

Call for Papers

Submission Deadline: January 15, 2012



2012 Global Marketing Conference at Seoul

July 19 – 22, 2012

<http://www.kamsconference.org/>

COEX
Seoul, Republic of Korea

Hosted by

[Korean Academy of Marketing Science](#)
[Japan Society of Marketing and Distribution](#)
[European Marketing Academy](#)
[International Textiles and Apparel Association](#)
[Australian & New Zealand Marketing Academy](#)

CONFERENCE CO-CHAIRS

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CONFERENCE OBJECTIVES

Dynamic multiculturalism continues to be a vital aspect of global marketing that affects consumers and businesses around the world. The theme of this year's conference is, "**Globalization and Marketing Performance**" This theme emphasizes the need for educators and business leaders to recognize, appreciate, and understand the significance of marketing in the dynamic global world including different cultures and cross-cultural business practices, as they affect both domestic and multinational marketing strategies. The 2012 Global Marketing Conference at Seoul 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

Seoul is the center of the Greater Seoul Area, one of the world's most populous metropolitan areas with 21.4 million people including satellite cities. Seoul is the seat of the Republic of Korea government and *Royal Palaces*, the home of the Korean economy and culture. Seoul was ranked 9th in global urban competitiveness index and boasts of 25,000 shops opening 24 hours and 116 performing art centers. Internet penetration ratio is 88.4% and mobile ownership reached 101% in Seoul. Broadband penetration of Seoul (34.4%) is the highest in the world. Seoul had a total GRDP of US\$ 229 billion in 2009. Seoul has many commercial centers for shopping, eating and simply wandering around for experiencing the modern Korean urban phenomenon, such as dazzling *COEX Gangnam* and youthful *Shinsadong*. Other tourist attractions are *Insa-dong*, *Myeong-dong*, *Appujeong/Chengdam-dong*, *Bukchon Hanok Village* and *Cheonggyecheon*. The conference venue is the COEX (<http://coex.co.kr/eng/index.asp>) which is the best and biggest conference facility in Korea. (<http://english.seoul.go.kr/>)

To submit a paper, special session proposal or to participate otherwise, contact the appropriate symposium chairs or program track chair listed below:

1. JOINT SYMPOSIUMS & FASHION SHOW

2012 EMAC-KAMS JOINT SYMPOSIUM

European Marketing Academy and Korean Academy of Marketing Science jointly hold 'the 2012 EMAC-KAMS Joint Symposium' on '**Marketing in Europe and Asia**' in 'the 2012 Global Marketing Conference at Seoul'. Please submit your paper to **Symposium Co-Chairs: Prof. Gabriele Troilo**, Dept. of Marketing, Bocconi University, via Rontgen 1, 20136 Milano, Italy, gabriele.troilo@sdabocconi.it, Tel: +39-02-5836-6518 or 3704. **Prof. Donghoon Kim**, School of Business, Yonsei University, 50 Yonsei Ro, Seodaemun-gu, Seoul, Republic of Korea 120-749, dhkim@yonsei.ac.kr, +82 -2-2123-2526, Fax: +82-2-2123-8636.

2012 JSMD-KAMS JOINT SYMPOSIUM

Japan Society of Marketing and Distribution and Korean Academy of Marketing Science jointly hold 'the 2012 JSMD-KAMS Joint Symposium' on '**Marketing and Value in Global Environment**' in 'the 2012 Global Marketing Conference at Seoul'. Please submit your paper to **Symposium Co-Chairs: Prof. Chieko Minami**, Graduate School of Business Administration, Kobe University, 2-1 Rokkodai-cho, Nada-ku, Kobe 657-8501, Japan, cminami@kobe-u.ac.jp, Tel: +81-78-881-1212, Fax: +81-78-803-6969. **Prof. Jae Wook Kim**, Korea University Business School, Anamdong, Sungbook, Seoul, Republic of Korea, jaewook@korea.ac.kr, Tel: +82-2-3290-1941, Fax: +82-2-921-9152.

2012 ITAA-KAMS JOINT SYMPOSIUM

International Textile and Apparel Association and Korean Academy of Marketing Science jointly hold 'the 2012 ITAA-KAMS Joint Symposium' on '**Globalization and Fashion Marketing**' in 'the 2012 Global Marketing Conference at Seoul'. Please submit your paper to **Symposium Co-chairs: Prof. Kathleen Rees**, Dept. of Human Sciences, HS128, MSC 168 Texas A&M University-Kingsville, Kingsville, Texas 78363-8202, USA, kathleen.rees@tamuk.edu, Tel : +1-361-593-2357, Fax : +1-361-593-2230. **Prof. Eun Joo Park**, Dept. of Fashion Design, Dong-A University, 840 Hadandong, Saha-gu, Busan, Republic of Korea, ejpark@dau.ac.kr, Tel: +82-51-200-7332, Fax: +82-51-200-7335.

2012 ANZMAC-KAMS JOINT SYMPOSIUM

Australian and New Zealand Marketing Academy and Korean Academy of Marketing Science Jointly hold 'the 2012 ANZMAC-KAMS Joint Symposium' on '**Value Co-creation and Co-production in Service Dominant Logic**' in 'the 2012 Global Marketing Conference at Seoul'. Please submit your paper to **Symposium Co-Chairs: Prof. Janet McColl-Kennedy**, Professor of Marketing, UQ Business School, University of Queensland, Brisbane, Queensland, 4072, Australia, j.mccoll-kennedy@business.uq.edu.au, Tel: +61-7-33468178, Fax: +61-7-33468166. **Prof. Jong-Ho Lee**, Korea University Business School, #612 LG-POSCO Building, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, jongholee@korea.ac.kr, Tel: +82-2-3290-2821, Fax: +82-2-3290-1307.

2012 HIT-KAMS JOINT SYMPOSIUM

Harbin Institute of Technology and Korean Academy of Marketing Science jointly hold 'the 2012 HIT-KAMS Joint Symposium' on '**Marketing Innovation in China: A Perspective of Cultural Change**' in 'the 2012 Global Marketing Conference at Seoul'. Please submit your paper to **Symposium Chair: Prof. Guofeng Li**, Dept. of Business Administration, School of Management, Harbin Institute of Technology, No. 92, West Da-Zhi Street, Harbin, Heilongjiang, P.R. China, 600726@sina.com, Tel: +86-451-8641-4042, Fax: +86-451-8641-4024.

2012 INVITED FASHION SHOW: Celebration of Life with a Secret of Water..Hanbok

Hye Soon Lee, Chief Designer, **Damyoon**, 2-2 Cheongdam-dong, Gangnam-gu, Seoul, Republic of Korea, MAIL_webmaster@damyoon.com, Tel: +82-2-546-6464, Fax: +82-2-544-3567, (<http://www.damyoon.com/>).

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. **KAMS President's Choice Awards:** All of papers submitted to the 2012 GMC at Seoul are eligible for review toward inclusion in the special issue of JBR. Best of the best papers presented in all of tracks in the 2012 GMC at Seoul 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 **Guest Co-Editors: Prof. Yung Kyun Choi**, Dept. of Advertising & P.R., Dongguk University, 26, Pil-dong 3-ga, Jung-gu, Seoul, 100-715, Republic of Korea, choiyung@dongguk.edu, Tel: +82-2-2260-3817, Fax: +82-2-2260-3766, and **Prof. Ralf Schellhase** (University of Applied Sciences Darmstadt), ralf.schellhase@h-da.de.
2. **'Marketing Service Products Globally: Tourism, Hospitality, Financial Products, and Festivals'** with best papers presented in 'Marketing Service Products Globally: Destination brands, Hospitality, Financial Products, and Festivals' track of this conference. **Guest Co-Editors: Prof. Drew Martin** (University of Hawaii at Hilo), drmartin@hawaii.edu, **Prof. Sunny Ham** (Kyungwon University), sham@kyungwon.ac.kr, and **Prof. Mark S. Rosenbaum** (Northern Illinois University), mrosenbaum@niu.edu.

JOURNAL OF PRODUCT INNOVATION MANAGEMENT

Journal of Product Innovation Management (SSCI) will publish a special issue on **'Product Development and Performance in the Global Environment'** with best papers presented in proper tracks in this conference. If you want your paper to be considered for possible publication in this special issue of JPIM, please inform your intention to **Guest Editor: Professor 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, Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

GLOBAL ECONOMIC REVIEW

Global Economic Review (SSCI) will publish a special issue on **'Digital Revolution, Marketing, and East Asia Economies'** with best papers presented in proper tracks of this conference. If you want your paper to be considered for possible publication in GER, then please inform your intention to **Guest Co-Editors: Prof. Udo Wagner**, Faculty of Business, Economics and Statistics, University of Vienna, A-1210 Vienna, Brunner Strasse 72, Austria, udo.wagner@univie.ac.at, Tel: +43 (1) 4277-380 11, Fax: +43 (1) 4277-380 14, **Prof. Junyeon Moon**, Dept. of Business Administration, Hanyang University, ERICA Campus , 1271 Sa-Dong, Sangnok-Gu, Ansan, Gyeonggi-Do, 426-791, Republic of Korea, jmoon@hanyang.ac.kr, Tel: +82 31-400-5653, Fax: +82 31-400-5591.

INTERNATIONAL JOURNAL OF ADVERTISING

International Journal of Advertising (SSCI) will consider papers selected as the best papers in following tracks of the 2012 GMC at Seoul: **'Marketing in New Media'** and **'Advertising and Integrated Marketing Communication (IMC)'** for publication. If you want your paper to be considered for possible publication in IJA, please inform your intention to chair of proper track.

JOURNAL OF GLOBAL ACADEMY OF MARKETING SCIENCE

All papers presented in this conference are eligible for review toward inclusion in the special issue of JGAMS on **'Globalization and Marketing Performance'** (SCOPUS in 2012). If you want your paper to be considered for possible publication in JGAMS, then please inform your intention to **Guest Editor: 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.

JOURNAL OF GLOBAL FASHION MARKETING

Journal of Global Fashion Marketing will publish a special issue with best papers presented in the field of **'Globalization and Fashion Marketing Performance'** related tracks in this conference. If you want your paper to be considered for possible publication in JGFM, then please inform your intention to **Guest Co-Editors (Prof. Kathleen Rees**, Texas A&M University-Kingsville, kathleen.rees@tamuk.edu, **Prof. Eun Joo Park**, Dong-A University, ejpark@dau.ac.kr).

INTERNATIONAL JOURNAL OF CULTURE, TOURISM AND HOSPITALITY RESEARCH

International Journal of Culture, Tourism and Hospitality Research (SCOPUS) will publish a special issue on **'Asia Bridging the World'** with best papers presented in proper tracks in this conference. If you want your paper to be considered for possible publication in this special issue of IJCTHR, please inform your intention to **Guest Editors: Professor Tony Garrett**, Dept. of Marketing, Korea University Business School, Anam-dong, Seongbuk-gu, Seoul 136-701, Republic of Korea, tgarrett@korea.ac.kr, Tel : +82-2-3290-2833, Fax: +82-2-922-7220. **Professor Ning Dehuang**, Faculty of Management and Economics, Kunming University of Science and Technology, 68# Wenchang Road, 121 Street, Kunming 650093, P.R. China, ningdh@163.com, Tel: +86-13888870224, Fax: +86-08715198887.

3. ACADEMIC EXCELLENCE COMMITTEE

Chair: Prof. Charles R. Taylor (Villanova University), John A. Murphy Professor, Dept. of Marketing, Villanova University, Villanova, PA 19085-1678 USA, raymond.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.

4. PROGRAM TRACKS & TRACK CHAIRS

Marketing Strategy and Management: Prof. Robert E. Morgan, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, UK, morganre@cardiff.ac.uk, Tel: +44-29-2087-0001, Fax: +44-29-2087-4419. **Dr. Yiannis Kouropalatis**, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, UK, kouropalatisy@cardiff.ac.uk, Tel: +44-29-2087-6845, Fax: +44-29-2087-4419.

Interactive Marketing: Prof. Shintaro Okazaki, Department of Finance & Marketing Research, College of Economics & Business Administration, Universidad Autónoma de Madrid, Cantoblanco, 28049, Madrid, Spain, shintaro.okazaki@uam.es Tel. +34-91-497-2872 Fax. +34-91-497-8725.

Consumer Psychology: Prof. Dong-Mo Koo, School of Business, Kyungpook National University, 1370 Sankyuk-Dong, Buk-Gu, Daegu 702-701, Republic of Korea, unlimited@knu.ac.kr, Tel: +82-53-950-7412, Fax: +82-53-950-6247.

Personal Selling and Sales Management: Prof. Bulent Menguc, Brock University, Department of Marketing, 500 Glenridge Avenue, L2S3A1, Ontario, Canada, bmenguc@brocku.ca, Tel:+1- 905-688-5550 (ext 5074), Fax: +1-905-378-5716.

Corporate Communication in Social Media: Prof. Manfred Schwaiger / Prof. Marko Sarstedt, Institute for Market-based Management, Munich School of Management, Ludwig-Maximilians-University of Munich, Kaulbachstr. 45, D-80539 München, Germany, schwaiger@lmu.de, sarstedt@bwl.lmu.de, Tel.+49-(0)89- 2180-5640, Fax:+49-(0)89-2180-5651.

Consumer Behavior and Experiment: Prof. Pekka Mattila, Department of Marketing, School of Economics, Aalto University, P.O.Box 21230 (Lapuankatu 6), FI-00076 AALTO, Finland, pekka.mattila@aalto.fi, Tel: +358-40-353-8418, Fax: +358-10- 837-3710.

Channel of Distribution Management: Prof. Sang-Lin Han, School of Business, Hanyang University, Seoul 133-791, Republic of Korea, slhan@hanyang.ac.kr, Tel: 82-2-2220-1071, Fax: 82-2-2220-1169.

Luxury Marketing and Value Management: Prof. Klaus-Peter Wiedmann, Chair and Director of the Institute of Marketing and Management, Leibniz University Hannover. **Dr. Nadine Hennigs**, Assistant Professor at the same Institute Königsworther Platz 1, D-30167 Hannover, Germany, wiedmann@m2.uni-hannover.de, nhennigs@m2.uni-hannover.de Tel.: +49-511-762-4862, Fax: +49-511-762-3142.

Asian Consumer Insight: Prof. Bernd Schmitt, Robert D. Calkins Professor, Dept. of Marketing, Columbia University, 3022 Broadway, New York, 10027 NY, USA, bhs1@columbia.edu, Tel: +1-212-854-3468, Fax: +1-212-854-7647.

Retail Management: Prof. Seigyoung Auh, Thunderbird School of Global Management, 1 Global Place, Glendale, AZ 85306, USA, seigyoung.auh@thunderbird.edu, Tel: +1-602-978-7296, Fax: +1-602-843-6143.

Global Fashion Marketing: Prof. Leslie Davis Burns, Professor of Design and Human Environment, 224 Milam Hall, Oregon State University, Corvallis, OR 97331 USA, Leslie.Burns@oregonstate.edu, Tel: +1-541-737-0983, Fax: +1-541-737-0993.

Product Development and Industrial Design: Prof. C. Anthony Di Benedetto, 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, Tel: +1-215-204-8147, Fax: +1-215-204-6237.

Marketing, Innovation and Entrepreneurship: Prof. Kwaku Atuahene-Gima, CEIBS, China. kwaku@ceibs.edu **Prof. Luigi Mario De Luca**, Marketing and Strategy Section, Cardiff Business School, Cardiff University, Aberconway Building, Colum Drive, Cardiff, CF10 3EU, UK, delucal@cardiff.ac.uk, Tel: +44-(0)29-2087-6886, Fax: +44- (0)29-2087-4419.

International Advertising: Prof. Sandra Diehl, Dept. of Media and Communication Studies, Alpen-Adria University of Klagenfurt, Universitätsstraße 65-67, 9020 Klagenfurt, Austria, Sandra.diehl@uni-klu.ac.at, Tel: +43-(0)463-2700-1822, Fax: +43-(0)463-2700-991822.

Marketing in New Media: Prof. Ralf Terlutter, Dept. of Marketing and International Management, University of Klagenfurt, Universitätsstraße 65-67, 9020 Klagenfurt, Austria, Ralf.Terlutter@uni-klu.ac.at, Tel: +43-(0)463-2700-4004, Fax: +43-(0)463-2700-4094.

Marketing Service Products Globally: Tourism, Hospitality, Financial Products, and Festivals: Prof. Drew Martin, College of Business and Economics, University of Hawaii at Hilo, 200 West Kawili Street, Hilo, Hawaii 96720-4091, USA, drmartin@hawaii.edu, Tel: +1-808-974-7553, Fax: +1-808-974-7685. **Prof. Sunny Ham**, San 65 Bokjung-dong Soojung-gu Seongnam-si Kyeonggi-do (461-701), Republic of Korea, sham@kyungwon.ac.kr, Tel: +82-31-750-8669, Fax: +82-31-750-8669. **Prof. Mark S. Rosenbaum**, Dept. of Marketing, College of Business, Northern Illinois University, DeKalb, IL 60115-2897, USA, mrosenbaum@niu.edu, Tel: +1-815-753-7931, Fax: +1-815-753-6014.

Global/International/Cross-Cultural Marketing: Prof. Haizhong Wang, Dept. of Marketing and Chinese Brand Research Center, School of Business, Sun Yat-Sen University, 135 Xingang Road, Guangzhou, China, 510275, wangzh.05@alum.sem.tsinghua.edu, Tel: +86-20-84112603, Fax: +86-20-84036924.

Sport Marketing and Media: Prof. Kihan Kim, Dept. of Kinesiology, Seoul National University, 71-410, 599 Gwanak-ro, Gwanak-gu, Seoul, 151-742, republic of Korea, kihan@snu.ac.kr, Tel: +82-2-880-7792, Fax: +82-2-872-2867.

Marketing in Asia: Prof. Kim-Shyan Fam, School of Marketing, Victoria University of Wellington, 11/F Rutherford, Wellington, New Zealand, kim.fam@vuw.ac.nz, Tel: +64-4-463-6459; Fax +64-4-463-5231.

Product Innovation and Performance in the Global Environment: Prof. Eunju Ko, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

Branding and Marketing: Prof. Jikyeong Kang, Director of DBA Programme, Manchester Business School, The University of Manchester, Booth Street West, Manchester, M15 6PB, UK, jkang@mbs.ac.uk, Tel: +44-(0)161-275-6561, Fax: +44-(0)161-275-6464.

Social Network & Mobile Application Marketing: Prof. Jaihak Chung, Business School, Sogang University, Matheo Hall 503, Shin Soo Dong, Mapo Gu, Republic of Korea, jaihak@sogang.ac.kr, Tel: +82-2-705-8859, Fax: +82-2-705-8519.

Japanese Perspectives on Value Creation in Marketing and Consumer Behavior - Special Session by Japan Society of Marketing and Distribution: Prof. Akira Shimizu, Faculty of Business and Commerce, Keio University, ashimizu@fbc.keio.ac.jp, Tel: +81-3-5427-1168, Fax: +81-3-5722-4644. **Prof. Tomoko Kawakami**, Kansai University, Osaka, Japan, ktomoko@kansai-u.ac.jp, Tel: +81-6-6368-0145, Fax: +81-6-6339-7704.

Consumer Behavior in the Service Industry: Prof. Sunmee Choi, School of Business, Yonsei University, 134 Sinchondong, Seodaemun-Gu, Seoul, Republic of Korea 120-749, sc128@yonsei.ac.kr, Tel: +82-2-2123-5479, Fax: +82-2-364-7828.

Intercultural Communications: Prof. Wolfgang Fritz, Institute of Marketing, University of Braunschweig, Abt-Jerusalem-Str. 4, 38106 Braunschweig, Germany, w.fritz@tu-bs.de, Tel: +49-(0)531-391-3202, Fax: +49-(0)531-391-8202.

Customer Equity Management: Prof. Eric Chuan-Fong Shih, Graduate School of Business, Sungkyunkwan University, 53, Myeonyung-dong 3-ga, Jongno-gu, Seoul 110-745, Republic of Korea, e_shih@yahoo.com, Tel: +82-2-740-1505, Fax: +82-2-740-1503.

Ethnic and Minority Marketing: Prof. John Stanton, School of Marketing, University of Western Sydney, Locked Bag 1797 Penrith NSW 2751, Australia, j.stanton@uws.edu.au, Tel: +61-2-96859294, Fax: +61-2-96859612.

Technological Innovation and Future Firms: Prof. Jina Kang Technology Management Economics and Policy Program (TEMPEP) & Department of Industrial Engineering, Seoul National University, 599 Gwanangno, Gwanak-gu, Seoul 151-742, Republic of Korea, profkang@snu.ac.kr, Tel: +82-2-880-5109, Fax: +82-2-872-8359.

Public Policy and Marketing: Prof. Michael L. Capella, Dept. of Marketing, Villanova School of Business, Villanova University, 800 East Lancaster Ave., Villanova, PA 19085-1678 USA, michael.l.capella@villanova.edu, Tel: +1-610-519-6624, Fax: +1-610-519-5364.

Advertising and Integrated Marketing Communication (IMC): Prof. Hyokjin Kwak, Dept. of Marketing, LeBow College of Business, Drexel University, Matheson Hall 502B, 32nd and Market Street, Philadelphia, PA 19104, USA, hkwak@drexel.edu, Tel: +1-215-895-6006, Fax: +1-215-895-6975.

Marketing Education: Prof. Ralf Schellhase, Faculty of Economics and Business Administration, University of Applied Sciences Darmstadt, Haardtring 100, 64295 Darmstadt, Germany, ralf.schellhase@h-da.de, Tel: +49-6201-876474, Fax: +49-6201-876475.

Social Media and Luxury Marketing: Prof. Michel Phan, EMLYON Business School-Asian Campus, Shanghai, China, michelphan@hotmail.com, Tel: +86-21-6260-8160, Fax: +86-21-6260-8171.

Global Marketing and Web 2.0: Prof. Stan Paliwoda, Department of Marketing, University of Strathclyde, Stenhouse Building, 173 Cathedral Street, Glasgow, G4 0RQ, UK, stan.paliwoda@strath.ac.uk, Tel: +44-141-548-5843, Fax: +44-141-552-2802.

Olympic Marketing: Prof. Jeonpyo Noh, Department of Business Administration, College of Government and Business, Yonsei University-Wonju Campus, 234 Maeji-ri, Heungup-myun, Wonju-si, Gangwon-do, Republic of Korea, noj@yonsei.ac.kr, Tel: +82-33-760-2337.

Consumer Neuroscience and Perspectives for Marketing: Prof. Rafal Ohme, Human Mind & Brain Applied Research Center, Al. Jerozolimskie 101/7, 02-011 Warsaw, Poland, ohme@testdifferent.com, Tel: +48-601-163-993.

Global Business in Greater China: Prof. Patrick Poon, Department of Marketing and International Business, Faculty of Business, Lingnan University, Hong Kong, patpoon@LN.edu.hk, Tel: +852-2616-8235 Fax: +852-2467-3049.

Brand Management: Prof. George Panigyrakis, Athens University of Economics and Business, 47, Evelpidon Str. (& 33, Lefkados Str), 1362 Athens, Greece, pgg@aub.gr, Tel: +30-2108203641, Fax: +30-2108203616.

Consumer Apparel Needs and Fashion Marketing: Prof. Nancy J. Miller, Dept. of Design and Merchandising, 154 Aylesworth Hall, SE, 1574 Campus Delivery, Colorado State University, Fort Collins, CO80523-1574, USA, nmiller1@colostate.edu, Tel: +1-970-491-5811, Fax: +1-970-491-4855.

Easternization of the West, Westernization of the East in Marketing: Prof. Maria Kniazeva, Associate Professor of Marketing, School of Business Administration, University of San Diego, 5998 Alcalá Park, San Diego, CA 92110-2492, USA, kniazeva@sandiego.edu, Tel: +1-619-260-7837, Fax: +1-619-260-4891.

Beauty Business and Medical Tourism: Prof. Ki Nam Jin, Dept. of Health Administration, College of Health Sciences, Yonsei University, 234 Maeji-ri, Heungup-myun, Wounju-si, Gangwon-do 220-710, Republic of Korea, jinkn@yonsei.ac.kr, Tel: +82-33-760-2439.

Identities, Desires and Global Marketing: Dr. Wing-Sun Liu, ITC The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong, tcliuws@inet.polyu.edu.hk, Tel: +852-27666444, Fax: +852-27731432

Design Management and Cultural Marketing: Prof. Erin Cho, Design & Management, School of Design Strategies, 66 5th avenue room 825, Parsons, The New School for Design, New York, NY10011, USA choje@newschool.edu, Tel: +1-212-229-5391, Fax: +1-212-229-5114

Agile Marketing: Michael Hoffman, Marketing Trading Inc.(Go Agile Go Lean), 1244 Holm Grove Drive, San Marcos, CA 92078,USA, mlhoffman26@att.net, Tel: +1-619-523-3227, Fax: +1-858-480-3727

Marketing in General: Prof. Jong-Kuk Shin, Division of Business Administration, Pusan National University, 30 Jangjeon-Dong, Geumjeong-Gu, Busan 609-735, Republic of Korea, shinjk@pusan.ac.kr, Tel: +82-51-510-2576, Fax: +82-51-581-3144.

5. FOR MORE INFORMATION

GENERAL SECRETARY

Prof. Kyung Hoon Kim, Executive Secretary, Korean Academy of Marketing Science, and Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

EDITOR OF PROCEEDINGS

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CONFERENCE WEBSITES

www.kamsconference.org

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6. SUBMISSION GUIDELINES

The 2012 Global Marketing Conference is pleased to have electronic submission for submitting manuscripts. Electronic submission should be sent to the appropriate track chair in the preferred track. A word document containing the manuscript should be sent as an attachment to an e-mail communication. Please be sure to include complete contact information for the contact person. An e-mail response will be sent to the contact author once the manuscript has been received in a readable format by the track chair. All communications will then occur electronically. For those who do not have access to e-mail, you may send four hard copies of the manuscript to one of the appropriate track chairs.

Manuscripts must follow *Manuscript Submission Guidelines: 2012 Global Marketing Conference at Seoul* and *Reference Style of KAMS Journals and Proceedings* (www.jgams.net). *Manuscripts should not exceed 5 pages (single spaced) for abstracts or 20 pages (double spaced) for full papers in double space.* One-page special session and panel proposals should be sent directly to the appropriate track chair. Submissions will be double-blind reviewed. Please do not identify any authors in the text of the manuscript.

Submission of a manuscript for review indicates that it or a similar version has not been previously published or is not under simultaneous review elsewhere. At least one author must be a member in good standing of the Korean Academy of Marketing Science or be willing to join the Academy if the manuscript is accepted. Additionally, a manuscript should be submitted to ONLY one track.

The conference will accept papers and allow authors to decide whether to publish the complete paper in the Proceedings or to publish an abstract only. Upon acceptance, the author(s) agree to the following: (a) to release the copyright to the Korean Academy of Marketing Science unless choosing to publish an abstract only, (b) to return the manuscript (abstract) in correct format (via e-mail or diskette) to the Proceedings Editor, and (c) at least one author will present the manuscript at the conference and will pre-register as a condition for acceptance and publication. Proceedings guidelines, limitations, and restrictions will be sent to authors of accepted papers.

7. TRAVEL TO KOREA

Any foreign visitor who wishes to enter Republic of Korea must have a passport, which will remain valid during the period of stay. Nationals of many countries are eligible to enter Republic of Korea without a visa unless the purpose of the visit is to reside in Korea, to obtain employment or to otherwise engage in remunerative activities. Please check with the Ministry of Foreign Affairs of Korea (<http://www.mofat.go.kr/english/visa/apply/index.jsp>).



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