

Advances in International Marketing

Call for Papers for a Special Volume

MARKETING INNOVATION IN AND FROM EMERGING MARKETS

Ruey-Jer 'Bryan' Jean & Jyh-Shen Chiou

Guest Editors

Submission Deadline: 30 November 2012

Advances in International Marketing invites the submission of articles pertaining to the topic of "Marketing Innovation, in, and from Emerging Markets". Accelerating trends toward the globalization of innovation provide researchers with a unique opportunity to develop interesting and compelling conceptualizations of the innovation phenomenon in emerging markets. Some MNEs are using emerging markets as a platform for technology-enabled innovation rather than as traditional manufacturing hubs. For example, global automotive companies such as Volkswagen and GM are working with Chinese partners to develop innovative low-cost models and local brands in China. In addition, emerging-market firms are trying to build new business models to develop innovative product/service for global customers. For example, Taiwanese electronics company ASUS launched the ultra-low cost Eee PC and registered successful international growth.

These emerging trends provide an inviting contextual background for international marketing scholars to develop theoretical and empirical work and to deepen their understanding of this phenomenon. Theoretically, it is not at all obvious that our established theories and empirical generalizations apply in emerging market contexts. Thus, we seek theoretical and empirical papers focusing on marketing innovation in and from emerging markets from perspectives of strategy, innovation, and new product development, and consumer behavior, in a global context.

We invite conceptual, theory-building, and empirical studies which highlight cross-disciplinary perspectives. This special issue aims to present research on the state of the art practices of innovation in and from emerging markets. We hope for contributions that span a variety of functional areas, including international consumer marketing, business-to-business marketing or services marketing and their relevance to innovation in and from emerging markets. We encourage manuscript submissions that include, but are not limited to, the following topics:

- Success factors for developing product and service innovations for emerging markets
- Innovation strategies for MNCs in emerging markets
- Product- and service-innovation alignment with corporate sustainability efforts in emerging markets
- Managing R&D in emerging markets
- Initiating and managing reverse innovation
- Innovations along the global supply chain in emerging markets
- Innovation strategy for new ventures from emerging markets
- Consumer responses to product and service innovations from emerging markets
- The role of institutions and their influence on innovation generation in and from emerging markets

Above and beyond papers specifically focused on these issues, we invite papers on all marketing aspects of global business activity, including issues in international marketing management, consumer behavior, and supply chains. Regardless of focus, papers should make a substantive contribution to knowledge regarding the role of marketing in global business.

Submission information

- All papers will be subjected to double-blind peer review.
- Authors should follow APA guidelines
- Authors should submit an electronic copy of their manuscript as a word-file which does not reveal their identity in the document (remove personal information from file properties in the tools-options-security tab).
- Submit your papers via the East Chair systems following the below link <https://www.easychair.org/account/signin.cgi?timeout=1;conf=aim20122>
- Submission deadline: **November 30, 2012**. However, earlier submissions are strongly recommended.
- The review process will take approx. 3-4 months
- Please contact the guest editors for further guidance:
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About Advances in International Marketing

Professor Shaoming Zou is the Editor-in-Chief of *Advances in International Marketing*, one of the oldest and most influential monograph series dedicated to issues in international marketing (see the Emerald book page at <http://www.emeraldinsight.com/products/books/series.htm?id=1474-7979>). For almost two decades, the AIM series has made unique contributions to the field through publishing original and high-quality essays that address various aspects of export and multinational marketing. Most recently, it is ranked as one of the top ten journals that have the most impact in international business research in the categories of total citations and impact factors (DuBois and Reeb, 2000). *Advances in International Marketing* is published by Emerald.

About the Guest Editors

Ruey-Jer 'Bryan' Jean is Assistant Professor in International Business at National Chengchi University, Taiwan. He received his PhD from Manchester Business School, UK. His research focuses on interorganizational relationship management with particularly emphasis on online and international contexts. His work has been published in journals such as *Journal of International Business Studies*, *Management International Review*, *Journal of Business Research*, *Journal of International Marketing*, *International Marketing Review*, *International Business Review* and other journals.

Jyh-Shen Chiou is Professor in Marketing at National Chengchi University, Taiwan. He received his PhD from Michigan State University. His research focuses on service marketing and e-commerce. His work has been in journals such as *Journal of the Academy of Marketing Science*, *Journal of Interactive Marketing*, *European Journal of Marketing*, *Psychology & Marketing*, *Journal of Business Research*, *Journal of Global Marketing* and other journals.