

INTERNATIONAL MARKETING REVIEW

Call for Papers

Special Issue on “Decision-Making in International Marketing”

Deadline for submission is 31 July 2020

The saturation of domestic markets and global hyper-competition have pressured many firms to expand into diverse international markets. Decision-making is a key driver of business success in the international environment (Nemkova *et al.*, 2015). In this context, improving the efficiency and effectiveness of decision-making is critical to international marketing research theory and practice. The international marketing literature has made notable progress regarding *what* are the key substantive international marketing decisions that drive international marketing success (e.g. degree of standardization/adaptation, foreign market entry modes, international resource investments). A parallel body of research within international marketing decision-making addresses the process of *how* decisions are made to derive optimal and/or satisficing performance outcomes (e.g. emergent versus deliberate international strategies, cognitive micro-foundations, use of heuristics). Therefore, this special issue invites papers that help push the boundaries of international marketing decision-making knowledge, in the contexts of *substantive* decisions made, and the *process* of decision-making.

Knowledge regarding substantive international marketing decisions (e.g. adaptation/standardization, entry modes), their drivers and impact on performance is far from complete, with ambiguity and inconsistencies characterizing much of the field. In addition, other core decision issues such as CSR, corporate partnerships, and value creation that are of particular pertinence to today’s international businesses are often overlooked. For example, current environmental decision-making models explain the adoption of single behaviors only, rather than the coaction suite of behaviors required to halt climate change (Newton *et al.*, 2015); there is limited research on the determinants behind standardization and/or adaptation of international marketing strategies (Rao-Nicholson and Khan, 2017); much less what effective foreign market entry should actually look like given the propensity in the field to only examine individual modes independently and in silo (Oliveira *et al.*, 2018). In this context, a more holistic view of international marketing decisions that considers a firm's entire portfolio of activities in foreign markets is needed.

With few exceptions, not much is known about *how* international marketing decisions are made (Nemkova *et al.*, 2015; Souchon *et al.*, 2016). Yet, the way international marketing decisions are made is critical for international marketing success (Hughes *et al.*, 2019). This sphere of international marketing decision-making research, while relatively anemic, is typically underpinned by behavioral economic theories of decision-making, such that a duality in decision-making processes is identified. Supported by developments in the cognitive psychology field, the decision-making process is as reliant on emotion and intuition, as on rational cognition (Hodgkinson and Sadler-Smith, 2018). Nevertheless, international marketing and management studies are dominated by the planning paradigm (Hughes *et al.*, 2018), while in practice, managers often see the attempt to deviate from planning as irresponsible and dangerous (Nemkova *et al.*, 2012). The reality is, of course, much more complex where interactions between alternate decision-making approaches exist (Hughes *et al.*, 2019). Despite the ‘ideal state’ being a high level of duality in decision-making (Hodgkinson and Sadler-Smith, 2018) the form that this should take remains unanswered.

This special issue strongly encourages papers from across multiple disciplines and different country contexts, which contribute to mainstream international marketing knowledge. Conceptual and

empirical (quantitative and/or qualitative, and/or cross-national) works which offer significant new insights both to academia and managerial practice, are all welcomed.

Suitable topics include but are not limited to:

Theme 1: Substantive international marketing decisions

- Balancing strategic marketing orientations (e.g., entrepreneurial orientation, innovativeness, technological orientation, etc.) in international markets
- Using coopetition for more successful foreign market entry
- International exploration and exploitation strategies
- Global CSR: drivers and consequences
- Ethical decisions in international markets
- Engaging the global consumer in the firm's decision-making
- Social media and digital marketing strategies for the global audience
- Customer value creation and export market orientation
- Institutional drivers of the adaptation/standardization decision

Theme 2: International marketing decision-making process

- Emergent and deliberate strategies as catalysts for international expansion
- Opportunistic behaviors within export firms: impact on decision-making processes
- The role of decision-making styles in shaping international marketing strategy formulation and implementation
- Psychological micro-foundations of international marketing decision-making
- Decision-making tools in the New Normal global landscape
- Rational and intuitive international marketing decision-making across cultures
- The role of digital analytics in international marketing decision-making

Pre-submission Conference

Authors considering submitting to the Special Issue have the opportunity to present their work at a Special Issue track, Decision-Making in International Marketing, to be held at the **2020 Global Marketing Conference in Seoul** (<https://2020gamma.imweb.me/>). The deadline for conference submission is **15 January, 2020**. Three members of the Special Issue team (Oliveira, Hughes and Hultman) will be chairing the track called 'Decision-Making in International Marketing', and authors submitting to the track will be able to present their work to the track chairs, get feedback on the suitability of the papers for the Special Issue, and build on this feedback prior to submitting to the Special Issue (contact João S. Oliveira for more information: j.oliveira@lboro.ac.uk). Conference attendance is not a requirement for submissions to the Special Issue, however, and authors who are unable to attend the conference are encouraged to submit to the Special Issue, or reach out to the Special Issue guest editors to discuss their manuscript and its contribution.

Guidelines and Submission Information

The deadline for submission is July 31st, 2020. Submitted manuscripts should follow the format as indicated in the author guidelines on the manuscript central at <https://mc.manuscriptcentral.com/imrev>. All papers will go through a double-blind peer review process to meet IMR standards.

Guest Co-Editors

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Call for Papers: Special Issue of International Marketing Review on Decision-Making in International Marketing:

- http://www.emeraldgrouppublishing.com/products/journals/call_for_papers.htm?id=8572

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About the guest editors

João S. Oliveira is a Lecturer in Marketing at the School of Business and Economics, Loughborough University, United Kingdom. His research interests include international marketing, innovation, offshoring, corporate social responsibility, entrepreneurship, and digital marketing. He teaches principles of marketing, brand management, and international marketing. He received his PhD in Business and Management from Loughborough University in 2015. João's research has appeared in different academic journals (International Marketing Review, Journal of Business Research, and International Business Review).

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