Call for Papers
Submission Deadline: June 15, 2009

2009 Global Marketing Conference in New Delhi
Nov. 19-22, 2009

New Delhi, India

Hosted by the Korean Academy of Marketing Science
International Textile and Apparel Association

CONFERENCE CO-CHAIRS

Dr. Naresh Malhotra, Regents’ Professor, College of Management, Georgia Tech, Room 4212 (430), 800 West Peachtree, NW, Atlanta, GA 30308-0520, USA, naresh.malhotra@mgt.gatech.edu, Tel: +1 404-894-4358, Fax: 404-894-6030

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CONFERENCE OBJECTIVES

Dynamic multicultrism 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 on The Global Move.” 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 2009 Global Marketing Conference in New Delhi 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
New Delhi, standing along the west end of Gangetic Plain, is the capital of India and has a population of around 9.9 million. New Delhi generates a mesmerizing charm reflecting well-composed and spacious streets under the shade of beautifully lined avenues of trees and tall and imposing government buildings. It unwinds a picture rich with culture, architecture and human diversity, deep in history, monuments, museums, galleries, gardens and exotic shows. You will experience a different and unique culture at New Delhi. It is the second largest commercial center in South Asia. Key service industries in New Delhi include information technology, telecommunications, hotels, banking, media and tourism. Its large consumer market, coupled with the easy availability of skilled labor, has attracted a number of foreign investments. (http://delhitourism.nic.in/index.aspx)

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 SYMPOSIUMS with ITAA, EMAC, IMD and HIT

1. 2009 ITAA-KAMS JOINT SYMPOSIUM

International Textile and Apparel Association and Korean Academy of Marketing Science jointly hold ‘the 2009 ITAA-KAMS Joint Symposium’ on ‘Global Perspectives of Clothing and Textile’ in ‘the 2009 Global Marketing Conference at New Delhi’. Please submit your paper to following symposium co-chairs:
2. 2009 EMAC-KAMS JOINT SYMPOSIUM

European Marketing Academy and Korean Academy of Marketing Science jointly hold ‘the 2009 EMAC-KAMS Joint Symposium’ on ‘Global Perspectives of Marketing’ in ‘the 2009 Global Marketing Conference at New Delhi’. Please submit your paper to following symposium co-chairs:

For authors from Europe:
Prof. Udo Wagner, Faculty of Business, Economics and Statistics, University of Vienna, A-1210 Vienna, Brunner Strasse 72, Austria, udo.wagner@univie.ac.at, Tel: +43 (1) 4277-380 11, Fax: +43 (1) 4277-380 14

For authors from other regions except Europe:
Prof. Jae Wook Kim, College of Business Administration, Korea University, Seoul, Republic of Korea, jaewook@korea.ac.kr, Tel: +82-2-3290-1941, Fax: +82-2-922-7220

3. 2009 IMD-KAMS JOINT SYMPOSIUM

IMD and Korean Academy of Marketing Science jointly hold ‘the 2009 IMD-KAMS Joint Symposium’ on ‘Researching the Corporate Executive: Challenges and Opportunities in Marketing’ in ‘the 2009 Global Marketing Conference at New Delhi’. Please submit your paper to a following symposium chair:

Prof. Stuart Read, Dean of Research, Development and Publishing, IMD, Chemin de Bellerive 23, P.O. Box 915, CH-1001 Lausanne, Switzerland, Stuart.Read@imd.ch, Tel: +41-21-618-01-11, Fax: +41-21-618-07-07

4. 2009 HIT-KAMS JOINT SYMPOSIUM

Harbin Institute of Technology and Korean Academy of Marketing Science jointly hold ‘the 2009 HIT-KAMS Joint Symposium’ on ‘Marketing in China and Marketing Made-in-China’ in ‘the 2009 Global Marketing Conference at New Delhi’. 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, Tel: +86-451-8641-4042, Fax: +86-451-8641-4024

II. SPONSORING JOURNALS

Psychology & Marketing
All submissions to the 2009 Global Marketing Conference at New Delhi will be automatically assessed for their potential for possible publication in Psychology & Marketing by a committee headed by Dr. Rajan Nataraajan, Torchmark Professor and Chairman, Dept. of Marketing, Auburn University and Executive Editor of Psychology & Marketing, and Advisor to the President of KAMS. The top papers as adjudged by this committee will be invited for revision and publication in Psychology & Marketing. Note that this selection process is separate from the process for determining best papers in tracks and the chosen submissions will be announced during the award ceremony.

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. Seigyung Auh, Yonsei University, 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, Aston University, Prof. Eleri Rosier, Cardiff University)

Journal of Brand Management
Journal of Brand Management will publish a special issue on Branding on the Global Move with best papers submitted to this conference in the field of Brand Management. (Guest Editors: Prof. Manfred Schwaiger and Dr. Marko Sarstedt, Ludwig-Maximilians-University of Munich, and 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. Sang-Lin Han (Editor of JGAMS, Hanyang University, jkams@hanyang.ac.kr).
III. PROGRAM TRACKS & TRACK CHAIRS

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

Marketing Strategy: Prof. Robert E. Morgan, Cardiff Business School, Cardiff University, Column Drive, Cardiff, UK, morganre@cardiff.ac.uk, Tel: +44-(0)29-2087-0001, Fax: +44-(0)29-2087-4419; Prof. Eleri Rosier, Cardiff Business School, Cardiff University, Column Drive, Cardiff, UK, Rosier@cardiff.ac.uk, Tel: +44-(0)29-2087-6479, Fax: +44-(0)29-2087 4419.

Cross-cultural Issues in Marketing: Prof. Shintaro Okazaki, Dept. of Finance and Marketing Research, College of Economics and Business Administration, Universidad Autonoma de Madrid, C/ Francisco Tomás y Valiente, 5, Campus Universitario de Cantoblanco, 28049 – Madrid, Spain, obarquitecte@coac.net, Tel: +34-91-497-3552, Fax: +34-91-497-8725.

Consumer Behavior: Prof. Yong Man Kim, Dept. of Business Administration, Kyungnam University, 449 Wolyong-Dong, Masan, Kyungnam, Republic of Korea, kimym@kyungnam.ac.kr, Tel: +82 55-249-2424, Fax: +82-55-246-6184.

Global Marketing: Prof. Tanuja Singh, Dept. of Marketing, College of Business, Northern Illinois University, Barsema Hall, DeKalb, IL 60115-2897 USA, tanuja@niu.edu, Tel: +1-815-753-7967, Fax: +1-815-753-6014.

Fashion Marketing: Prof. Yoon-Jung Lee, Dept. of Home Economics Education, College of Education, Korea University, Anam-dong Seongbuk-Gu, Seoul, 136-701, Republic of Korea, yleehe@korea.ac.kr, Tel: +82-2-3920-2326, Fax: +82-2-927-7934.

Brand Management: Prof. Manfred Schwaiger / Dr. Marko Sarstedt, Institute for Market-based Management, Munich School of Management, Ludwig-Maximilians-University of Munich, Kaulbachstr. 45, D-80539 München, Germany, schwaiger@lmu.de, sarstedt@bw.lmu.de, Tel.+49-(0)89- 2180-5640, Fax:+49-(0)89-2180-5651.

Market Orientation in Emerging Economies: Prof. József Berács, Department of Marketing, Corvinus University of Budapest, Budapest - 1093, Fővám tér 8. HUNGARY, jozsef.beracs@uni-corvinus.hu, Tel: +36-1-482 5062, Fax: +36-1-482 5236.

Channels of Distribution: Prof. Ikku Takahashi, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, takahashi@fbc.keio.ac.jp, Tel: +81-3-3453-4511, Fax: +81-43-462-3652.

Nonprofit and Social Marketing: Prof. Patrick Poon, Dept. of Marketing and International Business, Lingnan University, Tuen Mun, Hong Kong, patpoon@ln.edu.hk, Tel: +852-2616-8235, Fax: +852-2467-3049.

Corporate Marketing: Prof. Klaus-Peter Wiedmann, the Institute of Marketing and Management, Liebniz University of Hannover, wiedmann@men2.uni-hannover.de, Königsworther Platz 1, D-30167 Hannover, Germany Tel: +49-511-762-3142 .

Product Innovation Management: Prof. Seiyung Auh, Department of Business Administration, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea 120-749, smuh@yonsei.ac.kr, Tel: +82-2-2123-5486, Fax: +82-2-364-7828.

Intercultural Communication: Prof. Wolfgang Fritz, Dept. of Business Administration and Economics, Technical University of Braunschweig, Abt-Jerusalem-Str. 4, 38106 Braunschweig, Germany, w.fritz@tu-bs.de, Tel: +49-(0)531-391-3202, Fax: +49-531-762-3142.

High-Tech Marketing: Prof. Sang-Hoon Kim, Graduate School of Business, Seoul National University San 56-1, Sillim-dong, Gwanak-gu, Seoul, Republic of Korea, proflkim@snu.ac.kr, Tel: +82-2-880-6934, Fax: +82-2-878-3154.

Service Marketing: Prof. Harish Sujan, A.B. Freeman School of Business, Tulane University, 7 McAlister Drive, New Orleans, LA 70118, USA, hsujan@tulane.edu, Tel: +1-504-865-5074, Fax: +1-504-865-6751; Prof. David Cranage, The Pennsylvania State University, 218 Mateer, University Park, PA 16802, USA, dac2@psu.edu, Tel. and Fax: +1-814-863-4257.

On-Line Community and Marketing: Prof. Yutaka Hamaoka, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, hamaoka@fbc.keio.ac.jp, Tel: +81-3-3453-4511, Fax: +81-43-462-3652.

Luxury Marketing: Prof. Michel Phan, Marketing Department, ESSEC Business School Paris ~ Singapore, National Library Building #13-02, 100 Victoria Street, SINGAPORE 188064, phan@essec.fr, Tel: +65-6884-9780, Fax: +65-6884-9781.

Data Marketing: Prof. Wei Lu, Associate Dean, Antai College of Economics & Management, Shanghai Jiao Tong University, Room 502, Antai Building,535 Fahua Zend Rd. Shanghai 200052 P.R.China, wlu@sjtu.edu.cn, Tel: +86-21-62933725, Fax: +86-21-62933982.

Wholesale Management: Prof. Vinod Kalia, Marketing Area, Management Development Institute, Mehrauli Road, Gurgaon - 122 001, India, vkalia@mdi.ac.in, Tel. +91-124-4560325, Fax +91-124-2341189.

Marketing in Asia: Prof. Kim-Shyan Fam, School of Marketing and International Business, Victoria University of Wellington, P.O. Box 600, Wellington, New Zealand, kim.fam@vuw.ac.nz, Tel:+ 64-4-463-5330, Fax +64-4-463-5231
Marketing Decision Making and Decision Support: Prof. Berend Wierenga, RSM Erasmus University, P.O. Box 1738, 3000 DR Rotterdam, The Netherlands, bwierenga@rsm.nl, Tel: +31-10-408-1969, Fax: +31-10-408-9011.

Industrial Marketing: Prof. Jong-Ho Lee, College of Business Administration, Korea University, Seoul, Republic of Korea, jongholee@korea.ac.kr, Tel: +82-2-3290-2821, Fax: +82-2-922-7220.

Marketing Education: Prof. Ralf Schellhase, Dept. of Marketing, University of Applied Sciences Darmstadt, Haardtring 100, 64295 Darmstadt, Germany, schellhase@bw.h-da.de, Tel: +49-6201-876474, Fax: +49-6201-876475.

Negotiation, Relationship Selling and Global Account Management: Prof. Joël Le Bon, ESSEC Business School Paris ~ Singapore, 100 Victoria Street, National Library #13-02 – 188064, SINGAPORE, lebon@essec.fr, Tel: +65-6835-7769, Fax: +65-6884-9781.

Advertising and Integrated Marketing Communication: Prof. Hyokjin Kwak, Dept. of Marketing, LeBow College of Business, Drexel University, Matheson Hall 502B, 32nd and Market Street, Philadelphia, PA 19104, USA, hkwak@drexel.edu, Tel: +1-215-895-6006, Fax: +1-215-895-6975.

Product and Branding Strategies: Prof. Vish Iyer, Department of Management and Marketing, Montfort College of Business, University of Northern Colorado, Greely, CO 80639, USA, vish.iyer@unco.edu, Tel: +1-970-351-2348, Fax: +1-970-351-1078.

Marketing in Idia: Prof. S. Neelamegham, NIILM Center for Management Studies, B-II/66, Sher Shah Suri Marg, MCIE, Mathura Road, Badarpur, New Delhi - 110 044, India, sneelamegham@niilm.com, Tel: +91-11-2989-1668, Fax: +91-11-2989-4212.

Small Business and Entrepreneurial Marketing: Prof. Nelson Ndubusi, Business School, Monash University, Jin Lagoon Selatan, 46150 Bandar Sunway, Malaysia, olynel@hotmail.com, Tel: +60-3-5514-6285, Fax: +60-3-5514-6326.

Marketing Research: Prof. James Agarwal, Haskayne School of Business, University of Calgary, 2500 University Drive, NW Calgary, Alberta Canada T2N 1N4, james.agarwal@haskayne.ucalgary.ca, Tel: +1 901 240 7302, Fax: +1 901 282 0095.

Customer Relationship Management: 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, Tel: +82 53 950 7412, Fax: +82 53 950 6247.

Hospitality and Tourism Marketing: Prof. Wonae Cho, Dept. of Business Administration, Seoul Women’s University, 126 Gongreung-Dong, Nowon-Gu, Seoul, Republic of Korea, wcho@swu.ac.kr, Tel: +82-2-970-5792, Fax: +82-2-970-5961.

Marketing and Public Policy: Prof. Michael L. Capella, Dept. of Marketing, Villanova University, Villanova, PA 19085-1678 USA, michael.l.capella@villanova.edu, Tel: +1-610-519-6624, Fax: +1-610-519-5364

IV. FOR MORE INFORMATION

General Secretary
Prof. Kyung Hoon Kim, Executive Secretary, Korean Academy of Marketing Science, and Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@sarim.changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

V. SUBMISSION GUIDELINES

The 2009 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). 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 INDIA

Citizens of most countries are required to obtain an Indian visa before entering India. Conference attendees, please check with your local consulate offices to determine specific travel document requirements.