

CIMaR 2012
20th Annual Meeting Events Overview

May 15-18, 2012, Taipei, Taiwan

Tuesday, May 15th (at Sheraton Taipei Hotel)		
<i>16:30-20:00</i>	Conference Registration	The Galleria Venue, Sheraton Taipei Hotel
<i>18:00-20:00</i>	Welcome Reception	The Galleria Venue, Sheraton Taipei Hotel
Wednesday, May 16th		
<i>08:10-09:00</i>	<i>Transportation to NCCU</i>	
<i>09:00-10:00</i>	Keynote Speech1: Dr. H. Fenwick Huss Dean of the J. Mack Robinson College of Business, GSU	Yuanta Lecture Hall, NCCU
<i>10:00-10:30</i>	<i>Tea Break</i>	
<i>10:30-12:00</i>	Keynote Speech 2 : Mr. Jonathan Tsang Vice Chairman of ASUSTeK Computer Inc. In Search of Incredible	Yuanta Lecture Hall, NCCU
<i>12:00-13:00</i>	<i>Lunch Break</i>	
Session 1 (at NCCU, College of Commerce, 6F)		
<i>13:00-14:10</i>	<i>Concurrent Session1.1</i> <i>Marketing Innovation in International Markets</i>	Yuanta Humanity Chamber, NCCU
	<i>Concurrent Session1.2</i> <i>IT strategy/ Supply Chain/ CSR Issues</i>	Yan Cheng Innovation Chamber, NCCU
<i>14:10~14:30</i>	<i>Tea Break</i>	
Session 2 (at NCCU, College of Commerce, 6F)		
	<i>Concurrent Session2.1</i>	Yuanta Humanity

14:30-15:40	<i>Born Global and International New Ventures</i>	Chamber, NCCU
	<i>Concurrent Session 2.2</i> <i>Branding and International Marketing</i>	Yan Cheng Innovation Chamber, NCCU
15:40~16:00	<i>Tea Break</i>	I-Yu Hall, NCCU
16:00-17:20	Session 3 (at NCCU, College of Commerce, 6F)	
	<i>Concurrent Session 3.1</i> <i>Consumer Issues in Emerging Markets</i>	Yuanta Humanity Chamber, NCCU
	<i>Concurrent Panel Session 3.2</i> <i>Enhancing and Enriching our Teaching: Insights from Experience</i>	Yan Cheng Innovation Chamber, NCCU
17:30~18:00	<i>Transportation to Restaurant</i>	
18:10-20:00	<i>Conference Dinner</i>	
Thursday, May 17th		
08:10-09:00	<i>Transportation to NCCU</i>	
09:00-10:00	Plenary Panel Session Models for Cross-Country Collaboration in International Marketing/Business Education: Teaching, Curriculum, and Research	Yuanta Lecture Hall, NCCU
10:00-10:20	<i>Tea Break</i>	I-Yu Hall, NCCU
10:20-11:30	Session 4 (at NCCU, College of Commerce, 6F)	
	<i>Concurrent Session 4.1</i> <i>Knowledge Management in International Markets</i>	Yuanta Humanity Chamber, NCCU
	<i>Concurrent Session 4.2</i> <i>International Market Entry and Subsidiary Strategy</i>	Yan Cheng Innovation Chamber, NCCU
11:30-11:40	<i>Tea Break</i>	I-Yu Hall, NCCU
	Session 5 (at NCCU, College of Commerce, 6F)	

11:40-12:40	<i>Concurrent Session 5.1</i> <i>Service Internationalization and R&D Strategies</i>	Yuanta Humanity Chamber, NCCU
	<i>Concurrent Session 5.2</i> <i>Country of Origin and International Marketing</i>	Yan Cheng Innovation Chamber, NCCU
12:40-14:00	<i>Transportation & Lunch</i>	
14:00-16:00	Palace Museum Tour	
16:00~17:00	<i>Transportation to Sheraton Taipei</i>	
17:00~18:00	<i>Break in Sheraton Taipei</i>	
18:00~19:00	<i>Transportation to Taipei 101</i>	
19:00-22:00	Conference Banquet at Taipei 101 Announcement of Host and Venue for CIMaR 2013	
Friday, May 18th (at Sheraton Taipei Hotel)		
8:10-9:10	Keynote Speech 3: Dr. Daniel C. Bello Board of Advisors Professor and Interim Director , GSU International Marketing: Research & Publication Issues	Happiness Room, Sheraton Taipei Hotel
9:10-10:30	Session 6: Export Issues and International Marketing	Happiness Room, Sheraton Taipei Hotel
10:30~10:40	<i>Tea Break</i>	Happiness Room, Sheraton Taipei Hotel
10:40-12:00	Session 7: Export Marketing and Promotion Issues	Happiness Room, Sheraton Taipei Hotel
12:00~13:30	Lunch at Sheraton	
13:30~17:30	Taipei City Tour	
	See you at next year's venue!	

**CONSORTIUM FOR INTERNATIONAL MARKETING
RESEARCH (CIMaR), 2012**

20th Annual Meeting Program

May 15-18, 2012, Taipei, Taiwan

**Conference Theme: Marketing Innovation in and From
Emerging Markets: Theoretical and Empirical Directions for
Future Research**

Tuesday, May 15th

(At the Galleria Venue, Sheraton Taipei Hotel)

16:30~18:00 Conference Registration

18:00~20:00 Welcome Reception

Wednesday, May 16th

(Sheraton Taipei Buffet Breakfast Service Begins at 6:30 a.m.)

8:10~9:00 *Transportation: Sheraton Taipei Hotel – NCCU*

(To take the CIMaR Shuttle Bus:

Assembling at 8:00a.m. over the front door of Sheraton Taipei)

9:00-10:00

Keynote Speaker : Dr. H. Fenwick Huss

Dean of the J. Mack Robinson College of Business, Georgia State University

Topic: To be announced

At the Yuanta Lecture Hall, 6F of College of Commerce, NCCU

10:00-10:30

Tea Break (at I-Yu Hall)

10:30-12:00

Keynote Speaker : Mr. Jonathan Tsang

Vice Chairman of ASUSTeK Computer Inc.

Discussant: Professor Chow-Ming Yu, NCCU

Topic: In Search of Incredible

At the Yuanta Lecture Hall, 6F of College of Commerce, NCCU

12:00-13:00

Lunch Break (at I-Yu Hall)

13:00-14:10

Session1

(at NCCU, College of Commerce, 6F)

Concurrent Session1.1

Marketing Innovation in International Markets

(At Yuanta Humanity Chamber, NCCU)

Chair:

Kevin Zheng Zhou, The University of Hong Kong

Participants:

Psychic Distance and Organizational Innovation

Goudarz Azar, Swedish University of Agricultural Sciences

**Successful Incremental Innovation Across National Borders: Insights
From Internationalized KIBS Cases**

Joanne Ho, University of Adelaide

Vinh Lu, Australian National University

**A Model for Suppliers to Select Partners Based on Partners' Reputation
in New Product Development in China**

Yushan Zhao, University of Wisconsin, Whitewater

**Strategic Orientations, Joint learning, and Innovation Generation in
Customer-Supplier Relationships**

Ruey Jer Bryan Jean, National Chengchi University

Daekwan Kim, Florida State University

Jyh-Shen Chiou, National Chengchi University

Concurrent Session 1.2

IT strategy/ Supply Chain/ CSR Issues

(At Yan Cheng Innovation Chamber, NCCU)

Chair:

Lages Luis Filipe, Nova School of Business and Economics

Participants:

The Global Marketing Innovation Modeling in the Taiwan Biotechnology Industry

Chihwen Wu, National Chung Hsing University

An Empirical Analysis of Green Supply Chain Initiatives of Multinational Enterprises in Malaysia

Chin-Chun Hsu and Keah Choon Tan, University of Las Vegas

Suhaiza Hanim Mohamad Zailani, Universiti Sains Malaysia

“Win-win” or “Trade-off”? Explore the antecedents and consequences of consumer CSR-CA perception

Xiaoling Guo, University of International Business and Economics

Siqing Peng, Pekin University

Enhancing Customer Relationship via Consumer Co-creation Benefits in New Product Development

Etta Y. I. Chen and Min-Ting Lin, Yuan Ze University

14:10-14:30

Tea Break (at I-Yu Hall)

14:30-15:40

Session2 (at NCCU, College of Commerce, 6F)

Concurrent Session2.1

Born Global and International New Ventures

(At Yuanta Humanity Chamber, NCCU)

Chair:

Daekwan Kim, Florida State University

Participants:

**Rapidly Internationalizing Ventures: How definitions can Bridge the Gap
across Contexts**

Beate Cesinger, University of Hohenheim

Matthias Fink, Austria Wirtschaftsuniversität Wien

Tage Koed Madsen, University of Southern Denmark

Sascha Kraus, Austria Wirtschaftsuniversität Wien

**The impact of social networks on international opportunity identification,
evaluation and exploitation: the case of four Polish international new
ventures**

Witold Nowinski, Poznan School of Banking

Alex Rialp-Criado, Universitat Autònoma Barcelona

**Are International New Ventures More Efficient than Domestic New
Ventures in a Crisis Period?**

Diego Prior-Jiménez, Alex Rialp-Criado, Josep Rialp-Criado and David Urbano,

Universitat Autònoma Barcelona

**Nonlinear Internationalization of Born-Global Firms in Emerging
Economies**

Zubair Shahid, Susan Freeman and Sally Rao-Hill, University of Adelaide

Concurrent Session 2.2

Branding and International Marketing

(At Yan Cheng Innovation Chamber, NCCU)

Chair:

Pervez Guauri, Kings College London

Participants:

**Practices, Corporate Communication and Internal Branding:
Identity-Aligned Behavior among Organizational Members**

Yakimova Raisa, Griffith University

Mavondo Felix, Monash University

Susan Freeman, University of Adelaide

**Incorporating Diaspora-Based Brand Communities in Nation
Branding: Lessons from the Case of Jamaica**

Andrea Scott and Maggi Phillips, Pepperdine University

Global Brands: Strategies and Market Based Performance

Janell D. Townsend, Oakland University

Successful Branding Strategies: Turkish Airlines

Emin Civi, University of New Brunswick- Saint Johns

Hulya Tutek, Izmir University of Economics

Elif Persinger, Eastern Michigan University

15:40-16:00

Tea Break (at I-Yu Hall)

16:00-17:20

Session3 (at NCCU, College of Commerce, 6F)

Concurrent Session3.1

Consumer Issues in Emerging Markets

(At Yuanta Humanity Chamber, NCCU)

Chair:

Carlos Sousa, Durham University

Participants:

Compensating Psychological Cost: Influences of Service Waiting on Consumption

Yuwei Jiang, Hong Kong Polytechnic University

Anirban Mukhopadhyay, Hong Kong University of Science and Technology

Resistance to persuasion in cultural groups

Renata Kolodziej-Smith, Daniel Friesen and Atilla Yaprak, Wayne State University

Creating a Favorable Service Climate in Emerging Markets

Susan Freeman, Hung Trong Hoang and Sally Rao Hill, University of Adelaide

Vinh Lu, Australian National University

User-generated Content and User-driven Innovation: a Comparative Study of Eastern and Western European Users

Elfriede Penz, Vienna University of Economics and Business

The Effects of Social Capitals on the Interacting Behaviors among the Members in Virtual Community: an Empirical Study of Facebook and Mobile01 Users.

Yen-Hung Liu and Ming Chun Wu, National Chengchi University

Concurrent Session 3.2

Enhancing and Enriching our Teaching: Insights from Experience

(At Yan Cheng Innovation Chamber, NCCU)

Chair:

June Francis, Simon Fraser University

Panelists:

Emin Civi, University of New Brunswick - Saint Johns

Daekwan Kim, Florida State University

Janell Townsend, Oakland University

Alex Rialp Criado, Universitat Autònoma de Barcelona

17:30-18:00

Transportation to Restaurant

18:10-20:00

Conference Dinner

Thursday, May 17th

(Sheraton Taipei Buffet Breakfast Service Begins at 6:30 a.m.)

8:10~9:00 *Transportation: Sheraton Taipei Hotel – NCCU*

(To take the CIMaR Shuttle Bus:

Assembling at 8:00a.m. over the front door of Sheraton Taipei)

9:00-10:00

Plenary Panel Session

Models for Cross-Country Collaboration in International Marketing/Business

Education: Teaching, Curriculum, and Research

At the Yuanta Lecture Hall, 6F of College of Commerce, NCCU

Chair:

S. Tamer Cavusgil, Georgia State University

Panelists:

Susan Freeman, University of Adelaide

Huifen Fu, University of International Business and Economics

Pervez Ghauri, Kings College London

Tage Koed Madsen, University of Southern Denmark

Rudolf Sinkovics, Manchester Business School

10:00-10:20

Tea Break (at I-Yu Hall)

10:20-11:30

Session 4 (at NCCU, College of Commerce, 6F)

Concurrent Session 4.1

Knowledge Management in International Markets

(At Yuanta Humanity Chamber, NCCU)

Chair:

David Griffith, Michigan State University

Participants:

**Antecedents of Cross-border Knowledge Acquisition: An Extension,
Reconceptualisation, and Empirical Investigation**

Mia Hsiao-Wen Ho and Pervez Ghauri, King's College, London

**The Effects of Supplier Involvement and Knowledge Protection on
Product Innovation in Customer-Supplier Relationships: A Study of
Global Automotive Suppliers in China**

Ruey-Jer 'Bryan' Jean, National Chengchi University

Rudolf Sinkovics, Manchester Business School

**Governing Interfirm Knowledge Transfer in the Chinese Market: The
Interplay of Formal and Informal Mechanisms**

Qiyuan Zhang and Kevin Zheng Zhou, The University of Hong Kong

Julie Juan Li, The City University of Hong Kong

**Orchestrating Alliance Networks: The Role of Innovation Appropriability,
Knowledge Sharing and Network Capability**

Chia-Ling Eunice Liu, National Cheng Kung University

Wen-Cung Chen, National Chung Cheng University

Pervez Ghauri, King's College, London

Concurrent Session 4.2

International Market Entry and Subsidiary Strategy

(At Yan Cheng Innovation Chamber, NCCU)

Chair:

June Francis, Simon Fraser University

Participants

FCCP—Strategy by Cosmetics Brands from Emerging Market to Effectively Penetrate International Market

Huifen Fu, Vinod Chandola and Fanyi Meng, University of International Business & Economics

Patterns and Determinants of International Strategy: Evidence from a CEE Emerging Market

*Cristina Stoian, Brunel University
Alex Rialp and Josep Rialp, Autonomous University of Barcelona*

Towards an Integrative Model of International Research Collaboration in the Biotechnology industry: Antecedents, Processes and Outcomes

June Francis and Armstrong Murira, Simon Fraser University

Functioning of Foreign Sales Subsidiaries: The Case of Firms from Developing Countries Operating in Developed Countries

Chow-Ming Yu, Hsiao-Wen Lin and Hui-Yun Chiu, National Chengchi University

11:30-11:40

Tea Break (at I-Yu Hall)

11:40-12:40

Session 5 (at NCCU, College of Commerce, 6F)

Concurrent Session 5.1

Service Internationalization and R&D Strategies

(At Yuanta Humanity Chamber, NCCU)

Chair:

Rudolf Sinkovics, Manchester Business School

Participants:

The Study of Inter-firm Market Orientation in the Retail industry: The case study of Seven-Eleven in Thailand

Kannika Leelapanyalert, Birkbeck, University of London

Fatima Wang and Pervez Ghauri, King's College London

R&D Strategies and Performance: A Two-Country Examination

Geon-Cheol Shin, Kyung Hee University

Factors Affecting an Industrial Buyer to Pay Premium Prices: The Mediating Role of Decision Concern

Szu-Yu Chou, Jyh-Shen Chiou and Danchi Tan, National Chengchi University

Concurrent Session 5.2

Country of Origin and International Marketing

(At Yan Cheng Innovation Chamber, NCCU)

Chair:

Janell Townsend, Oakland University

Participants:

**Consumers' New Product Evaluations: Does Country-of-Origin or
Consumer Ethnocentrism Matter?**

Chung-Chi Shen, Chia-Man Hung and Wei-Ru Chen, National Chiayi University

A Holistic Model of Country of Origin Effect

Ahmet Bayraktar and Sengun Yenyurt, Rutgers University

**Next Frontiers in Cross-cultural Marketing Research: Heterogeneity,
Multiculturalism, and Constructivism**

Stefanie Paluch and Hartmut Holzmüller, TU Dortmund University

12:40-13:00

Group Photoshoot

13:00-14:00

Transportation & Lunch

16:00-17:00

Transportation to Sheraton Taipei

14:00-16:00

Palace Museum Tour

17:00-18:00

Break in Sheraton Taipei

18:00-19:00

Transportation to Taipei 101

19:00-22:00

Conference Banquet at Taipei 101

Announcement of Host and Venue for CIMaR 2013

Friday, May 18th
(At Happiness Room , Sheraton Taipei)

(Sheraton Taipei Buffet Breakfast Service Begins at 6:30 a.m.)

8:10-9:10

Keynote Speaker: Dr. Daniel Bello

Board of Advisors Professor and Interim Director , Georgia State University

International Marketing: Research & Publication Issues

(At Happiness Room, B2, the Sheraton Taipei Hotel)

9:10-10:30

Session 6

Export Issues and International Marketing

(At Happiness Room, B2. the Sheraton Taipei Hotel)

Chair:

Daniel Bello, Georgia State University

Participants:

SMEs Exports Sustainability Through Relational Governance

Claude Obadia, Novancia Business School Paris

**Marketing Strategy Change as a Reaction to a Performance Decline in
International Markets**

Luis Lages and Jose Mata , Nova School of Business and Economics

David Griffith, Michigan State University

Effects of the transaction characteristics on the side of dependence in a context of vertical coordination: the case of fresh produce exports from Chile to Europe

Jean-Marie Codron, Magali Aubert, Zouhair Bouhsina and Iciar Pavez, Institut National de la Recherche Agronomique
Alejandra Engler and Pablo Villalobos, Universidad de Talca

Curvilinear Effects between Customer Orientation and Export Performance of Brazilian SMEs

Jorge Lengler, ISCTE Business School
Carlos Sousa, Durham University

10:30-10:40

Tea Break (At Joyful Ballroom)

10:40-12:00

Session 7

Export Marketing and Promotion Issues
(At Happiness Room, B2. the Sheraton Taipei Hotel)

Chair:

Danchi Tan, National Chengchi University

Participants:

Entrepreneurial Orientation and New Products' Dynamic Capabilities impact on Export Profitability

Ana Lisboa, Polytechnic Institute of Leiria
Dionysios Skarmas, Athens University of Economics and Business
Carmen Lages, Nova School of Business and Economics

Exporting and Product Innovation of Chinese Firms: The Contingent Role of Institutional Development and Foreign Competitor Intensity

Kevin Zheng Zhou and Alex Xin Chen, The University of Hong Kong

**The Global Impacts of World Event Sponsorships on Firm Market
Performance: A Hierarchical Linear Modeling Approach**

Daekwan Kim, Florida State University

12:00-13:30

Lunch at Sheraton

13:30-17:30

Taipei City Tour

See You at Next Year's Venue!