

Call for papers
Royal Bank International Research Seminar
Global Consumer Behavior and Marketing Strategy

The **sixth** meeting of the **Royal Bank International Research Seminar** will exceptionally take place in beautiful Tokyo, at Ryutsu Keizai University, Chiba, Japan, September 9 to 12, 2010. This special seminar is co-sponsored by the Korean Academy of Marketing Science, Ryutsu Keizai University, the Society for Marketing Advances and the *Journal of Business Research*. The main topic of this seminar is to explore the relationships among the concepts of *globalization*, *consumer culture* and *marketing strategy*. The main objective of the seminar is to bring together international researchers from different disciplines interested in advancing knowledge on the influence of culture and culture change in the development of marketing strategies. The role of culture in the consumer decision-making process is an area in need of new developments, theories and knowledge in light of the trends toward global consumer markets and the rapid growth of existing and new products (e.g., goods and services) around the world.

Papers are sought in the following key areas of marketing strategy (the list is not exhaustive):

- Advancing the theory and managerial implications of the influence of culture on marketing strategy
- Understanding the global consumer, in particular acculturation toward the global consumer culture
- Cross-cultural methodological issues in a marketing context
- Development of invariant scales in culture and marketing
- Service expectations, service experience and delivery perceptions across cultures
- Acculturation and ethnic identity influences on marketing strategies
- Product quality perceptions across cultures
- Customer satisfaction across cultures
- Relationship marketing across cultures
- Pricing issues in a multicultural environment
- Communication and image of products in cross-cultural contexts
- Salesforce issues in multicultural retail settings
- Branding issues in cross-cultural and global settings
- Cultural influences in accessing, interacting, experimenting and participating in a service
- Matching service designs, processes and client participation in diverse cultural contexts
- Product innovations, e-marketing and diffusion processes in different cultural contexts
- Internet consumer/customer behavior in different cultures
- Successes and/or failures in overcoming cultural resistance to superior service delivery
- Organizational dynamics (intra-firm culture) of service innovation, design, processes and delivery

Papers should be less than 30 double-space pages in length, with 1" margins and 12 pt fonts, and follow the guidelines of the *Journal of Business Research*. Electronic submissions are required. All papers will be subject to a double blind peer review procedure. The best papers of the **Royal Bank International Research Seminar** will be considered for publication in a *Special issue on Global Consumer Behavior and Marketing Strategy* in the *Journal of Business Research*.

The deadline for submissions is **March 15, 2010**

Please send your submissions (or any inquiry) by email to both of the co-chairs:

Prof. Michel Laroche, Department of Marketing, John Molson School of Business, Concordia University,
1455 de Maisonneuve Blvd. West, Montreal, Quebec H3G 1M8, Canada
laroche@jmsb.concordia.ca, Tel: +1 514 848 2424 ext. 2942, Fax: +1 514 848 4576

Prof. Seong-Yeon Park, Ewha School of Business, Ewha Womans University
11-1 Daehyun-dong, Seodaemun-gu, Seoul, Republic of Korea,
sypark@ewha.ac.kr, Tel: +82 2 3277 2798, Fax: +82 2 3277 2835

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