

## **Global SIG Session 2.3 New Directions for Creating Value and/or Interactive Partnerships in Global Marketing**

### **Session Chair:**

Camille P. Schuster, California State University-San Marcos

### **Promising Research Themes in Global Marketing**

Dan Bello, Georgia State University

### **The Role of Emerging Technologies for Future Global Marketing Experiences and Interactions**

Frank Franzak, Virginia Commonwealth University

### **Differences in Technology Usage Across Countries and Generations: Global Research Questions**

Camille Schuster, California State University – San Marcos

### **Development and Retention of Global Marketing Professionals' Intangible Capital for Stimulating Value Enhancing Experiences in Customer-Firm Relationships**

David Griffith, Michigan State University

### **Session Summary Writer:**

*Iana Nelson, Arizona State University*

The focus of this session was to present new ideas and to generate discussion about the events that are taking place in the marketplace and the research areas that are emerging in global marketing. Dan Bello, from Georgia State University, stated that all areas of international marketing are potentially very interesting and important. In the *Journal of International Marketing*, the top four categories that are being published are international marketing management, global strategy, culture and international marketing, and export marketing.

The speakers specifically addressed three emerging areas for future research in marketing. Frank Franzak, from Virginia Commonwealth University, discussed the role of emerging technologies. Marketers must combine understanding of technology and market needs in order to be successful, but some of the challenges are discovering what the emerging technologies are and understanding the science behind the technologies. A number of research areas become apparent when considering the topic of emerging technologies. One of particular interest is responsible marketing, understanding value added marketing relationships within their larger social and economic context. When viewed under this framework, the potential of emerging technologies to improve conditions in emerging and less developed countries requires in-depth understanding of typically unexplored market conditions.

Camille Schuster, from California State University – San Marcos, focused on the differences in technology usage across countries and generations. While studies on cell phone usage and internet usage have focused on usage patterns, the results from one country cannot be generalized to another country or from one generation to another because each group is using the technology differently and for different

reasons. Research needs to address the configuration of people who are using which technologies in what way and for what reasons along with the implications of these differences for global marketing.

Research in marketing has focused on the actions of firms, but there has not been a focus on the people within the firms that complete these actions. David Griffith, from Michigan State University, stated that businesses face intense competition for people and it is of crucial importance for marketing research to begin studying people in marketing, outside of sales people. This approach provides an opportunity to draw more fully from perspectives that are not usually studied to gain a more holistic perspective into the firm.