



Marketing and globalization

Deadline for submissions: January 6, 2020

Papers may be submitted in French or English.

The guest editors for this special issue of RAM are:

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For Beck (2000) the notion of 'globalization' refers to an open, multi-dimensional and poly-cultural process. It corresponds to the growing interdependence of national economies, involving consumers, producers, suppliers and governments in different countries (Knight, 2000). The development and expansion of information and communication technologies, the pervasive exchanges of people and products across borders, the opening of markets through liberalization are many drivers of the acceleration of the globalization process (Cleveland et al., 2013). As a consequence, boundaries between domestic and international markets and geographic distances are losing their significance (Scherer et al., 2009).

Global firms operate in a complex and uncertain environment. Globalization is often mistaken for cultural homogenization. However, transcultural flows, movements and exchanges still largely occur across specific locales and identities, and through appeals to various dimensions of cultural and social differences (Knight, 2000). Therefore, although global products and brands may be suitable for some target markets, the systematic application of a global marketing strategy may be inappropriate. Diallo and Siqueira (2017) showed that in Brazil, store brand price perceptions mediate rather strongly the relationship between previous experience with store brands and purchase intention. However, this effect is weak in Colombia. Emerging markets offer attractive opportunities for investors. But given the complexity and specificities of these countries, it is essential to have solid expertise in local markets, particularly knowledge of the behavior of the various economic players (consumers, distributors, etc.).

In their research, Cleveland et al. (2013) show that despite close geographic proximity and living side-by-side for centuries, Muslim and Christian Lebanese retain many distinctions in their consumption behavior. In the context of African emerging markets, Diallo et al. (2018) identify significant differences in the relationships between mall service quality, satisfaction and loyalty even among geographically close countries. For instance, mall service quality drives customer loyalty positively in Morocco and Senegal while customer satisfaction has a positive effect on customer loyalty in Senegal and Tunisia.

Furthermore, Gupta et al. (2018) develop research propositions on the impact of the relevant cultural and economic dimensions that affect the various proposed relationships in the original customer engagement framework. They introduce the concept of global customer engagement to help firms design marketing strategies aligned with a country's culture and economy to obtain improved customer engagement and enhanced firm performance. Finally, globalization is accompanied by socio-cultural phenomena such as increasing cross-border migration (Scherer et al., 2009) which brings about greater within-country cultural heterogeneity. Thus, research on ethnicity, poverty and migration in Western countries or from developing/ emerging nations (e.g. Ndione et al., 2017) are welcome.

All these research highlight that international markets require careful consideration of similarities and differences. The objective of this special issue is to explore recent advances in the relationships between globalization and marketing practices and strategies.

We invite theoretical and empirical contributions on the following themes (the list is not deterministic):

- Branding and brand management in a globalized world
- Communication in a globalized world
- Customer experience in global markets
- Creativity of products/services in global markets
- Culture, marketing and globalisation
- Customer, employee engagement in global markets
- Digitalization, marketing and globalisation
- Grassroots innovation in global markets
- Institutional context and firms' globalization
- Marketing and customers at the Base of the Pyramid (BoP)
- Marketing in emerging and developing countries
- Mobile marketing, mobile banking and purchase behavior in global markets
- Radical versus incremental innovation in global markets
- Retailing and commercial strategies in a globalized world
- Social media influence and purchase/ buying behaviour
- Etc.

Submissions may include qualitative and quantitative approaches, case studies and conceptual papers. We particularly welcome research collaborations and cross-cultural projects, papers that argue across various levels of analysis (e.g., global, national, sector, firm, individual level). Both B-to-C and B-to-B as well as C-to-C projects are welcome.

Submissions must follow the [RAM author guidelines](#) regarding layout and must be submitted to the electronic platform mc.manuscriptcentral.com/ram.

They begin on **June 1st 2019** and the **deadline is 6 January 2020**. Papers may be submitted in French or English. The special issue of RAM will be published online during the first semester of 2021.

Accepted papers will be published in French and English (online).

All questions and queries should be sent to guest editors :

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Recherche et Applications en Marketing is an official journal of the AFM (French Marketing Association - Association Française du Marketing). It is the leading French research journal in the field of marketing which has been published since 1986, and in both English and French since 2007.