



UNIVERSITÀ
DEGLI STUDI
FIRENZE
Scuola di
Economia e
Management



CALL FOR PAPERS

26th ANNUAL CIMaR CONFERENCE CONSORTIUM FOR INTERNATIONAL MARKETING RESEARCH JUNE 20-23, 2017 FLORENCE, ITALY

Conference Chair: Prof. Simone Guercini, University of Florence
Co-Chair: Prof. Andrea Runfola, University of Perugia

CONFERENCE THEME

"LOCAL-GLOBAL CONNECTIONS IN INTERNATIONAL MARKETING"

CONFERENCE CO-SPONSORS

JOURNAL OF INTERNATIONAL MARKETING
AND
GEORGIA STATE UNIVERSITY CIBER

SUBMISSION DEADLINE: **31 JANUARY 2017**

CIMaR 2017 Conference will be hosted by the **School of Economics and Management, University of Florence**, Florence, Italy. Florence is recognized worldwide as the cradle of the Renaissance and is the home of University of Florence. CIMaR 2017 Conference will be hosted by the School of Economics and Management at the Novoli Campus. Georgia State University CIBER serves as a co-sponsor.

CIMAR – Consortium for International Marketing Research - has served as an informal and effective networking community for international marketing scholars for 26 years now. CIMaR is an informal, global network of scholars who share research and professional development interests in international marketing.

CIMaR 2017 organizers are inviting participants to submit their paper proposals on a broad range of international marketing topics. In addition, we wish to receive submissions on the special topic of **"Local-Global Connections in International Marketing"**. Businesses active in international markets often reflect their local heritage. In other words, they are endowed with the resources, capabilities, and entrepreneurial spirit of the region they originate from. Such a heritage becomes part of their character, market appeal, and global positioning. In this respect, the case of

Italy is particularly significant. In fact, most of the companies operating within traditional and labor intensive industries (such as fashion, furniture and food), have relied on local connections to develop internationally. In the past, these firms with unique regional heritage contributed to the global success of the "Made in Italy" brands around the world.

More recently, the profile of entrepreneurial companies operating in Italy has seen considerable challenges to compete with firms from emerging markets. A unique dimension of the Italian commercial landscape is the long-lasting relationships between the firms and their local communities. Yet, due to the evolution of local firms and markets, we are now observing fundamental shifts in the Italian business. A special case in point is the Chinese immigrant businesses working in the fashion industry in the Florence region. Today a second generation of Chinese entrepreneurs is addressing the challenge of cultivating international markets by means of both their local, in Italy, and home-country, in China, connections and relationships.

Both local and global connections represent ways to develop internationally. A special case in this respect is the initiation of relationships with global online players to meet an increasing demand of luxury items, especially in new emerging markets. To sum up, the capability of matching local heritage and global connections to gain international market success is a special focus for CIMaR 2017 Conference.

Therefore, we seek papers addressing a variety of topics including the following:

- Local heritage to support the internationalization of the firm;
- Family business in a global context;
- Ethnic entrepreneurship;
- Global brand building;
- New global connections for international market development;
- Global online markets and new opportunities for international expansion;
- Tradeoffs between local and global connections for international growth;
- Industrial districts, local clusters and internationalization of the firm;
- New generations, entrepreneurship and international development;
- Generational change and local-global connections, and:
- Review papers or meta-analytic studies.

Paper Submission

We invite submissions of completed manuscripts, research abstracts, and special session proposals.

Completed manuscripts will be considered for competitive paper sessions, and should not exceed about 30 pages in length (double-spaced).

Structured abstracts specifying the purpose of the paper, the design/methodological approach, key findings, research, managerial and social implications, as well as its originality will be considered for research workshops, and should be about 2 pages in length (double-spaced). (For a guide on writing abstracts, see for example:

<http://www.emeraldgrouppublishing.com/authors/guides/write/abstracts.htm>).

Proposals for special sessions should focus on an emerging issue and identify prospective speakers, and should not exceed 4 pages in length (double-spaced).

All submissions should be in digital format (MS Word file) by 31 January 2017 by email to: florence@cimar2017.unifi.it. All identifying information should be contained in a separate file with the names and affiliations of all authors. Manuscripts should follow [the style guidelines of the *Journal of International Marketing*](#) and be submitted with the understanding that they are original, unpublished works and are not being reviewed elsewhere. A "Best Competitive Paper" for the conference will be selected by the CIMaR 2017 Advisory Board.

Publication Opportunities

Accepted papers will be published in the conference proceedings in digital format. Authors can choose to publish either their full manuscripts or extended abstracts in the proceedings and should indicate this preference when first submitting their work.

***Journal of International Marketing* Co-Sponsorship and JIM – CIMaR Collaboration**

Prof. Constantine Katsikeas, [Journal of International Marketing](#) (JIM) Editor-in-Chief, and Prof. S. Tamer Cavusgil, CIMaR co-founder and JIM Founding Editor, are pleased to announce an ongoing collaboration that includes co-sponsorship of annual CIMaR conferences as well as an exciting opportunity for CIMaR members to have their full-length papers considered for publication in the *Journal of International Marketing*. Thus CIMaR 2017 Annual Conference participants will benefit from a unique opportunity to have their submissions be considered for publication in this highly prestigious journal.

Professors Katsikeas and Cavusgil will work closely with CIMaR 2017 Annual Conference co-chairs, and a screening committee, to identify top papers presented at the conference with a view to their further refinement to make them suitable for publication consideration in the *Journal of International Marketing*. This screening committee will select full-length, meritorious papers, and mentor their authors prior to a formal review process by the JIM. CIMaR 2017 Annual Conference participants will also be able to discuss their papers with Prof. Katsikeas to elicit recommendations for revision.

Advances in International Marketing

In addition, in collaboration with Professor Shaoming Zou, Editor-in-Chief of the *Advances in International Marketing*, accepted manuscripts will be considered for publication in [Advances in International Marketing](#) through a double-blind review process.

S. Tamer Cavusgil Best Paper Award

As in the past, the overall best conference paper will be honored with the awarding of ***S. Tamer Cavusgil Best Paper Award***, in honor of CIMaR co-founder, Professor S. Tamer Cavusgil, Georgia State University. The winner will be announced at the gala dinner and the author(s) of the best paper will receive a U.S. \$1,000 monetary award.

Important dates

- Deadline for paper submission: **31 January 2017**
- Acceptance notification: **28 February 2017**
- Conference dates: **20-23 June 2017**

For more information, please contact:

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