

Marketing in Emerging Markets: New Frontiers

International Conference May 8th 2017
College of Law & Business
The Business School

Keynote Speakers:



Prof. Naveen Donthu
Professor of Marketing, Georgia State University, USA, Editor-in-Chief, Journal of Business Research.



Prof. Bradley Barnes
Assistant Dean (Research) and Professor of International Management and Marketing at Sheffield Hallam University, UK.



Prof. Yakov Bart
Assistant Professor of Marketing, Associate Fellow, Center for Emerging Markets, Northeastern University, USA and INSEAD.



Prof. Eugene Jaffe
Professor of Marketing, Ruppin Academic Center and Bar-Ilan University, Israel.

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9:30-10:00 **Registration and coffee**

10:00-10:15 **Welcome and Opening of the Conference**
Prof. Moshe Cohen-Eliya – CLB President
Prof. Ram Herstein – Interim Dean, CLB Business School
Dr. Ron Berger – Conference moderator

Session 1 – Emerging Markets: A Broad Perspective

10:15-10:45 **Keynote speaker: Prof. Naveen Donthu**
Professor of Marketing, Georgia State University, USA. Editor in-Chief, Journal of Business Research
Individual Cultural Values: Measurement and Applications

10:50-11:20 **Keynote speaker: Prof. Bradley, R. Barnes**
Assistant Dean (Research) and Professor of International Management and Marketing at Sheffield Hallam University, UK
Investigating International Marketing Relationships: A Study of Sino-Anglo Importing–Exporting Behavior

11:25-12:00 **Mr. Shauli Katznelson**
Deputy Director General for Economics & Professional Services, Israel Export Institute
Changes in the Global Economy and their Effects on Decision Makers and Policy Setters

12:00-13:00 **Lunch**

Poster Session

- 13:00-13:30 **Dr. Ilan Bijaoui**
Bar-Ilan University, Israel
Generators of a People's Economy in Sub-Saharan Africa (SSA)
- Dr. Yaniv Reingewertz**
University of Haifa, Israel
An Economic Model of Multi-Level Marketing
- Dr. Avi Silbiger**
Jerusalem College of Technology, Israel
Improving Expatriation Success: The Roles of Regulatory Focus and Burnout
- Prof. Yang Song & Prof. Zhiyuan Zhang**
Economics School, Jilin University, China
The Stability of Collaborative Innovation Alliance Based on Stochastic Evolutionary Game Theory – The Case of China
- Dr. Ziko Konwar**
University of Leeds, UK
Prof. Ramendra Singh
Indian Institute of Management Calcutta, India
Dr. Ron Berger
The College of Law and Business, Israel
Developing Business Relationships in an Indian Context

Session 2 – Advertising and Branding in Emerging Markets

- 13:30-14:00 **Keynote speaker: Prof. Yakov Bart**
Assistant Professor of Marketing and Joseph G. Riesman Research Professor, D'Amore-McKim School of Business at Northeastern University Research Fellow, INSEAD Emerging Markets Institute
Online Media Advertising Effectiveness Across Media Channels and Countries
- 14:00-14:30 **Keynote speaker: Prof. Eugene D. Jaffe**
Emeritus Professor of Marketing at the Graduate School of Business Administration, Bar-Ilan University and currently Professor of Marketing at the Ruppin Academic Center
Nation Branding: The Case for Emerging Markets
- 14:30-14:45 **Coffee break**

Session 3 – A Stage for Israeli Researchers on Emerging Markets

- 14:45-15:05 **Prof. Yaakov Weber**
Director, Research Unit School of Business Administration, College of Management
Success Factors at Mergers and Acquisitions
- 15:05-15:25 **Prof. Nurit Zaidman**
Head of Strategy and International Management Program, Department of Business Administration, Ben-Gurion University of the Negev
Stress and Coping in Global Teams: A Cross-Cultural Dynamic Analysis
- 15:25-15:45 **Prof. Niron Hashai**
Vice Dean, Innovation & Development, School of Business Administration, The Hebrew University of Jerusalem
Outsourcing and Performance of Indian Manufacturing Firms
- 15:45-16:00 **Coffee break**

Concluding Panel

- 16:00-16:30 **Panel guided by Dr. Ron Berger**
Emerging Markets and the Future of Globalization
Participants: Prof. Naveen Donthu - Prof. Bradley, R. Barnes - Prof. Yakov Bart - Prof. Eugene D. Jaffe
Presentation of a Certificate of Honor to Prof. Eugene D. Jaffe
- 16:30-17:15 **Prof. Naveen Donthu**
Professor of Marketing, Georgia State University, USA. Editor in-Chief, Journal of Business Research
Publishing in JBR and other Academic Journals

Conference organizing committee: **Prof. Ram Herstein:** Ramh@clb.ac.il
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Dr. Netanel Drori: netaneld@clb.ac.il

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