

# Call for Papers

## *Journal of International Marketing*

### Review Articles

Research in international marketing continues to expand, developing new and innovative dimensions to complex international marketing phenomena. The increase in the amount of research in international marketing poses a challenge to international marketing scholars in identifying relevant prior literature and isolating the most important topics to address for the advancement of the discipline. As such, *Journal of International Marketing* wishes to publish articles that both (1) rigorously review the current state of international marketing thought in international marketing areas and (2) provide guidance for future research and practice in these areas. Articles can employ any number of approaches, inclusive of, but not limited to, theoretical review, structured reviews of literature areas, and meta-analytic reviews.

Potential topics of interest include, but are not limited to, the following:

- Understanding the antecedents and consequences of international marketing strategy standardization/adaptation
- Born globals: Integrating the literature and setting a future research agenda
- Integrating the exporting literature: Antecedents and consequences of export performance
- An integrative assessment of research on international strategic alliances/joint ventures
- Meta-theoretical assessment of the international marketing literature
- Understanding the role of external factors on international marketing issues: A meta-analysis
- Marketing aspects of international entrepreneurship: A review and future research directions
- Theoretical approaches to international channel strategy
- Understanding international pricing strategies: A literature review with directions for future research
- Advancement and challenges to international advertising research: A meta-analysis
- Employment of transaction cost theory in international marketing strategy
- Agency theory's insights on international marketing topics
- Complexity of the country-of-origin literature: Past, present, and future
- Understanding marketing's interaction with society: Public policy implications
- Evaluating conceptual and empirical research on the internationalization process of the firm

This is an "open" call, and as such there is no specified deadline.

Journal guidelines can be found at: <http://marketingpower.com/JIMGuidelines> and manuscripts can be submitted via the online system at: [http://mc.manuscriptcentral.com/ama\\_jim](http://mc.manuscriptcentral.com/ama_jim).

Questions should be directed to:

David A. Griffith  
Editor, *Journal of International Marketing*  
The John William Byington Endowed Chair in  
Global Marketing  
Department of Marketing  
The Eli Broad Graduate School of Management  
Michigan State University  
N370 North Business Complex  
East Lansing, MI 48824-1122, USA  
Tel: 517.432.6429  
Fax: 517.432.1112  
E-mail: [Griffith@bus.msu.edu](mailto:Griffith@bus.msu.edu)