Call For Papers

Focus on International Business Problems with a Multi-Disciplinary Lens

Program Chair: Esra Gençtürk, Koç University
Submission Deadline: February 13, 2006

Over the course of millennia, Istanbul has been the capital of three great empires; Roman, Byzantine and Ottoman; bringing people and ideas together from various cultures, religions and ethnic origins. In holding CIMaR 2006 Meeting in Istanbul, our conference theme honors the legacy of Istanbul and seeks to “focus on international business problems with a multidisciplinary lens.”

The objective of the CIMaR 2006 Meeting is to broaden our understanding of the multidisciplinary nature of international marketing and business as a managerial reality. Towards this end, we invite conceptual, theory-building and empirical studies that highlight the cross-disciplinary and multifaceted nature of the international business challenges encountered both in practice and theory. It is hoped that CIMaR 2006 acts as a primary vehicle of communication and a testing ground for new ideas, approaches, perspectives and methodologies that together provide us with new insights into our field.

We encourage manuscript submissions that address the conference theme as well as all topics in marketing and related disciplines that include, but are not limited to, the following:

- Foundations of international marketing
- Global account management
- Global procurement
- Internationalization of emerging market firms
- Managing global expansion
- Entrepreneurship and International Business
- Global coordination
- Competitive intelligence
- Regional and global integration
- Changing legal and regulatory environment of IB
- Multinational marketing and strategic alliances
- Exploration and exploitation of international opportunities
Along with scheduled research sessions, panel sessions with academics, policy makers and practitioners will be organized to stimulate and encourage the emergence of new research ideas. Following the CIMaR tradition, some of the sessions may follow the workshop format to provide opportunity for presenting new research proposals and encourage research collaborations. Authors interested in a workshop presentation of their “in-progress” or new research should submit an extended abstract (3-4 pages) describing their research in lieu of full paper.

All full manuscripts and abstracts should be submitted electronically (word file) by **February 13, 2006** to Program Chair Esra Gençtürk at cimar06eg@ku.edu.tr. Manuscripts should follow the style guidelines of the *Journal of International Marketing* and are submitted with the understanding that they are original, unpublished works and are not being submitted elsewhere. All manuscripts and abstracts will be double-blind reviewed.

Two papers will be selected by the CIMaR 2006 Advisory Committee as “Best Conference Papers” based on nominations from the reviewers. Each awardee will receive US $1,000 cash award, sponsored by Koç University College of Administrative Sciences and Economics and MSU-CIBER. The Best Conference Paper winners will be recognized at the Award Luncheon on May 30, 2006.

Let’s meet in Istanbul in search for multidisciplinary solutions to enduring international business problems. We look forward to your submissions and to welcoming you to Istanbul.

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