



CIMaR 2014 CONFERENCE
CONSORTIUM FOR INTERNATIONAL MARKETING RESEARCH
June 26-29, 2014
Victoria, BC, Canada
Immediately after AIB

***The World Looks Different from Here:
Theoretical and Empirical Issues in Rapidly Changing Global Markets***

Call for Papers

Paper Submission Deadline: **March 17, 2014**

The Peter B. Gustavson School of Business at the University of Victoria is delighted to host the 2014 CIMaR conference in Victoria, BC, Canada from June 26-29, 2014 (immediately following the AIB Conference in Vancouver). The conference theme is “The World Looks Different from Here: Theoretical and Empirical Issues in Rapidly Changing Global Markets.” As the 23rd conference, we will continue the tradition of combining excellent research with collegial hospitality by hosting this conference at the University of Victoria and in the beautiful Inner Harbour area of downtown Victoria, and visiting Butchart Gardens as well as other venues that highlight the value of looking at the world from a different perspective.

CIMaR has served as an informal and effective networking community for international marketing scholars; and new participants are always welcome. Participants originate from over 15 countries and include doctoral students. For more than two decades, CIMaR has provided an excellent platform for both established and junior scholars to exchange ideas and form lasting research collaborations. Sessions are organized for both completed research and new project proposals that are under development.

Against the backdrop of heightened global uncertainties, CIMaR 2014 will encourage the discussion of different perspectives and focus attention on location as a determinant of marketing approach and conceptual understanding. The conference will focus broadly on the theoretical and empirical issues related to rapidly transforming global markets. International marketing issues faced by firms from both advanced and developing economies will be explored.

In line with the theme, conceptual frameworks, empirical work and data collection issues related to business-to-business relationships, sales and vendor management, operations and information technology, and knowledge transfer in the global context are particularly valued.

We invite papers on all aspects of international marketing and international business, including global marketing strategy, global customer relationship management, born global firms, cross-cultural consumer behavior and global supply chains. While mainstream marketing issues, such as market entry, segmentation and positioning, channel relationships and branding, are relevant, we are particularly interested in emerging research that investigates the interface between marketing and other corporate functions in a global context, and the influence of technology and global political developments. We value all papers that advance our understanding of the role of marketing management in a rapidly changing global market.

Paper Submission

We invite submissions of completed manuscripts, research abstracts, and special session proposals. Completed manuscripts will be considered for competitive paper sessions, and should not exceed 30 pages in length (double-spaced). Extended abstracts will be considered for research workshops, and should not exceed 4 pages in length (double-spaced). Proposals for special sessions should focus on an emerging issue and identify prospective speakers, and should not exceed 4 pages in length (double-spaced).

All submissions should be in digital format (MS Word file) and sent electronically before **March 17th, 2014** by email to: cimar@uvic.ca. All identifying information should be contained in a separate file with the names and affiliations of all authors. Manuscripts should follow [the style guidelines of the *Journal of International Marketing*](#) and be submitted with the understanding that they are original, unpublished works and are not being reviewed elsewhere. A "Best Competitive Paper" for the conference will be selected by the CIMaR 2014 Advisory Board.

Publication Opportunities

Accepted papers will be published in the conference proceedings in digital format. Authors can choose to publish either their full manuscripts or extended abstracts in the proceedings and should indicate this preference when first submitting their work. Each participant at the conference will receive a CD containing the conference proceedings. In addition, accepted manuscripts will be considered for publication in [Advances in International Marketing](#) through a double-blind review process.

For more Information, Please Contact:

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The [conference](http://www.uvic.ca/gustavson/cimar.php) website is: www.uvic.ca/gustavson/cimar.php.

CIMaR is co-sponsored by:

