

**CIMaR-UIBE • BUSINESS SCHOOL 2009 JOINT  
CONFERENCE**  
**Consortium for International Marketing Research (CIMaR)**  
**Center for Global Marketing, Business School, University of**  
**International Business and Economics (UIBE)**  
**June 8-11, 2009**  
**Beijing, China**

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***International Marketing in or by Firms from Emerging Market  
Economies: Theoretical and Empirical Contributions***

**Conference Co-Chairs:**  
**Prof. Shaoming Zou and Prof. Huifen Fu**

**CALL FOR PAPERS**

We invite theoretical and empirical papers covering a wide variety of international marketing topics. Among others, the following topics are particularly welcome:

- Marketing strategies for the “good enough” mid-markets in emerging economies.
- The globalization process of New multinational challengers from emerging economies.
- Foreign direct investment (FDI) strategies by Third-World firms.
- Economics of Regeocentric approach.
- Choice of entry and operation modes by firms from emerging markets (licensing/franchising, joint ventures, wholly-owned subsidiaries; acquisition vs. greenfield projects).
- Brand building, channel, and supply-chain management strategies of multinational corporations and/or firms from emerging economies.
- E-business and effectiveness of Integration of traditional and web channels in international marketing.
- Marketing strategies for new products in markets at different development stages.
- Internationalization, technological innovation, and born global firms.
- Competitive advantages of firms from emerging markets.
- The internationalization of service firms.
- Global branding, sponsorship, and event marketing (including Olympic Games).
- Country-of-origin effect in global branding.
- The role of international supply chains on the internationalization of the firm.
- International networks, partnerships, and strategic alliances.
- Cross-cultural marketing communications strategies.
- Consumer behavior in emerging markets.
- Viral marketing in international markets.
- Any other research on multinational corporations and international marketing strategies.

**PAPER SUBMISSION**

All full manuscripts and abstracts in digital form (MS Word file) should be submitted electronically by January 15, 2009 via the conference webpage (<http://cimar2009.uibe.edu.cn>). Manuscripts should follow the style guidelines of the *Journal of International Marketing* ([Journal of International Marketing Submission Guidelines.pdf](#), available for downloading from the webpage) and are submitted with the understanding that they are original, unpublished works and are not being reviewed elsewhere.

#### **PUBLICATION OPPORTUNITIES:**

Accepted papers will be published in the conference proceedings in digital format. The authors can choose to publish either their full manuscript or a detailed abstract in the proceedings when first submitting their work. Each participant of the conference will receive a CD containing the conference proceedings. In addition, accepted manuscript will be considered for publication in *Advances in International Marketing* through a double-blind review process.

#### **CONTACT INFORMATION**

##### **CIMaR-UIBE·Business School 2009 Joint Conference Contact:**

Ms. Jue Wang  
Center for Global Marketing (CGM),  
Business School,  
University of International Business and Economics (UIBE), Beijing, China  
Tel: 86-10-64493412, 64493501  
Fax: 86-10-64493412  
E-mail: [cimar2009@uibe.edu.cn](mailto:cimar2009@uibe.edu.cn)

#### **CONFERENCE CO-CHAIRS:**

##### **Prof. Shaoming Zou,**

Department of Marketing,  
Robert J. Trulaske, Sr. College of Business,  
University of Missouri - Columbia  
Phone: 573-884-0920  
Fax: 573-884-0368  
E-Mail: [zou@missouri.edu](mailto:zou@missouri.edu)

##### **Prof. Huifen Fu,**

Center for Global Marketing (CGM),  
Department of Marketing,  
Business School,  
University of International Business and Economics (UIBE), Beijing, China

Phone: 86-10-64494299 (o)

Fax: 86-10-64493412

E-mail: [huiff@uibe.edu.cn](mailto:huiff@uibe.edu.cn)

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