



# Call for papers

## International Marketing Review

*Special Issue on*

# Marketing strategies of MNCs from emerging markets

### Guest Editors

Professor Kamel Mellahi, The University of Sheffield, UK  
Dr Mehmet Demirbag, The University of Sheffield, UK  
Professor S. Tamer Cavusgil, Michigan State University  
Professor Wade Danis, Georgia State University

Multinational companies (MNCs) from developing and emerging economies have recently shown an unprecedented increase in numbers. For example, in 1990, only 19 firms from emerging and developing countries featured in the *Fortune 500* list. The number increased to 47 in 2005 (UNCTAD, 2006). While emerging markets MNCs (EM-MNCs) are gaining a strong foothold in the global economy, we know very little about their international marketing strategies. Within the vast international marketing literature, the focus has been on Western MNCs. EM-MNCs with a relatively low level of international experience face profoundly different challenges from those originating from Western countries. For instance, most EM-MNCs originate from countries noted for low quality products, which may reflect unfavourably on their brand image. Therefore, it stands to reason that marketing strategies that work well for Western MNCs may not work as well for EM-MNCs because of their different country image. This timely Special Issue is dedicated to the publishing of empirical research that explicitly examines marketing strategies employed by EM-MNCs. The proposed Special Issue offers a rare and unique opportunity for scholars engaged in research on EM-MNCs to share their findings in such a scholarly outlet.

Topics may include, but are not limited to, the following issues:

- **Market entry strategies of EM-MNCs.**
- **Motives for international market expansion by EM-MNCs.**
- **Acquisitions and post-acquisitions strategies of EM-MNCs.**
- **Branding strategies of EM-MNCs.**
- **Successful (and unsuccessful) EM-MNCs' marketing strategies.**
- **Liability of foreignness and international marketing strategies of EM-MNCs.**

- **Customers' perceptions of, and reactions to, products produced by EM-MNCs.**
- **Country of origin image and EM-MNCs.**
- **Conceptualizations of internationalization strategies exhibited by EM-MNCs in contrast with Western MNCs.**

The Special Issue is open and competitive and submitted papers will undergo the normal rigorous, double-blind review process to ensure relevance and quality. Submitted papers must be based on original work not under consideration by any other journal or outlet. Deadline for submission: 31 May 2008 to one of the following Special Issue Guest Editors:

Kamel Mellahi, Professor of International Strategic Management, The University of Sheffield Management School, The University of Sheffield, 9 Mapping Street, Sheffield S1 4DT, UK  
E-mail: k.mellahi@sheffield.ac.uk

Mehmet Demirbag, Senior Lecturer of International Business, The University of Sheffield Management School, The University of Sheffield, Sheffield S1 4DT, UK  
E-mail: m.demirbag@sheffield.ac.uk

S. Tamer Cavusgil, University Distinguished Faculty, The John W. Byington Endowed Chair in Global Marketing, Department of Marketing, The Eli Broad Graduate School of Management, N370 North Business Complex, Michigan State University, East Lansing, MI 48824-1122  
E-mail: cavusgil@bus.msu.edu

Wade Danis, Assistant Professor of International Business, Robinson College of Business, Georgia State University, Atlanta, GA 30302-3989  
E-mail: wdanis@gsu.edu