



Cross-cultural and International Marketing Track

The emergence of global enterprises, companies that view the entire world as their market, is an important development in marketing. This development provides opportunities and challenges for marketing scholars to investigate the new phenomenon of the marketing of products and services by global organizations, with emphasis on international culture, the marketing mix, and marketing strategy. The problems of and opportunities for specific products in specific countries and the world are faced by today's marketing scholars, too.

This track invites papers that address a variety of global marketing issues. Topics appropriate for this track may include, but are not limited to:

- ✓ Global branding
- ✓ Product innovation management across markets
- ✓ Adaptation and standardization of global marketing programs
- ✓ Global pricing
- ✓ Global supply chain management
- ✓ Global market segmentation
- ✓ Market assessment and entry decisions
- ✓ Export and import marketing issues
- ✓ Marketing topics relating to transitional and emerging economies

- ✓ Comparative marketing systems
- ✓ Global competitive strategy
- ✓ Channel relationship management in global marketing
- ✓ Inter- and intra-organizational marketing intelligence management in global marketing
- ✓ information technology and global marketing
- ✓ International alliances in marketing
- ✓ General cross-cultural marketing issues

Track Chair: Mike C. H. Chao

Associate Professor of Marketing
Cotsakos College of Business
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Chen-ho Chao (Mike) was awarded a Bachelor of Commerce degree in Business Administration at National ChengChi University, Taipei, Taiwan, a Master of Business Administration degree at the University of Missouri-Columbia and a Ph.D. degree in Marketing and International Business at Saint Louis University. Mike has taught Marketing- and International Business-related courses at undergraduate, graduate and executive levels and published research findings in academic journals such as the *Journal of Consumer Psychology*, *Journal of International Marketing* and *Journal of World Business*.

Track Chair: Shan Feng

Associate Professor of Marketing
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Shan Feng received her Ph.D. degree in Marketing at Drexel Univeristy in Philadelphia and is an associate professor at William Paterson University in New Jersey. Her research focused on behavioral pricing and cross cultural studies. Her research publications appear at *Psychology & Markeitng* and *Journal of*

Business Research. Shan has taught Consumer Behavior and Marketing Research at both undergraduate and MBA levels.