

CIMaR

Consortium for International Marketing Research

PROGRAM

Monday, 19 May 2025

10.00-13.00	<p>Professional Development Workshop for Early Career Researchers</p> <p>('Reading room'-Via San Felice, 5)</p> <p>S. Tamer Cavusgil, CIMaR Co-Founder, <i>Georgia State University</i></p> <p>Daniele Dalli, <i>University of Pisa</i></p> <p>Adamantios Diamantopoulos, <i>University of Vienna</i></p> <p>Pervez Ghauri, <i>University of Birmingham</i></p> <p>Emmanuella Plakoyiannaki, <i>University of Vienna</i></p> <p>Roger Strange, <i>University of Sussex</i></p> <p>Ayşegül Özsoy, <i>Koç University</i></p>
13.00-14.00	<p>PhD Development Workshop: Light Lunch (Chioostro di San Felice, Via San Felice, 5)</p>
15.00- 15.30	<p>Opening Session (Aula Foscolo, Via Strada Nuova, 65)</p> <p>Welcome and Opening Remarks</p> <p>Enrico Cotta Ramusino, Vice-Chancellor, <i>University of Pavia</i></p> <p>Eduardo Rossi, Head of Department of Economics and Management, <i>University of Pavia</i></p> <p>Antonella Zucchella & Birgit Hagen, Co-Chairs of CIMaR 2025, <i>University of Pavia</i></p> <p>S. Tamer Cavusgil, CIMaR Co-Founder, <i>Georgia State University</i></p>
15.30- 16.00	<p>Keynote</p> <p>Silicon Valley, Italian Roots, and the Global Positioning of a Liquid Startup</p> <p>Fabrizio Capobianco, <i>Founder, The Liquid Factory</i> (Remotely Connected)</p>
16.00-17.45	<p>Panel I 'AI as a transformative force in marketing and management: disruptive, unstoppable, and perhaps... ungovernable?'</p> <p>Moderator: Stefano Denicolai, <i>University of Pavia, Italy</i></p> <p>Tawfiq Alashoor, <i>IESE Business School, Spain</i></p> <p>Giovanni Battista Dagnino, <i>University of Rome LUMSA, Italy</i></p> <p>Matteo Flora, <i>CEO The FOOL, Italy</i></p> <p>Federica Merli, <i>E-commerce Business Transformation Manager EssilorLuxottica, Italy</i></p> <p>Alessandro Papadopoulos, <i>Mälardalen University, Sweden</i></p>
17.45- 18.15	<p>Keynote</p> <p>'Transformative Marketing - How internal communication has become People Experience'</p> <p>Sara Martinotti, <i>Global Head of People Experience, Ferrero, Luxembourg</i></p>
18.30- 20.00	<p>Welcome Cocktail & Get-Together (Cortile delle Magnolie, Via Strada Nuova)</p>

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Tuesday, 20 May 2025

9.15- 10.30	Keynote (Aula Magna, Piazza Leonardo Da Vinci, 12). 'Dynamic Capabilities View and Suggestions for Blending Theory into Research' S. Tamer Cavusgil, <i>Regents Professor and Fuller E. Callaway Professorial Chair, Georgia State University, US</i>
10.30- 12.00	Panel II- Industry Panel- 'Transformative Marketing – what is it, really?' Moderator: Vassiliki Bamiatzi, <i>University of Sussex, UK</i> Andrea Bello, <i>Global Marketing Director Lavazza, Italy</i> Margherita Galluzzo, <i>Head of Global Brand, WeRoad, Italy</i> Martina Liviero, <i>CMO Quid, Italy</i> Elisa Storace, <i>Museum Curator, Kartell, Italy</i>
12.30- 13.30	Lunch (Department of Economics and Management, Chiostro di San Felice, Via San Felice, 5)
13.30- 15.00	Parallel session I
15.00- 15.30	Coffee break
15.30- 17.00	Parallel session II
18.00- 19.30	Social Activity: City and University Tour

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Wednesday, 21 May 2025

9.00- 10.30	Parallel session III
10.30- 11.00	Coffee break
11.00- 12.15	Keynote (Reading room, Via San Felice 5) 'Transformation of Business Education and Business Schools' Richard D. Phillips, <i>Dean and C.V Starr Professor of Risk Management and Insurance, Georgia State University, US</i>
12.15- 12.30	Presentation CIMaR 2026 Piet Pauwels, <i>Hasselt University, Belgium</i>
12.30- 13.00	Speed Dating with Editors- (Library, Via San Felice 5)
13.00- 14.00	Lunch (Department of Economics and Management, Chiostro di San Felice, Via San Felice, 5)
14.00- 15.30	Parallel session IV
15.45- 17.00	Panel III 'Future of Marketing in the Global Context' & Award Ceremony (Reading room, Via San Felice 5) Moderator: S. Tamer Cavusgil, <i>Georgia State University, US</i> Francesca Cabiddu, <i>University of Cagliari, Italy</i> Cuneyt Evirgen, <i>Georgia State University, US</i> Hussain Rammal, <i>The University of Adelaide, Australia</i> Ying Zhu, <i>University of South Australia</i>
20.00-23.00	GALA Dinner (Palazzo Vistarino, Via Sant' Ennodio, 26)

Thursday, 22 May 2025

8.45-13.00	Company Visit to <i>Kartell Museum</i> (Via delle Industrie, 3, 20082 Noviglio MI) Meeting Point: 08:45am Piazzale della Stazione (Train Station Square)
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PARALLEL SESSION

Parallel Session I: Tuesday, May 20, 2025 | 13.30-15.00

IE 1 - External opportunities and challenges for international firms- *Room H (Via San Felice 5)*

Chair: Håvard Huse

Why Geo-Political Tensions and Trump 2.0 Present Both Opportunities and Challenges for International Firms

Yu-Ting Huang, Ying Zhu, S. Tamer Cavusgil, Sebastian van der Vegt

Globalisation and Industry structure: conceptualization and measurements

Håvard Huse, Carl Arthur Solberg

Improving the Support Continuum for Firms Going Global

Sophie Veilleux

Formal institutional variables in relation to the determinants of entrepreneurial orientation of SMEs: contextualization of factors in the spotlight of a country and organization characteristics in international entry performance

Shorena Kurdadze, Kakhaber Kordzaia

The impact of Customer Sustainability Orientation on the performance of international firms: Evidence from Italy

Diala Kabbara, Valerio Veglio, Luca Gatto

IM 6 - Branding in international markets- *Room ‘Sala del Consiglio-Board Room’ (Via San Felice 5)*

Chair: Andrea Runfola

Investigating the role of private labels in the internationalization of manufacturing SMEs. Findings from an Italian case study.

Andrea Runfola, Antonio Picciotti, Giulia Monteverde

A co-creational perspective of corporate heritage branding in international markets: the case of Amaro Montenegro

Federica Sacco, Giovanna Magnani, Antonella Zucchella

Brand Crisis Response Strategies: Managing Ambassador-Driven Reputation Challenges in the Digital Age

Isabella Kühne, Margherita Milotta

SU 2- Strategic marketing drivers for sustainability- *Reading Room (Via San Felice 5)*

Chair: Daniella Fjellström

Corporate art assets as strategic marketing driver for sustainability: a scientific literature review

Luca Cavone, Stefano Denicolai

Develop employees' sustainable commitment in SMEs: an organizational context *Svitlana Plotnytska, Frédérique Chédotel, Anne Feblet,*

Daniella Fjellström, Aldona Glinska-Newes, Sihem Mammam el Hadj, Aihie Osarenkhoe

External drivers and performance outcomes of exporters' ESG strategy

Leonidas Leonidou, Frode Nilssen, Paul Christodoulides, Valeria Nyu

The importance of materiality analysis and stakeholder engagement in determining corporate purpose: A case study from the aviation industry

Michela Iesu, Antonio Usai, Daniele Porcheddu, Masud Rana

IE 4 - Firm level determinants and international performance- *Room I (Via San Felice 5)*

Chair: Ludovica Moi

Exploring the role of implicit learning as a key dynamic capability driving SMEs' success in export markets.

Sonia Akter Sweetey, Frode Nilssen, Leonidas Leonidou

Exploring the interplay between inward and outward internationalization

Simona Amerio, Birgit Hagen

Determinants of Enterprise Performance: A Survey Study in Taiwan

Tsui-Yii Shih

Marketing Agility and Liquid Consumption: The Hidden Pitfalls of Constant Adaptation

Ludovica Moi, Moreno Frau, Nóra Kisfűrjesi, Francesca Cabiddu

Parallel Session II: Tuesday, May 20, 2025 I 15.30-17.00

GRINS - Innovation and sustainability in global value chains (PNRR/GRINS)* - *Reading room (Via San Felice 5)*

Chair: Antonella Zucchella

Transformative Marketing for Sustainable Value: Geothermal Energy Collaboration Between Indonesia, China, and Italy in Global Value Chains

Nuo Wang, Mohammad Ichsan, Gregorian Jerahmeel

Interrelations and Synergies Between Sustainable Supply Chain Management and Transformative Marketing

Michael H. Mayer

Knowledge uncertainty and sharing in multi-actor arrangements: the case of a Swedish network for antibiotic innovation

Carla Sacchi

International Customer Relationships, Sustainability and Global Value Chain Dynamics: Evidence from the Plastic Industry

Mutignani, Francesco; Wang, Nuo; Zucchella, Antonella

The impact of industry 4.0 technologies on global value chain geographical configuration, efficiency, and sustainability: A systematic literature review

Anahita Hedayat Zadeh, Federica Sacco, Valerio Veglio, Giovanna Magnani

**This study was funded by the European Union - NextGenerationEU, Mission 4, Component 2, in the framework of the GRINS -Growing Resilient, INclusive and Sustainable project (GRINS PE00000018 – CUP F13C24000170007).*

IM 1 - The role 'of-origin' and sustainability cues in international branding- *Room H (Via San Felice 5)*

Chair: Michela Matarazzo

The Influence of Country-of-Origin and Sustainability Cues on Willingness-to-Pay: Conceptual Model and Empirical Test

Chiara Scrimieri, Adamantios Diamantopoulos, Michela Matarazzo, Alberto Pastore

City-of-Origin vs. Country-of-Origin Cues in Brand Communications: Does the Choice of Cue Matter?

Doris Lehdorfer, Evangelie Papadimitriou, Adamantios Diamantopoulos, Paraskevas Argouslidis

Exploring branding and co-country branding

Even Johan Lanseng, Geir Gripsrud, Erik Bertin Nes

Market Perceptions and Innovation Trends in the Coffee Machines and Grinders Industry: A Cross-Market Analysis

Alessio Traversi, Fabio Musso

Global Brand Architecture and Competitive Dynamics: A Longitudinal Analysis *Janell D. Townsend, Steven H.Y. Liu, M. Berk Talay*

SU 3 - Grand challenges and internationalization- *Room Sala del Consiglio-Board room (Via San Felice 5)*

Chair: Simone Guercini

Addressing Grand Challenges for Social Impact: Trans-Disciplinary Approaches in Business Research and Education

Leigh Anne Liu, Ingrid Fulmer, Pervez Ghauri, Richard Phillips, Ying Zhu, Antonella Zucchella

Purpose in internationalization: Towards a broader perspective

Susan Freeman, Simone Guercini, Mikael Hilmeresson, Matilde Milanesi, Andrea Runfola

Born sustainable SMEs: Organizational Culture, Branding Strategies, and Market Shaping for Sustainable Development

Veronika Tarnovskaya, Sara Melén Hånell

IM 3 - Cross-country and cross-cultural influences in International Marketing- *Room I (Via San Felice 5)*

Chair: Wolfgang Messner

The effects of metaphorical advertising on the consumption of healthy food: A cross-cultural study

Mauro Capestro

Generation Z's Perceptions of AI-Driven Personalization in Luxury Beauty and Personal Care Products: A Comparison of France, United States, China, and South Korea *Kubilay Sabri Levent Ozkan, Erhard Lick, Mary Yu*

Does Beer consumption Culture differ between countries? A comparative study of Why, When, Where, and How much Beer is consumed in England, Poland, Germany, and China.

Adnane Alaoui

Quantification of Cultural Practices: An Empirical Experiment with Generative Artificial Intelligence

Wolfgang Messner

Investigating the Drivers of E-Commerce Adoption for Older Consumers in Latin America

Constanza Bianchi, Abu Saleh

Parallel Session III: Wednesday, May 21 | 9.00 - 10.30

IE 2 - Innovation and International Growth Patterns- *Reading Room (Via San Felice 5)*

Chair: Svante Andersson

The importance of innovations for international growth in mature born globals

Svante Andersson

Scaling Across Borders: An International Marketing Lens on Platform-Based Scaleups

Margherita Milotta, Giuseppe Pirrone, Birgit Hagen

The evolving literature on R&D internationalization: State of the art and new challenges.

Simone Guercini, Gerta Luga, Matilde Milanesi

'Uberization' as a Transformative Driver in International Marketing: A Disruptive Innovation Perspective

Okai OZBAL

Grit and Agility? The Paradox of Success in International Marketing

Yoel Asseraf

IM 4 - Transformative advertising- *Room: Sala del Consiglio – Board Room (Via San Felice 5)*

Chair: Rubina Romanello

Social and technological drivers in transformative advertising: Exploring individual and collective impacts of femvertising campaigns

Michela Matarazzo, Charles Hofacker, Simone Guercini, Silvia Ranfagni, Surat Teerakapibal

Nudges and Sludges: The Joint Influence of Decisiveness and Political Values Alignment on Political Advertising

Ayşe Danyal, Justin Marcus

Does Message Framing Influence Corporate Sustainability Reputation?

Rubina Romanello, Marco Balzano, Donata Vianelli, James Reardon

SU 1 - Sustainability catalysts and multipliers - *Library (Via San Felice 5)*

Chair: Diala Kabbara

The Evolving Role of the Multinational Chief Sustainability Officer (CSO): A Literature Review and Implications for International Business Education

Edward Yihuai Wang

Sustainability transparency: full disclosure or hidden information?

Valentina Beretta, Maria Chiara Demartini

Sustainable international business and transparency: Transformative international Marketing and the fight against corruption

Sergio Ernesto Valentini, Antonella Zucchella

Driving Sustainable Value Creation in International SMEs: the impact of transformative Marketing

Miguel Torres, Diala Kabbara, Bruno Barreto de Goés

Parallel Session IV: Wednesday, May 21 | 14.00-15.30

IE 3- Emotions and individual determinants in entrepreneurship -*Room: Sala del Consiglio (Via San Felice 5)*

Chair: Maria Chiarvesio

Humane Entrepreneurship and International Competitiveness: A Multiple Case Study Analysis

Maria Rosita Cagnina, Maria Chiarvesio, Fatima Dhab, Andrea Moretti, Raffaella Tabacco, Martina Tomasetig

Failure and the Fear of Failure in International Entrepreneurship: Cognitive biases and heuristics in decision-making for SMEs

Imtiaz Ahmed

The role of ambivalence in international marketing decisions: The case of small and medium-sized British exporters

Marica Grego

Present, future, or materialism: What influences life satisfaction?

Lucas Lopes Ferreira Souza, Geizyanne Quirino Santos, Maria Bruna de Andrade Silveira, Mayara Thays Muller, Milena Auip

IM 2 - Sustainable Marketing and Market responses- *Library (Via San Felice 5)*

Chair: Ehsanul Huda Chowdhury

Purchase Intention of Brands with Corporate Social Responsibility (CSR): A Cross-National Study of Centennial Consumers

Constanza Bianchi, Katharina Maria Hofer, Abu Saleh

Transformative marketing strategies of Swedish MNCs ensuring social sustainability in Brazil

Ehsanul Huda Chowdhury, Daniella Fjellström, Lucas Lopes Ferreira de Souza, Keysa Manuela Cunha de Mascena

From Scandals to Sustainability: Redefining International Marketing in the Fight Against Corruption

Sergio Ernesto Valentini, Antonella Zucchella

Market responses to reshored brands: Evidence from consumers in Germany and India.

Katerina Makri, Karolos Papadas, Aysegül Özsomer

IM 5 - New approaches to B2B markets and relationships- *Reading Room (Via San Felice 5)*

Chair: Barbara Francioni

A double-edged sword: the use of storytelling during buyer-seller negotiations in B2B contexts in France

Chrisvene Kiouari, Elena Poliakova, Hayley Walker

Thought leadership in B2B markets: Influence on Customer Relationship, Brand Advocacy Behavior, and Positive eWOM Generation

Caio Ferreira, Luiza Berti Viezzer, Carlos Marcelo Ardigó, Paulo Sérgio Reinert, Gustavo Behling

Transformative Marketing in the Digital Age: Addressing B2B Challenges through Convergent Strategies

Andres Fernandez, Manuel Mendoza, Fernando Enrique Garcia

The Strategic Role of Professional Social Media in Franchisee Recruitment and Network Expansion: Insights from Italian Franchisors

Ilaria Curina, Barbara Francioni, Alice Aiudi, Matilde Milanese

Navigating the Retail Revolution: Dynamic Capabilities and Omnichannel Transformation Strategies

Edda Blumenstein, Vassiliki Bamiatzi, Tomas Hult