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Marketing to Citizens
Going beyond Customers and Consumers

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scholars. The criticism levied towards marketing at large is arguably exacerbated when the focus shifts towards global marketing. Here, we not only face a fragmented patchwork of theories, many of which have been developed in other fields, but there also appears to be little agreement on the knowledge domains of global marketing. This ambiguity surrounding the domain of global marketing is evident in ongoing definitional issues pertaining to the delineation between international marketing and global marketing, and is also reflected in the considerable breadth of research topics tackled by global marketing scholars. In fact, many of the 'global marketing articles' found in the literature could easily be classified as 'global management' or 'global strategy' contributions. This presentation aims to stimulate a debate on the knowledge domain of global marketing. First, it reviews the extant literature and examines distinct domains of knowledge relevant to international managers. Next, it considers whether these knowledge domains need to be adapted as managerial focus shifts from international to global issues. Finally, it discusses the implications for global marketing as a distinct field of scholarly inquiry.

Drivers and performance outcomes of ecological export marketing strategies:

A resource-based perspective

Leonidas C. Leonidou, University of Cyprus

Thomas Fotiadis, University of Cyprus

Pavlos Christodoulides, Cyprus University of Technology

Despite the plethora of research on environmental marketing issues within the domestic marketing domain, studies on the subject are virtually absent in international marketing. However, there is evidence indicating that firms adopting ecologically-friendly marketing strategies are increasingly becoming more successful in international markets, as opposed to those following non-ecological foreign marketing practices. Our study sheds light on this important issue. Drawing on the resource-based view of the firm, we identify four organizational resources (physical, financial, research, scale) and four organizational capabilities (relationship building, technology response, shared vision, cross-functional coordination) with a potential effect on building an environmentally-friendly export marketing strategy. The implementation of this strategy is hypothesized to have a positive effect on the exporter's competitive advantage. The strength of the latter association is expected to be moderated by the degree of competitive intensity and environmental public concern within the specific foreign market in which the exporter operates. The model is tested on data from 202 exporters of manufactured goods. The results emphasize

the importance of designing ecologically-friendly export marketing strategies in foreign markets, and have important implications for both export marketing managers and public policymakers.

How Country Stereotypes Impact Behavioral Intentions: The Mediating Influence of Cognitive and Affective Brand Evaluations

Marc Florian Herz, University of Vienna

Adamantios Diamantopoulos, University of Vienna

Despite wide consensus in literature about the distinct cognitive and affective dimensions of brand image, (1) the differential influence of consumers' country image perceptions on cognitive vs. affective brand evaluations, and (2) the impact of such evaluations on behavioral outcomes, remain unexplored. The present study investigates whether images associated with different country stereotypes (functional vs. emotional) impact purchase intentions and positive word-of-mouth through their influence on consumer assessments of utilitarianism, brand quality and brand trust (cognitive evaluations) as well as through assessments of hedonism, brand affect, and brand love (affective evaluations). These relationships are empirically investigated using two independent consumer samples in a low-(N=180) and a high-involvement category (N=204) respectively. Implications of the findings for the deployment of brand origin information in brand communications are discussed and directions for future research identified.

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Strategic Goals, Positional Advantages, and Performance in Export Market Operations

Neil Morgan, Kelley School of Business

Constantine S. Katsikeas, Leeds University Business School

Stavroula Spyropoulou, Leeds University Business School

Dionysis Skarmeeas, Athens University of Economics and Business

For many years, the strategic management literature has acknowledged the important issue of differences between intended and realized strategy. In international business, literature suggests that the difficulty of realizing intended strategic goals are even greater since managers are dealing with markets that are more distant and different from the domestic market. Such implementation failures have detrimental effects on international firms in terms of both resources wasted and benefits foregone. Yet, we still have little understanding of why it is so hard for many firms to achieve their