



**26<sup>th</sup> ANNUAL CIMaR CONFERENCE**  
**CONSORTIUM FOR INTERNATIONAL MARKETING RESEARCH**  
**JUNE 20-23, 2017**  
**FLORENCE, ITALY**

**Conference Co-Chairs:**

**Prof. Simone Guercini, University of Florence**

**Prof. Andrea Runfolà, University of Perugia**

**CONFERENCE THEME**

**LOCAL-GLOBAL CONNECTIONS IN INTERNATIONAL MARKETING**

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**CONFERENCE PROGRAM**

<b>Tuesday, June 20</b>		<b>Venue</b>
<i><b>PRE-CONFERENCE ACTIVITIES</b></i>		
15.00-17.00	<i>Registration</i>	D6 building
15.00-17.00	<i>An interactive workshop on teaching international marketing and business</i> <b>S. Tamer Cavusgil</b> , Georgia State University, <b>Erin Cavusgil</b> , University of Michigan-Flint	D6, Room 0.18
19.00-20.00	<i>Registration continues</i>	Hilton Garden Inn
19.00-20.00	Welcome Reception at Hilton Garden Inn Florence Novoli	Hilton Garden Inn
<i><b>END OF DAY ONE</b></i>		

Wednesday, June 21		
8.30-16.00	Registration	D6 Building
8.30-9.00	Welcome point	D6 Building
9.00-9.15	<b>Opening Ceremony CIMaR 2017 Florence</b> Welcome remarks: <b>Simone Guercini</b> , CIMaR 2017 Co-Chair <b>Andrea Runfolà</b> , CIMaR 2017 Co-Chair <b>Gaetano Aiello</b> , Head of the Department of Economics and Management <b>Vincenzo Zampi</b> , Dean of the School of Economics and Management	D6, Room 0.18
9.15-10.45	<b>Opening Plenary: Future Research Topics in International Marketing</b> <b>Panel Chair: S. Tamer Cavusgil</b> , Georgia State University <b>Panelists:</b> <b>Angela da Rocha</b> , PUC-Rio <b>Adamantios Diamantopoulos</b> , University of Vienna <b>Susan Freeman</b> , University of South Australia Business School <b>Pervez N Ghauri</b> , University of Birmingham <b>Simone Guercini</b> , University of Florence <b>Hartmut Holzmüller</b> , TU Dortmund University <b>Konstantinos Katsikeas</b> , University of Leeds <b>Tage Koed Madsen</b> , University of Southern Denmark <b>Aysegul Ozsomer</b> , Koc University <b>Andrea Runfolà</b> , University of Perugia <b>Kevin Zhou</b> , University of Hong Kong <b>Shaoming Zou</b> , University of Missouri - Columbia	D6, Room 0.18
10.45-11.10	Coffee Break	D6 Building
11.10-12.30	<b>Concurrent Session 1 - Competitive paper discussion (20 minutes each)</b>	
	<b>Track. Branding and International brands</b> <b>Session Chair: Susan Freeman</b>  <div> Miriam Taís Salomão;  Thelma Valeria Rocha;  Vivian Iara Strehlau </div> <i>Building global brand equity: is it a long-term project?</i>  <div> Ulf Elg, Pervez N. Ghauri,  Agnieszka Chidlow </div> <i>The Influence of Inter-Firm Market and Brand Orientation on Firms' Performance</i>  <div> Geir Gripsrud, Erik B. Nes </div> <i>Effects of brand origin confusion on brand image: why sail under a false flag?</i>  <div> Silvia Ranfagni, Andrea Runfolà,  Daria Sarti </div> <i>Beyond the "Made In" effect: authenticity as the joining force of branding and organizational values in international pathways</i>	D6, Room 0.18

	<p><b>Track. SMEs internationalization</b>  <i>Session Chair: Carlos M.P. Sousa</i></p> <p>Marina Kyriakou; Markos Tsogas      <i>Internationalization of SMEs facing adverse economic conditions: A Modeling Approach of Expansion Strategies</i></p> <p>Mikael Hilmersson; Martin Johanson      <i>International Learning Strategy, Speed of Learning and Speed of SME Internationalization</i></p> <p>Carlos M. P. Sousa; Emilio Ruzo; Concepción Varela      <i>Internal Antecedents of Export Performance in SMEs: An Analysis of Mediating and Moderating Effects</i></p> <p>Constanza Bianchi      <i>Drivers of Emerging Market SME International Performance</i></p>	D6, Room 1.11
	<p><b>Track. International Business &amp; Strategy</b>  <i>Session Chair: Angela da Rocha</i></p> <p>Gilberto Figueira da Silva, Jorge Ferreira da Silva, Angela da Rocha      <i>Taking Services to Foreign Markets: A Taxonomy of International Services Firms</i></p> <p>Roberta Aguzzoli, Jorge Lengler, Carlos M.P. Sousa, Qun Tan      <i>Styles of management, human resource policies and practices, and export performance of Brazilian firms</i></p> <p>Antonio Picciotti, Marina Gigliotti, Massimo Cossignani      <i>Why enterprises do not invest in Europe? An empirical analysis on factors influencing FDI decisions</i></p> <p>Svetla Marinova, Marin Marinov      <i>Contextualizing the Meaning of Value Creation</i></p>	D6, Room 0.06
	<p><b>Work-in-progress session – Abstract discussion (10 minutes each)</b>  <i>Session Chair: Teyfik Dalgic</i></p> <p>Hartmut H. Holzmüller; Simone Guercini; Sabrina Heix; Philip J. Rosenberger III; Andrea Runfola; Chengli Shu      <i>To pimp up or not to pimp up your local product with a second language? Effects of Dual-Language Labelling on Product Attractiveness</i></p> <p>Philipp Simbrunner, Bodo B. Schlegelmilch      <i>Cross-cultural differences in cognitive biases. Does moral licensing work the same way in Europe and Asia?</i></p> <p>Thelma Valeria Rocha, Eduardo Eugenio Spers, Felipe Mendes Borini, Fabiano Rodrigues      <i>The influence of company global mindset in the internationalization process of Brazilian franchises</i></p>	D6, Room “Bracco”

	<p>Chang, Jeanine, Bai, Xuan, Wang, Jeff Jianfeng      <i>Match of IJV partners: knowledge co-creation and performance</i></p> <p>Maggie Chuoyan Dong, Kevin Zhou, En Xie      <i>Managing Role Ambiguity and Conflict between Channel Partners in Uncertain Market Conditions: The Role of Governance Mechanisms</i></p> <p>Agnieszka Zablocki, Bodo Schlegelmilch      <i>A theoretical framework on the influence of e-wom on customer-based brand equity</i></p>	
12.30-14.00	Lunch at College House	College House
14.00-15.00	Keynote Speaker - <b>Constantine S. Katsikeas</b> - University of Leeds <i>Session Chairs: Simone Guercini and Andrea Runfola</i>	D6, Room 0.18
15.00-15.30	Coffee Break	D6 Building
15.30-16.50	<b>Concurrent Session 2 – Competitive paper discussion (20 minutes each)</b>	
	<p><b>Track. International Business &amp; Strategy</b> <i>Session Chair: Tage Koed Madsen</i></p> <p>Maria Luiza Carvalho de Aguiar Pinho, Angela da Rocha      <i>Expanding International Licensing Theory and Research: Challenges and Opportunities</i></p> <p>Leonidas C. Leonidou, Bilge Aykol, Jorma Larimo, Paul Christodoulides      <i>The role of emotional intelligence in reducing infidelity incidents in exporter-importer relationships</i></p> <p>Geir Gripsrud, Auke Hunneman and Carl Arthur Solberg      <i>The survival of new ventures in exporting</i></p> <p>Reo Song, Sangkil Moon, Haipeng (Allan) Chen      <i>The Effect of Culture on Product Evaluations</i></p>	D6, Room 0.18
	<p><b>Track. Supply chain &amp; Business to Business marketing</b> <i>Session Chair: Jeff Jiafeng Wang</i></p> <p>Juan Manuel Ramón-Jerónimo; Raquel Flórez-López; Lisa Jack      <i>Supply chain risk and performance management in Food Industry</i></p> <p>Tiia Vissak, Barbara Francioni      <i>Internationalization: the role of network relationships and decision-making logic</i></p> <p>Enrico Baraldi, Francesco Ciabuschi, Gian Luca      <i>Business Relationships' International Interconnectedness: Effects on Subsidiaries Development and Headquarter relationships</i></p>	D6, Room 1.11

	Gregori, Olof Lindahl, Andrea Perna	
	<p><b><i>Track. Consumer behaviour and buying</i></b>  <b><i>Session Chair: Silvia Ranfagni</i></b></p> <p>Tevfik Dalgic, Sevtap Unal, Ezgi Akar      <i>How Avatars Help Enhancing Self-Image Congruence: Implications for International Marketers</i></p> <p>Gautam Dutta, Abhishek Dutta      <i>Assessing the Negative Effects of Country- Of- Origin for Automobile Marketing in Developed Country Markets: Application of Barrier Approach</i></p> <p>James Reardon, Irena Vida, Donata Vianelli, Vilte Auruskeviciene      <i>An examination of mechanisms underlying domestic vs. foreign purchase bias before and during an economic crises: Longitudinal evidence across three countries</i></p> <p>Ezgi Akar, Tevfik Dalgic      <i>Analyzing online consumers' purchase intentions: the perspectives for international e-marketers</i></p>	D6, Room 0.06
	<p><b><i>Work-in-progress session – Abstract discussion (10 minutes each)</i></b>  <b><i>Session Chair: Patrizia De Luca</i></b></p> <p>Ge Xiao      <i>Market Expansion in China: A Cultural Study of the Chinese Social Network Users</i></p> <p>Carlos Gonzalo Penela, Patrizia de Luca, Giovanna Pegan      <i>Consumer online search and keywords analysis. What can Google tell us about Old World wine in the US market?</i></p> <p>Michela C. Mason, Andrea Moretti, Adriano Paggiaro, Francesco Raggiotto      <i>Fast-food consumer behavior and culture. A cross-cultural perspective: Export product adaptation consequences on creating customer value for export markets</i></p> <p>Olimpia C. Racela, Amonrat Thounrunroje      <i>Internationalization Decision Making Under Uncertainty: Evidence from Three Studies in Myanmar</i></p> <p>Kalanit Efrat; Shaked Gilboa      <i>Brand Image and Performance – The Born-Global Case</i></p> <p>Živa Kolbl, Maja Arslanagić-Kalajdžić, Adamantios Diamantopoulos      <i>Stereotyping Domestic and Foreign Brands: Navigating Brand Preference through Warmth and Competence</i></p>	D6, Room “Bracco”
<b>END OF DAY TWO</b>		

Thursday, June 22		
8.30-16.00	<i>Registration</i>	D6 Building
8.30-10.10	<b>Deans' Panel: Challenges and Opportunities in Business School Education and Research</b> <i>Chair: S. Tamer Cavusgil, Georgia State University</i> <i>Deans:</i> <i>Cuneyt Evirgen, Sabanci University</i> <i>Peter Moizer, University of Leeds</i> <i>Rich Phillips, Georgia State University</i> <i>Hasan Pirkul, University of Texas-Dallas</i> <i>Carl Arthur Solberg, Norwegian Business School</i> <i>Vincenzo Zampi, University of Florence</i>	D6, Room 0.18
10.10-10.40	Coffee Break	D6 Building
10.40-12.00	<b>Concurrent Session 3 - Competitive paper discussion (20 minutes each)</b>	
	<b>Track. International Business &amp; Strategy</b> <i>Session Chair: Hartmut Holzmüller</i>  <div> Simone Guercini, Andrea Runfolà How do you really know international markets? Heuristics in use in exporting SMEs </div> <div> Claude Obadia, Raluca Mogos Descotes Cross-Border Marketing Mix and Exporter Performance </div> <div> Jing Song, J. Betty Feng, Naveen Donthu Global Brands Personality and Equity Perception in Emerging Markets: A Comparison Study between the American and Chinese Consumers </div> <div> Mithat Uner, Erin Cavusgil, S. Tamer Cavusgil BOT (Build, Operate, Transfer) Projects in International Marketing --A Resilient Entry Mode Strategy with New Twists: The Case of Yavuz Sultan Selim Bridge in Istanbul </div>	D6, Room 0.18
	<b>Track. Branding and International brands</b> <i>Session Chair: Thelma Valeria Rocha</i>  <div> Reynaldo Dannecker Cunha, Sergio Garrido Moraes, Thelma Valeria Rocha, Vivian Iara Strehlau "Glocal" prices as a strategic component to brand positioning </div> <div> Christina Sichtmann, Vasileios Davvetas, Adamantios Diamantopoulos The Relational Value of a Brand's Perceived Globalness and Localness </div>	D6, Room 1.11

	<p>Rui Guo, Lan Tao, Yan Xiong</p> <p><i>Timely or Considered? Brand Trust Repair Strategies and Mechanism after Greenwashing in Chinese Green Supply Chains—From a Legitimacy Perspective</i></p> <p>Teresa Sádaba, Patricia Sanmiguel, Simone Guercini</p> <p><i>Is digital fashion a “Flat World”? An analysis about online internationalization of fashion Brands and Markets</i></p>	
	<p><b>Track. International Business &amp; Strategy</b>  <b>Session Chair: Philipp Simbrunner</b></p> <p>Qun Tan, Carlos M. P. Sousa, Wei Jiang, Jorge Lengler</p> <p><i>Is Home Country Government Support Always Good for OFDI Firms?</i></p> <p>Swati Singh, Ralf Wagner</p> <p><i>National Dynamics of Home-grown Business in India</i></p> <p>Katharina Maria Hofer, Lisa M. Niehoff-Hoeckner, Dirk Totzek, Martin Frantz</p> <p><i>Organizational Aspects of Export Pricing and Price Adaptation: What about their Influence on Export Performance?</i></p> <p>Noelia Jiménez Asenjo de Pedro, Diana A. Filipescu</p> <p><i>Cheers in china! international marketing policies of Catalan cava</i></p>	D6, Room 0.14
	<p><b>Work-in-progress session – Abstract discussion (10 minutes each)</b>  <b>Session Chair: Silvia Ranfagni</b></p> <p>Maureen Benson-Rea, Susan Freeman, Christina Stringer</p> <p><i>Getting back to basics: investigating the micro-foundations of rapid internationalisation</i></p> <p>Yoel Asseraf ; Aviv Shoham; Itzhak Gnizy</p> <p><i>Marketing Doctrine: How Simple Marketing Principles Can be used to Navigate International Ventures?</i></p> <p>Shaked Gilboa, Iris Vilnai-Yavetz, Jean Charles Chebat, Vince Mitchell, Adilson Borges, Kwabena Frimpong</p> <p><i>Mall shoppers’ behavior – global or local? A cross-cultural study of mall experiences</i></p> <p>Stella Yiyun Li, Liyuan Wei, John Jianjun Zhu</p> <p><i>Understanding Foreign Brand Competition in China: Strategies, Regional Distinctiveness and Social Media Influences</i></p> <p>Maria Karampela, Nadine Waehning</p> <p><i>Local Heritage – A Hindrance or A Catalyst for Successful Internationalization Initiation? Empirical Evidence from Micro-Businesses in the British Craft-Brewing Industry</i></p>	D6, Room “Bracco”
12.00-13.30	Lunch at College House	College House

13.30-14.30	<b>Meet the Editors Session</b> <i>Chair: Pervez Ghauri, University of Birmingham</i> Editors: <i>S. Tamer Cavusgil, Rutgers Business Review</i> <i>Tevfik Dalgic, Journal of Marketing and Strategic Management</i> <i>Susan Freeman, International Marketing Review</i> <i>Pervez Ghauri, International Business Review</i> <i>Constantine Katsikeas, Journal of International Marketing</i> <i>Shaoming Zou, Advances in International Marketing</i>	D6, Room 0.18
14.30-15.00	Coffee Break	D6 Building
15.00-16.20	<b>Concurrent Session 4 - Competitive paper discussion (20 minutes each)</b>	
	<b>Track. Consumer behaviour and buying</b> <i>Session Chair: Shaoming Zou</i>  <div> Vasileios Davvetas, Georgios Halkias Global and Local Brand Stereotypes: Affect, Approach-Avoidance Behavior, and Consumer-Brand Relationship Building </div> <div> Dario Miocevic; Srdan Zdravkovic Exploring the contingencies of consumer acculturation process: the expatriate perspective </div> <div> Roy Toffoli; Ahlem Hajjem; Michel Librowicz Differences in country image cognitive processing between western (analytic) and eastern (holistic) cultures: a conceptual framework </div> <div> Adnane Alaoui; Véronique Flambard Sensorial Marketing: A cross-cultural Comparison between UK and France </div>	D6, Room 0.18
	<b>Track. Consumer behaviour and buying</b> <i>Session Chair: Aysegul Ozsomer</i>  <div> Christina Sichtmann, Milena Micevski, Sabine Artner Does It Matter Who You Are or What You Do? Immigrant Customers' Cultural and Behavioural Attributions of Service Quality </div> <div> Sevtap Unal The role of consumer animosity in us consumers' intention to buy Turkish products </div> <div> Ling Jiang, Huachao Gao, Linda Shi Hui Power Distance Belief, Social-Function Attitude and Luxury Consumption </div> <div> Hongli Wang, Chun Zhang Trust and distrust: necessary evils in bribery exchanges </div>	D6, Room 1.11
	<b>Track. New international business</b> <i>Session Chair: Kevin Zhou</i>  <div> Simone Guercini, Matilde Milanesi Heuristics in international business: a review of the literature </div>	D6, Room 0.14



	<p>Vaibhav Gupta, Susan Freeman, Shruti Sardeshmukh</p> <p>Simone Guercini, Andrea Runfola, Silvia Ranfagni</p>	<p><i>Recognition of Legitimacy Needs by Early Internationalisers</i></p> <p><i>E-commerce internationalization in the top luxury fashion brands: some emerging strategic issues</i></p>	
17.45	<b>Meeting point in front of building D4 – Novoli Campus – Buses for Conference Gala Dinner</b>		D4 Building
18.45-22.45	<b>Gala Dinner at Villa Viviani</b>		Villa Viviani
22.45	<b>Meeting point in front of Villa Viviani - Buses for Novoli Campus D4 Building</b>		Villa Viviani
<p><i>END OF DAY THREE</i></p>			
<p><b>Friday, June 23</b></p>			
10.00-11.30	<p><b>Conversation with Italian Business Executives</b></p> <p><i>Session Chairs:</i> Simone Guercini and Andrea Runfola</p> <p><b>Ferdinando Borgese</b>, Head of Global Marketing, Kedrion Biopharma  <b>Filippo Marini</b>, Head of Marketing, Marchesi de' Frescobaldi  <b>Massimiliano Paoleschi</b>, Chief Financial Officer, Ferrero China  <b>Riccardo Verdoia</b>, Chief Financial Officer, Luisaviaroma.com</p>		D6, Room 0.18
16.00-18.00	<p><b>Meeting point: City Centre</b></p> <p>Cultural tour “Discovering Florence”</p>		
<p><i>CONFERENCE ADJOURNS</i></p>			