

**CALL FOR PAPERS**  
**JOURNAL OF ASIA-PACIFIC BUSINESS**

**“New Marketing Opportunities and Innovations in Asia-Pacific”**

Deadline for submission of papers (EXTENDED): April 15, 2009

**Guest Co-Editors:**

Lyn S. Amine, Saint Louis University

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The Journal of Asia-Pacific Business provides a blend of cutting-edge knowledge and practical applications on business management and marketing strategy in a region that is experiencing rapid change and development. Much of this progress results from exciting marketing innovations. This Special Issue of JAPB addresses “New Marketing Opportunities and Innovations in Asia-Pacific” which will be of interest to academic professionals and corporate managers alike.

High-quality original research is sought that effectively links realities in Asia-Pacific markets to existing theories in International Marketing. Authors are encouraged to test applicability of theories developed on the basis of research in Western markets and reveal any limitations or shortcomings that require further theory development. Insightful discussion of conceptual issues and managerial practice is encouraged.

An illustrative (but non-exhaustive) list of appropriate topics includes:

1. Competitive marketing strategies used by small- and medium-sized companies (SMEs), state-owned companies (SOEs), and global corporations in Asia-Pacific
2. Issues relating to green marketing, corporate social responsibility, environmental protection, and sustainable development
3. Effects of globalization and anti-globalization trends in the region
4. Consumer segmentation or market clustering studies by country or region
5. Studies of post-modern or cross-cultural consumer behavior
6. Bottom of the pyramid consumer marketing
7. Cosmopolitanism, ethnocentrism, consumer animosity, COO effects
8. Country image management, brand management, reputation management
9. Entrepreneurship and internationalization of SMEs
10. Role of ethnic diasporas in marketing strategy and market development

Both quantitative studies and qualitative studies are acceptable but they **MUST** be theory-driven in their approach. Basic descriptive studies or industry profiles will not satisfy this requirement.

Papers for consideration for publication in this Special Issue should be submitted by email to Dr. Henry Xie at the address below by April 15, 2009. Papers should be 20-pages typed in double-space, with full citation of sources using the APA style. Papers should not have been previously published nor be under consideration elsewhere.

(See <http://www.haworthpress.com/store/product.asp?sku=J098> “Instructions for Authors”)

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