

Call for Papers



2018 Global Marketing Conference at Tokyo

19th– 22nd July, 2018

Submission Deadline: 15th January, 2018

Venue: Tokyo, Japan

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

Hosts

American Marketing Association
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)
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

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, Tel: +1-301-405-4300, Fax: +1-301-405-0146.

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

Prof. Akira Shimizu, Faculty of Business and Commerce, Keio University, 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, 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 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, 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, 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, Hiostsubashi University, 2-1 Naka, Kunitachi, Tokyo 186-8601, Japan, 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, Tel: +358-10-837-3711. **Prof. Tomas Falk**, Aalto University School of Business, 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, 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, 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, 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, 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, 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.

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, Tel: +44 20 7443 8836. **Prof. Minas Kastanakis**, ESCP Europe Business School, 527 Finchley Road, London, NW3 7BG, UK, mkastanakis@escpeurope.eu, Tel: +44 20 7443 8800.

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). **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, 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, 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, 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, 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**. **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, 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, Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

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, 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, 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 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, Tel: +44 20 7443 8836. **Prof. Minas Kastanakis**, ESCP Europe Business School, 527 Finchley Road, London, NW3 7BG, UK, 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

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, 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, Tel: +82-2-3290-2833.

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 Co-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.

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, 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.

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, Tel:+44-2920-870-001, Fax:+44-2920-874-419.

Prof. Yiannis Kouropalatis, Cardiff Business School, Cardiff University, Colum Drive, Cardiff, CF10 3EU, UK, kouropalatisy@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, 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, 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, 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, +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, Königsworther Platz 1, D-30167 Hannover, Germany, 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, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

New Product Development: 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. **Prof. Destan Kandemir**, Department of Management Bilkent University, 06800 Bilkent, Ankara Turkey, destan@bilkent.edu.tr, Tel: +90 312 290 1526, Fax: +90 312 266 4958.

Customer Engagement in Tourism and Hospitality: 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, 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, Tel: +001.215.204.8784 Fax: +001.215.204.8705.

Theoretical and Practical Evolution of Retailing: Prof. Charles Ingene, Price College of Business, Adams Hall, Room 3, 307 West Brooks, OK Norman, USA, caingene@ou.edu, Tel: +1-405-325-3097. **Prof. Ikuo Takahashi**, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, takahasi@fbc.keio.ac.jp, Tel: +81-3-3453-4511, Fax: +81-43-462-3652.

Intercultural Marketing Communications: Prof. Wolfgang Fritz, Technische Universitaet Braunschweig, Institute of Marketing, Abt-Jerusalem-Str. 4, 38106 Braunschweig, Germany, w.fritz@tu-braunschweig.de, Tel. +49-531-391-3203, Fax +49-531-391-8202.

Advertising and Branding: Prof. Hyokjin Kwak, Dept. of Marketing, Le Bow 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. Please submit your manuscript online at <http://hkdx.i234.me/drexel/conference/gmc/>.

Marketing Education: Prof. Ralf Schellhase, Darmstadt Business School, University of Applied Sciences Darmstadt, ralf.schellhase@h-da.de, Haardtring 100, 64295 Darmstadt, Germany, Tel: +49-174-1699491.

Wearable Technologies, Sustainability and Luxury Brands: Prof. Michel Phan, EMLYON Business School; phan@em-lyon.com; Tel: +86 21 6260 8160 (ext 809) (office), Fax: +86 21 6260 8171.

Brand-building in the Luxury, High-end Cultural and Creative Industries: Prof. Klaus Heine, EMLYON Business School-Asian Campus, Shanghai, China, heine@em-lyon.com.

Wellness as Status Symbol in Marketing: Prof. Maria Kniazeva, Professor of Marketing, School of Business, 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.

Consumption, Desire and Culture: Dr. Wing-Sun Liu, Institute of Textiles and Clothing, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong, tcliuws@polyu.edu.hk, Tel: +852-27666444, Fax: +852-27731432.

Social Media and Luxury Brand Communication: 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, Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

Country of Origin Image, and Country Biases (cosmopolitanism, ethnocentrism, disidentification, affinity, and animosity): Prof. Alexander Josiassen, Department of Marketing, Copenhagen Business School, 2000 Frederiksberg, Denmark, aj.marktg@cbs.dk, Tel: +45-3815-2159. **Dr. Florian Kock**, Department of Marketing, Copenhagen Business School, 2000 Frederiksberg, Denmark, fk.marktg@cbs.dk, Tel. +45-3815-2159.

Retail Merchandising Strategy: Prof. Changju Kim, Faculty of Business Administration, Ritsumeikan University, 2-150, Iwakura, Ibaraki, Osaka, 560-8570, Japan, cjkim777@fc.ritsumeai.ac.jp, Tel: +81-72-665-2382.

Strategic Market Management: Prof. Jong-Ho Lee, Korea University Business School, 145 Anam-Ro, Seongbuk-Gu, Seoul, 02841, Republic of Korea, jongholee@korea.ac.kr, Tel: 82.2.3290.2821: Fax: 82.2.922.7220.

Transformative Service Research: Prof. Mark S. Rosenbaum, Dept. of Marketing, College of Business, Northern Illinois University, DeKalb, IL 60115-2897, USA, and Externado University, Bogota, Colombia, mrosenbaum@niu.edu, Tel: +1-815-753-7931, Fax: +1-815-753-6014.

Managerial Decision Making in Marketing: Prof. Eric Shih, Graduate School of Business, Sungkyunkwan University, 25-2 Sungkyunkwan-ro, Jongro-gu, Seoul, Republic of Korea, eshih@skku.edu, Tel: +82-2-740-1502, Fax: +82-2-740-1539.

Product Placement, Branded Entertainment and Branded Content – Leveraged Marketing Communications Track I for IJA Special Issue: Prof. Sukki Yoon, Department of Marketing, College of Business, Bryant University, Smithfield, RI 02917, U.S.A. syoon@bryant.edu, Tel. +1-401-232-6997 Fax. +1-401-232-6435.

Corporate Social Responsibility (CSR) and Cause-Related Marketing – Leveraged Marketing Communications Track II for IJA Special Issue: Prof. Yung Kyun Choi, Department of Advertising and PR, Dongguk University, 30 Pildong-ro i gil, Jung-gu, Seoul, Republic of Korea, choiyung@dgu.edu, Tel: +82-2-2260-3817.

Cobranding, Celebrity Endorsement, and Sponsorship – Leveraged Marketing Communications Track III for IJA Special Issue: Prof. Kacy Kim, Department of Marketing, Love School of Business, Elon University, 2075 Campus Box, Elon, NC 27244, USA, kkim3@elon.edu, Tel. +1-336-278-5296.

Consumption and Marketing of Online and Mobile Games: Dr. Yuri Seo, The University of Auckland Business School, University of Auckland, 12 Grafton Rd, Auckland, New Zealand, y.seo@auckland.ac.nz, Tel: +64-9-923-8277.

Digital and Technology Driven Marketing Prof. Juran Kim, Associate Professor of Marketing, Dept. of Business Administration, Jeonju University, Chonjamro 303, Jeonju, Republic of Korea, jrkim@jj.ac.kr, Tel: +82-63-220-2972, Fax: +82-63-220-2052.

Wine Marketing and Management: Prof. Benoît LECAT, Wine and Viticulture Department Head, College of Agriculture, Food & Environmental Sciences, California Polytechnic State University, 1 Grand Ave, Building 11, San Luis Obispo, CA 93407-0861, USA, blecat@calpoly.edu, Tel: +1 (805) 756-2415.

Consumer Decision Making and Consumer Signaling: Assistant Prof. Dr. Alisara Rungnontarat CHARINSARN, Thammasat Business School, Thammasat University, 2 Prachan Rd., Pranakorn, Bangkok 10200, Thailand, alisara@tbs.tu.ac.th, Tel: +668-1836-1154.

Cross Cultural Consumers and Globalization: Dr. Hector Gonzalez-Jimenez, The York Management School, University of York, Freboys Lane, Heslington, York YO10 5GD, United Kingdom, hgi503@york.ac.uk, Tel: +44 (0) 1904 325075. **Dr. Fernando Fastoso**, The York Management School, University of York, Freboys Lane, Heslington, York YO10 5GD, United Kingdom, fernando.fastoso@york.ac.uk, Tel:+44 (0) 1904 325056.

Consumers, Brands and Brand Management: Prof. David E. Sprott, Carson College of Business, Washington State University, Pullman, WA 99164 USA, dsprott@wsu.edu, Tel: +01-509-335-6896, Fax: +01-509-335-3851.

Relationship Marketing: Associate Prof. Li-Wei Wu, Department of International Business, Tunghai University, No. 1727, Sec. 4, Taiwan Boulevard, Taichung 40704, Taiwan, lwwu@thu.edu.tw. Tel. +886-4-2359-0121 Fax. +886-4-2359-2898.

Customer Value Co-Creation and Product Innovation: Associate Prof. Hao Zhang, School of Business Administration, Northeastern University, No. 195, Chuangxin Road, Hunnan District, Shenyang, 110617, China, hzhang@mail.neu.edu.cn, Tel: +86-24-8365-6416, Fax: +86-24-8365-6416.

Management and Marketing Research in Different Methodology: Prof, Cheng Hua, School of Economics & Management, Zhejiang SCI-TECH University, 5 Second Avenue, Xiasha Higher Education Zone, Hangzhou, Zhejiang, 310018, China, chenghua@zstu.edu.cn, Tel: +86-571-8684-3391. **Dr. Yang Sun**, School of Economics & Management, Zhejiang SCI-TECH University, 5 Second Avenue, Xiasha Higher Education Zone, Hangzhou, Zhejiang, 310018, China, sy@zstu.edu.cn, Tel: +86-571-8684-3734.

Interaction between Innovation and Sustainability in Marketing: Prof. Olga Tretyak, Head of Ph.D. Program in Management, Faculty of Business and Management, National Research University - Higher School of Economics, 105187, Moscow, Russia, Kirpichnaya str. 33/5 room 732. otretyak@hse.ru, Tel: +7495 621 13 97, Fax.+7 495 772 95 69.

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Stakeholders-brand Relationships: Multiple online/offline interactions: Prof. Sandra Loureiro, Marketing, Operations and General Management Department, Lisbon University Institute (ISCTE-IUL), Business Research Unit (BRU/UNIDE), Av. Forcas Armadas1649-026 Lisbon, Portugal, sandramloureiro@netcabo.pt, Tel. +351 217 903 004/5; +351 217 903 000 - ext: 291400 Fax: +351 21 796 47 10.

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Uncertainty and Experience-Based Learning in Strategic Marketing: Prof. Simone Guercini, Universita degli Studi di Firenze. Via delle Pandette, 9 - 50127 Firenze, Italy, simone.guercini@unifi.it, Tel: +39 055 27591.

Consumer Behavior in Hospitality and Tourism: Dr. Saurabh Kumar Dixit, Associate Professor, Department of Tourism and Hotel Management, North-Eastern Hill University, Shillong (Meghalaya) India, saurabh5sk@yahoo.com, Tel:+91-364-2723443, Mobile:+91-9436565964.

Web Text data and Big Data based Marketing: Prof. Jaihak Chung, Sogang Business School, Sogang University, Mapogoo Shinsoodong 1 Sogang University Sogang Business School PA hall, #708, Seoul, Republic of Korea, jaihak@sogang.ac.kr, Tel. +82-10-3361-6521.

International & Cross Cultural Marketing: The Changing Consumer Landscape: Prof. Fabian Bartsch, Marketing and International Negotiation Department, IESEG School of Management, f.bartsch@ieseg.fr, Tel: +33-155911010. **Timo Mandler**, Institute of Marketing, University of Hamburg, timo.mandler@uni-hamburg.de, Tel: +4940428388737

Innovation and Strategy: Prof. Jina Kang, Technology Management, Economics and Policy Program (TEMPEP) & Department of Industrial Engineering, Seoul National University, Seoul, Republic of Korea, profkang@snu.ac.kr, Tel: +82-2-880-5109, Fax: +82-2-873-7229.

The Revitalization of Culturally Significant Patterns, Products and Practices: Prof. Tom Cassidy, The School of Design, The University of Leeds, Leeds, LS2 9JT, UK, T.Cassidy@leeds.ac.uk, Tel: +44-(0)-113-343-3750.

The New Frontiers in Digital Media Services: Prof. Werner Kunz, Dept. of Marketing and Management, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, werner.kunz@umb.edu, Tel. +1 (617) 287-7709, Fax +1 (617) 287-7709. Best service papers will be considered for publication in a special issue of the Journal of Service Management.

Cyberpsychology and Branding: Prof. Yongjun Sung, Dept. of Psychology, Korea University, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, gradysung@gmail.com, Tel: +82 (0)2 3290 2869.

Humanship as the Core Innovation in Marketing: Prof. Philip Hong, School of Social Work, Loyola University Chicago, 1 E. Pearson St. Maguire Hall 528, Chicago, IL 60611 USA, phong@luc.edu, Tel: +1-312-915-7447. **Prof. Marat Bakpayev**, Labovitz School of Business and Economics, University of Minnesota Duluth, 385E LSBE, Duluth, MN 55812 USA, mbakpaye@d.umn.edu, Tel: +1-218-726-8483. **Prof. Wansoo Park**, School of Social Work, University of Windsor, 201-D, 167 Ferry Street, Windsor, ON N9A 0C5, Canada, wansoo@uwindsor.ca, Tel: +1-519-253-3000 ext. 2069.

Algorithms: Constructing/Testing Theory in Marketing and Strategic Management via "Computing with Words: Prof. Arch G. Woodside, Professor of Marketing, Curtin University, Perth, Australia. arch.woodside@curtin.edu.au.

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

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