LJUBLJANA DOCTORAL SUMMER SCHOOL 2014
7 – 10 July 2014

INTERNATIONAL MARKETING AND EXPORTING

ECTS credits: 6

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AIMS OF THE COURSE:
The establishment, development and maintenance of international market operations have become increasingly important for the survival, growth and profitability of modern business organizations. This is due to several factors including: the increasing globalization of markets and production; the adoption of liberal trade policies by most countries; the intensifying competition in the domestic market; and the widely held opinion that international trade contributes to social welfare. Within the broad framework of international business, exporting is an attractive foreign market entry and expansion mode especially for small- and medium-sized firms, because of the large capital requirement by alternative types of international involvement such as joint ventures and wholly owned manufacturing overseas. The establishment of international and export market operations can provide companies with substantial benefits including sales and market growth opportunities, economies of scale, enhanced competitive position, and improved financial performance. From a national perspective, the involvement of more companies in foreign market operations is an effective approach in coping with trade deficit and unemployment problems experienced by many developed and developing countries. Consequently, effective international marketing management decision making is critical, not only for a firm’s growth and development, but also for improving the country’s economic situation.

By following the course, participants should be able to develop thorough understanding of main research strands, fundamental theories, key research design issues and analytical approaches, and recent conceptual, empirical, and methodological developments in the
international marketing and exporting field. Often, participants will find themselves in a position having to comment on issues or consider and discuss how to apply certain of these aspects and approaches (e.g., identification of gaps in the literature, theory-based conceptualization, measure validation and contemporary methodological issues) to their own projects.

The objectives of the course are:

- to provide an understanding of the basic streams of research and current developments in the international marketing and exporting field;
- to help participants develop the capabilities required for undertaking scholarly and managerially relevant research on timely issues in international and export marketing;
- to expose participants to fundamental research design choices and trade-offs and their application to the particular context of international marketing and exporting;
- to illustrate through the use of successful projects the main challenges facing researchers to effectively take their work through the review process of scholarly international marketing journals;
- to encourage participants to think in a more strategic fashion about their research plans and how to implement them effectively.

COURSE SYLLABUS:

DAY 1

Session One
Course Overview and Introduction
Nature and Consequences of Globalization
Why are International Business and Marketing Different?
Planning my Research Approach and Contribution

Session Two
Research Streams in International and Export Marketing
International Marketing Performance: Drivers and Performance Outcomes
Conceptualization and Measurement of Export Performance

DAY 2

Session One
International Marketing Program Standardization versus Customization
Export Product Policy
Strategy Fit and Performance Consequences of International Marketing Standardization

Session Two
Marketing Channels and Buyer-Seller Relationships in International Markets
Developing Successful Trust-Based International Exchange Relationships
Antecedents and Performance Effects of Trust in International Strategic Alliances

DAY 3
**Session One**
Identifying and Selecting Overseas Distributors
Research Design and Data Collection Challenges and Solutions in Researching International B2B Relationships

**Session Two**
Sustainability Issues in International Marketing
Do Sustainable Marketing Practices Pay-off?
Drivers and Performance Effects of Sustainable Marketing Mix Programs: Implications for International Marketing Research

**DAY 4**

**Session One**
Competitive Differentiation in International Markets
Achieving and Sustaining Competitive Advantage in Foreign Markets
Strategic Goals, Competitive Advantages, and Performance in Export Product-Market Ventures

**Session Two**
Contemporary Developments in International Marketing Research
The Role of Decision Marking Control in International Exchange Relationships
Applying Concepts and Established Methodological Practices to Projects of Participants

**LIST OF READINGS:**


**TEACHING METHODS:**

Delivery of the course will be based on a combination of lectures, discussions, readings, and workshop exercises. The main objectives of this multi-faceted approach are to combine managerial relevance of research with theoretical knowledge and development in the field, enhance systematic thinking, stimulate class participation, and facilitate effective interaction and communication among the participants.

**Lecturer’s Biographical Note:**

Professor Constantine S. Katsikeas is Associate Dean (Faculty), holds the Arnold Ziff Research Chair in Marketing and International Management, and is Director of the Global and Strategic Marketing Research Center at Leeds University Business School (LUBS), University of Leeds. He is Vice President of the Academy of Marketing Science in the U.S. He was the Marketing Division Head between 2004 and 2010 and served as Faculty Executive Board Member in LUBS from 2007 to 2010. Prior to this, he was the Sir Julian Hodge Chair in Marketing and International Business at Cardiff Business School, Cardiff University. He holds a B.Sc. from Athens University of Economics and Business, an M.A. from Lancaster University, and a Ph.D. from Cardiff University. His doctoral studies were supported by a scholarship from the ONASSIS Foundation. He has significant business experience in sales and international management. His interests are marketing and sales management, global marketing and management, strategic alliances and competitive strategy. He has published widely and his articles have appeared in Journal of Marketing, Strategic Management
Professor Katsikeas is the recipient of the American Marketing Association Global Marketing SIG’s 2013 Excellence in Global Marketing Award for outstanding research, published within the last 10 years, which has significantly influenced the direction of global marketing, the 2006 Hans B. Thorelli 5-Year Research Award by the American Marketing Association Foundation, and the 1999 S. Tamer Cavusgil Award for the best Journal of International Marketing paper that advances the practice of international marketing management. He is ranked number one author based on articles published in Journal of International Marketing during the 10-year period from 1993 to 2002. He is also the 7th most prolific author in the international business field during the period 1996-2006, and the most prolific contributor of export business articles in the period 1960-2007.

Professor Katsikeas is the Editor-in-Chief of Journal of International Marketing, which is published by the American Marketing Association. He was Associate Editor of British Journal of Management (2004–2007) and serves on the editorial boards of several journals including Journal of International Business Studies, Journal of the Academy of Marketing Science, Management International Review, Industrial Marketing Management, International Marketing Review, Business Research, and Journal of Marketing Management. He is an active member of the American Marketing Association, the Academy of International Business, the Academy of Marketing Science and the European Marketing Academy. He has engaged in management development courses on strategic marketing, international management and exporting, sales management, key account management, and competitive strategy. He has taught managers from a range of organizations including Toyota, Delhaize Le Lion, Aramco, Coca Cola, Atkins, Siemens, Boehringer Ingelheim, Sabic, Nadec, Philip Morris, Minerva, Audi, Mitsui Chemicals, Fortnum & Mason, A1 Telekom Austria, Mercedes-Benz, FirstPlus, Prozone, AB Vassilopoulos, GlaxoSmithKline, and Johnson & Johnson.