

Call for Papers: Special Issue

Internationalization During Times of Changing Markets *Journal of International Marketing*

Internationalization is a process of firm expansion into new markets. Although a great deal of work has been engaged to enhance understanding of firm internationalization, the importance of marketing and marketing-related topics is often overlooked, thus leaving international marketing scholars and practitioners with an incomplete understanding of the marketing side of this important issue. As such, the purpose of this special issue is to focus attention on the importance of marketing and marketing-related

topics associated with internationalization and its process. It is hoped that through this special issue, greater theoretical and methodological understanding can be gained pertaining to the marketing aspects of internationalization.

Manuscripts may be conceptual or empirical. All manuscripts should make a substantive contribution to the international marketing literature as well as the practice of international marketing.

Topics could include, but are not limited to, the following:

- New theoretical foundations for understanding internationalization
- A marketing perspective for the measurement of internationalization
- Internationalization as a means to address the base of the pyramid
- Internationalization's relationship with sustainability
- Corporate social responsibility during internationalization
- Global market segmentation and internationalization
- Forward and backward internationalization: Entering and leaving markets
- Internationalization and market opportunity analysis
- Managing marketing knowledge during internationalization
- Managing cross-market knowledge flows during internationalization
- Contingent market factors influencing internationalization effectiveness
- Internationalization efforts of emerging market firms
- The role of culture during internationalization
- Market orientation's role in internationalization efforts
- The role of marketing managers in firm internationalization
- The marketing side of the born global vs. internationalization discussion
- Social media and internationalization
- Behavioral decision theory and market opportunity assessment for internationalization
- Organizational theory and internationalization efforts
- Institutional theory's role in explaining internationalization
- Cross-disciplinary interfaces with marketing during internationalization
- Branding challenges during internationalization
- The relationship of product diffusion and internationalization
- Internationalization and new product development: Extending existing products or creating new products

Deadline for Submission: February 10, 2012.

Guidelines for the Journal of International Marketing can be found at: <http://www.marketingpower.com/jim>.

Manuscripts should be submitted at: http://mc.manuscriptcentral.com/ama_jim.

All manuscripts will be entered into the review process beginning February 11, 2012.

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