

# Preface

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This book grew out of the State of the Art of Research in International Marketing Conference held at the University of Connecticut in October 2001. The conference involved international marketing scholars located all over the world, thereby setting an example of global coordination in productive research. The conference, supported by the Centers for International Business Education and Research at the University of Connecticut, University of Memphis, Michigan State University, University of California at Los Angeles, and the University of Wisconsin, provided a unique opportunity for stimulating thinking and for generating new ideas through formal presentations and discussions.

The chapters contained in this book address research issues about the way international marketing actually does function, as well as theoretical explorations of how it perhaps should function. The book gives PhD students and faculty a vital perspective on international marketing research. It fulfills an important objective of the conference to involve faculty in thinking seriously about the challenges and opportunities ahead in international marketing research and teaching. In some respects, the book creates a distinctive model of international marketing research. Some chapters have broken through the bounds of traditional disciplines and methodologies to borrow whatever tools and concepts are needed for a particular inquiry. Others have been less concerned with testing existing theory than with generating new insights. Still others strive for results that are operationally significant for managers. Many chapters are drawn to problems that are broad in scope, and yet offer insights that are of considerable value for advancing the state of the art.

Beyond exploring research findings, the conference sustained and enlivened the dialogue among the participants with different cross-cultural backgrounds and interests. From that melding of perspectives many insights emerged that can revitalize research of upcoming scholars and refine current professional outlook relative to international marketing. In that spirit of cooperative endeavor, I feel honored to introduce this collection.

This book would not be possible without the willingness of the scholars from around the world to travel to the University of Connecticut to participate in the conference within a few weeks of the September 11th tragedy. I owe them a great deal of gratitude to let the conference go on despite

worldwide uncertainty in the wake of terrorist attacks. I sincerely thank Sarah Beaton and Susanna Easton at the US Department of Education for their encouragement in this endeavor. I am obliged to Susanna Easton for writing a foreword to this book. I appreciate the support of CIBER directors at the University of Memphis, Michigan State University, UCLA and the University of Wisconsin for cosponsoring this program.

A major endeavor such as this would never have been complete without the help and guidance of many people. I would like to thank Dean Thomas Gutteridge and many others at the School of Business, University of Connecticut for their administrative help, financial support and hospitality. A special mention of appreciation must go to the Associate Director of our CIBER, Kelly Dunn, for planning, coordinating, and implementing numerous tasks to make the program successful. She did a marvelous job of bringing off a complex event. I would like to thank the staff of our International Programs office, especially PhD student Piotr Chelminski, graduate assistants Paula Ehlers and Mami Nishimune, and student workers Amy Hotsko, Dom DaFonte and Jennifer Graham for their administrative support. I would also like to make special mention of Kelli Francis, our student employee who compiled and edited this text. My thanks go to her for all of her hard work. My grateful appreciation goes also to Alan Sturmer of Edward Elgar Publishing who has been instrumental in publishing this book. I am indebted to Senior Desk Editor Karen McCarthy in the UK office of Edward Elgar for the super job of seeing the book to completion. Finally, my wife Sadhna not only made it possible for me to live through the experience, but gave me intellectual and moral support in countless ways.

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