

Emerging Themes in International Marketing

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Presented at
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Seoul, KOREA



Dynamic Environmental Changes
New Challenges for Global Marketing Managers
Skills for Addressing New Opportunities
Journal of International Marketing

Dynamic Environmental Changes

Changing Nature of Competition

- Stronger global competitors operating in more markets

- Emergence of new competitors from emerging markets

Increased Governance Concerns Globally

- Increasing regulatory environment

- Increased consumer oversight

Quest for Human Capital

- Need for managers capable of effective operation

- Challenge of developing and retaining talent

New Challenges for Global Marketing Managers

Emerging Markets

How does operating in emerging markets influence firm marketing strategy success?

To what extent do emerging markets present a challenge for firm marketing knowledge?

New Challenges for Global Marketing Managers

Learning from Emerging Market Firms

How do firms effectively transition from cost leaders to brand leaders within emerging markets?

How do global branding strategies of emerging market firms differ from those of advanced economy firms?

New Challenges for Global Marketing Managers

Cross-national Market Segmentation and Foreign Market Opportunity Assessment

How substantial are cross-country market segments?

How can we go about identifying and validating them?

New Challenges for Global Marketing Managers

Global Account Management

How do firms best manage their relationships with key accounts?

What skills and capabilities are necessary to successfully serve global customers?

New Challenges for Global Marketing Managers

Product Development and Innovation

What are the determinants of success in global NPD?

How are global new products developed effectively?

What is the role of new products in global markets?

New Challenges for Global Marketing Managers

Global Branding

What are the value of global brands?

How well to global brands achieve local effectiveness?

New Challenges for Global Marketing Managers

Convergence of Global Consumer Demand

What evidence do we have on the convergence of global customer preferences?

How does the pace of convergence differ by countries at different economic levels?

Ethical Issues in International Marketing

What are ethics in a diverse global marketplace?

Are marketing strategies focused on sustainability ethical?

Methodological Issues

How can we increase the validity and reliability of international marketing research?

What are we losing as we strive for measurement invariance?

Skills for Assessing New Opportunities

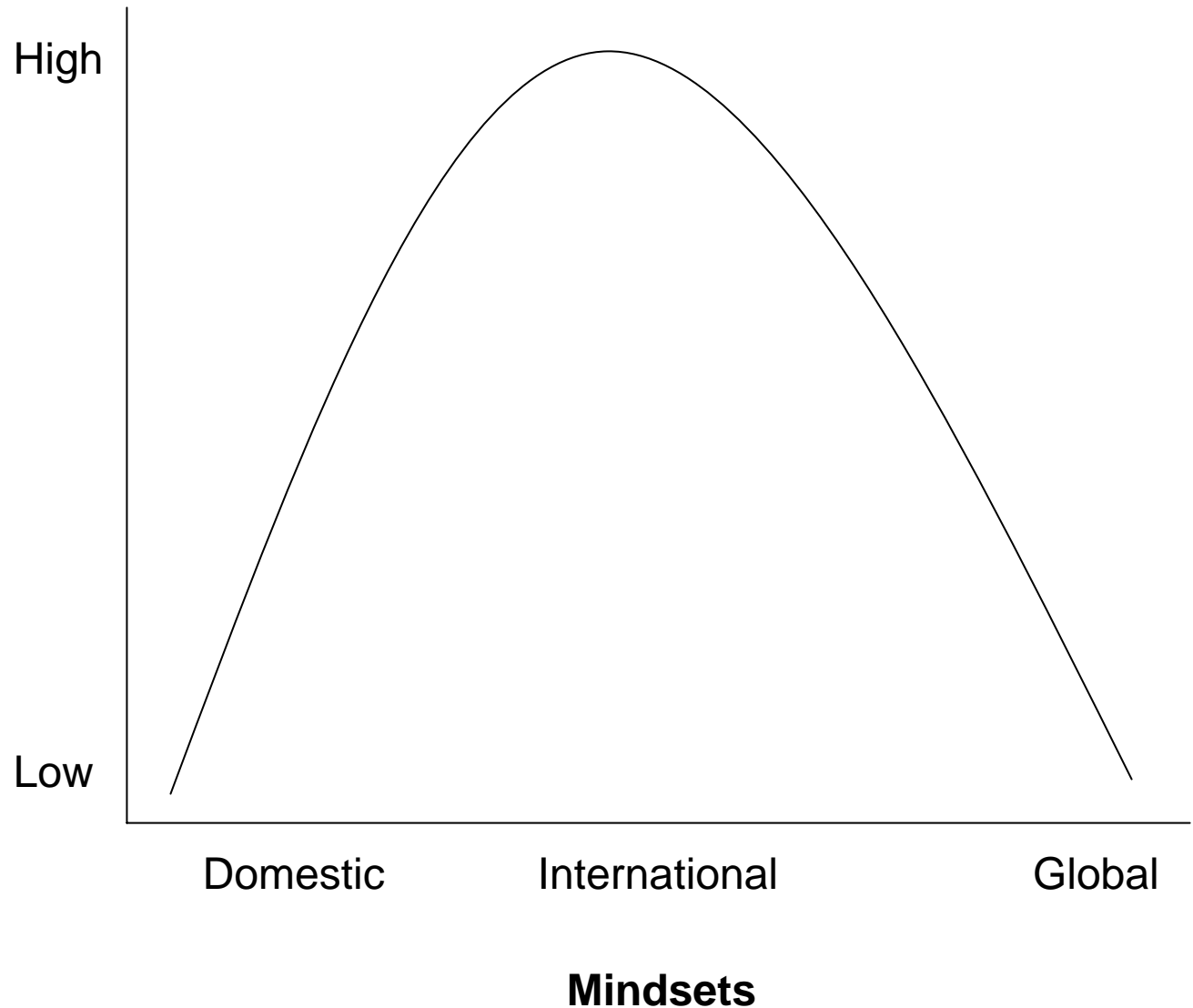
Managerial Mindset

Formalized Model

Drivers (Analytical Capital and Social Capital)

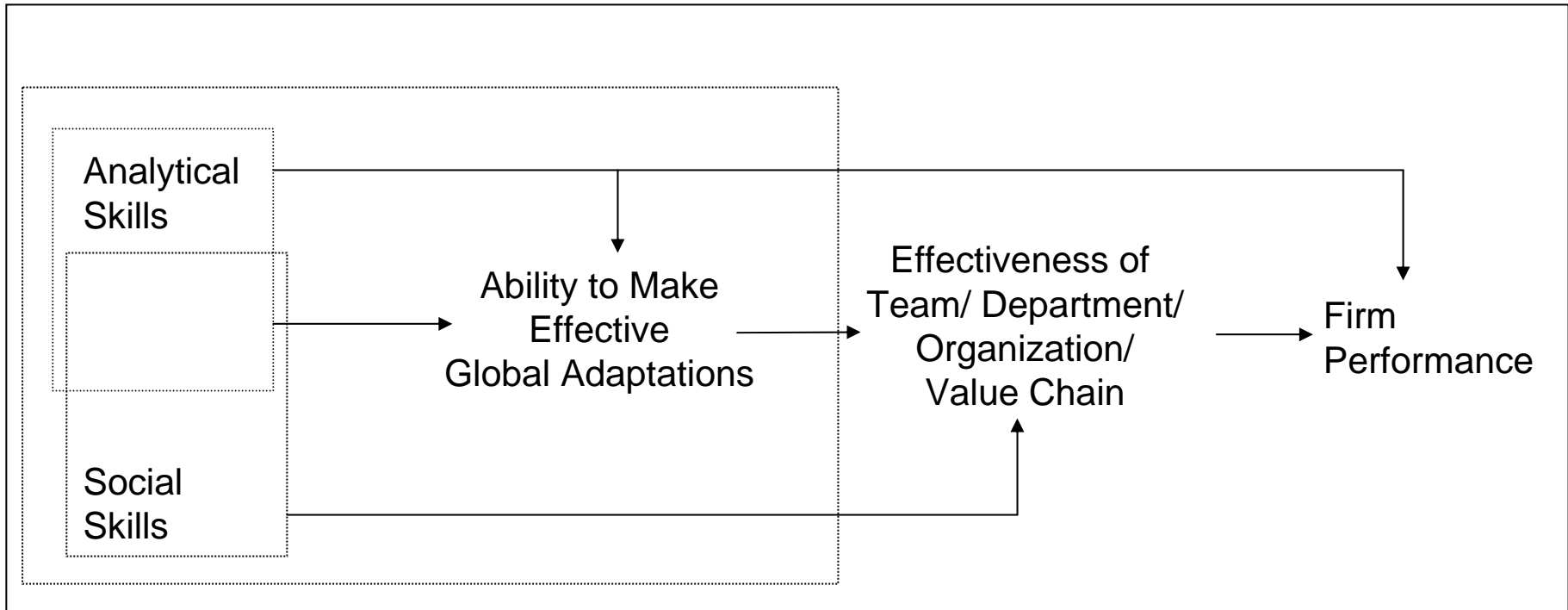
Skills for Assessing New Opportunities

**Perceptions of
Hurdles to
Global Business**



Skills for Assessing New Opportunities

Managerial Mindset



Skills for Assessing New Opportunities

Analytical Capital

Tacit knowledge

Experiential framing

Prioritization on problems

Learning and unlearning

Social Capital

Intuition

Self-confidence

Ability to deal with ambiguity

Ability to work under pressure

Flexibility

Journal of International Marketing



The aim of *Journal of International Marketing* is to present scholarly and managerially relevant articles on international marketing.

In *JIM*, international marketing is conceptualized within two general domains: (1) international (i.e., when marketing activities occur across national boundaries) and (2) cross-cultural (i.e., when comparisons regarding marketing-related issues are made across national boundaries).

Journal Stats

Top 5 journal in international business

July 1, 2007-June 30, 2008

156 submissions from July 1, 2007-June 30, 2008

14% acceptance rate

Author-centered review process

Average review time: 38 days (22 days for revisions)

Constructive reviews



WANTED FOR PUBLICATION

Innovative

New and insightful

Impactful

Able to stimulate change

Controversial

Spark academic discourse

www.marketingpower.com/jim

Submission guidelines

Suggestions for authors

http://mc.manuscriptcentral.com/ama_jim

Conclusion

Issues to address in international marketing research

Solution to issues provides guidance to international marketing managers

A quality journal outlet to allow us to overcome these challenges