
CALL FOR PAPERS

Marketing Across Diversity, Dynamics, and Connectedness

The 2013 Annual Conference of the Emerging Markets Conference Board and Doctoral Consortium

Doctoral consortium 17-18 June 2013 EMCB main conference 19-20 June 2013

Nelson Mandela Metropolitan University Business School, Port Elizabeth South Africa

Conference Chairs

Professor Naresh Malhotra

Regents' Professor Emeritus, Georgia Institute of Technology (Georgia Tech), Senior Fellow, Georgia Tech CIBER, and Editor, *Review of Marketing Research*

Professor Steve Burgess

Director and Professor of Marketing, Nelson Mandela Metropolitan University Business School

Paper submissions open 1 Nov 2012 and close 30 Jan 2013, Paper decisions by 28 February 2013

Conference website:

For more information contact: Ms Carey Eybers at

The rise of emerging markets in the global economy is one of the most important trends of our time. In just one generation, some 1 billion people are moving from impoverished rural, agrarian lifestyles to modern consumer living. Perhaps nowhere is this dramatic transformation more evident than in Africa and the Indian Ocean Rim, home to one in three humans. Once ignored in global marketing plans, Africa's fast growth is second only to China. In fact, African GDP and consumer spending will nearly double in this decade, reaching \$2.6 trillion and \$1.4 trillion respectively.

In addition to these exciting opportunities in fast-growing and unsaturated markets, marketers find daunting challenges in the region, such as low human development, cultural complexity, rising competition and demands for environmental and social sustainability. Different "rules of the game" can govern emergent marketplace behaviors and results. In this vein, there has been a marketing renaissance, as marketing scholars and practitioners rush to understand what drives marketing success in the region.

Emerging markets represent significant departures from the assumptions of theories developed in high-income, industrialized countries, in which our understanding of marketing phenomena has been almost exclusively derived. While it is natural that we would focus on these more developed markets in the early stages, it is now well-accepted that the development of our maturing discipline depends on extending our research to emerging markets, where the majority of humankind resides and where 50% of the world's economic activity will take place within the next 25 years.

Do theories generalize to this diverse, rapidly changing, and very different emergent context? Can novel theories developed in emergent contexts provide new insights into marketing-relevant behaviors? Can these emergent market "learning laboratories" provide lessons that generalize to high-income, Western countries?

The annual conference of the Emerging Markets Conference Board brings together distinguished panels of speakers, marketing experts and thought leaders from around the world to debate and discuss marketing theory and practice in emergent markets. The conference will be preceded by a one-day doctoral consortium.



Annual Conference of the Emerging Markets Conference Board

The conference is intended to provide:

- a platform for showcasing and sharing insights and findings on marketing in emerging economies,
- a meeting place where scholars from around the globe can explore collaboration and cooperation, shaping the agenda for research on marketing in emerging economies, and
- a developmental environment where novice researchers can gain new skills.

We welcome papers, special sessions, and posters on a wide variety of topics that address issues of importance to marketers, consumers, and policymakers.

Some important topics include the following:

1. **The purchase and consumption behavior of individuals and organizations.** The moderating role of institutional, economic and cultural variables. Novel constructs that help explain how consumers and organizations choose and use possessions. Innovativeness and acceptance of new products and services. Papers that assess the generalizability of accepted consumer or organizational buyer behavior theories to the context of emerging markets are especially interesting. In this vein, replication studies are welcome.
2. **Global consumer culture.** Consumer responses to the forces of globalization and localization. Biculturalism and multiculturalism as responses to the within-country cultural diversity of individual and organizations, including among marketing teams within firms. Acculturation versus rejection of global consumer culture.
3. **Social connectedness.** Social networks and information-seeking in consumer and organizational decision-making. The connected organizational customer, personal social networks in inter-organizational buying relationships, variations in social connectedness within social networks. Theories of marketing-relevant group decision making and processes in emerging market. Word-of-mouth. Opinion leadership and diffusion. Vertical and horizontal networks. Social contagion. Valuation of social networks and communities. Customer relationship management.
4. **Macromarketing.** Environmental, social, and political sustainability as goals for the sustainable development of markets and marketing systems in a globalized world. Antecedents and consequences of environmentally and socially sustainable behavior by individuals, groups, and organizations. Novel research on the linkages between the behaviors of actors (individuals, groups, and organizations) and the coordinating mechanisms and structures of the market process in emerging markets. Effects of rapid social, political, and economic change on the changing structure of economies (resource-extraction, to manufacturing and services). Role of marketing in understanding and participating in global supply chains. Multiple stakeholder perspectives; the role of marketing in managing business – government relations; environmental and social sustainability, social entrepreneurship.
5. **Marketing within and across diversity: subsistence and urban elite marketplaces.** The nature, size, social roles and status, and information sharing of subsistence or elite consumers. Factors that encourage or inhibit individuals to choose or avoid particular brands or businesses or become advocates promoting brands or businesses within their social networks. Understanding the effects of social embeddedness, gender, literacy, numeracy, and product experiences on marketplace behaviors. Antecedents of consumers' marketplace literacy. Aligning marketing strategies with community structures in subsistence marketplaces. Navigating subsistence marketplaces and engaging with subsistence communities as an outsider. Entrepreneurial marketing in emergent contexts.
6. **Marketing strategy and analytics.** Measuring the financial and nonfinancial performance effects across diverse markets. Marketing metrics. Market segmentation, targeting, and positioning strategies in emerging markets. Industry structures, product-market characteristics, and competitive dynamics in emerging markets with implications for resources, capabilities, and competencies. Strategic orientation. The process of crafting strategies across diversity within emerging markets. Case studies documenting strategies of local firms fighting global multinationals.
7. **Effectiveness of marketing mix instruments:**
 - a. Product strategies: Brands and brand management; new product development and management, adapting existing products, applying learning from emerging markets in high-income, Western markets (i.e., innovation blowback). Evaluation of global and local brands by consumers and organizations. Building consumer brands within social communities. Brand evaluations and relations; case of consumers with rapidly rising living standards.
 - b. Distribution strategies: Adapting distribution management and information technology systems to emerging markets; informal sector distribution; integrating emerging markets into international supply chains, channel cooperation and conflict.



- c. Promotional strategies: Effective promotional strategies (e.g., media, content) for affluent and subsistence segments in emerging markets, integrating informal sector social networks into promotional strategies, measuring advertising and promotional strategy effectiveness.
 - d. Pricing strategies: Heterogeneity in financial, temporal, and cognitive price preferences; standardization versus customization.
- 8. Marketing and sales management.** Managing marketing and sales people across cultural and socioeconomic diversity. Designing organizations for marketing success in subsistence and low-income marketplaces. Organizing and managing marketing teams. Managing marketing and personal selling activities in the informal sector. Incentives for sales and marketing people. Implementing customer-focused management in emerging markets (i.e., customer lifetime value, customer equity).
- 9. Data collection:**
- a. New uses of ethnographic, qualitative research, and other non-survey approaches in consumer and organizational marketing research.
 - b. Adapting data collection methods to facilitate insightful quantitative analysis in emerging markets. Effects of low levels of formal education, low literacy and numeracy, low levels of product knowledge and experience on scale use. Scale use; biased responding (e.g., end-piling, social desirability).
 - c. Replication studies validating scales in emerging markets, especially understudied African markets; psychometric assessments of scales, confirmatory factor analysis, item response theory. We especially welcome special sessions intended to discuss emergent, programmatic, multi-country studies (e.g., social axioms, measures of well-being, living standards measures).

Doctoral consortium

The conference will be preceded by a doctoral consortium (also called a “doctoral colloquium” in some countries), which will be held at the Nelson Mandela Metropolitan University Business School. The Doctoral Consortium is patterned after the well-known AMA-Sheth Foundation doctoral consortium, held annually in the USA and recently in India for the first time.

The Doctoral Consortium has several goals:

1. To inspire and motivate Doctoral Fellows to pursue new and meaningful research that advances our understanding of marketing in emergent marketplaces.
2. To build new research competencies that enable the Doctoral Fellows to identify interesting research topics, assess the marketing literature, craft compelling arguments, choose appropriate research designs, understand new multivariate analysis approaches, and contribute to leading journals as equal members of the global academy.
3. To assist in the professional development of the Doctoral Fellows. Balancing career demands for research productivity, teaching excellence, community service, and a happy personal life.
4. To promote collaborations and programmatic approaches across cultures and national borders, especially in Africa.

Doctoral Consortium sessions will be organized around two primary streams. A foundations theme will focus on important competencies that are likely to be of interest to most Doctoral Fellows.

Foundation sessions include (a) identifying interesting research topics in the changing environment of marketing, (b) reviewing the literature (including meta-analytic techniques), crafting compelling arguments, (c) publishing in scholarly journals (including factors that promote and inhibit success), and (d) effective teaching in practice. A specialist theme will focus on topics, which despite their importance, may not interest everyone.

Parallel specialist sessions include (a) developing contingency theories in emerging markets research, (b) model-based approaches, such as covariance structure modelling (i.e., LISREL), latent variable partial least squares SEM models, latent class models, multilevel models, longitudinal models, and Bayesian analysis, (c) rigorous qualitative approaches, including grounded theory, ethnography, and action research.



Special immersion opportunities before and after the conference

The conference will immerse more than 50 doctoral students and 100 scholars in the context of emerging markets. The opportunity to visit an African emerging market will provide other opportunities for scholarly enrichment.

A township tour will be arranged for scholars unfamiliar with emerging markets. Scholars can experience life in subsistence and low-income markets, observing informal markets in action.

Scholars interested in tourism marketing will find exciting opportunities to experience African tourism first-hand, before and after the conference. We have negotiated discounted rates for conference attendees who wish to take up this opportunity to travel about and see South African tourist attractions. Participating tourism companies include several hotel chains, car rental companies, game reserves, wine estates, and others and attendees can arrange something to fit their budget.

Although it will be winter, the weather will be virtually the same as the summer weather in London, England. The Eastern Cape is famed for its flora and fauna. All of the Big 5 can be observed (lion, Cape buffalo, leopard, elephant, and rhinoceros) nearby, as well as the Great White shark, dolphins, seals, and other marine life. There are more than 100 game reserves and game farms within 200 kilometres (125 miles) of Port Elizabeth, including the world-famous Shamwari Game Reserve, Addo Elephant Park, Tsitsikamma National Park, and Pumba Game Reserve.

Port Elizabeth has many kilometres of inviting beaches and warm Indian Ocean currents. Scuba diving, ocean fishing, and surfing are popular sports. Nearby Jeffreys Bay is the location of the international Billabong Pro ASP Surfing Championship event every year and there are many opportunities for scuba diving in the warm Indian Ocean nearby. The famed Garden Route, linking Port Elizabeth and Cape Town, is not to be missed. Tours can easily be arranged that include Cape Town attractions, such as Table Mountain and Robben Island, in your travel itinerary.