Preface

Markets have become increasingly globalized. Since the mid-1960s, firms have gained increasing experience in doing business outside the home country. With the global expansion of business since that time, the academic literature on global marketing has grown. However, even with increased globalization, a significant amount of scholarly research has been focused on developed countries. Wishing to stimulate scholarship on the emerging importance of BRIC (Brazil, Russia, India and China) and other developing nations, the University of Connecticut (UConn) Centre for International Education and Research (CIBER) sponsored a conference on international marketing's state of the art in 2001. The papers presented at this by-invitation-only conference were published in a book entitled *Handbook of Research in International Marketing*, edited by Subhash C. Jain and published in 2003 by Edward Elgar Publishing.

The above book was well received, and stimulated considerable debate and research. However, since this time there have been a number of international marketing scholars who perceived a limitation within the extant literature. Specifically, although a great deal of research had been engaged, there was a need for additional theoretical insights into conducting marketing operations abroad. In other words, there is a gap in existing international marketing theory.

To address this limitation in the extant literature, the UConn CIBER took the lead by organizing a conference on the subject, titled *International Marketing Theory Conference*. This by-invitation-only conference was held on 17–19 June 2010 at the University of Connecticut. Thirty-five international marketing scholars from all over the world were invited to make presentations and discuss the state-of-the-art research at the conference. Twenty-two agreed to attend. Contained in this book are the papers presented and discussed at the conference.¹

This book is an attempt to address international marketing theory in the present context with insights for how it might develop in the future. We hope the chapters included in this book provide useful theoretical insights that stimulate contemplations and discussions, and provide guidelines for future research on international marketing.

¹ Two papers, one by Esra Gencturk and Destan Kandemir, and a second by Yeqing Bao, Shi Zhang and James T. Simpson, could not be presented at the conference since prior commitments prevented them from attending, but are included in this volume.

We are grateful to all the conference participants for taking time to be a part of this worthwhile academic exercise, and for submitting chapters for the book. We thank Esra Gencturk, Destan Kandemir, Yeqing Bao, Shi Zhang and James T. Simpson for preparing their chapters even though they could not attend the conference. Further, we sincerely thank Professor John Farley of Dartmouth College for joining the conference and making an excellent keynote address.

We are grateful to Susanna Easton, US Department of Education, for her support for the CIBER program, and for encouragement of such scholarly endeavors. We appreciate the support of CIBER directors at the University of Memphis and Florida International University for co-sponsoring the conference.

A major conference such as this could never succeed without the help of many people. We would like to thank our Deans, P. Christopher Earley, University of Connecticut, and Stefanie Lenway, Michigan State University, for their advice and counsel in promoting international scholarly work. We are grateful to Michele Metcalf, Assistant Director of UConn CIBER who planned, coordinated and implemented numerous jobs involved in holding the conference. We would like to thank student helpers at the UConn CIBER, Shayna Mesko and Lauren Hatch, for their administrative support.

We appreciate the help of Alan Sturmer, Senior Acquisitions Editor at Edward Elgar Publishing, in making this book possible. We recognize the efforts of the editorial staff at Edward Elgar Publishing for seeing the book to completion. Finally, we thank our families for their support in this endeavor.

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