

# **Call for Papers**

**2014 AMA Annual Conference  
Global Marketing Special Interest Group**

## **The Honorable Merchant in International Marketing**

**Cancun, Mexico  
Wednesday, April 16 – Friday, April 18, 2014**



## Background on the Honorable Merchant

The guidelines of the Honorable Merchant stem as far back as 1340 during the Middle Ages in Italy where one first spoke of the “truthful and honest merchant”.<sup>1</sup> This model was also adapted by Germany.

There, the Honorable Merchant stems from the Hanseatic merchants in Hamburg dating back to 1517 where the “Versammlung Eines Ehrbaren Kaufmanns zu Hamburg e.V. (VEEK)” was created (Assembly of honorable merchants of Hamburg).<sup>2</sup> These rules prepared merchants on how to conduct business with other international parties and soon became ingrained into their regular proceedings.<sup>3</sup>

The core of these principles is centered on trust. Your word is a deal, your handshake the symbol of trust. Even if the handshake cannot be completed due to a deal constructed on paper or nowadays telephonically or online, this bond of trust is never broken. It solidifies the ethical code the merchants live by.<sup>3</sup>

The fall of the Hanseatic League and the end of the Thirty Years War (1618-1648) crippled Germany’s economy and the merchant lost its importance, yet the principles remained instilled with merchants.<sup>1</sup>

As global markets began to develop rapidly, the principles were replaced by a more laissez-faire way of conducting business. Profit maximization soon became the central goal of the firm and new, young managers aimed to achieve this regardless of the costs or whether it violated the guidelines of the honorable merchant.<sup>1</sup>

1) Translated from: [http://www2.uni-frankfurt.de/43516904/Ehrbarer\\_Kaufmann.pdf](http://www2.uni-frankfurt.de/43516904/Ehrbarer_Kaufmann.pdf)

2) Translated from: <http://www.veek-hamburg.de/veek/geschichte>

3) Summarized and translated from: [http://www.der-ehrbare-kaufmann.de/fileadmin/Gemeinsame\\_Dateien/der-ehrbare-kaufmann.de/PDFs/Leitbild\\_2009\\_VEEK.pdf](http://www.der-ehrbare-kaufmann.de/fileadmin/Gemeinsame_Dateien/der-ehrbare-kaufmann.de/PDFs/Leitbild_2009_VEEK.pdf)

## The Guiding Principles of the Honorable Merchant

### **The Honorable Merchant as a Person:**

#### *Commitment to value compliance*

- The honorable merchant has a tolerant and liberal attitude
- The honorable merchant keeps his/her word with the handshake as a binding act
- The honorable merchant develops commercial judgment capabilities

### **The Honorable Merchant in His/Her Company:**

#### *Creating the conditions for honorable behavior*

- The honorable merchant acts as a role model through all actions
- The honorable merchant promotes honorable behavior in his business
- The honorable merchant aims at long-term and sustainable business objectives

### **The Honorable Merchant in Society and the Economy:**

#### *Comprehending and creating the framework for honorable behavior*

- The honorable merchant heeds the principle of equity and good faith
- The honorable merchant recognizes and takes responsibility for the economic and social order
- The honorable merchant always advocates his values both in domestic and foreign trade

[http://www.ihk-nuernberg.de/de/media/PDF/Zentrale-Dienste/ekaufmann\\_a3\\_e\\_blanko.pdf](http://www.ihk-nuernberg.de/de/media/PDF/Zentrale-Dienste/ekaufmann_a3_e_blanko.pdf)

### Application to Today

Changes in the global economy, where the concept of a market economy is not automatically accepted, force global marketing managers to relinquish old approaches, skills and strategies and develop new ones. There may be a need to redefine key tenets of the marketing discipline, such as risk, profit, competition, and ownership. For instance, (1) whereas firms were traditionally willing to trade-off risk for return, in today's global economy firms may work to avoid particular risks regardless of return, (2) as profits are exposed to selective (perhaps even punitive) taxation, how do global marketing managers re-adjust their strategies? (3) have marketing managers adjusted to new competitive rules, where external influences, be they governmental or non-governmental, set new rules for competing? and (4) how do global marketing managers adapt strategies to compete against new, government led competitors particularly when the role of ownership is questioned?

Can the principles of the Honorable Merchant be reinstated into the globalized business world? Does a firm have to crash and burn like Enron in order for change to occur? Corporate social responsibility and peer pressure of other firms may help, but the values of the Honorable Merchant are ultimately dependent on the managers within the firm. These values need to be at the core of the company and consistently carried out daily in order for them to become second nature as they were in the Hanse. Ultimately, will it be possible to be permeated by these values in order to achieve better global partnerships, trade and trust among nations?

Global marketing managers need to develop the knowledge and talents to disentangle the competing priorities confronting individuals, companies and governments. We wish for this theme to be broad and inclusive, challenging academics to consider the direct relevance of the research to the practicing global marketing manager in the changing global economy.

Within the conference theme, we encourage the submission of papers and special session proposals that capture environmental and strategic shifts which global marketing managers face in today's marketplace.

### **Conference Committee Members:**

Professor Michael R. Czinkota, Georgetown University (Chair)  
Professor Thomas Cooke, Georgetown University  
Professor David Griffith, Lehigh University  
Doctor Suraksha Gupta, Brunel University  
Professor Andreas Pinkwart, Handelshochschule Leipzig

### **Conference Coordinators:**

Pedro Valenzuela Parcero - [pedro.valpar@gmail.com](mailto:pedro.valpar@gmail.com)  
Kim Boeckmann – [kab299@georgetown.edu](mailto:kab299@georgetown.edu)

### **Supported by:**

*Journal of International Marketing (JIM)*  
*Thunderbird International Business Review*

## **SUBMISSION AND DECISION DEADLINES**

Submissions for competitive papers, special topic sessions and roundtable sessions must be received no later than **Sunday, January 5, 2014**. Notification of acceptance will be made by **Friday, January 31, 2014**.

Papers are to be sent to the respective track chair. The conference's overall theme encompasses the following aspects and encourages submissions in them:

### **1) Is honesty always the best policy?**

Consistent with the conference theme of 'The Honorable Merchant', manuscripts are particularly encouraged that focus on relationships in a global context, how firms collaborate with customers, suppliers, etc. These efforts should be focused on global relationships and/or within and across emerging and developed markets. The track also welcomes manuscripts focused on more traditional topics within CRM and relationship marketing such as measuring and valuing customer relationships, the link between acquisition, retention and profitability, the importance of reciprocity, procedural, distributive justice, trust, commitment, and relational behaviors in the establishment and maintenance of firm relationships. Both conceptual and empirical works are welcome; in addition to qualitative, quantitative, and mixed-method research approaches.

- **SEND PAPERS TO:** Professor David Griffith, [david.a.griffith@lehigh.edu](mailto:david.a.griffith@lehigh.edu)

### **2) What are the unexpected and unanticipated challenges for the Honorable Merchant in International Marketing and how can we overcome these challenges?**

Who will be the key influencer in renewing honorable international marketing behavior? Can universities expand their connectivity with business executives to help them understand, improve and adjust their customs and strategic plans with regards to honorable behavior? Should curative marketing, where the honorable merchant reaches out to right past wrongs, become an integral part of merchant training and behavior?

- **SEND PAPERS TO:** Dr. Suraksha Gupta, [suraksha.gupta@brunel.ac.uk](mailto:suraksha.gupta@brunel.ac.uk)

### **3) What new criteria and behavior emerge from the Honorable Merchant and how can we inculcate these dimensions to future business and policy leaders?**

Teaching the dimensions of the Honorable Merchant and international marketing is a challenging task involving considerations of intercultural competences and language skills and requires students to broaden their horizon, both mentally and practically. Papers are encouraged to describe best practices, ideas and/ or proposals for collaboration that give students the best education possible in becoming honorable merchants and that demonstrate pathways of collaboration for universities, firms and governments.

- **SEND PAPERS TO:** Professor Andreas Pinkwart, [pinkwart@hhl.de](mailto:pinkwart@hhl.de)

### **4) Corruption - global perspectives: what if the Honorable Merchant gets challenged by questionable practices?**

We encourage conversations on all aspects of corruption including, government distortion and commercial espionage. We seek contributions from the perspective of governments, businesses and business leaders as well as non-governmental organizations.

- **SEND PAPERS TO:** Professor Thomas Cooke, [cooket@georgetown.edu](mailto:cooket@georgetown.edu)

The following pages list the submission instructions. Inquiries related to your submission or general questions about the conference may be found at the website [michaelczinkota.com](http://michaelczinkota.com) or directed to the conference coordinators (logistics) or conference chair (content).

## **PROGRAM STRUCTURE**

Three options are available for the presentation and discussion of research and scholarly thought:

1. *Competitive Papers* include full papers that represent completed work by the author(s).
2. *Special Topic Sessions* provide the opportunity for focused attention on critical or emerging topics related to the conference theme.
3. *Roundtable Sessions* provide opportunities for collaboration and exploration of new topic areas.

## **GENERAL SUBMISSION REQUIREMENTS**

All submissions, reviewing, and notification regarding the Conference will be conducted electronically. All submissions should comply with the guidelines for submissions at the *Journal of International Marketing* ([www.marketingpower.com/jim](http://www.marketingpower.com/jim)).

## **SPECIFIC REQUIREMENTS & PROCEDURES FOR EACH CATEGORY SUBMISSION**

### *Competitive Papers*

It is mandatory that all accepted papers be presented at the conference by one of the paper's authors.

Format and Style for Competitive Papers:

1. Prepare and submit electronic documents in both Microsoft Word. Submitted papers - including references, exhibits, and appendices - *must not exceed 50 double-spaced, word-processed pages prepared in 12-point font*. The paper should conform to the manuscript guidelines of the *Journal of International Marketing*. Authors of accepted papers should revise their work in accordance with reviewers' suggestions.
2. Please prepare a separate abstract not exceeding 175 words.
3. To assure a blind review, authors must avoid revealing their identities in the body or reference section of the paper. Manuscripts will be converted to PDFs by the system upon submission. Authors should:
  - Not include a front page with author-identifying information. This information should be submitted in a separate document.
  - Remove identifying information from the document properties. For example, in *Word 2003*, this can be done by clicking on File -> Properties, and selecting the Summary tab. Erase any author or university information. Save. In *Word 2007*, click on the Microsoft Office Button (orange "logo" in upper left), click Prepare -> Properties. Delete any author or university information. Save.
4. Authors should submit complete contact information for all authors including name, mailing address, phone number, fax number, and e-mail address *as it should appear in the final program materials*. All details, including the physical mailing addresses, are *required*.

The *Best Conference Papers* will be selected based on recommendations from the reviewers and the

conference committee.

### Special Topic Sessions

These sessions are intended to provide opportunities for focused attention to critical topics related to the conference theme. In order to promote discussion between participants and the audience from which a larger understanding of the topic can emerge, special topic session organizers should have a chair or discussion leader that is an expert in the area. Creative mechanisms for encouraging and managing discussion, besides the traditional discussion leader/chair, are welcome, but must be described in the session proposal.

Format and Style for Special Topic Session Proposals:

1. Prepare the proposal in Microsoft Word. Special Topic Session proposals should *not exceed 10 double-spaced, word-processed pages prepared in 12-point font*. The proposal should describe the objective of the session, its general orientation, likely audience, key issues, and topics to be covered as well as a description of why the session is likely to make an important contribution within the conference theme. The session should not consist of a series of papers that would be appropriate for competitive session review.
2. Please prepare a separate abstract not exceeding 175 words.
3. Authors should submit complete contact information for all authors including name, mailing address, phone number, fax number, and e-mail address *as it should appear in the final program materials*. All details, including the physical mailing addresses, are *required*.

### Roundtable Sessions

These informal and interactive discussions are intended to provide opportunities for collaborative work and for exploring new topics related to the conference theme and global marketing more broadly. Roundtable session organizers should be experts in the topic area. Creative mechanisms for encouraging and managing discussion are encouraged and should be described in the session proposal.

Format and Style for Special Topic and Roundtable Session Proposals:

1. Prepare the proposal in Microsoft Word. Roundtable Session proposals should *not exceed 5 double-spaced, word-processed pages prepared in 12-point font*. The proposal should describe the objective of the discussion, its general orientation, likely audience, key issues, and topics to be covered as well as a description of why the session is likely to make an important contribution to global marketing.
2. Please prepare a separate abstract not exceeding 175 words.
3. At the time of submission, provide complete contact information for all roundtable session discussion leaders including name, mailing address, phone number, fax number, and e-mail address as it should appear in the final program materials. All details, including the physical mailing addresses, are required.