



UNIVERSITÀ
DEGLI STUDI
FIRENZE
Scuola di
Economia e
Management



26th 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 Runfola, University of Perugia

CONFERENCE THEME

LOCAL-GLOBAL CONNECTIONS IN INTERNATIONAL MARKETING

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CONFERENCE PROGRAM

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

Wednesday, June 21		
8.30-16.00	Registration	D6 Building
8.30-9.00	Welcome point	D6 Building
9.00-9.15	Opening Ceremony CIMaR 2017 Florence Welcome remarks: Simone Guercini , CIMaR 2017 Co-Chair Andrea Runfola , CIMaR 2017 Co-Chair Gaetano Aiello , Head of the Department of Economics and Management Vincenzo Zampi , Dean of the School of Economics and Management	D6, Room 0.18
9.15-10.45	Opening Plenary: Future Research Topics in International Marketing Panel Chair: S. Tamer Cavusgil , Georgia State University Panelists: Angela da Rocha , PUC-Rio Adamantios Diamantopoulos , University of Vienna Susan Freeman , University of South Australia Business School Pervez N Ghauri , University of Birmingham Simone Guercini , University of Florence Hartmut Holzmüller , TU Dortmund University Konstantinos Katsikeas , University of Leeds Tage Koed Madsen , University of Southern Denmark Aysegul Ozsomer , Koc University Andrea Runfola , University of Perugia Kevin Zhou , University of Hong Kong Shaoming Zou , University of Missouri - Columbia	D6, Room 0.18
10.45-11.10	Coffee Break	D6 Building
11.10-12.30	Concurrent Session 1 - Competitive paper discussion (20 minutes each)	
	Track. Branding and International brands Session Chair: Susan Freeman <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 Runfola, 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>Track. SMEs internationalization <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>Track. International Business & Strategy <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>Work-in-progress session – Abstract discussion (10 minutes each) <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	<p>Keynote Speaker - Constantine S. Katsikeas - University of Leeds</p> <p>Session Chairs: <i>Simone Guercini and Andrea Runfola</i></p>	D6, Room 0.18
15.00-15.30	Coffee Break	D6 Building
15.30-16.50	Concurrent Session 2 – Competitive paper discussion (20 minutes each)	
	<p>Track. International Business & Strategy Session Chair: <i>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>Simone Guercini, Matilde Milanesi <i>Heuristics in international business: a review of the literature</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>Track. Supply chain & Business to Business marketing Session Chair: <i>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><i>Track. Consumer behaviour and buying</i> <i>Session Chair: Silvia Ranfagni</i></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 Auraskeviciene <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><i>Work-in-progress session – Abstract discussion (10 minutes each)</i> <i>Session Chair: Patrizia De Luca</i></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”
END OF DAY TWO		

Thursday, June 22		
8.30-16.00	<i>Registration</i>	D6 Building
8.30-10.10	Deans' Panel: Challenges and Opportunities in Business School Education and Research <i>Chair: S. Tamer Cavusgil, Georgia State University</i> Deans: <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	Concurrent Session 3 - Competitive paper discussion (20 minutes each)	
	Track. International Business & Strategy <i>Session Chair: Hartmut Holzmüller</i> <div> Min Ju; Kevin Zheng Zhou; Gerald Yong Gao Marketing Capability and New Product Development: Implications for International Ventures Operating in Emerging Markets </div> <div> Claude Obadia, Raluca Mogos Descotes Cross-Border Marketing Mix and Exporter Performance </div> <div> Simone Guercini, Andrea Runfola How do you really know international markets? Heuristics in use in exporting SMEs </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
	Track. Branding and International brands <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 <i>Timely or Considered? Brand Trust Repair Strategies and Mechanism after Greenwashing in Chinese Green Supply Chains—From a Legitimacy Perspective</i></p> <p>Jing Song, J. Betty Feng, Naveen Donthu <i>Global Brands Personality and Equity Perception in Emerging Markets: A Comparison Study between the American and Chinese Consumers</i></p>	
	<p>Track. International Business & Strategy Session Chair: Philipp Sinbrunner</p> <p>Qun Tan, Carlos M. P. Sousa, Wei Jiang, Jorge Lengler <i>Is Home Country Government Support Always Good for OFDI Firms?</i></p> <p>Swati Singh, Ralf Wagner <i>National Dynamics of Home-grown Business in India</i></p> <p>Katharina Maria Hofer, Lisa M. Niehoff-Hoeckner, Dirk Totzek, Martin Frantz <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 <i>Cheers in china! international marketing policies of Catalan cava</i></p>	D6, Room 0.14
	<p>Work-in-progress session (10.30-11.30) – Abstract discussion (10 minutes each) Session Chair: Silvia Ranfagni</p> <p>Teresa Sádaba, Patricia Sanmiguel, Simone Guercini <i>Is digital fashion a “Flat World”? An analysis about online internationalization of fashion Brands and Markets</i></p> <p>Maureen Benson-Rea, Susan Freeman, Christina Stringer <i>Getting back to basics: investigating the micro-foundations of rapid internationalisation</i></p> <p>Yoel Asseraf ; Aviv Shoham; Itzhak Gnizy <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 <i>Mall shoppers’ behavior – global or local? A cross-cultural study of mall experiences</i></p> <p>Stella Yiyan Li, Liyuan Wei, John Jianjun Zhu <i>Understanding Foreign Brand Competition in China: Strategies, Regional Distinctiveness and Social Media Influences</i></p> <p>Maria Karampela, Nadine Waehning <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	Meet the Editors Session Chair: Pervez Ghauri , University of Birmingham Editors: S. Tamer Cavusgil , Rutgers Business Review Tevfik Dalgic , Journal of Marketing and Strategic Management Susan Freeman , International Marketing Review Pervez Ghauri , International Business Review Constantine Katsikeas , Journal of International Marketing Shaoming Zou , Advances in International Marketing	D6, Room 0.18
14.30-15.00	Coffee Break	D6 Building
15.00-16.20	Concurrent Session 4 - Competitive paper discussion (20 minutes each)	
	Track. Consumer behaviour and buying Session Chair: Shaoming Zou Vasileios Davvetas, <i>Global and Local Brand Stereotypes: Affect, Approach-Avoidance Behavior, and Consumer-Brand Relationship Building</i> Dario Miocevic; Srdan Zdravkovic <i>Exploring the contingencies of consumer acculturation process: the expatriate perspective</i> Roy Toffoli; Ahlem Hajjem; Michel Librowicz <i>Differences in country image cognitive processing between western (analytic) and eastern (holistic) cultures: a conceptual framework</i> Adnane Alaoui; Véronique Flambard <i>Sensorial Marketing: A cross-cultural Comparison between UK and France</i>	D6, Room 0.18
	Track. Consumer behaviour and buying Session Chair: Ulf Elg Christina Sichtmann, Milena Micevski, Sabine Artner <i>Does It Matter Who You Are or What You Do? Immigrant Customers' Cultural and Behavioural Attributions of Service Quality</i> Sevtap Unal <i>The role of consumer animosity in us consumers' intention to buy Turkish products</i> Ling Jiang, Huachao Gao, Linda Shi Hui <i>Power Distance Belief, Social-Function Attitude and Luxury Consumption</i> Hongli Wang, Chun Zhang <i>Trust and distrust: necessary evils in bribery exchanges</i>	D6, Room 1.11
	Track. New international business Session Chair: Kevin Zhou	D6, Room 0.14

	<p>Simone Guercini, Andrea Runfola, Silvia Ranfagni</p> <p>Geir Gripsrud, Auke Hunneman and Carl Arthur Solberg</p> <p>Vaibhav Gupta, Susan Freeman, Shruti Sardeshmukh</p>	<p><i>E-commerce internationalization in the top luxury fashion brands: some emerging strategic issues</i></p> <p><i>The survival of new ventures in exporting</i></p> <p><i>Recognition of Legitimacy Needs by Early Internationalisers</i></p>	
17.45	Meeting point in front of building D4 – Novoli Campus – Buses for Conference Gala Dinner		D4 Building
18.45-22.45	Gala Dinner at Villa Viviani		Villa Viviani
22.45-23.30	Meeting point in front of Villa Viviani - Buses for Novoli Campus D4 Building		Villa Viviani
<p><i>END OF DAY THREE</i></p>			
<p>Friday, June 23</p>			
10.00-11.30	<p>Conversation with Italian Business Executives</p> <p><i>Session Chairs:</i> Simone Guercini and Andrea Runfola</p> <p>Ferdinando Borgese, Head of Global Marketing, Kedrion Biopharma</p> <p>Filippo Marini, Head of Marketing, Marchesi de' Frescobaldi</p> <p>Massimiliano Paoleschi, Chief Financial Officer, Ferrero China</p>		D6, Room 0.18
15.00-17.00	<p>Meeting point: City Centre</p> <p>Cultural tour “Discovering Florence”</p>		
<p><i>CONFERENCE ADJOURNS</i></p>			