**Consortium for International Marketing Research**  
**2006 Annual Meeting**  
**Academic Program**  

**SATURDAY – May 27, 2006**

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<tr>
<td>08:00 – 08:15</td>
<td>Coffee Break</td>
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<tr>
<td>08:15 – 08:45</td>
<td>Welcoming Remarks and Opening Address</td>
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<tr>
<td></td>
<td>Welcome: S. Tamer Çavuşgil, Esra Gençtürk, Serdar Pirtini</td>
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<td>Room: İstanbul/Ankara</td>
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<td></td>
<td>Address: Tunç Erem, President, Marmara University</td>
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<tr>
<td>09:00 – 10:15</td>
<td>Opening Plenary</td>
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<td></td>
<td>Topic: Turkey and the European Union: The Accession Process</td>
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<td>Room: İstanbul/Ankara</td>
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<td>Chair: Esra Gençtürk, Koç University</td>
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<td></td>
<td>Moderator: Nakiye Boyaciğiller, Dean, Faculty of Management,</td>
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<td>Sabancı University</td>
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<td></td>
<td><em>Turkey’s Accession to the EU: Challenges and Obstacles</em></td>
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<td>Meltem Müftüler Baç, Jean Monnet Professor, Sabancı University</td>
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<td><em>Turkish Membership in the EU: Europe’s New Geo-Strategic Environment</em></td>
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<td>Ahmet Evin, Founding Dean, Sabancı University</td>
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<td><em>The U.S. and Turkey’s EU Membership</em></td>
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<td>Sabri Sayari, Sabancı University</td>
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<td><em>Impact of EU on Local/Regional/Metropolitan Governance in Turkey</em></td>
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<td>Korel Göymen, İstanbul Policy Center</td>
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<tr>
<td>08:00 – 12:00</td>
<td>Poster Session I: Faculty</td>
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<td>Room: Adana</td>
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<td><em>Attracting and Retaining the “In-Community” and “Virtual” Creative Class: Theoretical Correlates to Sustained Competitiveness in the Global Knowledge Economy</em></td>
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<td>Van R. Wood, Virginia Commonwealth University</td>
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<td><em>Consumer Ethnocentrism and Attitudes Toward Foreign Made Products: A Study of Australian Migrants</em></td>
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<td><em>Why do Consumers Boycott? A Replicating Study in Germany</em></td>
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<td>Katja Wittig, Dresden University of Technology</td>
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<td><em>Global Imperative to Manage Paradox: Consumer Demand and Cost Reduction</em></td>
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<td>Camille P. Schuster, California State University San Marcos</td>
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<td>10:15 – 10:30</td>
<td>Coffee Break</td>
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**10:30 – 12:00**  **Special Session 1.2**

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<thead>
<tr>
<th>Topic:</th>
<th>International Entrepreneurship</th>
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<tr>
<td>Room:</td>
<td>Istanbul/Ankara</td>
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<tr>
<td>Chair:</td>
<td>Johny K. Johansson, Georgetown University</td>
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</tbody>
</table>

*Small Business Owners’ Motives, Age, Education and Experience, and Firms’ Size and Age as Predictors of Growth Intentions in Turkey*
- Kamil Kozan, St. John Fisher College
- Dolun Oksoy, University of Ankara

*Culture, Cognition and (International) Entrepreneurship*
- Felicitas U. Evangelista, University of Western Sydney

*The Development of Entrepreneurial Networks: A Necessary Condition for International New Ventures?*
- Steven E. Phelan, University of Nevada, LV
- Tevfik Dalgic, University of Texas at Dallas
- Dan Li, Texas A&M University
- Deepak Sethi, Old Dominion University

*Antecedents and Consequences of Ethnic International Entrepreneurship: A Preliminary Model*
- Catherine Sutton-Brady, The University of Sydney
- Ranjit Voola, The University of Sydney
- Ülkü Yüksel, The University of Sydney

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**08:00 – 12:00**  **Poster Session I:  Faculty**

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*Global Imperative to Manage Paradox: Consumer Demand and Cost Reduction*
- Camille P. Schuster, California State University San Marcos

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**12:00 – 13:00**  **Lunch**
### Session 2.1.1: Management of Inter-Organizational Networks

**Topic:** Management of Inter-Organizational Networks

**Room:** İstanbul/Ankara

**Chair:** Shaoming Zou, University of Missouri

**Market Entry Strategies in Global Markets: The Role of Entry Barriers and Competitive Strategy**
- Fahri Karakaya, University of Massachusetts Dartmouth
- Michael J. Stahl, University of Tennessee

**Choice of Ownership Mode in Joint Ventures**
- M. Berk Talay, Michigan State University
- S. Tamer Çavuşgil, Michigan State University

**What Causes Break-Ups: A Competition-Commitment Approach to Dissolution of Marketing-Oriented International Joint Ventures**
- M. Berk Talay, Michigan State University
- M. Billur Akdeniz, Michigan State University
- Deniz Erden, Boğaziçi University

### Session 2.1.2: Management of Intra-Organizational Networks

**Topic:** Management of Intra-Organizational Networks

**Room:** İzmir

**Chair:** Seyda Deligönül, St. John Fisher College

**Managing Perceptions to Manage Intra-organizational Functioning**
- Burcu Taşoluk, Michigan State University
- Roger J. Calantone, Michigan State University

**Global Marketing Teams as a Strategic Option: An Internal Marketing Perspective of Multinational Coordination**
- R. Glenn Richey, The University of Alabama
- Timothy Kiessling, Eastern Kentucky University
- Louis D. Marino, The University of Alabama

**The Interplay Between Matching and Networks in the Entry Process into Emerging Consumer Markets**
- Ulf Elg, Lund University
- Pervez N. Ghauri, Manchester Business School
- Veronika Tarnovskaya, Lund University
- Rudolf R. Sinkovics, Manchester Business School

### Poster Session II: Student

**Room:** Adana

**Understanding Consumer Complaint Behavior and Its Effects on Brand Switching: A Study on Turkish Banking Sector**
- Elif Okan, Yeditepe University

**The Impact of Interbrand Announcements: An Event Study**
- Michael Dietzman, Michigan State University
- Steven Seggie, Michigan State University

**The Role of Network Identity in International Joint Venture Commitment and Cooperation**
- Serdar S. Durmuşoğlu, Michigan State University

**Global Integration Strategy of Multinational Corporations: A Knowledge Management Based Approach**
- M. Billur Akdeniz, Michigan State University
- Muzaffer Bodur, Boğaziçi University

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**Coffee Break**

10:00 – 10:30

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**Coffee Break**

08:00 – 08:30

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**Coffee Break**

08:30 – 08:30
### Session 2.2.1

**Topic:** Branding Considerations in International Marketing  
Room: İstanbul/Ankara  
Chair: Chris White, Michigan State University

**Competitive Effects of Spillover? The Role of Compatriot Brands in Building Equity**  
Janell D. Townsend, Oakland University  
Sengun Yeniyurt, University of Nevada

**Internationalization of Turkish Brands: A Strategic Brand Management Approach**  
İrem Eren-Erdogmuş, Marmara University  
Muzaffer Bodur, Boğaziçi University

**“My” Brand or “Our” Brand? Consumer-Brand Relationships and Self Construal and Their Impact on Brand Dilution**  
Vanitha Swaminathan, U of Pittsburgh  
Karen L. Page, U of Pittsburgh  
Zeynep Gürhan Canlı, Koç University

### Session 2.2.2

**Topic:** Product/Service, Pricing and Promotion Considerations in International Marketing  
Room: İzmir  
Chair: Carla Millar, University of Twente

**Relevant Determinants of Overall Store Price Image Across Different Consumer Segments and Markets**  
Guillermo D’Andrea, Universidad Austral  
Martin Schleicher, Universidad Austral

**Do International Advertising Campaigns Reflect Cultural Differences**  
Stefan Hoffmann, Dresden U of Technology  
Katja Wittig, Dresden U of Technology

**A Study of the Effects of US Ethnocentrism and Country of Origin on Purchasing Chinese Products**  
Shirley Ye Shen, Florida Atlantic University  
Selima Ben Mrad, Florida Atlantic University  
Michael R. Mullen, Florida Atlantic University

**Signal Quality and Service Quality: A Study of Local and International MBA Programs in Vietnam**  
Tho D. Nguyen, Univ. of Economics, Vietnam  
Nigel J. Barrett, University of Technology  
Trang T. M. Nguyen, Vietnam National University  
Dung K. T. Tran, Univ. of Economics, Vietnam

### Poster Session II: Student

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### Lunch
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<tr>
<th>Time</th>
<th>Session 3.1.1</th>
<th>Session 3.1.2</th>
<th>Session 3.1.2</th>
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</table>
| 08:00 – 10:00 | **Topic:** Knowledge Management: Exploration and Exploitation Capabilities<br>**Room:** Istanbul/Ankara<br>**Chair:** Kanti Prasad, University of Wisconsin-Milwaukee<br>**A Knowledge-Based Analysis of Internationalization: A Qualitative Case Study of IKEA**<br>Anna Jonsson, Lund University<br><br><br><br><br><br>**The Role of Past Performance in Export Ventures: A Short-term Reactive Approach**<br>Luis Filipe Lages, Universidade Nova de Lisboa<br>Sandy D. Jap, Emory University<br>David A. Griffith, Michigan State University<br><br><br><br><br>**How Exploration and Exploitation Capabilities Drive Product Innovation and Market Performance**<br>Roger J. Calantone, Michigan State University<br>David A. Griffith, Michigan State University<br>Göksel Yalçınkaya, Michigan State University<br><br><br><br><br>**Asymmetries in Export-Driven Growth for SMEs in Transitional Economies, Exploration of Market, Product, and Organizational Boundaries**<br>Preet S. Aulakh, York University<br>MB Sarkar; University of Central Florida<br><br><br><br><br>**Topic:** Strategy and Performance in International Marketing<br>**Room:** İzmir<br>**Chair:** Glenn Omura, Michigan State University<br>**Do Strategic Groups Matter in Export Intensity**<br>Gonzalo Rodriguez, Autonomous University of Barcelona<br>Josep Rialp, Autonomous University of Barcelona<br>Alex Rialp, Autonomous University of Barcelona<br><br><br><br><br><br>**The Effects of Marketing Program Standardization and Market Orientation on Subsidiary Performance**<br>Aşşegül Özomer, Koç University<br>Bernard Simonin, Tufts University<br><br><br><br><br>**The Effects of National Culture on the Implementation and Internalization of Market Orientation**<br>Ahmet H. Kirca, George Washington University<br><br><br><br><br>**Strategy and Performance in International Markets: Does Nationality Matter**<br>Carl Arthur Solberg, Norwegian School of Management<br>Francois Durrieu, Bordeaux Management School<br><br><br><br><br>**Drivers on Relationship Quality in Exporter-Overseas Distributor Relationships**<br>Dionysis Skarmeas, University of Piraeus<br>Constantine S. Katsikeas, Leeds University<br><br><br><br><br>**The Conflict Between Law, Regulation and Technology: Challenges for Globalization of E-Gambling**<br>G. M. Naidu; University of Wisconsin - Whitewater<br>Anthony Cabot, Partner, Lewis&Roca<br>Choton Basu, Director, Global Business Resource Center, University of Wisconsin -Whitewater<br><br><br><br><br>**Using Financial Markets to Teach Web-Based Competitive Intelligence Skills of International Marketing Research**<br>Mark Peterson, University of Texas at Arlington<br><br><br><br><br>**The Effects of Relationship Quality on Export Performance and Classification of Small and Medium-Sized Firms Operated in Export Market**<br>Tülin Ural, Mustafa Kemal University
10:30 – 11:10  Special Session  3.2

Topic: Construct Measurement in International Marketing Research
Room: İstanbul/Ankara
Chair: Catherine Axinn, Ohio University

*Industrial Competitiveness Index: The Case of Turkey*
Emin Çivi, University of New Brunswick, Saint John
Elif S. Persinger, Eastern Michigan University

*The Country Image Construct: Literature Review and Future Research Notes*
Katharina Roth, University of Vienna
Adamantios Diamantopoulos, University of Vienna

*Development and Validation Guidelines for a Measurement Model of the Export Performance Construct*
Jorge M. T. Carneiro, The Federal University of Rio de Janeiro
Angela da Rocha, The Federal University of Rio de Janeiro
Jorge Ferreira da Silva, Catholic University in Rio de Janeiro

11:20 – 12:00  Special Session  3.3

Topic: Meet the Editors
Room: İstanbul/Ankara
Chair: S. Tamer Çavuşgil, Michigan State University, *Advances in Int’l Marketing*

*Drivers on Relationship Quality in Exporter-Foreign Distributor Relationships*
Dionysis Skarmeas, University of Piraeus
Constantine S. Katsikeas, Leeds University

*The Conflict Between Law, Regulation and Technology: Challenges for Globalization of E-Gambling*
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*Using Financial Markets to Teach Web-Based Competitive Intelligence Skills of International Marketing Research*
Mark Peterson, University of Texas at Arlington

08:00 – 12:00  Poster Session III: Faculty

Room: Adana

*Drivers on Relationship Quality in Exporter-Foreign Distributor Relationships*
Dionysis Skarmeas, University of Piraeus
Constantine S. Katsikeas, Leeds University

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*Using Financial Markets to Teach Web-Based Competitive Intelligence Skills of International Marketing Research*
Mark Peterson, University of Texas at Arlington

12:00 – 13:30  Awards Luncheon
### TUESDAY – May 30, 2006

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<td>08:00 – 08:30</td>
<td>Coffee Break</td>
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| 08:30 – 10:00 | Plenary II                | ** Topic:** Meet the Practitioners  
**Room:** Istanbul/Ankara  
**Chair:** Cüneyt Evirgen, Sabancı University  
**Speakers:** Umran Beba, General Manager, Frito Lay  
Mehmet Buldurgan, General Manager, TEMSA  
Gülseren Onanç, TicketTurk  
İbrahim Birkan, General Coordinator, Nurol Holding |
| 10:00 – 10:30 | Coffee Break            |                                                                         |
| 10:30 – 11:10 | Special Session 4.1      | ** Topic:** Globalization Gap  
**Room:** İstanbul/Ankara  
**Chair:** Tevfik Dalgıç, University of Texas at Dallas  
**Speakers:**  
*Bottom-up Globalization to Facilitate Endogeneous Development*  
A. Coşkun Şamli, University of North Florida  
*From Poverty Traps to Entrepreneurship: The World is not Flat*  
Robert Isaak, Pace University  
*International Marketing at the Bottom of the Pyramid: A Three Country Study*  
Richard Fletcher, University of Western Sydney |
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<td>11:20 – 12:00</td>
<td>Workshop 4.2</td>
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<tr>
<td>Topic</td>
<td>Emerging Markets: Strategies and Visions</td>
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<td>Room</td>
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<td>Chair</td>
<td>Richard Fletcher, University of Western Sydney</td>
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<td>Speakers</td>
<td>Zeynep Bilgin, Marmara University</td>
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<td>Gerhard A. Wührer, Johannes Kepler University</td>
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<td>İrem Eren Erdoğanuş, Marmara University</td>
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<td>Dilek Zamantılı Nayır, Marmara University</td>
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<td>12:00 – 13:00</td>
<td>Lunch</td>
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