

## Call for Papers

Submission Deadline: January 15, 2016



## 2016 Global Marketing Conference at Hong Kong 21<sup>st</sup>-24<sup>th</sup> July, 2016

**Venue: Hong Kong**

### **Hosts**

American Marketing Association  
European Marketing Academy  
Australian & New Zealand Marketing Academy  
Japan Society of Marketing and Distribution  
International Textile and Apparel Association  
Korean Scholars of Marketing Science  
Lingnan University

### **Organizer**

Global Alliance of Marketing & Management Associations

### **Partners**

China Marketing Association (China)  
AEMARK (Spain)  
Greek Marketing Academy (Greece)  
Aalto University Executive Education (Finland)  
Aalto University School of Business (Finland)  
Harbin Institute of Technology (China)  
Center for Sustainable Culture & Service, Yonsei University (Republic of Korea)  
Neuromarketing Science & Business Association

### **Sponsors**

National Research Foundation of Korea (Republic of Korea)  
Korea Economy and Management Development Institute (Republic of Korea)

## CONFERENCE CO-CHAIRS

**Roland T. Rust**, Professor, Department of Marketing, Robert H. Smith School of Business, 3451 Van Munching Hall, University of Maryland, College Park, MD 20742-1815, USA, [rust@rhsmith.umd.edu](mailto:rust@rhsmith.umd.edu), Tel: +1-301-405-4300, Fax: +1-301-405-0146.

**Gerrit van Bruggen**, Professor, Rotterdam School of Management, Erasmus University, Burgemeester Oudlaan 50, T Building, Room 10-01, 3062 PA Rotterdam, The Netherlands, email: [gbruggen@rsm.nl](mailto:gbruggen@rsm.nl), Tel: +31 (0)10 4082258.

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**Toshihiko Miura**, Professor, Faculty of Commerce, Chuo University, 742-1 Higashinakano, Hachiojishi, Tokyo, Japan, [miura@tamacc.chuo-u.ac.jp](mailto:miura@tamacc.chuo-u.ac.jp), Tel: +81-42-674-3615, Fax: +81-42-674-3651.

**Jaihak Chung**, Professor, Business School, Sogang University, Matheo Hall 503, Shin Soo Dong, Mapo Gu, Republic of Korea, [jaihak@sogang.ac.kr](mailto:jaihak@sogang.ac.kr), Tel: +82-2-705-8859, Fax: +82-2- 705-8519.

**Patrick Poon**, Department of Marketing and International Business, Faculty of Business, Lingnan University, Hong Kong, [patpoon@LN.edu.hk](mailto:patpoon@LN.edu.hk), Tel: +852-2616-8235 Fax: +852-2467-3049.

## CONFERENCE OBJECTIVES

Improvement of theory and practice continues to be a vital aspect of global marketing and management that affects consumers and businesses around the world. The theme of this year's conference is, *"Bridging Asia and the World: Global Platform for Interface between Marketing and Management."* This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing and management in the dynamic global world including different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2016 Global Marketing Conference at Hong Kong offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others. The program chairs welcome participation from all cultures and parts of the world. We look forward to a stimulating and interactive conference. Proceedings of this conference will have an ISSN number (1976-8699).

### Venue

**Hong Kong** is a place where "East meets West", reflecting the cultural mix between Chinese roots and British influence. Hong Kong enjoys the greatest concentrations of corporate headquarters in the Asia-Pacific region and is known as one of the four Asian tigers for its high growth rates and rapid development. Hong Kong is one of the world's leading international financial centers with low taxation and free trade. Hong Kong dollar is the eighth most traded currency in the world. The Hong Kong Stock Exchange is the seventh largest in the world in terms of market capitalization and one of the largest centers of IPOs in the world. Per capita GDP of Hong Kong (US\$ 54,722) is ranked tenth in the world by IMF in 2014. Hong Kong is ranked fourth in terms of the highest percentage of millionaire households with 8.5 percent of all households owning at least one million in US\$. Hong Kong played a core role in creating a martial arts movie genre with famous entertainers such as Bruce Lee, Jackie Chan, Jet Li and director John Woo. Stylish shopping malls in Hong Kong Island, bars in SoHo, one million dollar night scene from the Victoria Peak and back allies of Tsim Sha Tsui in Kowloon peninsula are the musts in your visit to Hong Kong.

**Please contact proper symposium chairs or track chairs listed below to submit a paper or special session proposal or to participate this conference.**

## 1. JOINT SYMPOSIA

### 2016 EMAC-GAMMA JOINT SYMPOSIUM

**European Marketing Academy** and **Global Alliance of Marketing & Management Associations** jointly hold 'the 2016 EMAC- GAMMA Joint Symposium' on 'Marketing as a factor of success in global business' in '2016 GMC at Hong Kong.' Please submit your paper to **Symposium Chairs: Prof. Udo Wagner**, Faculty of Business, Economics and Statistics, University of Vienna, A-1210 Vienna, Brunner Strasse 72, Austria, [udo.wagner@univie.ac.at](mailto:udo.wagner@univie.ac.at), Tel: +43 (1) 4277-380 11, Fax: +43 (1) 4277-380 14. **Prof. Yung Kyun Choi**, Dept. of Advertising & P.R., Dongguk University, 26, Pil-dong 3-ga, Jung-gu, Seoul, 100-715, Republic of Korea, [choiyung@dongguk.edu](mailto:choiyung@dongguk.edu), Tel: +82-2-2260-3817, Fax: +82-2-2260-3766.

## 2016 ANZMAC-GAMMA JOINT SYMPOSIUM

**The Australian & New Zealand Marketing Academy (ANZMAC)** and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2016 ANZMAC-GAMMA Joint Symposium on ‘**Celebrating the Magic of Marketing**’ in 2016 GMC at Hong Kong. Please submit your paper to the **Symposium Co-Chairs: Prof. Ian Phau**, School of Marketing, Curtin Business School, GPO Box U1987, Perth WA, Australia 6845, [ian.phau@cbs.curtin.edu.au](mailto:ian.phau@cbs.curtin.edu.au), Tel: +61-8-9266-4014, Fax: +61-8-9266-3937. **Prof. Tony Garrett**, Korea University Business School, #616 LG-POSCO Building, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, [tgarrrett@korea.ac.kr](mailto:tgarrrett@korea.ac.kr), Tel: +82-2-3290-2833.

## 2016 JSMD-GAMMA JOINT SYMPOSIUM

**Japan Society of Marketing and Distribution** and Global Alliance of Marketing & Management Associations jointly hold ‘the 2016 JSMD-GAMMA Joint Symposium’ on ‘**Retail Innovation**’ in ‘the 2016 Global Marketing Conference at Hong Kong.’ Please submit your paper to **Symposium Chairs: Associate Professor Changju Kim**, Faculty of Business Administration, Ritsumeikan University, 2-150, Iwakura, Ibaraki, Osaka, 560-8570, Japan, [cjkim777@fc.ritsumeikan.ac.jp](mailto:cjkim777@fc.ritsumeikan.ac.jp), Tel: +81-72-665-2382. **Prof. Jae Wook Kim**, Korea University Business School, Anamdong, Sungbook, Seoul, Republic of Korea, [jaewook@korea.ac.kr](mailto:jaewook@korea.ac.kr), Tel: +82-2-3290-1941, Fax: +82-2-921-9152. **Prof. Jiho Choi** (Chonnam National University), 77 Yongbong-ro, Buk-gu, Gwangju, 500-757, Republic of Korea, [jihocool@chonnam.ac.kr](mailto:jihocool@chonnam.ac.kr), Tel: +82-62-530-1418.

## 2016 ITAA-GAMMA JOINT SYMPOSIUM

**International Textile and Apparel Association** and Global Alliance of Marketing & Management Associations are pleased to announce the "2016 ITAA-GAMMA Joint Symposium" on ‘**Behind the Glamor of Fashion**’ during "the 2016 Global Marketing Conference at Hong Kong". Please submit your paper to **Symposium Co-Chairs: Prof. Kim K. P. Johnson**, College of Design, Retail Merchandising Program, University of Minnesota, 240 McNeal Hall, 1985 Buford Ave, St. Paul, MN. 55108, [kjohnson@umn.edu](mailto:kjohnson@umn.edu), **Prof. MiYoung Lee**, Inha University, [mylee@inha.ac.kr](mailto:mylee@inha.ac.kr).

## 2016 AALTO UNIVERSITY-GAMMA JOINT SYMPOSIUM

**Aalto University School of Business** and Global Alliance of Marketing & Management Associations jointly hold ‘the 2016 Aalto University-GAMMA Joint Symposium on ‘**Luxury strategies in services and B2B**’ in ‘the 2016 GMC at Hong Kong’. Please submit your paper to **Symposium Co-Chairs: Prof. Pekka Mattila**, Aalto University School of Business, [pekka.mattila@aalto.fi](mailto:pekka.mattila@aalto.fi), Tel: +358-10-837-3711. **Prof. Tomas Falk**, Aalto University School of Business, [tomas.falk@aalto.fi](mailto:tomas.falk@aalto.fi), Tel: +358-50-5968871.

## 2016 AEMARK-GAMMA JOINT SYMPOSIUM

**AEMARK (Spain)** and Global Alliance of Marketing & Management Associations jointly hold ‘the 2016 AEMARK-GAMMA Joint Symposium’ in ‘the 2016 GMC at Hong Kong’. Please submit your paper to **Symposium Chair: Prof. Carlos Flavian**, University of Zaragoza, Spain. [aemark.gmc@gmail.com](mailto:aemark.gmc@gmail.com), Tel: +34-976-762-719.

## 2016 HIT-GAMMA JOINT SYMPOSIUM

**Harbin Institute of Technology** and Global Alliance of Marketing & Management Associations jointly hold ‘the 2016 HIT-GAMMA Joint Symposium’ on ‘**Complex Data Analysis For Chinese Medicine Market Development and Brand Strategy**’ in ‘the 2016 GMC at Hong Kong’. Please submit your paper to **Symposium Chair: Prof. Guofeng Li**, Dept. of Business Administration, School of Management, Harbin Institute of Technology, No. 92, West Da-Zhi Street, Harbin, Heilongjiang, P.R. China, [600726@sina.com](mailto:600726@sina.com), Tel: +86-451-8641-4042, Fax: +86-451-8641-4024.

## 2016 LU-GAMMA JOINT SYMPOSIUM

**Lingnan University** and GAMMA jointly hold ‘2016 LU-GAMMA Joint Symposium on ‘Marketing Challenges: The Shift of Customer Demands’ in 2016 GMC at Hong Kong. **Symposium Chair: Prof. Esther Li**, Department of Marketing and International Business, Lingnan University, 8 Castle Peak Road, Tuen Mun, HONG KONG. [estherli@Ln.edu.hk](mailto:estherli@Ln.edu.hk), Tel: (+852) 26168232.

## 2016 GMA-GAMMA JOINT SYMPOSIUM

**Greek Marketing Academy** and GAMMA jointly hold ‘2016 GMA-GAMMA Joint Symposium on ‘**Marketing in a Period of Recession**’. Please submit your paper to **Symposium Chair: Prof. George J. Avlonitis**, Athens University of Economics & Business, 47A Evelpidon & 33 Lefkados Str. 113 62 Athens, Greece. [avlonitis@aub.gr](mailto:avlonitis@aub.gr), Tel: +30 210 82 31 931.

## 2016 NMSBA-GAMMA JOINT SYMPOSIUM

**Neuromarketing Science & Business Association** and Global Alliance of Marketing & Management Associations jointly hold ‘the 2016 NMSBA-GAMMA Joint Symposium’ on ‘**Applied neuroscience - toward better understanding of consumers’ emotions**’ in ‘the 2016 Global Marketing Conference at Hong Kong’. Please submit your paper to Symposium

**Co-Chairs: Prof. Rafal Ohme**, founder, NEUROHM, 9/2 Flory Street, 00-586 Warsaw, Poland, [rafal@neurohm.com](mailto:rafal@neurohm.com). **Prof. Eun-Ju Lee**, Business School, Sungkyunkwan University, Seoul, Republic of Korea. [dr.eunju.lee@gmail.com](mailto:dr.eunju.lee@gmail.com), Tel: +82-2-760-0141, Fax: +82-2-760-0440.

## 2. SPONSORING JOURNALS

### JOURNAL OF BUSINESS RESEARCH

Journal of Business Research (SSCI) will publish special issues on following subjects with top papers presented in proper tracks of this conference.

1. **GAMMA President's Choice Awards:** All of papers presented in the 2016 GMC at Hong Kong are eligible for review toward inclusion in the special issue of JBR. Best of the best papers presented in all of tracks in the 2016 GMC at Hong Kong will be qualified for this special issue. If you want your paper to be considered for possible publication in JBR, please inform your intention to the **GAMMA President Office** ([ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr)). **Guest Editor: Prof. Eunju Ko** (GAMMA President), Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, [ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr), Tel : +82-2-2123-3109, Fax : +82-2-312-8554.
2. **Transcultural Experiences within and beyond Home: Guest Co-Editors: Dr. Xiang (Robert) Li**, School of Hotel, Restaurant, and Tourism Management, University of South Carolina, Columbia, SC 29208 USA, [robertli@sc.edu](mailto:robertli@sc.edu), Tel: +1-803-777-2764, Fax: +1-803-777-1224. **Dr. Scott Cohen**, School of Hospitality and Tourism Management, University of Surrey, Guildford, GU2 7XH, UK, [s.cohen@surrey.ac.uk](mailto:s.cohen@surrey.ac.uk), Tel: +44-1483-683985.
3. **Marketing Anthropology Research (MAR):** With best papers presented in 'Marketing Anthropology Research (MAR): Artifacts/Closet digs, Field Experiments, and Direct Observation of Marketing and/or Customer Interactions and Other behaviors' track of 2016 GMC at Hong Kong. **Guest Editor: Prof. Drew Martin**, University of Hawaii at Hilo, [drmartin@hawaii.edu](mailto:drmartin@hawaii.edu).
4. **Building, Testing, and Comparing Theories based on Asymmetric versus Symmetric Tests:** With best papers presented in all of tracks in 2016 GMC at Hong Kong. **Editor-in-Chief: Prof. Arch G. Woodside**, Boston College, [arch.woodside@bc.edu](mailto:arch.woodside@bc.edu).

### INTERNATIONAL JOURNAL OF ADVERTISING

International Journal of Advertising (SSCI) will publish a special issue on '**Electronic Word of Mouth (e-WOM)**' with best papers presented in 'electronic word of mouth (e-WOM)' track of this conference. **Guest Editors: Prof. Juran Kim**, Dept. of Business Administration, Jeonju University, Chonjamro 303, Jeonju, Republic of Korea, [jrkim@jj.ac.kr](mailto:jrkim@jj.ac.kr), Tel: +82-63-220-2972, Fax: +82-63-220-2052. **Prof. Shu-Chuan (Kelly) Chu**, College of Communication, DePaul University, 14 E. Jackson Blvd., Chicago IL 60604, USA, [schu7@depaul.edu](mailto:schu7@depaul.edu), Tel: +1-312-362-7929.

### JOURNAL OF ADVERTISING

Journal of Advertising (SSCI) will publish a special issue on '**Luxury Brand Management in Advertising**' **Guest Editor: Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, [ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr), Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

### JOURNAL OF PUBLIC POLICY & MARKETING

Journal of Public Policy & Marketing (SSCI) will publish a special issue on '**Global Perspectives in Public Policy and Marketing**' **Guest Editors: Prof. Kyung Hoon Kim**, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, [stride@changwon.ac.kr](mailto:stride@changwon.ac.kr), Tel: +82-55-213-3346, Fax: +82-55-263-9096. **Prof. Steven W. Kopp**, Sam M. Walton College of Business, University of Arkansas, 323 WCOB, Department of Marketing, Fayetteville, AR 72701 USA, [skopp@uark.edu](mailto:skopp@uark.edu), Tel. +1-479-575-3228, Fax +1-479-575-8407.

### JOURNAL OF GLOBAL SCHOLARS OF MARKETING SCIENCE

All papers presented in this conference are eligible for review toward inclusion in the special issues of JGSMS on following issues:

1. '**Marketing in Emerging Markets**': All of papers presented in the 2016 GMC at Hong Kong are eligible for review toward inclusion in the special issue of JGSMS. **Guest Editor: Prof. Olga Tretyak**, Department of Strategic Marketing, School of Business Administration, Faculty of Business and Management, National Research University – Higher School of Economics, 105187, Moscow, Russia, Kirpichnaya str. 33/5 room 732. [otretyak@hse.ru](mailto:otretyak@hse.ru) ([o\\_tretyak@inbox.ru](mailto:o_tretyak@inbox.ru)), Tel: +7495 621 13 97, Fax.+7 495 772 95 69, **Prof. Vera**



**Rebiazina**, Department of Strategic Marketing, School of Business Administration, Faculty of Business and Management, National Research University – Higher School of Economics, 105187, Moscow, Russia, Kirpichnaya str. 33/5 room 730. [rebiazina@hse.ru](mailto:rebiazina@hse.ru), Tel: +7495 621 13 97, Fax: +7 495 772 95 69.

2. **‘Field and Historical Ethnographic and Mixed Methods Strategies in Research in Marketing for Achieving the Everlasting Quest for Excellence’**: All of papers presented in the 2016 GMC at Hong Kong are eligible for review toward inclusion in the special issue of JGSMS. **Guest Editor: Prof. Arch G. Woodside**, Dept. of Marketing, Carroll School of Management, Boston College, 140 Commonwealth Avenue, Chestnut Hill, MA 02467 USA, [arch.woodside@bc.edu](mailto:arch.woodside@bc.edu), Tel : +1 617 552 3069, Fax : +1 617 552 6677.

If you want your paper to be considered for possible publication in the JGSMS special issues mentioned above, then please inform your intention to Guest Editors.

### **JOURNAL OF GLOBAL FASHION MARKETING**

Journal of Global Fashion Marketing will publish a special issue on **‘Behind the Glamour of Fashion’** with best papers presented in the 2015 ITAA-GAMMA Joint Symposium on the subject mentioned above in this conference. **Guest Co-Editors: Prof. Kim K. P. Johnson**, College of Design, Retail Merchandising Program, University of Minnesota, 240 McNeal Hall, 1985 Buford Ave, St. Paul, MN. 55108, [kjohnson@umn.edu](mailto:kjohnson@umn.edu), **Prof. MiYoung Lee**, Inha University, [mylee@inha.ac.kr](mailto:mylee@inha.ac.kr), If you want your paper to be considered for possible publication in JGFM, then please inform your intention to the co-chairs of ‘2015 ITAA-GAMMA Joint Symposium’.

### **JOURNAL OF BRAND MANAGEMENT**

Journal of Brand Management will publish a special issue on **‘Corporate Branding and Identity-based Value Management in a Global Context’** with best papers presented in 2016 GMC at Hong Kong. **Guest Co-Editors: Prof. Klaus-Peter Wiedmann**, Director of the Institute of Marketing and Management, Leibniz University Hannover, Königsworther Platz 1, D-30167 Hannover, Germany, [wiedmann@m2.uni-hannover.de](mailto:wiedmann@m2.uni-hannover.de), Tel.: +49-511-762-4862, Fax: +49-511-762-3142. **Dr. Shaun M. Powel**, **Dr. Shaun M. Powel**, International Center for Corporate Marketing and Brand Management and School of Management and Marketing, University of Wollongong, Australia, [spowell@uow.edu.au](mailto:spowell@uow.edu.au). **Dr. Joachim Kernstock**, Competence Center for Brand Management, St. Gallen, Switzerland, [joachim.kernstock@km-sg.ch](mailto:joachim.kernstock@km-sg.ch). **Prof. Eun Young Kim**, Dept. of Fashion Design Information, Chungbuk National University, 410 Seongbong-ro, Heungduk-gu, Cheongju, Chungbuk, Republic of Korea, [eunyoungkim@chungbuk.ac.kr](mailto:eunyoungkim@chungbuk.ac.kr), Tel: +82 43 261 2780, Fax: +82 43 261 2792.

### **AUSTRALASIAN MARKETING JOURNAL**

The Australasian Marketing Journal will publish a special issue on **‘Celebrating the Magic of Marketing’**, drawing on the best papers presented at the 2016 ANZMAC-GAMMA Joint Symposium and related tracks. **Guest Editors: Prof. Ian Phau**, School of Marketing, Curtin Business School, GPO Box U1987, Perth WA, Australia 6845, [ian.phau@cbs.curtin.edu.au](mailto:ian.phau@cbs.curtin.edu.au), Tel: +61-8-9266-4014, Fax: +61-8-9266-3937. **Prof. Tony Garrett**, Korea University Business School, #616 LG-POSCO Building, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, [tgarrrett@korea.ac.kr](mailto:tgarrrett@korea.ac.kr), Tel: +82-2-3290-2833.

## **3. AWARDS**

### **GAMMA GLOBAL MARKETER OF THE YEAR AWARD 2016**

Eminent marketing practitioner(s) will be recommended for ‘GAMMA Global Marketer of the Year Award 2016’ who made significant contribution to the advancement of marketing practice.

### **GAMMA GLOBAL SCHOLAR OF THE YEAR AWARD 2016**

Scholar(s) who made significant contribution to the body of knowledge in marketing and management will be recommended for ‘GAMMA Global Scholar of the Year Award 2016’.

## **4. ACADEMIC EXCELLENCE COMMITTEE**

**Academic Excellence Committee Chair: Prof. Charles R. Taylor** (Villanova University), John A. Murphy Professor, Dept. of Marketing, Villanova University, Villanova, PA 19085-1678 USA, [raymond.taylor@villanova.edu](mailto:raymond.taylor@villanova.edu), Tel: +1-610-519-4386 Fax: +1-610-519-5364, Editor of International Journal of Advertising. Academic Excellence Committee is in charge of the total quality control over the conference management process.

## 5. KEYNOTE SPEECH

**‘Engagement: A New Source of Competitive Advantage’:** **Prof. V. Kumar** (Georgia State University), Editor-in-Chief of Journal of Marketing

## 6. Meet the Editors

**Prof. V. Kumar** (Georgia State University), Editor-in-Chief of Journal of Marketing

**Prof. Roland T. Rust** (University of Maryland), Editor of IJRM (International Journal of Research in Marketing)

**Prof. Robert W. Palmatier** (University of Washington), Editor-in-Chief of Journal of Academy of Marketing Science

**Prof. Arch G. Woodside** (Boston College), Editor-in-Chief of Journal of Business Research

**Prof. Constantine Katsikeas** (Leeds University Business School), Editor-in-Chief of Journal of International Marketing

**Prof. David W. Stewart** (Loyola Marymount University), Editor-in-Chief of Journal of Public Policy and Marketing

**Prof. Charles R. Taylor** (Villanova University), Editor of International Journal of Advertising

**Prof. John Cadogan** (Loughborough University), Editor of International Marketing Review

**Prof. Amna Kirmani** (University of Maryland), Editor-in-Chief of Journal of Consumer Psychology

**Prof. Naveen Donthu** (Georgia State University), Editor-Elect of Journal of Business Research

**Prof. C. Anthony Di Benedetto** (Temple University), Editor-in-Chief of Journal of Global Scholars of Marketing Science

**Prof. Eunju Ko** (Yonsei University), Editor-in-Chief of Journal of Global Fashion Marketing

## 7. Workshop

**Building Implementable Case-Based Quantitative Models Using fsQCA (Fuzzy-Set Qualitative Comparative Analysis): Instructor: Prof. Arch G. Woodside**, (Editor of Journal of Business Research) Dept. of Marketing, Carroll School of Management, Boston College, 140 Commonwealth Avenue, Chestnut Hill, MA 02467 USA, [arch.woodside@bc.edu](mailto:arch.woodside@bc.edu), Tel : +1 617 552 3069, Fax : +1 617 552 6677. Format : One day optional workshop. For more information : [stride@changwon.ac.kr](mailto:stride@changwon.ac.kr).

## 8. PROGRAM TRACKS & TRACK CHAIRS

**Marketing and Entrepreneurship: Prof. Robert E. Morgan**, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, UK, [morganre@cardiff.ac.uk](mailto:morganre@cardiff.ac.uk), Tel:+44-2920-870-001, Fax:+44-2920-874-419. **Prof. Yiannis Kouropalatis**, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, UK, [kouropalatis@cardiff.ac.uk](mailto:kouropalatis@cardiff.ac.uk), Tel: +44-29-20-876-845, Fax: +44-2920-874-4419.

**(Re-)establishing Trust in Corporations: Prof. Manfred Schwaiger**, Institute for Market-based Management, Munich School of Management, Ludwig-Maximilians-University of Munich, Kaulbachstr. 45, D-80539 München, Germany, [schwaiger@lmu.de](mailto:schwaiger@lmu.de), Tel.+49-(0)89- 2180-5640, Fax:+49-(0)89-2180-5651.

**International Marketing and Export Management: Prof. Stavroula SPYROPOULOU**, Associate Professor of Marketing, University of Leeds, Email:[ss@lubs.leeds.ac.uk](mailto:ss@lubs.leeds.ac.uk), **Prof. Constantine S. Katsikeas**, Leeds University Business School, Maurice Keyworth Building, University of Leeds, LS2 9JT, U.K., [csk@lubs.leeds.ac.uk](mailto:csk@lubs.leeds.ac.uk), Tel: +44-113-343-2624, Fax: +44-113-343-4885.

**Channel Management: Prof. Sang-Lin Han**, School of Business, Hanyang University, Seoul 133-791, Republic of Korea, [slhan@hanyang.ac.kr](mailto:slhan@hanyang.ac.kr), Tel: 82-2-2220-1071, Fax: 82-2-2220-1169.

**Corporate Branding, Luxury Marketing & Identity-based Value Management: Prof. Klaus-Peter Wiedmann**, Director of the Institute of Marketing and Management, Leibniz University Hannover, Königsworther Platz 1, D-30167 Hannover, Germany, [wiedmann@m2.uni-hannover.de](mailto:wiedmann@m2.uni-hannover.de), Tel.: +49-511-762-4862, Fax: +49-511-762-3142.

**Marketing and New Product Development Capabilities: Prof. Luigi Mario De Luca**, Marketing and Strategy Section, Cardiff Business School, Cardiff University, Aberconway Building, Colum Drive, Cardiff, CF10 3EU, UK, [delucal@cardiff.ac.uk](mailto:delucal@cardiff.ac.uk), Tel: +44-(0)29-2087- 6886, Fax: +44- (0)29-2087-4419. **Prof. Destan Kandemir**, Department of Management Bilkent University, 06800 Bilkent, Ankara Turkey, [destan@bilkent.edu.tr](mailto:destan@bilkent.edu.tr), Tel: +90 312 290 1526, Fax: +90 312 266 4958.

**Marketing Anthropology Research (MAR): Artifacts/Closet Digs, Field Experiments, and Direct**

**Observation of Marketing and/or Customer Interactions and Other Behaviors: Prof. Drew Martin**, College of Business and Economics, University of Hawaii at Hilo, 200 West Kawili Street, Hilo, Hawaii 96720-4091, USA, [drmartin@hawaii.edu](mailto:drmartin@hawaii.edu), Tel: +1-808-974-7553, Fax: +1-808-974-7685. **Prof. Arch G. Woodside**, Dept. of Marketing, Carroll School of Management, Boston College, 140 Commonwealth Avenue, Chestnut Hill, MA 02467 USA, [arch.woodside@bc.edu](mailto:arch.woodside@bc.edu), Tel: +1 617 552 3069, Fax: +1 617 552 6677.

**Global Trends in Sport Management: Prof. Kihan Kim**, Dept. of Sport Science, Seoul National University, 71-410, 599 Gwanak-ro, Gwanak-gu, Seoul, 151-742, Republic of Korea, [kihan@snu.ac.kr](mailto:kihan@snu.ac.kr), Tel: +82-2-880-7792, Fax: +82-2-872-2867.

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**Transcultural Experiences within and beyond Home: Prof. Xiang (Robert) Li**, School of Hotel, Restaurant, and Tourism Management, University of South Carolina, Columbia, SC 29208 USA, [robertli@sc.edu](mailto:robertli@sc.edu), Tel: +1-803-777-2764, Fax: +1-803-777-1224. **Dr. Scott Cohen**, School of Hospitality and Tourism Management, University of Surrey, Guildford, GU2 7XH, UK, [s.cohen@surrey.ac.uk](mailto:s.cohen@surrey.ac.uk), Tel: +44-1483-683985.

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