ALL TIMES LISTED ARE IN U.S. EASTERN TIME

2021 Theory and Practice in Global Marketing
Post-AMA Winter Academic Conference Event

----- Agenda -----

Saturday, February 20

8:00-8:20 AM – Welcome Address by Conference Co-chairs: Kelly Hewett, University of Tennessee; Cheryl Nakata, University of North Carolina at Greensboro; and Kay Peters, University of Hamburg

Presentations with Interactive Discussions

08:30-9:20 AM
Presentation Title: Cultural Differences in Consumers’ Reactions to Brand Activism
Authors: Sourjo Mukherjee, Audencia Business School; Shankha Basu, Leeds University; Sourindra Banerjee, Leeds University
Moderator-Discussant: Goksel Yalcinkaya, University of New Hampshire

09:20-10:10 AM
Presentation Title: What Drives Royalty Rates in International Franchising?
Authors: Jennifer Zeissler, University of Hamburg; Timo Mandler, Toulouse Business School; Jeeyeon Kim, National Sun Yat-Sen University
Moderator-Discussant: Kersi Antia, University of Western Ontario

10:10 – Break

10:30-11:20 AM
Presentation Title: Domestic- and Foreign-sounding Brands in an Emerging Market
Authors: Vitor Azzari, Felipe Zambaldi, Leandro A. Guissoni, Fundação Getulio Vargas, Brazil; Jonny M. Rodrigues, University of Sao Paulo
Moderator-Discussant: Timo Mandler, Toulouse Business School

11:20 AM -12:10 PM
Presentation Title: Every Brand Tells a Story: Creating Values in Emerging Markets
Authors: Michael A.J. Saren, Marta Gasparin, William Green, Martin Quinn, University of Leicester
Moderator-Discussant: Sourindra Banerjee, Leeds University

12:10 PM – Break
ALL TIMES LISTED ARE IN U.S. EASTERN TIME

01:00-01:50 PM
Presentation Title: The Impact of Global Brand Protection on Firm Risk
Authors: Xiaoyun Zheng, Ahmet H. Kirca, Hang Nguyen, Michigan State University
Moderator-Discussant: Henrik Sattler, University of Hamburg.

01:50-02:40 PM
Presentation Title: City Patronage Around the Globe: Investigating Changes in Retailing Patterns
Authors: Julian Wichmann, Werner Reinartz, Thomas Scholdra, University of Cologne
Moderator-Discussant: Annette Tower, Clemson University

02:40-03:30 PM
Presentation Title: Country-Level Advertising and Consumption Growth: The Moderating Role of Income Inequality and Financial Development
Authors: Cem S. Bahadir, University of North Carolina at Greensboro; Berrak Bahadir, Florida International University
Moderator-Discussant: John Ford, Old Dominion University

03:30 PM – Break

03:50-04:40 PM
Presentation Title: A Multi-Country Examination of Cross-Channel Advertising Effects on Retail Sales
Authors: Hannah S. Lee, Miami University; Goksel Yalcinkaya, University of New Hampshire; David A. Griffith, Texas A&M University
Moderator-Discussant: Ashwin Aravindakshan, University of California-Davis

04:40-05:00 PM – Day 1 Wrap-up by Conference Co-chairs

Sunday, February 21

08:00 AM – Opening Remarks from Conference Co-chairs

08:10-09:00 AM
Presentation Title: Cultural Friction within Marketing Team and Foreign Subsidiary’s Marketing Focus
Authors: Jeoung Yul Lee, Chongqing Technology and Business University and Hongik University; Young Soo Yang, Yonsei University; Daekwan Kim, Florida State University
Moderator-Discussant: Carlos Sousa, Molde University College

09:00-09:50 AM
Presentation Title: Knowledge Engines of the Subsidiary: Market Orientation and Marketing Program Standardization  
Authors: Bernard L. Simonin, Tufts University; Aysegül Özsomer, Koç University  
Moderator-Discussant: Daekwan Kim, Florida State University

09:50 AM – Break

10:10-11:00 AM  
Presentation Title: Drivers of Exploration/Exploitation Capabilities and Their Impact on Export Marketing Adaptation And Performance: The Moderating Role of Generic Business Strategies  
Authors: Leonidas Leonidou, University of Cyprus; Constantine S. Katsikeas, Leeds University; Marios Theodosiou, University of Cyprus; Athina Zeriti, University of East Anglia  
Moderator-Discussant: Annie Peng Cui, West Virginia University

11:00-11:50 AM  
Presentation Title: Effect of Multigenerational Technological Innovation Adoption Behavior on Global Client Engagement: An Empirical Analysis  
Authors: Ashish Sood, University of California Riverside; V. Kumar, Indian School of Business; Shapali Gupta, MICA India  
Moderator-Discussant: Ahmet Kirca, Michigan State University

11:50 AM – Concluding Remarks from Conference Co-chairs

12:00 PM – Event Concludes