### Tables

1.1 Sample characteristics 18
1.2 Reporting of data collection procedures across journals by the number of countries surveyed, 2000–09 23
3.1 Actual usage of marketing accountability dimension-related items in sample firms 67
5.1 Criteria used to define emerging markets 91
5.2 Responding to institutional voids 97
5.3 The CAGE distance framework 98
7.1 Key statistical indicators in China 126
7.2 Sample breakdown by key demographics 134
7.3 Construct analysis 136
7.4 Path estimates of the model of advertising avoidance 137
7.5 The role of trust in advertisers’ motives and demographics 138
7.6 Demographic determinants of TV advertising avoidance 140
8.1 Penetration of durable and consumable categories in the Indian context 148
8.2 Penetration of consumables/services in the Indian context 148
9.1 Analysis of country image research in emerging economies 172
11.1 Gross region product, income and expenditure of the population, by federal districts, in roubles 230
11.2 Russia: households by number of persons, in percentage 231
11.3 Internet users in various countries in 2014 236
12.1 Dynamics of volume of e-commerce market in Russia in US$ million 248
12.2 Russian e-commerce market year-on-year growth in percentages 249
12.3 Factors stimulating the development of e-commerce 249
12.4 Barriers to e-commerce market growth in Russia 250
12.5 Internet retailing brand shares in percentage value, 2010–13 252
12.6 Distribution of companies from 2012 and 2015 samples, by size 256
12.7 Distribution of companies from 2012 and 2015 samples, by industry 257
12.8 Partner interactions 258
12.9 Forms of interaction with suppliers 259
12.10 Marketing strategies applied by companies 259
12.11 Forms of interaction with clients 260
13.1 Typical e-marketing as developed by active Bulgarian companies 280
13.2 Marketing communication channels available to the hotel manager 281