, Chonbuk National University
Advertising and Children	Ralf Terlutter, University of Klagenfurt
Cross Media Marketing-Cross Media Management	Sandra Diehl, Alpen-Adria University of Klagenfurt
Beauty Business and Medical Tourism Management	Ki Nam Jin, Yonsei University
Marketing in General	Jong-Kuk Shin, Pusan National University

### 3. JOURNAL OF GLOBAL ACADEMY OF MARKETING SCIENCE

#### 1. JGAMS VOL. 19 NO.1

	Title	Authors
1	From The Editor	Junyeon Moon
2	A Study on Switching Intention of Mobile Telecommunication Service User: Focused on Group Differences Based on Innovativeness	Jongchul Oh Sungjoon Yoon
3	The Cross-Cultural Study about Effects of Service Quality Dimensions on CS in Korea and China	Eun Jeong Noh Yong Goo Seo
4	The Impact of the Internet Channel Introduction Depending on the Ownership of the Internet Channel	Weon Sang Yoo
5	The Relationship among Country of Origin, Brand Equity and Brand Loyalty: Comparison among USA, China and Korea	Eunju Ko, Kyung Hoon Kim, Sook Hyun Kim, Guofeng Li, Peng Zou, Hao Zhang

#### 2. JGAMS VOL. 19 NO.2

	Title	Authors
1	Influences of Firm Characteristics and the Host Country Environment on the Degree of Foreign Market Involvement	Omar Maktoba Sonny Nwankwo
2	Correlation among Ownership of Home Appliances Using Multivariate Probit Model	Chang Seob Kim, Jungwoo Shin, Misuk Lee, Jongsu Lee
3	The Effects of Family Strucure and Socialization Influences on Compulsive Buying: A Life Course Study in Thailand	Hung Vu Nguyen, George P. Moschis, Randall Shannon, Kristian Gotthelf
4	Organizational Factors Facilitating the Internationalization of Korean Franchising Companies	Young Kun Lim, Dong Whuy Lee, Hee Jung Kim
5	A Study on the Consumer's Service Quality Perception Based on the Types of Life-style	Yoonseo Park, Seungin Lee, In Choi
6	Shopping Value, Shopping Goal and WOM - Focused on Electronic-goods Buyers	Kyoung-won Park Ju-Young, Park

### 3. JGAMS VOL. 19 NO.3

	Title	Authors
1	The Effects of the Perceived Motivation Type toward Corporate Social Responsibility Activities on Customer Loyalty	Kyungjin Kim Jongchul Park
2	The Effect of Price Promotional Information about Brand on Consumer's Quality Perception: Conditioning on Pretrial Brand	Minhoon Lee Hang Seop Lim
3	How Can Non - Chaebol Companies Thrive in the Chaebol Economy?	Nam Kuk Kim, Sanjit Sengupta, Dong jae Kim
4	Marketing Standardization and Firm Performance in International E Commerce	Wolfgang Fritz Heiko Dees
5	Interpreting Bounded Rationality in Business and Industrial Marketing Contexts: Executive Training Case Studies	Arch G. Woodside, Wen Hsiang Lai , Kyung Hoon Kim, Deuk Keyo Jung

### 4. DESIGN CHANGE



## 4. CALL FOR PAPERS

### 1. CONFERENCES

#### 1. 2010 GLOBAL MARKETING CONFERENCE AT TOKYO



#### Call for Papers

Submission Deadline: March 15, 2010



### 2010 Global Marketing Conference at Tokyo

September 9 - 12, 2010



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Ryutsu Keizai University  
Chiba, Japan

Hosted by  
*Korean Academy of Marketing Science*  
*Ryutsu Keizai University*  
*Society for Marketing Advances*

#### CONFERENCE CO-CHAIRS

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## CONFERENCE OBJECTIVES

Dynamic multiculturalism continues to be a vital aspect of global marketing that affects consumers and businesses around the world. The theme of this year's conference is, "**Marketing in a Turbulent Environment**". This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing in the dynamic global world including different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2010 Global Marketing Conference at Tokyo offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others. The program chairs welcome participation from all cultures and parts of the world. We look forward to a stimulating and interactive conference. Proceedings of this conference will have an ISSN number.

## Venue

**Tokyo**, officially Tokyo Metropolis is the center of the Greater Tokyo Area, the world's most populous metropolitan area with 35 million people. Tokyo is the seat of the Japanese government and *the Imperial Palace*, and the home of the Japanese Imperial Family. Tokyo is one of the three world finance "command centers", along with New York City and London. Tokyo has the largest metropolitan economy in the world. Tokyo had a total GDP of US\$1,191 billion in 2005 (at purchasing power parity), ranking as the largest urban agglomeration GDP in the world. As of 2008, 47 of the companies listed on the Global 500 are based in Tokyo, almost twice that of the second-placed city. Tokyo has many commercial centers for shopping, eating and simply wandering around for experiencing the modern Japanese urban phenomenon, such as dazzling *Shinjuku*, youthful *Shibuya* and upmarket *Ginza*. Other tourist attractions are *the Tokyo Tower*, *the Tokyo Metropolitan Government building*, *the World Trade Center Building*, *Roppongi Hills* and *the Rainbow Bridge*. Of course you can enjoy watching a gigantic shape of *Mt. Fuji* from Tokyo. It takes *less than 20 minutes* from the conference site (*The Chiba Campus of the Ritsy Keizai University*) to the downtown of Tokyo by subway. (<http://www.tourism.metro.tokyo.jp/english/>; <http://www.jnto.go.jp/eng/index.html>)

**To submit a paper, special session proposal or to participate otherwise, contact the appropriate symposium chairs or program track chair listed below:**

### I. SPECIAL JOINT SEMINAR & SYMPOSIUMS

#### 1. 2010 ROYAL BANK/KAMS INTERNATIONAL RESEARCH SEMINAR

The 2010 Royal Bank/KAMS International Research Seminar will be held jointly in '2010 Global Marketing Conference at Tokyo'. A special issue of Journal of Business Research on 'Global Consumer Behavior and Marketing Strategy' will be published with top papers presented in this seminar. **Seminar Co-Chairs: Prof. Michel Larocche**, Dept. of Marketing, John Molson School of Business, Concordia University, 1455 de Maisonneuve Blvd. West, Montreal, Quebec H3G 1M8, Canada, [larocche@jmsb.concordia.ca](mailto:larocche@jmsb.concordia.ca), Tel: +1 514 848 2424 ext.2942, Fax: +1 514 848 4576. **Prof. Seong-Yeon Park**, Ewha School of Business, Ewha Womans University, 11-1 Daehyun-dong, Seodaemun-gu, Seoul, Republic of Korea, [sypark@ewha.ac.kr](mailto:sypark@ewha.ac.kr), Tel: +82 2 3277 2798, Fax: +82 2 3277 2835.

#### 2. 2010 ITAA-KAMS JOINT SYMPOSIUM

**International Textile and Apparel Association** and **Korean Academy of Marketing Science** jointly hold 'the 2010 ITAA-KAMS Joint Symposium' on '**Global Perspectives of Clothing and Textile**' in 'the 2010 Global Marketing Conference at Tokyo'. Please submit your paper to following **symposium co-chairs: Prof. Sunghee Lee**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Korea, [ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr), Tel : +82-2-2123-3109, Fax : +82-2-312-8554. **Prof. Leslie Davis Burns**, Dept. of Design and Human Environment, Oregon State University, Corvallis, Oregon 97331 USA, [Leslie.Burns@oregonstate.edu](mailto:Leslie.Burns@oregonstate.edu), Tel: 541-737-0983, Fax: 541-737-0993.

#### 3. 2010 HIT-KAMS JOINT SYMPOSIUM

**Harbin Institute of Technology** and **Korean Academy of Marketing Science** jointly hold 'the 2010 HIT-KAMS Joint Symposium' on '**Marketing in China and Marketing Made-in-China**' in 'the 2010 Global Marketing Conference at Tokyo'. Please submit your paper to following **the symposium chair: Prof. Guofeng Li**, Dept. of Business Administration, School of Management, Harbin Institute of Technology, No. 92, West Da-Zhi Street, Harbin, Heilongjiang, P.R. China, [600726@sina.com](mailto:600726@sina.com), Tel: +86-451-8641-4042, Fax: +86-451-8641-4024.

### II. SPONSORING JOURNALS

#### Journal of Business Research

Journal of Business Research will publish special issues on following subjects with top papers

presented in proper tracks of this conference.

7. **Fashion Marketing of Luxury Brands:** Guest Co-Editors, **Eunju Ko** (Yonsei University) and **Prof. Carol Megehee** (Coastal Carolina University)
8. **Consumer Behavior of International Tourism:** Guest Editors, **Prof. Wonae Cho** (Seoul Women's University) and **Prof. Ercan Sirakaya-Turk** (University of South Carolina), **Prof. Drew Martin** (University of Hawaii at Hilo)
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11. **Innovation, Diffusion and Adoption of High Technology Products/Services:** Guest Editors, **Prof. Sang Hoon Kim** (Seoul National University) and **Prof. K.H. Huarng** (Feng Chia University)
12. **Global Consumer Behavior and Marketing Strategy:** Guest Editors, **Prof. Michel Laroche** (Concordia University) and **Prof. Seong-Yeon Park** (Ewha Womans University)

### Journal of Product Innovation Management

Journal of Product Innovation Management will publish a special issue with best papers submitted to this conference in the field of Product Innovation Management. (*Guest Editors:* **Prof. Seigyoung Auh**, Thunderbird School of Global Management, **Prof. Kyung Hoon Kim**, Changwon National University)

### Journal of Strategic Marketing

Journal of Strategic Marketing will publish a special issue with best papers submitted to this conference in the field of strategic marketing. (*Guest Editors:* **Prof. Robert E. Morgan**, Cardiff University, **Prof. Graham Hooley**, Deputy Vice-Chancellor and professor of marketing, Aston University, **Prof. Eleri Rosier**, Cardiff University)

### Journal of Brand Management

Journal of Brand Management will publish a special issue with best papers submitted to the conference in the field of corporate branding and corporate reputation. All papers relating to the special issue's theme "Corporate Branding in a Turbulent Environment" are particularly welcome (*Guest Editors:* **Prof. Manfred Schwaiger**, Ludwig-Maximilians-University Munich, **Dr. Marko Sarstedt**, Ludwig-Maximilians-University Munich, **Christine Hallier**, Zurich University of Applied Sciences).

### Journal of Global Academy of Marketing Science

All papers submitted to this conference are eligible for review toward inclusion in the special issue of JGAMS. If you want your paper to be considered for possible publication in JGAMS, then please inform your intention to **Prof. Yung Kyun Choi** (*Guest Editor of Special Issue of JGAMS*, Dongguk University, [choiyung@dgu.edu](mailto:choiyung@dgu.edu) ).

## III. PROGRAM TRACKS & TRACK CHAIRS

**Sales Management :** **Prof. Bulent Menguc**, Dept. of Marketing, Brock University, St. Catherines, ON Canada L2S 3A1, [bmenguc@brocku.ca](mailto:bmenguc@brocku.ca), Tel: +1-905-688-5550 x5074, Fax: +1-905-984-4188.

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**Interactive Advertising :** **Prof. Shintaro Okazaki**, Dept. of Finance and Marketing Research, College of Economics and Business Administration , Universidad Autónoma de Madrid, C/ Francisco Tomas y Valiente, 5, Campus Universitario de Cantoblanco, 28049 – Madrid, Spain, [obarquitec@coac.net](mailto:obarquitec@coac.net), Tel: +34-91-497-3552, Fax: +34-91-497-8725.

**Global Marketing–Challenges in the Face of Economic Uncertainty :** **Prof. Tanuja Singh**, Dean, Bill Greehey School of Business, St. Mary's University, San Antonio, TX 78228, USA, [tsingh@stmarytx.edu](mailto:tsingh@stmarytx.edu),

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**Fashion Marketing of Luxury Brands :** Prof. Eunju Ko, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Korea, [ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr), Tel : +82-2-2123-3109, Fax : +82-2-312-8554. **Prof. Carol Megehee**, Coastal Carolina University, Prof. Carol Megehee, Dept. of Management, Marketing & Law, E. Craig Wall, Sr., College of Business Administration, Coastal Carolina University, P.O. Box 261954, Conway, SC 29528-6054 USA, [c\\_megehee@yahoo.com](mailto:c_megehee@yahoo.com), Tel: +1 985 859 3438, Fax: +1 843 349 2455.

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**Retail Management:** Prof. Ikuo Takahashi, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, [takahashi@fbc.keio.ac.jp](mailto:takahashi@fbc.keio.ac.jp), Tel: +81-3-3453-4511, Fax: +81-43-462-3652.

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**Consumer Psychology : Prof. Dong-Mo Koo**, School of Business, Kyungpook National University, 1370 Sankyuk-Dong, Buk-Gu, Daegu 702-701, Republic of Korea, [unlimited@knu.ac.kr](mailto:unlimited@knu.ac.kr), Tel: + 82 53 950 7412, Fax: + 82 53 950 6247.

**Consumer Behavior of International Tourism : Prof. Wonae Cho**, Dept. of Business Administration, Seoul Women's University, 126 Gongreung-Dong, Nowon-Gu, Seoul, Republic of Korea, [wcho@swu.ac.kr](mailto:wcho@swu.ac.kr), Tel: + 82-2-970-5792, Fax: + 82-2-970-5961. **Prof. Ercan Sirakaya-Turk**, School of Hotel, Restaurant and Tourism Management, University of South Carolina, Carolina Coliseum, Room 108-C, Columbia, SC 29208, USA, [ecran@sc.edu](mailto:ecran@sc.edu), Tel: + 1 803 777 3327. **Prof. Drew Martin**, College of Business and Economics, University of Hawaii at Hilo, 200 West Kawili Street, Hilo, Hawaii 96720-4091, USA, [drmartin@hawaii.edu](mailto:drmartin@hawaii.edu), Tel: + 1 808 974 7553, Fax: + 1 808 974 7685.

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**Marketing and Innovation in International Markets: Prof. Luis Filipe Lages**, school of Economics and Management, Nova University of Lisbon 1099-032 Lisboa, Portugal, [lflages@fe.unl.pt](mailto:lflages@fe.unl.pt), Tel: + 351 21 380 1601, Fax: + 351 21 387 0933.

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**Marketing Channels and Relationship Marketing: Prof. Guijin Zhuang**, School of Management, Xi'an Jiaotong University, Xi'an, Shaanxi, 710049, People's Republic of China, [zhgj@mail.xjtu.edu.cn](mailto:zhgj@mail.xjtu.edu.cn), Tel: + 86



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**Mapping Strategic Thinking in Marketing:** Prof. Junyeon Moon, Professor, Dept. of Business Administration, Hanyang University at Ansan, 1271 Sa-Dong, Sangnok-Gu, Ansan, Gyeonggi-Do, 426-791, Korea, [jmoon@hanyang.ac.kr](mailto:jmoon@hanyang.ac.kr), Tel: + 82 31-400-5653, Fax: + 82 31-400-5591. Prof. Roger Marshall, Business School, Auckland University of Technology, 46 Wakefield St. Private Bag 92006, Auckland 1142, New Zealand, [roger.marshall@aut.ac.nz](mailto:roger.marshall@aut.ac.nz), Tel: + 64 9 921 999, Fax: + 64 9 921 9990.

**Design and Color Marketing:** Prof. Eui-Chul Jung, Dept. of Human Environment & Design, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Korea, [jech@yonsei.ac.kr](mailto:jech@yonsei.ac.kr), Tel : + 82-2-2123-3112, Fax : + 82-2-364-2466.

**Consumer Behavior in Chinese Context:** Prof. Siqing Peng, Dept. of Marketing, Guanghua School of Management, Peking University, Beijing 100871, People's Republic of China, [pengsq@gsm.pku.edu.cn](mailto:pengsq@gsm.pku.edu.cn), Tel: + 86 10 62759063, Fax: + 86 10 6275 3836.

**Advancing Research Methods in Marketing:** Prof. Donghoon Kim, School of Business, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea 120-749, [dhkim@yonsei.ac.kr](mailto:dhkim@yonsei.ac.kr), + 82 -2-2123-2526, Fax: + 82-2-364-7828. Prof. Xiang (Robert) Li, School of Hotel, Restaurant, and Tourism Management, University of South Carolina, Columbia, SC 29208, USA, [robertli@mailbox.sc.edu](mailto:robertli@mailbox.sc.edu), Tel: + 1 803 777 2764.

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**Beauty Business and Medical Tourism Management:** Prof. Ki Nam Jin, Dept. of Health Administration, College of Health Sciences, Yonsei University, 234 Maeji-ri, Heungup-myun, Wounju-si, Gangwon-do 220-710, Republic of Korea, [jinkn@yonsei.ac.kr](mailto:jinkn@yonsei.ac.kr), Tel: + 82 33 760 2439.

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#### IV. FOR MORE INFORMATION

##### General Secretary

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### Conference Websites

[www.kamsconference.org](http://www.kamsconference.org)

[www.kams.org](http://www.kams.org)

## **V. SUBMISSION GUIDELINES**

The 2010 Global Marketing Conference is pleased to have electronic submission for submitting manuscripts. Electronic submission should be sent to the appropriate track chair in the preferred track. A word document containing the manuscript should be sent as an attachment to an e-mail communication. Please be sure to include complete contact information for the contact person. An e-mail response will be sent to the contact author once the manuscript has been received in a readable format by the track chair. All communications will then occur electronically. For those who do not have access to e-mail, you may send four hard copies of the manuscript to one of the appropriate track chairs.

Manuscripts must follow the style guideline of the Journal of Global Academy of Marketing Science ([www.kams.org](http://www.kams.org)). Manuscripts should not exceed 5 pages for abstracts or 20 pages for full papers. One-page special session and panel proposals should be sent directly to the appropriate track chair. Submissions will be double-blind reviewed. Please do not identify any authors in the text of the manuscript.

Submission of a manuscript for review indicates that it or a similar version has not been previously published or is not under simultaneous review elsewhere. At least one author must be a member in good standing of the Korean Academy of Marketing Science or be willing to join the Academy if the manuscript is accepted. Additionally, a manuscript should be submitted to ONLY one track.

The conference will accept papers and allow authors to decide whether to publish the complete paper in the Proceedings or to publish an abstract only. Upon acceptance, the author(s) agree to the following: (a) to release the copyright to the Korean Academy of Marketing Science unless choosing to publish an abstract only, (b) to return the manuscript (abstract) in correct format (via e-mail or diskette) to the Proceedings Editor, and (c) at least one author will present the manuscript at the conference and will pre-register as a condition for acceptance and publication. Proceedings guidelines, limitations, and restrictions will be sent to authors of accepted papers.

## **VI. TRAVEL TO JAPAN**

Any foreign visitor who wishes to enter Japan must have a passport, which will remain valid during the period of stay. Nationals

of many countries are eligible to enter Japan without a visa unless the purpose of the visit is to reside in Japan, to obtain employment or to otherwise engage in remunerative activities. Please check with the Ministry of Foreign Affairs of Japan (<http://www.mofa.go.jp/index.html>).



## 2. THE 2010 ITAA-KAMS JOINT SYMPOSIUM

**Co-hosts:** International Textile and Apparel Association (ITAA)

Korean Academy of Marketing Science (KAMS)

**Venue:** Ryustu Keizai University, Chiba, Japan

**Date:** Sept. 9-12, 2010

**Symposium Theme:** Global Trends in Clothing and Textile Marketing

**Symposium Co-Chairs:** Prof. Leslie Burns (Oregon State University, USA)

Prof. Seunghee Lee (Sookmyung Women's University, Republic of Korea)

**Submission Deadline:** March 15, 2010

It is our pleasure to announce that ITAA and KAMS will hold 'The 2010 ITAA-KAMS Joint Symposium' in conjunction with 'The 2010 Global Marketing Conference in Tokyo' at the Ryustu Keizai University in Chiba, Japan Sept. 9-12, 2010.

You are cordially invited to participate in this joint symposium.

**Submission Guidelines:** 1) Prepare a cover page with title of paper and name and contact information (address, phone number, email) for all authors. 2) Prepare an abstract in English for review (2 pages, single spaced, in Word.doc format). Include the title (single spaced, maximum 30 words) but no identifying information about author(s) or professional affiliation(s). Tables and other graphics should be incorporated within the body of the abstract in the appropriate place(s).

**Submit your paper via regular mail, fax, or email to:**

Authors from USA:

**Dr. Leslie Davis Burns**, Past President of ITAA and Professor, Dept. of Design and Human Environment, 224 Milam Hall, Oregon State University, Corvallis, OR 97331 USA, leslie.burns@oregonstate.edu, Tel: +1-541-737-0983, Fax: +1-541-737-0993

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**For More Information:**

<http://www.kams.org>, <http://www.kamsconference.org>, and <http://www.itaaonline.org>

## 2. JOURNALS

### 1. JOURNAL OF GLOBAL ACADEMY OF MARKETING SCIENCE



*The Journal of Global Academy of Marketing Science (JGAMS)* is a quarterly journal that publishes peer-reviewed conceptual or empirical papers of original works which significantly contribute to the knowledge pool and overall advancement of marketing theory, research, and practice.

JGAMS welcomes manuscripts that provide fresh, innovative insight into any topic in the field of marketing. Both conceptual and empirical works are valued, so long as the work addresses substantive issues in marketing. Readers will find in JGAMS: (1) monitoring and analyses of global marketing needs and trends, (2) generation and integration of new ideas and theories in relation to marketing theory and practice, (3) refined application of new research methods and techniques, and (4) experimentation and expansion of marketing practices.

JGAMS will endeavor to establish itself as a “global bridge” journal which connects marketing scholars and readers in various parts of the globe. JGAMS is ranked as the top marketing journal in Korea by KCI accumulated impact factor 2005-2008. It is the only marketing journal with English text and Chinese extended abstracts published by an academic marketing organization outside of Chinese speaking countries. Editorial boards of JGAMS consist of 154 marketing scholars (Asia: 48.7%, America: 34.4%, Europe: 13.0%, Oceania: 3.9%). Over 90% of our editorial board members have published their papers in world class journals including those indexed in SSCI and SCOPUS during the last three years. Furthermore, JGAMS has published joint issues with world-class journals such as Industrial Marketing Management and Journal of Business Research. The Korean Academy of Marketing Science, a co-publishing institute of JGAMS, plans to publish special issues of world-class journals such as Industrial Marketing Management, Journal of Business Research, Psychology & Marketing, International Journal of Advertising, Journal of Product Innovation Management, Journal of Strategic Marketing, Journal of Brand Management and Clothing and Textile Research Journal. Yonsei University, another co-publishing institution of JGAMS and one of top universities in Korea, will cooperate in enhancing the global position of JGAMS.

Topics of interest include (but are not limited to):

Global Marketing, Consumer and Buyer Behavior, Marketing Research Methodology, Marketing Management, Channel Management, Fashion Marketing, Marketing Strategy, Sales Management, Product Planning, Sales Promotion, Marketing Modeling, B-to-B or Industrial Marketing, Marketing Theory and Philosophy of Marketing Science, Service Marketing, Marketing Education, Retail and Wholesaling, Marketing Communication, Ethics and Social Responsibility of Marketing, Legal and Public Issues in Marketing, Market Segmentation, Pricing, Nonprofit Marketing

You are encouraged to submit your paper to the Editor-in-Chief of the JGAMS all year around.

Manuscript submission guidelines for Journal of Global Academy of Marketing Science is posted on <http://www.kams.org>

For more information and submission, please contact:

***Junyeon Moon***

*Editor of Journal of Global Academy of Marketing Science*

*Professor, School of Economics and Business*

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*Gyeonggi-do 426-791*

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**연세대학교**  
YONSEI UNIVERSITY

## 2. JOURNAL OF GLOBAL FASHION MARKETING



### Call for Papers Journal of Global Fashion Marketing

*Korean Academy of Marketing Science (KAMS) proudly launches Journal of Global Fashion Marketing!*

You are encouraged to submit your paper to the Journal of Global Fashion Marketing any time. All of submitted papers will be subject to double blind peer review.

**Mission Statement:** The Journal of Global Fashion Marketing is a quarterly journal that publishes peer-reviewed conceptual and empirical papers of original works that make significant contributions to the understanding and advancement of fashion marketing theory, research, and practice. JGFM is interdisciplinary and global in nature.

**Publisher:** Korean Academy of Marketing Science

**Publication Experience of KAMS in Fashion Marketing:** More Than 30 Fashion Marketing Conferences for last 12 years.

**Target Readers:** Academics, Researchers, and Practitioners in the Field of Fashion Marketing

**Topics of Interest** include (but are not limited to):

Fashion Marketing Trends and Industry Analysis	Fashion Retailing and Distribution Channels
Fashion Marketing Trends and Industry Analysis	Service Management in the Fashion Industry
Fashion Marketing Theory and Practices	Cross-cultural issues of fashion marketing management
Fashion Marketing Research Methodology	Corporate Social Responsibility Issues
Fashion Marketing Cases	Future Directions in the fashion industry
Fashion Consumer Behavior	Fashion Industry and Policy Issues
Fashion Forecasting System	Legal Issues of Fashion Industry
Fashion Market Segmentation	Sportswear Marketing and Sponsorship
Fashion Product Innovation	Luxury Marketing
Fashion Merchandising	Culture Marketing
Fashion Brand Management	New and Specific Marketing Issues
Fashion Marketing Communications	Interdisciplinary research issues
Global pricing issues	

Manuscript submission guideline for the Journal of Global Academy of Marketing Science is posted on the KAMS website ([www.kams.org](http://www.kams.org)).

**For More Information and Submission**, Please Contact:

**Eunju Ko**

*Editor-in-Chief of the Journal of Global Fashion Marketing*

*Professor of Fashion Marketing, Yonsei University*

*Seoul, Republic of Korea*

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3. CALL FOR PAPERS: CONSUMER BEHAVIOR OF INTERNATIONAL TOURISM (CBIT)—  
*JOURNAL OF BUSINESS RESEARCH*

**Call for Papers: Consumer Behavior of International Tourism (CBIT)**

Manuscript submissions must be received by **March 15, 2010**.

The 2010 Global Marketing Conference will be held at the Chiba Campus of Ryutsu Keizai University in Chiba, Japan on September 9-12, 2010. Chiba is part of the greater Tokyo metropolitan area and the conference site is a short train ride from downtown Tokyo. This event is hosted by the Korean Academy of Marketing Science, Ryutsu Keizai University, and the Society for Marketing Advances. This year's conference theme is, "Marketing in the Turbulent Environment." For more information about the conference please visit the following web site ([www.kamsconference.org](http://www.kamsconference.org)). Manuscripts addressing dynamic global issues including strategies for both domestic and multinational strategies for international tourism behavior fit with the overall theme of the Conference and specific track. The conference venue is Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan.

Both empirical and qualitative manuscripts addressing the following issues are particularly welcome for the CBIT Track:

- Conscious and unconscious effects on traveler decision making
- Destination branding
- Tourist acculturation
- Cross-cultural tourist behavior
- Destination promotion and positioning
- Cutting-edge research methods to better understand tourism behavior
- Changes with destination areas
- Travel Storytelling and narratives
- Historical and cultural heritages
- New forms of tourism
- Technology's changing role in tourists' destination selection, planning, and behavior

All submissions, reviewing and notification will be conducted electronically through e-mail. If you do not receive confirmation of your submission within seven days, please contact the track chairs. Please submit manuscripts in a WORD Document in Times New Roman 12-font. Submissions should have page numbers and be limited to 20 pages of text in length. References and citations should follow the *Journal of Business Research* style. Please place all tables and figures at the end of the manuscript (following the references). The manuscripts title page should include the corresponding author's name, affiliation, mailing address, telephone number, and e-mail address. Names and contact information for other authors should be included as well. The review process will be double blind, information that identifies the submission authors should only be listed on the title page. Selected CBIT conference papers from research reports presented at the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010 will be considered for a special edition of the *Journal of Business Research* on Consumer Behavior of International Tourism. Conference submissions should be sent to **all three track chairs**. **Drew Martin**, College of Business and Economics, University of Hawaii at Hilo, 200 West Kawili Street, Hilo, Hawaii 96720, USA, [drmartin@hawaii.edu](mailto:drmartin@hawaii.edu), Telephone: +1 808 974 7553, Facsimile +1 808 974 7685. **Ercan Sirakaya-Turk**, School of Hotel, Restaurant and Tourism Management, University of South Carolina a, Carolina Coliseum, Room 108-C, Columbia, SC 29208, USA, [ercan@mailbox.sc.edu](mailto:ercan@mailbox.sc.edu), Tel: +1 803 777 3327. **Wonae Cho**, Dept. of Business Administration, Seoul Women's University, 126 Gongreung-Dong, Nowon-Gu, Seoul, Republic of Korea, [wcho@swu.ac.kr](mailto:wcho@swu.ac.kr), Tel: +82-2-970-5792, Fax: +82-2-970-5961.

#### 4. CALL FOR PAPERS: FASHION MARKETING OF LUXURY BRANDS— *JOURNAL OF BUSINESS RESEARCH*

##### **Call for Papers: Fashion Marketing of Luxury Brands** ***Journal of Business Research* Special Issue, Deadline: March 15, 2010**

This *JBR* special issue will include selected papers from research reports presented at the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010. Venue: Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan.

The main topic of this *JBR* special issue is to explore the fashion marketing strategies of luxury brands. The objective of the special issue is to bring together international scholars from different disciplines and different countries working to advance knowledge on the fashion marketing of luxury brands. The luxury industry is relatively small in terms of the number of companies, but punches far above its weight both in terms of sales and more importantly, influence. The best design, the best materials, the best merchandising, and the best packaging occur in the luxury industry, and hence luxury brands frequently lead the way for the rest of the marketing world. The role of fashion marketing of luxury brands is an area in need of new developments, theories, and knowledge in light of the trends toward global luxury and fashion markets.

In honor of the 2010 Global Marketing Conference at Tokyo organized by the Korean Academy of Marketing Science, Ryutsu Keizai University, and the Society for Marketing Advances, *JBR* will publish a Special Issue on Fashion Marketing of Luxury Brands featuring suitable papers presented at this conference. The *JBR* focuses on presenting applications of empirical research to practical situations and theoretical findings to the reality of the business world.

Topics for the *JBR* special issue focus on, but are not limited to, the following:

- Advancing the theory and managerial implications of fashion marketing
- Understanding global luxury consumers
- Cross-cultural issues in a luxury fashion marketing context
- Development of scales related to luxury branding and fashion marketing
- Service expectations and strategies in the luxury industry
- Product design and innovation management in the luxury business
- Merchandising process of luxury brands
- Customization and digital processing of luxury brands
- Pricing issues in the global marketing environment
- Customer relationship management in luxury brand industries
- Luxury retailing trends and directions
- Salesforce issues in the global luxury fashion business
- Marketing communications in the luxury industry
- Global branding issues in the luxury industry
- Strategic collaborations with different businesses
- Corporate social responsibility issues in the marketing of luxury brands
- New marketing issues and trends in fashion marketing of luxury brands
- Technology integration and application in luxury brand industries
- Social and psychological perspectives of luxury brands

All papers submitted to the Fashion Marketing of Luxury Brands Tracks of the 2010 Global Marketing Conference at Tokyo are eligible for review for inclusion in the *JBR* special issue. Scholars seeking consideration of their papers for publication in this special *JBR* issue should communicate such intention to the *JBR* Guest Co-Editors: Professor Eunju Ko, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Korea, [ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr), Tel : +82-2-2123-3109, Fax : +82-2-312-8554 and Professor Carol Megehee, Coastal Carolina University, Dept. of Management, Marketing & Law, E. Craig Wall, Sr., College of Business Administration, Coastal Carolina University, P.O. Box 261954, Conway, SC 29528-6054 USA, [c\\_megehee@yahoo.com](mailto:c_megehee@yahoo.com), Tel: +1-985-859-3438, Fax: +1 843 349 2455. Authors should submit their papers for the GMC 2010 Fashion Marketing of Luxury Brands tracks and *JBR* special issue in this topic area to Professors Ko and Megehee by March 15, 2010.

For More Information: <http://www.kamsconference.org/>

## 5. CALL FOR PAPERS: INNOVATION, DIFFUSION, AND ADOPTION OF HIGH-TECHNOLOGY PRODUCTS/SERVICES— *JOURNAL OF BUSINESS RESEARCH*

### **Call for Papers: Innovation, Diffusion, and Adoption of High-Technology Products/Services Special Issue of the *Journal of Business Research***

Selected *JBR* papers from research reports presented at the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010. Conference submission deadline: **March 15, 2010**; venue: Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan.

Innovation is a key concept in the global business world as the global economy enters into a period of major recession. Despite developments of so many breakthrough technologies, however, high-tech firms, big or small, are still struggling in creating and extending the new market opportunities. Technologies being a necessary condition, marketing should play a critical role in fulfilling the dream of successful diffusion of high-tech products or innovation. In honor of 2010 Global Marketing Conference at Tokyo organized by Korean Academy of Marketing Science, Ryutsu Keizai University, and Society for Marketing Advances, *JBR* will publish a Special Issue on Innovation, Diffusion, and Adoption of High-Technology Products/Services featuring suitable papers presented at this conference. The *JBR* focuses on presenting applications of empirical research to practical situations and theoretical findings to the reality of the business world.

Topics for the *JBR* special issue focus on, but are not limited to, the following:

- Development of Innovative New Products / Services
- New Product/Service Adoption
- Consumer Behavior on High-Tech Products / Services
- Diffusion of Innovations
- Demand Forecast of High-Technology Products and Services
- Marketing of Information and Communication Technology Services
- Marketing of Bio Technologies and Products
- Marketing of Consumer Electronics and Mobile Devices
- Product Line Optimization
- Strategies on New Product Development
- Design Management
- Global Marketing Strategy of High-Tech Products/Services
- Communication Strategy of High-Tech Products/Services.

All papers submitted to Innovation, Diffusion, and Adoption of High-Technology Track of 2010 Global Marketing Conference at Tokyo are eligible for review for inclusion in the *JBR* special issue. If you want consideration of your paper for publication in this special *JBR* issue, then please inform your intention to Prof. Sang-Hoon Kim, Graduate School of Business, Seoul National University, 599 Gwanak-ro, Gwanak-gu, Seoul 151-916, Republic of Korea, [profkim@snu.ac.kr](mailto:profkim@snu.ac.kr), Tel: +82-2-880-6934, Fax: +82-2-878-3154. [Submit](#) your paper to both guest editors of this *JBR* special issue for presentation at the 2010 GMC Conference at Tokyo:

([www.kamsconference.org](http://www.kamsconference.org)). Guest Editors: Sang-Hoon Kim, Associate Professor of Marketing, Graduate School of Business, Seoul National University, 599 Gwanak-ro, Gwanak-gu, Seoul 151-916, Republic of Korea ([profkim@snu.ac.kr](mailto:profkim@snu.ac.kr)), Tel: +82-2-880-6934, Fax: +82-878-3154. K.H. Hwang, Professor, Department of International Trade, Feng Chia University, 100 Wenhua Road, Seatwen Taichung 40724 Taiwan ([khhuang@fcu.edu.tw](mailto:khhuang@fcu.edu.tw)), Tel: +886-4-24517250 ext. 2600, Fax: +886-4-24516453.

*For More Information:* <http://www.kamsconference.org/>



## 6. CALL FOR PAPERS: ADVANCING RESEARCH METHODS IN MARKETING— *JOURNAL OF BUSINESS RESEARCH*

### **Call for Papers: Advancing Research Methods in Marketing *Journal of Business Research* Special Issue, Deadline: March 15, 2010**

This *JBR* special issue will include selected papers from research reports presented in the ‘Advancing Research Methods in Marketing’ Track of the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010. Venue: Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan.

The contemporary global consumer market is characterized by intense competition, which calls for sophisticated methods for the acquisition, analysis, and application of marketing intelligence and information. As such, developing and advancing research methods are of vital importance to marketing practitioners and academics.

The *Journal of Business Research* plans to publish a special issue on advancing research methods in marketing with the intention of presenting some of the most cutting-edge and relevant methodological breakthroughs to its readers. The co-editors of this special issue take a pragmatic perspective, and welcome submissions related to all aspects of marketing research methods, from research design, research instruments selection, sample identification, to data collection, analysis, interpretation, and reporting. Interesting papers related to the fundamental principles, concepts, and philosophies of marketing research method will also be considered. Notably, while research techniques are obviously a focus of this issue, purely technical discussion that fails to build connections between research and practices is not encouraged. Some example topics include, but are not limited to the following:

- Interdisciplinary or mixed-method approaches
- Experimental and quasi-experimental studies
- Quantitative modeling and analysis
- Case research in marketing
- Psychometric methods in marketing
- New approaches in data collection and utilization
- Innovative implementations of research methods
- Measurement of marketing concepts.

All papers submitted to the Advancing Research Methods in Marketing Track of the 2010 Global Marketing Conference at Tokyo are eligible for review for inclusion in the *JBR* special issue. Electronic submission is necessary; please do **not** send paper copies. All papers accepted for review will complete a double blind peer review procedure. Please submit your paper to both Special Issue Co-Editors: Donghoon Kim, School of Business, Yonsei University, Seoul 120-749, Republic of Korea, ([jbr\\_gmc@yonsei.ac.kr](mailto:jbr_gmc@yonsei.ac.kr)), and Xiang (Robert) Li School of Hotel, Restaurant, and Tourism Management, University of South Carolina, Columbia, South Carolina, 29208, USA ([robertli@mailbox.sc.edu](mailto:robertli@mailbox.sc.edu)) before March 15, 2010. The format and style of the papers must comply with the *Journal of Business Research* guidelines.

For More Information: [www.kamsconference.org](http://www.kamsconference.org)

## 7. CALL FOR PAPERS: MAPPING STRATEGIC THINKING IN MARKETING— *JOURNAL OF BUSINESS RESEARCH*

### Call for Papers: Mapping Strategic Thinking in Marketing Special Issue of the *Journal of Business Research*

A Special Issue of the *JBR* will consist of papers selected from research reports presented within the “Mapping Strategic Thinking in Marketing” track at the 2010 Global Marketing Conference in Tokyo ([www.kamsconference.org](http://www.kamsconference.org)). The Conference is organized by the Korean Academy of Marketing Science, Ryutsu Keizai University (Tokyo), and the Society for Marketing Advances. The Conference venue is the Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan, on September 9-12, 2010. The paper submission deadline is **March 15, 2010**

Businesses find great difficulty foreseeing the future as their environments change unexpectedly and rapidly. This uncertainty leads many business and academic leaders to emphasize the need for executives to think strategically rather than simply planning to win in their current marketplace – it is no coincidence that the theme of the Global Marketing Conference in 2010 is “Marketing in a Turbulent Environment.” Strategic thinking uncovers potential opportunities for creating value and challenges assumptions about a company’s value propositions. However, surprisingly little is known about what strategic thinking actually is, what cognitive processes are involved, and what such thought actually contributes to marketing strategy and practice. This Special Issue of the *Journal of Business Research* invites both confirmatory and pioneering works on strategic thinking. The *JBR* accepts work from multiple disciplines but focuses on theory applications to actual business situations.

Topics for this *JBR* Special Issue include, but are not limited to, the following issues:

- The importance and role of strategic thinking in marketing
- Conceptual definitions of strategic thinking, antecedents and outcomes of strategic thinking
- Development of strategic thinking theories
- The cognitive process entailed in strategic thinking
- The organizational processes that generate strategic thinking
- Strategic thinking and competitive advantage
- Integrating strategic thinking and marketing strategy
- The strategic thinking-marketing interface
- Strategic thinking and marketing innovations
- Strategic thinking and marketing organizations

All papers submitted to the “Mapping Strategic Thinking in Marketing” Track of the 2010 Global Marketing Conference are eligible for review for inclusion in the *JBR* Special Issue; please indicate on your submission if you want your paper considered for the Special Issue. Submit your paper to **both** guest editors of this Track/*JBR* Special Issue. These editors are:

- Professor Junyeon Moon, Dept. of Business Administration, Hanyang University at Ansan, 1271 Sa-Dong, Sangnok-Gu, Ansan, Gyeonggi-Do, 426-791, Korea, Email: [jmoon@hanyang.ac.kr](mailto:jmoon@hanyang.ac.kr), telephone: +82 31-400-5653, Fax: +82 31-400-5591.
- Professor Roger Marshall, Business School, Auckland University of Technology, 46 Wakefield St. Private Bag 92006, Auckland 1142, New Zealand, Email: [roger.marshall@aut.ac.nz](mailto:roger.marshall@aut.ac.nz), telephone: +64 9 921 999, Fax: +64 9 921 9990.

## 8. CALL FOR PAPERS: ROYAL BANK INTERNATIONAL RESEARCH SEMINAR GLOBAL CONSUMER BEHAVIOR AND MARKETING STRATEGY

### Call for papers *Royal Bank International Research Seminar Global Consumer Behavior and Marketing Strategy*

The **sixth** meeting of the *Royal Bank International Research Seminar* will exceptionally take place in beautiful Tokyo, at Ryutsu Keizai University, Chiba, Japan, September 9 to 12, 2010. This special seminar is co-sponsored by the Korean Academy of Marketing Science, Ryutsu Keizai University, the Society for Marketing Advances and the *Journal of Business Research*. The main topic of this seminar is to explore the relationships among the concepts of *globalization*, *consumer culture* and *marketing strategy*. The main objective of the seminar is to bring together international researchers from different disciplines interested in advancing knowledge on the influence of culture and culture change in the development of marketing strategies. The role of culture in the consumer decision-making process is an area in need of new developments, theories and knowledge in light of the trends toward global consumer markets and the rapid growth of existing and new products (e.g., goods and services) around the world.

*Papers are sought in the following key areas of marketing strategy (the list is not exhaustive):*

- Advancing the theory and managerial implications of the influence of culture on marketing strategy
- Understanding the global consumer, in particular acculturation toward the global consumer culture
- Cross-cultural methodological issues in a marketing context
- Development of invariant scales in culture and marketing
- Service expectations, service experience and delivery perceptions across cultures
- Acculturation and ethnic identity influences on marketing strategies
- Product quality perceptions across cultures
- Customer satisfaction across cultures
- Relationship marketing across cultures
- Pricing issues in a multicultural environment
- Communication and image of products in cross-cultural contexts
- Salesforce issues in multicultural retail settings
- Branding issues in cross-cultural and global settings
- Cultural influences in accessing, interacting, experimenting and participating in a service
- Matching service designs, processes and client participation in diverse cultural contexts
- Product innovations, e-marketing and diffusion processes in different cultural contexts
- Internet consumer/customer behavior in different cultures
- Successes and/or failures in overcoming cultural resistance to superior service delivery
- Organizational dynamics (intra-firm culture) of service innovation, design, processes and delivery

Papers should be less than 30 double-space pages in length, with 1" margins and 12 pt fonts, and follow the guidelines of the *Journal of Business Research*. Electronic submissions are required. All papers will be subject to a double blind peer review procedure. The best papers of the *Royal Bank International Research Seminar* will be considered for publication in a *Special issue on Global Consumer Behavior and Marketing Strategy* in the *Journal of Business Research*.

The deadline for submissions is **March 15, 2010**

*Please send your submissions (or any inquiry) by email to both of the co-chairs:*

**Prof. Michel Laroche**, Department of Marketing, John Molson School of Business, Concordia University,  
1455 de Maisonneuve Blvd. West, Montreal, Quebec H3G 1M8, Canada  
[laroche@jmsb.concordia.ca](mailto:laroche@jmsb.concordia.ca), Tel: +1 514 848 2424 ext. 2942, Fax: +1 514 848 4576

**Prof. Seong-Yeon Park**, Ewha School of Business, Ewha Womans University  
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For More Information: <http://www.kamsconference.org/>

## 9. CALL FOR PAPERS: GLOBAL PRODUCT INNOVATION MANAGEMENT-- *JOURNAL OF PRODUCT INNOVATION MANAGEMENT*

### Call for Papers

Special Issue of *the Journal of Product Innovation Management*

Global Product Innovation Management  
for *2010 Global Marketing Conference at Tokyo*

Conference Submission Deadline: March 15, 2010

Venue: Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan

Date: September 9-12, 2010

Explosive growth in new technologies coupled with the entrance of emerging markets into the global economy has revolutionized the competitive landscape. Given the nature of the global economy, competitive advantage in today's marketplace increasingly relies on effective management of global product innovation (Calantone and Griffith 2007). The challenge of developing products quickly, on a global basis, while staying ahead of the competition and achieving rapid market penetration has firms searching for new ways of global product innovation management.

In honor of *2010 Global Marketing Conference at Tokyo* organized by *Korean Academy of Marketing Science, Ryutsu Keizai University* and *Society for Marketing Advances*, Journal of Product Innovation Management will publish a Special Issue on '*Global Product Innovation Management*' featuring suitable papers presented at this conference. JPIM has served as a market place for science-based innovative ideas that are produced and consumed by scholars and business people alike (Biemans etc. 2007).

Topics will focus on, but are not limited to, the following:

- Global New Product Development
- Global Transfer of Product Innovation
- Global Knowledge Management of Product Innovation
- Global Customer Satisfaction and Product Development
- Global Customer Targeting and Global New Product Management
- Performance of Global Product Innovation
- IT Usage and Global Product Success
- Culture and Process of Global Product Innovation
- Global Product Design Management
- Global Strategy of New Product Development
- Global Fashion Product Innovation Management

In line with the above statement, all papers submitted to 2010 Global Marketing Conference at Tokyo are eligible for review to be included in the special issue. If you want your paper to be considered for possible publication in JPIM, then please inform your intention to Prof. Kyung Hoon Kim (Professor of Marketing,

Dept. of Business Administration, College of Economics and Commerce, Changwon National University, Changwon, Gyeongnam, Republic of Korea, [stride@changwon.ac.kr](mailto:stride@changwon.ac.kr), Tel: + 82 55 213 3346, Fax: + 82 55 263 9096).

#### More Information:

Journal of Product Innovation Management: <http://www3.interscience.wiley.com/journal/118487224/home>

2010 Global Marketing Conference at Tokyo: [www.kamsconference.org](http://www.kamsconference.org).

#### Guest Editors:

##### **Seigyoung Auh**

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Thunderbird School of Global Management

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Chair of 'Product Innovation Management' Track of the 2010 GMC at Tokyo

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#### <References>

Calantone, Roger J. and David Griffith (2007), "From the Special Issue Editors: Challenges and Opportunities in the Field of Global Product Launch," *Journal of Product Innovation Management*, 24:414-418.

Biemans, Wim, Abbie Griffin, and Rudy Moenaert (2007), "Twenty Years of the Journal of Product Innovation Management: History, Participants, and Knowledge Stock and Flows," *Journal of Product Innovation Management*, 24:193-213.

## **10. CALL FOR PAPERS: CORPORATE BRANDING IN A TURBULENT ENVIRONMENT--*JOURNAL OF BRAND MANAGEMENT***

### **Call for Papers**

Special Issue of *the Journal of Brand Management*

*Corporate Branding in a Turbulent Environment*  
for 2010 Global Marketing Conference at Tokyo

Submission Deadline: March 15, 2010

Conference Date: September 9-12, 2010

The *Journal of Brand Management* takes pleasure in announcing a special issue to feature suitable papers presented at the 2010 Global Marketing Conference at Tokyo which will be held at the Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan from September 9th to 12th 2010. Hosts of this conference are Korean Academy of Marketing Science, Ryutsu Keizai University and Society for Marketing Advances.

The journal will publish a special issue with best papers submitted to the conference in the field of corporate branding and corporate reputation. All papers related to the special issue's theme "*Corporate Branding in a Turbulent Environment*" are particularly welcome. Papers are expected to have an original perspective, and advance the field in some respect.

All papers submitted to Corporate Branding Track of 2010 Global Marketing Conference at Tokyo are eligible for review for inclusion in the *JB*M special issue. Authors who would like their paper to be considered for possible publication in the special issue should advise their intention upon submission. Additional information on the conference, including submission guidelines can be found at <http://www.kamsconference.org>.

Prospective contributors with questions concerning the potential suitability of topics, Guest Editors' expectations, or additional requirements about this special issue are invited to contact the following guest editors.

Guest Editors:

**Manfred Schwaiger**

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Ludwig-Maximilians-University Munich  
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