Advances in International Marketing
Call for Papers

INTERNATIONAL MARKETING CHALLENGES IN THE 21ST CENTURY

As an additional outcome of the CIMaR-2005 meeting celebrated in the Autonomous University of Barcelona, Spain (May 28-31, 2005), Advances in International Marketing is announcing a call for papers for a special issue on INTERNATIONAL MARKETING CHALLENGES IN THE 21ST CENTURY. The objective of this special issue is to provide a setting for scholars and academics around the globe to exchange and/or share their most current research interests and ideas related to this evolving and challenging discipline. In particular, given recent trends in the global business environment (for example, consolidation of industries, rapid pace of technological change, greater integration and interconnectedness of economies and firms, converging buyer behavior, and advances in telecommunications and transportation such as the Internet, etc.), a critical assessment and further research of their expected influences in international marketing in the years to come is needed.

Thus, papers might address, but should not be limited to, any of the following topics:

- Internationalization-performance
- Inward/outward internationalization
- Export behavior and performance
- International buyer behavior
- Environmental influences and export information use
- International marketing management (product, pricing, distribution, and/or promotion): theory and practice
- Business internationalization and information technology (E-commerce)
- International services and retail
- Born globals, INVs and the learning (international) organization
- Interface between (international) marketing and entrepreneurship
- Managing global expansion and operations of entrepreneurial firms
- Cross-Cultural aspects of international marketing
- International marketing and public promotion policies
- International marketing and higher education

Both conceptual as well as empirical papers are highly welcome. Empirical papers might employ quantitative and/or qualitative (e.g., case study) methodology, but in any case submissions should be of high methodological rigor. For those CIMaR members who attended the last meeting in Barcelona, this can be an excellent opportunity to resubmit a revised/final version of their earlier submissions (papers, research proposals or works-in-progress), and/or any other paper fitting these guidelines. All other researchers are also kindly invited to submit their papers for this special issue.

Deadline for Submission: November 15, 2005 though earlier submissions are strongly recommended. Submissions should follow the guidelines for book authors and editors provided by Elsevier (see attached document) and will be subject to a double-blind review process. The review process will take two to three months. Please, to speed up this process, submit your papers by e-mail to either one of the two special issue guest editors:

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About Advances in International Marketing:

With Dr. S. Tamer Cavusgil as its Editor-in-Chief, Advances in International Marketing is one of the oldest and most influential monograph series dedicated to issues in international marketing. For more than a decade, it has made unique contributions to the field through publishing original and high-quality essays that address various aspects of export and multinational marketing. Most recently, it is ranked as one of the top ten journals that have the most impact in international business research in the categories of total citations and impact factors (DuBois and Reeb, 2000). Currently, Advances in International Marketing is published by Elsevier Science.

About the Guest Editors:

Alex Rialp, Ph.D. (1969) is associate professor of Business Organization at the Autonomous University of Barcelona from where he received his Ph.D. in Management Sciences. He has been a visiting scholar in Ohio University, Athens (Ohio). His research interests reside in topics such as international strategic management, SME internationalization processes, international business, and international marketing/entrepreneurship. He has several publications (referred book chapters and articles) in international journals on these topics such as Advances in International Marketing, International Marketing Review, and International Business Review. He serves on the Editorial Board of Cuadernos de Economía y Dirección de la Empresa (a Spanish academic journal).

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