

Theory and Practice in Bridging Europe and Asia: Contemporary Challenges in International Marketing

EAMSA October 28 – 31, 2015 - SOAS, University of London
(Deadline for paper submission 17 July 2015)

Conference Theme:

The massive expansion in globalisation has arguably been driven by successful development of theories and practices of international marketing that resulted in generating a colossal number of new customers and new competitors in the global marketplace. At the heart of such expansion was the emergence of Asian countries as partners in the world growth, coupled with the massive improvements in communication, transportation and market liberalisation, especially in Europe, allowing for new customers with different mind-sets. As a result, international firms from Europe and Asia developed various strategies to establish and maintain long-term relationships with customers, suppliers and other stakeholders important to the development process of value creation and competitive advantage in the emerging markets. Moreover, the last decade witnessed an increased number of brands from Asian countries entering and successfully competing in the West, mainly Europe. Such a phenomenon is predicted to continue and significantly increase in the near future. Yet, studies on the internationalisation of brands from emerging Asian markets entering European and Western markets are limited and the changes in European firms' marketing strategies in fast growing Asian countries need further investigation.

International marketing has played the key role in bridging differences between countries, cultures, markets and strategic orientations and perspectives. Such a bridging role enables business growth to continue, resulting in a bigger market share due to the development of new market opportunities through innovation and sustainment of competitiveness. However, the bridging role of international marketing especially between Europe and Asia would not have occurred without profound understanding of consumer behaviour in different European and Asian cultures, effective marketing communication and building of successful and recognisable global brands, and successful management of customer relationships. Advancement in cross-cultural marketing research coupled with East-West collaborations has undoubtedly helped international marketers to enter cross-border markets with far less risk.

However and while international marketing is vital to the growth of European and Asian firms, if it is not managed well international marketing activities can cause excessive exploitation, as well as unethical and inappropriate actions. Thus, negative consequences for international firms' engagement, expansion and, most importantly, negative impact on its brand and reputation can be damaging. The power of today's international consumers continues to increase and in many cases has resulted in serious boycotting with big financial consequences for international firms.

Call for Papers:

We cordially invite researchers in the areas of international business and international marketing to explore contemporary challenges to theory and practice of international marketing across and within Europe and Asia. The 32nd annual EAMSA Conference is hosted by SOAS University of London, that is located in the heart of London.

Authors are encouraged to submit papers that explore, evaluate and debate the conference theme. However, we also welcome paper submissions in the broader area of international business that make contributions to business and management literature with special focus on bridging the gap between Europe and Asia. In addition, we welcome papers of an interdisciplinary nature that contribute to understanding of international firms' market analysis, customer analysis and competition analysis that enable firms to better create value, build and maintain relationships, and generate competitive advantage. Such themes include, but are not limited to:

- International marketing strategies in and between Europe and Asia
- Cross-cultural marketing in Europe and Asia
- Services, B2B & B2C marketing in and between Europe and Asia
- Cross-cultural research, communication & Consumer behaviour
- Social media, E-marketing and Virtual marketing in Europe and Asia
- Innovation in Management in Europe and Asia
- Internationalisation of firms in/from Europe and Asia
- Opportunities and challenges facing supply chain management in Europe and Asia
- Middle East as a market for European and Asian Firms
- Multinational firms' competitiveness in Asia and Europe

Venue and Programme:

In the heart of London, the conference will take place at SOAS, University of London in Russell Square, central London. The conference's programme includes:

- Welcome reception on Wednesday 28 October.
- Key note speakers and panel sessions for both *academics* and *managers* on Thursday 29 October.
- Company visit, presentation and reception on Thursday 29 October.
- Paper parallel sessions and panels Friday 30 October.
- Conference dinner on Friday 30 October.
- Paper parallel sessions and panels on Saturday 31 October.
- Cultural tour of London on Saturday 31 October.

Deadlines:

- Paper submission: Friday 17 July 2015
- Paper acceptance notification: Monday 31 August 2015
- Conference dates: 28–31 October 2015

Paper Submission:

Competitive Papers: fully developed papers should be submitted for consideration in competitive sessions. Papers must not exceed 9,000 words including appendices and references.

Interactive Papers: papers in progress should be submitted for interactive sessions that are designed to specifically help authors develop their papers further through constructive feedback. Papers must not exceed 5,000 words including appendices and references.

PhD Track: we especially welcome PhD candidates and encourage young scholars to present their work at different stages of progress. Papers must not exceed 5,000 words.

EAMSA is committed to promoting excellence in young researchers. To facilitate doctoral researchers' participation in its annual conference, EAMSA will provide financial support of £80 towards the conference fee for up to ten PhD submissions (corresponding author must be a PhD candidate) to any of the three tracks (competitive/interactive/PhD). A panel of experts will select the doctoral submissions worthy of the award, based on *papers' quality and contribution to knowledge of relevance to Euro-Asia management issues*. Doctoral students who have been selected for the award will be notified in September 2015.

All competitive papers will be sent for double-blind review to two reviewers. Interactive and PhD papers will be evaluated by one reviewer. Such evaluation of papers will be based on: relevance to the conference theme and to international business and marketing issues in Europe and Asia, analytical rigor, methods applied, originality, and contributions to the area.

Paper submission is managed by Easy Chair. Please visit the conference website for further details on [Http://www.eamsa.org](http://www.eamsa.org) OR <http://www.soas.ac.uk/defims/events/eamsa-conference-2015/#Programme>

For any inquiry please email: eamsa2015@soas.ac.uk

Award and Publications:

All papers accepted will be included in the conference proceedings. Authors of selected papers will be invited to submit their papers to a Special issue of Asian Business and Management. Two awards will be given to best paper and best reviewer. In addition, Palgrave Macmillan will be giving a prize to best paper.

The Organising Committee:

- Dr. Ibrahim Abosag – SOAS, University of London (Chair)
- Dr. Axèle Giroud, Senior Economist, Division of Investment and Enterprise, UNCTAD, Switzerland
- Professor Christine Oughton – SOAS, University of London
- Professor Pervez Ghauri – King’s College London
- Dr. Yoshikatsu Shinozawa – SOAS, University of London
- Mr. Matthew Jaggar – SOAS, University of London (Conference Administration)