



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

**SATURDAY – May 27, 2006**

**08:00 – 08:15**      *Coffee Break*

**08:15 – 08:45**      **Welcoming Remarks and Opening Address**

Welcome:      S. Tamer Çavuşgil, Esra Gençtürk, Serdar Pirtini  
Room:          İstanbul/Ankara  
Address:        Tunç Erem, President, Marmara University

**09:00 – 10:15**      **Opening Plenary**

Topic:          Turkey and the European Union: The Accession Process  
Room:          İstanbul/Ankara  
Chair:          Esra Gençtürk, Koç University  
Moderator:     Nakiye Boyacıgiller, Dean, Faculty of Management,  
Sabancı University

*Turkey's Accession to the EU: Challenges and Obstacles*  
Meltem Müftüler Baç, Jean Monnet Professor, Sabancı University

*Turkish Membership in the EU: Europe's New Geo-Strategic Environment*  
Ahmet Evin, Founding Dean, Sabancı University

*The U.S. and Turkey's EU Membership*  
Sabri Sayarı, Sabancı University

*Impact of EU on Local/Regional/Metropolitan Governance in Turkey*  
Korel Göymen, İstanbul Policy Center

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

Room:      Adana

*Attracting and Retaining the "In-Community" and "Virtual"  
Creative Class: Theoretical Correlates to Sustained Competitiveness  
in the Global Knowledge Economy*

Van R. Wood, Virginia Commonwealth University  
Frank Franzak, Virginia Commonwealth University  
Dennis Pitta, University of Baltimore

*Consumer Ethnocentrism and Attitudes Toward Foreign Made  
Products: A Study of Australian Migrants*

Patrick Poon, Lingnan University  
Felicitas Evangelista, University of Western Sydney

*Why do Consumers Boycott? A Replicating Study in Germany*

Katja Wittig, Dresden University of Technology  
Stefan Hoffmann, Dresden University of Technology

*Global Imperative to Manage Paradox: Consumer Demand and  
Cost Reduction*

Camille P. Schuster, California State University San Marcos

**10:15 – 10:30**      *Coffee Break*



SATURDAY – May 27, 2006 (cont`d)

**10:30 – 12:00**      **Special Session 1.2**

Topic:            International Entrepreneurship  
Room:            İstanbul/Ankara  
Chair:            Johny K. Johansson, Georgetown University

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

**12:00 – 13:00**      **Lunch**



08:00 – 08:30

Coffee Break

08:30-10:00 Session 2.1.1

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

08:30 – 10:00 Session 2.1.2

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

08:00 – 12:00 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

10:00 – 10:30

Coffee Break



**10:30 – 12:00 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 Yenyurt, University of Nevada



*Internationalization of Turkish Brands: A Strategic Brand Management Approach*

İrem Eren-Erdoğan, 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



**10:30 – 12:00 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

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Muzaffer Bodur, Boğaziçi University

**12:00 – 13:00**

**Lunch**



08:00 – 08:30

Coffee Break

**08:30 – 10:00 Session 3.1.1**

Topic: Knowledge Management: Exploration and Exploitation Capabilities

Room: İstanbul/Ankara

Chair: Kanti Prasad, University of Wisconsin-Milwaukee

*A Knowledge-Based Analysis of Internationalization: A Qualitative Case Study of IKEA*

Anna Jonsson, Lund University

*The Role of Past Performance in Export Ventures: A Short-term Reactive Approach*

Luis Filipe Lages, Universidade Nova de Lisboa  
Sandy D. Jap, Emory University  
David A. Griffith, Michigan State University

*How Exploration and Exploitation Capabilities Drive Product Innovation and Market Performance*

Roger J. Calantone, Michigan State University  
David A. Griffith, Michigan State University  
Göksel Yalçınkaya, Michigan State University

*Asymmetries in Export-Driven Growth for SMEs in Transitional Economies, Exploration of Market, Product, and Organizational Boundaries*

Preet S. Aulakh, York University  
MB Sarkar, University of Central Florida



**08:30 – 10:00 Session 3.1.2**

Topic: Strategy and Performance in International Marketing

Room: İzmir

Chair: Glenn Omura, Michigan State University

*Do Strategic Groups Matter in Export Intensity*

Gonzalo Rodriguez, Autonomous University of Barcelona

Josep Rialp, Autonomous University of Barcelona  
Alex Rialp, Autonomous University of Barcelona

*The Effects of Marketing Program Standardization and Market Orientation on Subsidiary Performance*

Ayşegül Özsoyer, Koç University  
Bernard Simonin, Tufts University

*The Effects of National Culture on the Implementation and Internalization of Market Orientation*

Ahmet H. Kirca, George Washington University



*Strategy and Performance in International Markets: Does Nationality Matter*

Carl Arthur Solberg, Norwegian School of Management



Francois Durrieu, Bordeaux Management School

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

Room: Adana

*Drivers on Relationship Quality in Exporter-Overseas 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*

G. M. Naidu, University of Wisconsin - Whitewater  
Anthony Cabot, Partner, Lewis&Roca  
Choton Basu, Director, Global Business Resource Center, University of Wisconsin -Whitewater

*Using Financial Markets to Teach Web-Based Competitive Intelligence Skills of International Marketing Research*

Mark Peterson, University of Texas at Arlington

*The Effects of Relationship Quality on Export Performance and Classification of Small and Medium-Sized Firms Operated in Export Market*

Tülin Ural, Mustafa Kemal University

10:00 – 10:30

Coffee Break



**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*  
 Speakers: *Journal of International Marketing*: Daniel Bello, Georgia State University  
*Journal of International Business Studies*: Arie Lewin, Duke University  
 Tomas Hult, Michigan State Univ.  
*International Business Review*: Pervez Ghauri, Manchester School of Business

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

Room: Adana

*Drivers on Relationship Quality in Exporter-Foreign Distributor Relationships*  
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 Tülin Ural, Mustafa Kemal University

**12:00 – 13:30 Awards Luncheon**





TUESDAY – May 30, 2006

**08:00 – 08:30**      *Coffee Break*

**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

*Bottom-up Globalization to Facilitate Endogeneous Development*  
A. Coşkun Şamlı, 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



TUESDAY – May 30, 2006 (cont'd)

**11:20 – 12:00      Workshop 4.2**

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Topic:                    Emerging Markets: Strategies and Visions  
Room:                    İstanbul/Ankara  
Chair:                    Richard Fletcher, University of Western Sydney  
  
Speakers:                Zeynep Bilgin, Marmara University  
                                Gerhard A. Wührer, Johannes Kepler University  
                                İrem Eren Erdoğan, Marmara University  
                                Dilek Zamantılı Nayır, Marmara University

**12:00 – 13:00      *Lunch***

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