

Special Session 4.3 Global Marketing: Strategic Developments and Future Directions

Session Chair:

Constantine S. Katsikeas, Leeds University

Discussant:

Matthew Robson, Cardiff University

Globally Focused Marketing Organizations: A Study of Firms from Norway, Sweden, and the U.S.

G. Tomas Hult, Michigan State University

S. Tamer Cavusgil, Michigan State University

Outsourcing Marketing Functions in International Channels of Distribution: The Unexamined Role of Effectiveness

Daniel C. Bello, Georgia State University

Belgin Unal, Georgia State University

Naveen Donthu, Georgia State University

Do Consumers Know the Origins of their Brands? Further Evidence on Brand Origin Recognition Accuracy

Adamantios Diamantopoulos, University of Vienna

Examining the Norm of Reciprocity in Intra- and Inter-Cultural Interfirm Relationships

David A. Griffith, Michigan State University

Shaping Product Innovation Through Different Internationalization Trajectories

Bodo Schlegelmilch, Wirtschaftsuniversitat-Wein

Mark Lehrer, Suffolk University

Session Summary Writer:

Iana Nelson, Arizona State University

In this session, five distinct research areas were addressed in the area of global marketing. All of the presentations presented interesting research with directions for future research.

In their presentation, Tomas Hult and Tamer Cavusgil announced the launch of a new open source database that will provide open access to a large number of variables and reports that span multiple years of data, in both quantitative and qualitative form. This database will be open to all scholars, allowing them to access data for research that may not have been accessible to them otherwise.

Belgin Unal from Georgia State University combined a number of theories of outsourcing to determine when firms should outsource their marketing functions and the factors that need to be considered in this decision.

Adamantios Diamantopoulos from the University of Vienna discussed his research on brand origins. While there is an enormous literature on country of origin, with 600 studies conducted in the past 40 years, only a few studies have examined consumers' brand origin recognition accuracy and none of the studies have controlled for degree of brand familiarity.

David Griffith from Michigan State University introduced the concept of reciprocity into the study of intra-cultural and inter-cultural inter-organizational relationships. Reciprocity is a key element of social exchange theory. The research has implications for culturally understanding interorganizational relationships and the expectations of the parties involved.

Mark Lehrer and Bodo Schlegelmilch focused on whether or not there are different types of lead markets and how this affects innovation. Lead markets are national markets that anticipate the broader evolution of future demand and are characterized by early mass adoption and/or high performance standards. The distinction between different types of lead markets is important for an improved understanding of different internationalization trajectories of high tech markets, especially if new lead markets emerge.