

## Call for Papers



## 2018 Global Marketing Conference at Tokyo

26<sup>th</sup> – 29<sup>th</sup> July, 2018

Submission Deadline: 15<sup>th</sup> January, 2018

**Venue:** Tokyo, Japan

**Homepage:** <http://gammaconference.org/2018/>

### Hosts

American Marketing Association  
European Marketing Academy  
Australian & New Zealand Marketing Academy  
Japan Society of Marketing and Distribution  
Korean Scholars of Marketing Science  
Keio University

### Organizer

Global Alliance of Marketing & Management Associations

### Partners

Association for Consumer Research (USA)  
China Marketing Association of University (China)  
AEMARK (Spain)  
Greek Marketing Academy (Greece)  
Aalto University Executive Education (Finland)  
Aalto University School of Business (Finland)  
Harbin Institute of Technology (China)  
New Zealand Asia Institute of the University of Auckland (New Zealand)  
Center for Sustainable Culture & Service, Yonsei University (Republic of Korea)

### Sponsors

National Research Foundation of Korea (Republic of Korea)  
Korea Economy and Management Development Institute (Republic of Korea)

## CONFERENCE CO-CHAIRS

**Prof. Roland T. Rust**, Professor, Department of Marketing, Robert H. Smith School of Business, 3451 Van Munching Hall, University of Maryland, College Park, MD 20742-1815, USA, [rust@rhsmith.umd.edu](mailto:rust@rhsmith.umd.edu), Tel: +1-301-405-4300, Fax: +1-301-405-0146.

**Prof. Ajay K. Kohli**, Gary T. and Elizabeth R. Chair and Professor of Marketing, Scheller College of Business, Georgia Institute of Technology, 800 West Peachtree Street NW, Atlanta GA 30308, USA, [kohli@gatech.edu](mailto:kohli@gatech.edu), Tel: +1 404-894-4353, Fax: +1 404-894-6030.

**Dr. László Sajtos**, ANZMAC president, University of Auckland Business School, 12 Grafton Rd, Auckland, New Zealand, [l.sajtos@auckland.ac.nz](mailto:l.sajtos@auckland.ac.nz), Tel: +64 9 923 2724.

**Prof. Tatsuro Watanabe**, Ph.D., School of Commerce, Senshu University, 2-1-1, Higashimita, Tama-ku, Kawasaki-shi, 214-8580, Japan, [tatsuro@isc.senshu-u.ac.jp](mailto:tatsuro@isc.senshu-u.ac.jp), Tel: +81-44-900-7929, Fax: +81-44-900-7853.

**Prof. Akira Shimizu**, Faculty of Business and Commerce, Keio University, [ashimizu@fbc.keio.ac.jp](mailto:ashimizu@fbc.keio.ac.jp), Tel: +81-3-3453-4511, Fax: +81-3-5427-1578.

**Prof. Yung Kyun Choi**, Department of Advertising & PR, Dongguk University, 30, Pildong-ro 1 gil, Jung-gu, Seoul, 04620, Republic of Korea, [choiyung@dongguk.edu](mailto:choiyung@dongguk.edu), Tel: +82-2-2260-3817, Fax: +82-2-2260-3766.

## CONFERENCE OBJECTIVES

Improvement of theory and practice continues to be a vital aspect of global marketing and management that affects consumers and businesses around the world. The theme of this year's conference is, *"Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management."* This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing and management in the dynamic global world including different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2018 Global Marketing Conference at Tokyo offers outstanding opportunities for business leaders and academics to share their insights and learn from the research finding and experiences of others. The program chairs welcome participation from all cultures and parts of the world. We look forward to a stimulating and interactive conference. Proceedings of this conference will have an ISSN number (1976-8699).

### Venue

**Tokyo** has the largest metropolitan economy in the world. The Tokyo urban area with 38 million people had a total GDP of US\$ 2 trillion. 51 of the companies listed on the Fortune Global 500 are based in Tokyo, almost twice that of the second-placed city which is Paris. Tokyo has been described as one of the three "command centers" for the world economy, along with New York City and London. It was ranked first in the "Best overall experience" category of *TripAdvisor's* World City Survey ("helpfulness of locals", "nightlife", "shopping", "local public transportation" and "cleanliness of streets"). In 2015, Tokyo was named the Most Liveable City in the world by the magazine *Monocle*. The Michelin Guide has awarded Tokyo by far the most Michelin stars of any city in the world. Tokyo ranked first in the world in the Safe Cities Index. The 2016 edition of QS Best Student Cities ranked Tokyo as the 3rd-best city in the world to be a university student.

**Please contact proper symposium chairs or track chairs listed below to submit a paper or special session proposal or to participate this conference.**

## 1. JOINT SYMPOSIA

### 2018 EMAC-GAMMA JOINT SYMPOSIUM

**The European Marketing Academy (EMAC)** and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2018 EMAC-GAMMA Joint Symposium on 'Issues of Consumer Behavior from an Asian vs. European perspective' in 2018 GMC at Tokyo. Please submit your paper to the Symposium Co-Chairs: **Prof. Udo Wagner**, Chair of Marketing, University of Vienna, Oskar Morgenstern Platz 1, 1090 Vienna, Austria, [udo.wagner@univie.ac.at](mailto:udo.wagner@univie.ac.at), Tel: +43-1-4277-38012, Fax: +43-1-4277-838012. **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](mailto:sypark@ewha.ac.kr), Tel: +82-2-3277-2798, Fax: +82-2-3277-2835

### 2018 ANZMAC-GAMMA JOINT SYMPOSIUM

**The Australian & New Zealand Marketing Academy (ANZMAC)** and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2018 ANZMAC-GAMMA Joint Symposium on

'Marketing Revolution in an Interconnected World' in 2018 GMC at Tokyo. Please submit your paper to the Symposium Co-Chairs: **Prof. Ian Phau**, School of Marketing, Curtin Business School, GPO Box U1987, Perth WA, Australia 6845, [ian.phau@cbs.curtin.edu.au](mailto:ian.phau@cbs.curtin.edu.au), Tel: +61-8-9266-4014, Fax: +61-8-9266-3937. **Prof. Tony Garrett**, Korea University Business School, #616 LG-POSCO Building, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, [tgarrett@korea.ac.kr](mailto:tgarrett@korea.ac.kr), Tel: +82-2-3290-2833.

#### **2018 JSMD-GAMMA JOINT SYMPOSIUM**

**Japan Society of Marketing and Distribution** and Global Alliance of Marketing & Management Associations jointly hold 'the 2018 JSMD-GAMMA Joint Symposium' in '2018 Global Marketing Conference at Tokyo.' Please submit your paper to the Symposium Chair: **Prof. Yuko Yamashita**, Graduate School of Commerce and Management, Hiotsubashi University, 2-1 Naka, Kunitachi, Tokyo 186-8601, Japan, [yamashita.yuko@r.hit-u.ac.jp](mailto:yamashita.yuko@r.hit-u.ac.jp).

#### **2018 AALTO UNIVERSITY-GAMMA JOINT SYMPOSIUM**

**Aalto University School of Business** and Global Alliance of Marketing & Management Associations jointly hold 'the 2016 Aalto University-GAMMA Joint Symposium on 'Service Business Innovations and Marketing' in 'the 2018 GMC at Tokyo'. Please submit your paper to **Symposium Co-Chairs: Prof. Pekka Mattila**, Aalto University School of Business, [pekka.mattila@aalto.fi](mailto:pekka.mattila@aalto.fi), Tel: +358-10-837-3711. **Prof. Tomas Falk**, Aalto University School of Business, [tomas.falk@aalto.fi](mailto:tomas.falk@aalto.fi), Tel: +358-50-5968871.

#### **2018 SIMKTG-GAMMA JOINT SYMPOSIUM AT TOKYO**

**Italian Marketing Society and Global Alliance of Marketing & Management Associations** jointly hold "the 2018 SIMktg-GAMMA Joint Symposium at Tokyo" on "Contemporary and Future Technological Disruptions in Marketing" in 2018 GMC at Tokyo. Please submit your paper to Symposium Chairs: **Prof. Gaetano Aiello**, Department of Economics and Management, University of Florence, Via delle Pandette, 9, 50127 Firenze – Italy, [gaetano.aiello@unifi.it](mailto:gaetano.aiello@unifi.it), Tel: +39 055 2759726 and Prof. Raffaele Donvito, Department of Economics and Management, University of Florence, Via delle Pandette, 9, 50127 Firenze – Italy, [raffaele.donvito@unifi.it](mailto:raffaele.donvito@unifi.it), Tel: +39 055 2759679.

#### **2018 GMA-GAMMA JOINT SYMPOSIUM**

**Greek Marketing Academy (GMA)** and Global Alliance of Marketing & Management Associations (GAMMA) will jointly hold the 2018 GMA-GAMMA Joint Symposium on 'Unfolding New Service Development Success Factors and Challenges' in 2018 GMC at Tokyo. Please submit your paper to the Symposium Co-Chairs: **Prof. Andreas I. Andronikidis**, University of Macedonia, Dept. of Business Administration, ODE Building, Room 308, 156 Egnatia str., 546 36 Thessaloniki, Greece, [a.andronikidis@uom.edu.gr](mailto:a.andronikidis@uom.edu.gr), Tel: +30 2310891584, Fax: +30 2310891544. **Prof. Prokopios K. Theodoridis**, University of Patras, Dept. of Business Administration of Food and Agricultural Enterprises, Office 2.8, 2 G. Seferi str., 301 00 Agrinio, Greece, [proth@upatras.gr](mailto:proth@upatras.gr), Tel: +30 2641074124, Fax: +30 2641074108-9

#### **2018 AEMARK-GAMMA JOINT SYMPOSIUM**

**AEMARK (Spain)** and Global Alliance of Marketing & Management Associations jointly hold 'the 2018 AEMARK-GAMMA Joint Symposium' on 'New challenges for Marketing Research' in 'the 2018 GMC at Tokyo'. Please submit your paper to **Symposium Chair: Prof. Carlos Flavian**, University of Zaragoza, Spain. [aemark.gmc@gmail.com](mailto:aemark.gmc@gmail.com), Tel: +34-976-762-719.

#### **2018 HIT-GAMMA JOINT SYMPOSIUM**

**Harbin Institute of Technology** and Global Alliance of Marketing & Management Associations jointly hold 'the 2018 HIT-GAMMA Joint Symposium' on 'Sharing Economy in Emerging Markets: Challenges and Opportunities for Marketing' in 'the 2016 GMC at Hong Kong'. **Prof. Peng Zou**, Marketing Department, School of Management, Harbin Institute of Technology, No 13 Fayuan St., Harbin, China 150001, [zoupeng@hit.edu.cn](mailto:zoupeng@hit.edu.cn).

#### **2018 ESCP Europe-GAMMA JOINT SYMPOSIUM**

**ESCP Europe** and Global Alliance of Marketing & Management Associations jointly hold 'the 2018 ESCP Europe-GAMMA Joint Symposium' on "Beauty, Aesthetics and Design in Marketing". Please submit your paper to **Symposium Co-chairs: Prof. Benjamin G. Voyer**, ESCP Europe Business School, 527 Finchley Road, London, NW3 7BG, UK, [bvoyer@escpeurope.eu](mailto:bvoyer@escpeurope.eu), Tel: +44 20 7443 8836. **Prof. Minas Kastanakis**, ESCP Europe Business School, 527 Finchley Road, London, NW3 7BG, UK, [mkastanakis@escpeurope.eu](mailto:mkastanakis@escpeurope.eu), Tel: +44 20 7443 8800.

## 2018 NZAI-GAMMA JOINT SYMPOSIUM

New Zealand Asia Institute of the University of Auckland and Global Alliance of Marketing & Management Associations jointly hold 'the 2018 NZAI-GAMMA Joint Symposium' on "Frontiers in Asian Consumer Research". Please submit your paper to **Symposium Co-chairs: Dr. Yuri Seo**, The University of Auckland Business School, University of Auckland, 12 Grafton Rd, Auckland, New Zealand, [y.seo@auckland.ac.nz](mailto:y.seo@auckland.ac.nz), Tel: +64-9-923-8277. **Dr. Jungkeun Kim**, Faculty of Business and Law, Auckland University of Technology, Private Bag 92006, Auckland 1142, New Zealand, [jungkeun.kim@aut.ac.nz](mailto:jungkeun.kim@aut.ac.nz), Tel: +64 9 921 9999 ext 5091.

## 2. SPONSORING JOURNALS

### JOURNAL OF BUSINESS RESEARCH

Journal of Business Research (SSCI) will publish special issues on following subjects with top papers presented in proper tracks of this conference.

1. **GAMMA President's Choice Awards:** All of papers presented in the 2018 GMC at Tokyo are eligible for review toward inclusion in the special issue of JBR. Best of the best papers presented in all of tracks in the 2018 GMC at Tokyo will be qualified for this special issue. If you want your paper to be considered for possible publication in JBR, please inform your intention to the **GAMMA President Office** ([ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr)). **Guest Editor: Prof. Eunju Ko** (GAMMA President), Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, [ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr), Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

2. **Digital and Social Media Marketing in Global Business Environment:** Selected papers from the submission to 'Digital and Social Media Marketing in Global Business Environment' track of '2018 Global Marketing Conference at Tokyo' will be considered for possible publication in a special issue of Journal of Business Research on 'Digital and Social Media Marketing in Global Business Environment'. **Guest Editor: Prof. Kyung Hoon Kim**, Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, [stride@changwon.ac.kr](mailto:stride@changwon.ac.kr), Tel: +82-55-213-3346, Fax: +82-55-263-9096.

### INTERNATIONAL JOURNAL OF ADVERTISING

International Journal of Advertising (SSCI) will publish a special issue on 'Leveraged Marketing Communications (LMC)' with best papers presented at following tracks in 2018 GMC at Tokyo called 1) *Product Placement, Branded Entertainment and Branded Content – LMC I*, 2) *Corporate Social Responsibility (CSR) and Cause-Related Marketing LMC – II*, 3) *Cobranding, Celebrity Endorsement, and Sponsorship – LMC III*. **Guest Editors: Prof. Sukki Yoon**, Department of Marketing, Bryant University, 1150 Douglas Pike, Smithfield, RI, U.S.A., [syoon@bryant.edu](mailto:syoon@bryant.edu), Tel: +1-401-232-6997, Fax: +1-401-232-6319. **Prof. Yung Kyun Choi**, Department of Advertising & PR, Dongguk University, 26, 3 Pil-Dong, Chung Gu, Seoul 100-715, Korea, [choiyung@dongguk.edu](mailto:choiyung@dongguk.edu), Tel: +82-2-2260-3817. Fax: +82-2-2264-3736.

### INDUSTRIAL MARKETING MANAGEMENT

Selected papers from the submissions to 'Global Perspectives in Business-to-Business Marketing' track of '2018 Global Marketing Conference at Tokyo' will be considered for possible publication in a regular issue of *Industrial Marketing Management* (SSCI). **Track Chair: Prof. C. Anthony Di Benedetto**, Editor of Industrial Marketing Management and Marketing and Senior Washburn Research Fellow, Fox School of Business and Management, Temple University 523, Alter Hall (006-09), 1801, Liacouras Walk, Philadelphia, PA 19122 USA, [anthony.dibenedetto@temple.edu](mailto:anthony.dibenedetto@temple.edu), Tel: +1-215-204-8147, Fax: +1-215-204-6237.

### JOURNAL OF ADVERTISING

Selected papers from the submissions to 'Social Media and Luxury Brand Communication' track of '2018 Global Marketing Conference at Tokyo' will be considered for possible publication in a special section of the Journal of Advertising (SSCI, Impact Factor 2015: 2.288) on 'Social Media and Luxury Brand Communication'. **Guest Editor: Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, [ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr), Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

### JOURNAL OF HOSPITALITY & TOURISM RESEARCH

Selected papers from the submissions to 'Customer Engagement in Tourism and Hospitality' track of '2018 Global Marketing Conference at Tokyo' will be considered for possible publication in a special issue of Journal of Hospitality & Tourism Research (SSCI, Impact Factor 2016: 2.646) on 'Customer Engagement in Tourism and Hospitality'. **Track Chairs: Dr. Kevin Kam Fung So**, School of Hotel, Restaurant and Tourism Management, College of Hospitality, Retail and Sport Management, University of South Carolina, Carolina Coliseum, Room 1011-C, Columbia, South Carolina 29208, USA, [kevinso@hrsm.sc.edu](mailto:kevinso@hrsm.sc.edu), Tel: +001-803-777-7620; Fax: +001-803-777-1224; **Prof. Xiang (Robert) Li**, Department of Tourism

and Hospitality Management, Temple University, 361 Speakman Hall, 1810 North 13th Street, Philadelphia, PA 19122, USA, [robertli@temple.edu](mailto:robertli@temple.edu), Tel: +001.215.204.8784 Fax: +001.215.204.8705.

### **JOURNAL OF SERVICE MANAGEMENT**

Selected papers from the submissions to 'The New Frontiers in Digital Media Services' track of '2018 Global Marketing Conference at Tokyo' will be considered for possible publication in a special issue of Journal of Service Management (SSCI, Impact Factor 2015: 2.23) on '**The New Frontiers in Digital Media Services**'. Track Chair: **Prof. Werner Kunz**, Associate Editor of the Journal of Service Management, Dept. of Marketing and Management, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, [werner.kunz@umb.edu](mailto:werner.kunz@umb.edu), Tel. +1 (617) 287-7709, Fax +1 (617) 287-7709.

### **JOURNAL OF PROMOTION MANAGEMENT**

Selected papers from the submissions to following tracks called 'Stakeholders-brand Relationships: Multiple online/offline interactions', 'Mobile Marketing', 'Online Marketing Communication' and 'Relationship Marketing' in '2018 Global Marketing Conference at Tokyo' will be considered for possible publication in a special issue of Journal of Promotion Management (SCOPUS) on '**Promoting Brand Relationships**'. If you want your paper to be considered for possible publication in this JPM special issue, then please inform your intention to chairs of four tracks mentioned above. **Guest Editor: Prof. Sandra Loureiro**, Marketing, Operations and General Management Department, Lisbon University Institute (ISCTE-IUL), Business Research Unit (BRU/UNIDE), Av. Forcas Armadas 1649-026 Lisbon, Portugal, [sandramloureiro@netcabo.pt](mailto:sandramloureiro@netcabo.pt), Tel. +351 217 903 004/5; +351 217 903 000 - ext: 291400 Fax: +351 21 796 47 10.

### **JOURNAL OF GLOBAL FASHION MARKETING**

Selected papers presented in 2018 GMC at Tokyo will be considered for possible publication in Special Issue of Journal of Global Fashion Marketing (SCOPUS) on **Beauty, Design & Aesthetic in Marketing & Fashion**. Please inform your intention to publish your paper in this JGMF special issue to the guest editor of this special issue. **Guest Editors: Prof. Benjamin G. Voyer**, ESCP Europe Business School, 527 Finchley Road, London, NW3 7BG, UK, [bvoye@escpeurope.eu](mailto:bvoye@escpeurope.eu), Tel: +44 20 7443 8836. **Prof. Minas Kastanakis**, ESCP Europe Business School, 527 Finchley Road, London, NW3 7BG, UK, [mkastanakis@escpeurope.eu](mailto:mkastanakis@escpeurope.eu), Tel: +44 20 7443 8800.

### **JOURNAL OF GLOBAL SCHOLARS OF MARKETING SCIENCE**

Papers presented in a track called 'Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via "Computing with Words and fsQCA' in 2018 GMC at Tokyo are eligible for review toward inclusion in a special issues of JGSMS (ABDC & KCI) on '**Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via "Computing with Words and fsQCA"**'. If you want your paper to be considered for possible publication in this JGSMS special issue, then please inform your intention to Guest Editor. **Guest Editor: Prof. Arch G. Woodside**, Editor-in-Chief & Professor of Marketing, Curtin University, Perth, Australia. [arch.woodside@curtin.edu.au](mailto:arch.woodside@curtin.edu.au)

### **AUSTRALASIAN MARKETING JOURNAL**

The Australasian Marketing Journal (SCOPUS & ABDC) will publish a special issue on '**Marketing Revolution in an Interconnected World**', drawing on the best papers presented at the 2018 ANZMAC-GAMMA Joint Symposium and related tracks. **Guest Editors: Prof. Ian Phau**, School of Marketing, Curtin Business School, GPO Box U1987, Perth WA, Australia 6845, [ian.phau@cbs.curtin.edu.au](mailto:ian.phau@cbs.curtin.edu.au), Tel: +61-8-9266-4014, Fax: +61-8-9266-3937. **Prof. Tony Garrett**, Korea University Business School, #616 LG-POSCO Building, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, [tgarrrett@korea.ac.kr](mailto:tgarrrett@korea.ac.kr), Tel: +82-2-3290-2833.

### **ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS**

Asia Pacific Journal of Marketing and Logistics (SSCI) will publish a special issue on "**Asia-Pacific Advances in Neuromarketing and Psychophysiology**" with best papers presented in "Neuromarketing and Psychophysiology" track in this conference. **Guest Co-Editors: Dr. Billy Sung**, School of Marketing, Curtin University, GPO Box U1987, Perth WA, Australia 6845, [billy.sung@curtin.edu.au](mailto:billy.sung@curtin.edu.au), Tel: +61-8-9266-9585. **Prof. Eun-Ju Lee**, Business School, Sungkyunkwan University, 25-2 Sungkyunkwan-ro, Myeongnyun 3(sam)ga, Jongno-gu, Seoul, Republic of Korea, [elee9@skku.edu](mailto:elee9@skku.edu).

### **INTERNATIONAL MARKETING REVIEW**

Selected papers from the submissions to '**Cross Cultural Consumers and Globalization**' track of '2018 Global Marketing Conference at Tokyo' will be considered for possible publication in a regular issue of International Marketing Review (SSCI). If you want your paper to be considered for possible publication in IMR, please inform the track chairs, **Dr. Hector Gonzalez-Jimenez**, The York Management School, University of York, Freboys Lane, Heslington, York YO10 5GD, United Kingdom, [hgj503@york.ac.uk](mailto:hgj503@york.ac.uk), Tel: +44 (0) 1904 325075 and **Dr. Fernando Fastoso**, The York Management School, University of York, Freboys Lane, Heslington, York YO10 5GD, United Kingdom, [fernando.fastoso@york.ac.uk](mailto:fernando.fastoso@york.ac.uk), Tel:+44 (0) 1904 325056. They, together with the

Editor-in-Chief of International Marketing Review, **John W. Cadogan**, School of Business and Economics, Loughborough University, Ashby Road, Loughborough, Leicestershire LE11 3TU, United Kingdom, [j.w.cadogan@lboro.ac.uk](mailto:j.w.cadogan@lboro.ac.uk), Tel: +44 (0) 1509 228846, will assess submissions for inclusion in the IMR review process.

### **THE SERVICE INDUSTRIES JOURNAL**

Papers presented in a track called 'Political Branding in Turbulent Times' in 2018 GMC at Tokyo are eligible for review toward inclusion in a special issues of The Service Industries Journal (ABS 2015=2, SSCI Impact Factor: 0.776) on '**Political Branding in Turbulent Times**'. If you want your paper to be considered for possible publication in this SIJ special issue, then please inform your intention to Guest Editor. **Guest Editor: Prof. George Panigyrakis**, Athens University of Economics and Business, 76, Patision Str., 10434 Athens, Greece, [pgg@aub.gr](mailto:pgg@aub.gr), Tel: +30-2108203394.

### **JOURNAL OF MANAGEMENT SCIENCE**

Journal of Management Science (CSSCI & A level Management Science Journal in NNSF of China) will publish a special issue on "**Sharing Economy in Emerging Markets: Challenges and Opportunities for Marketing**" with best papers presented in "2018 HIT-GAMMA Joint Symposium: Sharing Economy in Emerging Markets: Challenges and Opportunities for Marketing" in this conference. **Guest Editor: Associate Prof. Peng Zou**, Marketing Department, School of Management, Harbin Institute of Technology, No 13 Fayuan St., Harbin, China 150001, [zoupeng@hit.edu.cn](mailto:zoupeng@hit.edu.cn).

## **3. AWARDS**

### **GAMMA GLOBAL MARKETER OF THE YEAR AWARD 2018**

Eminent marketing practitioner(s) will be recommended for 'GAMMA Global Marketer of the Year Award 2018' who made significant contribution to the advancement of marketing practice.

### **GAMMA GLOBAL SCHOLAR OF THE YEAR AWARD 2018**

Scholar(s) who made significant contribution to the body of knowledge in marketing and management will be recommended for 'GAMMA Global Scholar of the Year Award 2018'.

## **4. ACADEMIC EXCELLENCE COMMITTEE**

**Academic Excellence Committee Chair: Prof. Charles R. Taylor** (Villanova University), John A. Murphy Professor, Dept. of Marketing, Villanova University, Villanova, PA 19085-1678 USA, [charles.r.taylor@villanova.edu](mailto:charles.r.taylor@villanova.edu), Tel: +1-610-519-4386 Fax: +1-610-519-5364, Editor of International Journal of Advertising. Academic Excellence Committee is in charge of the total quality control over the conference management process.

## **5. WORKSHOP**

**Learning fuzzy-set Qualitative Comparative Analysis (fsQCA) for Beginners - Hands-on Workshop: Instructor: Prof. Arch G. Woodside**, (Editor of Journal of Global Scholars of Marketing Science) Professor of Marketing, Curtin University, Perth, Australia. [arch.woodside@curtin.edu.au](mailto:arch.woodside@curtin.edu.au).

## **6. PROGRAM TRACKS & TRACK CHAIRS**

**Marketing and Entrepreneurship: Prof. Robert E. Morgan**, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, UK, [morganre@cardiff.ac.uk](mailto:morganre@cardiff.ac.uk), Tel:+44-2920-870-001, Fax:+44-2920-874-419. **Prof. Yiannis Kouropalatis**, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, UK, [kouropalatis@cardiff.ac.uk](mailto:kouropalatis@cardiff.ac.uk), Tel: +44-29-20-876-845, Fax: +44-2920-874-4419.

**Management of Intangibles: Prof. Dr. Manfred Schwaiger**, Ludwig-Maximilians-University Munich - Institute for Market-based Management (IMM), Kaulbachstr. 45, D-80539 München, [schwaiger@lmu.de](mailto:schwaiger@lmu.de), Tel: +49-89-2180-5640, Fax: +49-89-2180-5651.

**Global and Cross-Cultural Marketing: Prof. Constantine S. Katsikeas**, Leeds University Business School, Maurice Keyworth Building, University of Leeds, LS2 9JT, U.K., [csk@lubs.leeds.ac.uk](mailto:csk@lubs.leeds.ac.uk), Tel: +44-113-343-2624, Fax: +44-113-343-4885. **Prof. Stavroula Spyropoulou**, Leeds University Business School, Maurice Keyworth

Building, University of Leeds, LS2 9JT, U.K., [ss@lubs.leeds.ac.uk](mailto:ss@lubs.leeds.ac.uk), Tel: +44-113-343-6814, Fax: +44-113-343-4885.

**Global Perspectives in Business-to-Business Marketing: Prof. Anthony Di Benedetto**, Department of Marketing and Supply Chain Management, Fox School of Business, Temple University, Philadelphia, PA, USA, [tonyd@temple.edu](mailto:tonyd@temple.edu), +1-215-204-8147.

**Corporate Branding, Luxury Marketing & Identity-based Value Management: Prof. Klaus-Peter Wiedmann**, Director of the Institute of Marketing and Management, Leibniz University Hannover, KonigswortherPlatz 1, D-30167 Hannover, Germany, [wiedmann@m2.uni-hannover.de](mailto:wiedmann@m2.uni-hannover.de), Tel.: +49-511-762-4862, Fax: +49-511-762-3142.

**Digital and Social Media Marketing in Global Business Environment: Prof. Kyung Hoon Kim**, Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, [stride@changwon.ac.kr](mailto:stride@changwon.ac.kr), Tel: +82-55-213-3346, Fax: +82-55-263-9096.

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