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Bridging Asia and the world: Searching for academic excellence and best practice in marketing and management

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ABSTRACT

This introduction briefly summarizes each of the twenty articles included in this special issue on “Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management” and provides valuable implications for marketers and researchers. The articles are grouped by topic- luxury brand management, sustainable marketing, new product development retail management, and strategic marketing and management. The introductory article in this special issue places each article in one of five categories even though some of the articles include information relevant to at least one other topic and briefly introduces unique and interesting about each article. This selection of papers written by 61 authors representing 16 countries serves to contribute the Academic Excellence and Best Practice in Marketing and Management research in response to new trends in management scholarship and global marketing practices.

1. Introduction

This JBR special issue, titled GAMMA President's Choice Awards, features twenty research papers that were presented at the 2018 Global Marketing Conference (GMC) in Tokyo, devoted to the theme “Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management.” 2018 Global Marketing conference took place in Hotel New Otani, Tokyo, Japan organized by the Global Alliance of Marketing & Management Associations, and co-hosted by the American Marketing Association, European Marketing Academy, Australian & New Zealand Marketing Academy, Japan Society of Marketing and Distribution, Korean Scholars of Marketing Science, and Keio University.

The objective of this special issue is to bring together international scholars from different disciplines and different countries working to advance knowledge on the marketing and management. The variety in country-of origin of the authors in this special issue indicates that this truly is an international sample of scholars. The authors of this issue are from 16 countries such as Australia, China, Denmark, France, Germany, Hong Kong, India, Italy, Japan, Portugal, Republic of Korea, Russia, Spain, Taiwan, the United Kingdom, and the United States contributed to this issue.

The 2018 GMC received more than 1200 submissions from 57 countries and featured 59 tracks, 130 sessions, and 12 joint symposia. After several rounds of double-blind reviews, twenty papers were selected for this special issue. The papers cover various topics related to 1) luxury brand management, 2) sustainable marketing, 3) new product development, 4) retail management, and 5) strategic marketing and management.

‘Luxury brand management’ and ‘sustainable marketing’ are the recent research keywords and trends of successful business and management. Since the JBR special issue on fashion marketing of luxury brands (Ko & Megehee, 2012) featured research articles of luxury and

fashion industry, the research interest on luxury brand management has been dramatically increased with the growth of the global luxury market (Ko, Phau, & Aiello, 2016). Luxury research articles are published with various issues such as social media marketing of luxury brands (Kim & Ko, 2012), luxury advertising (Chu, Kamal, & Kim, 2019; Teona, Ko, & Kim, 2020), value co-creation and luxury collaboration (Choi, Ko, & Kim, 2016; Jain & Mishra, 2020; Kim, 2020), and luxury customer experience (Faschan, Chailan, & Huaman-Ramirez, 2020; Jung, Yu, Seo, & Ko, 2020; Ko, Costello, & Taylor, 2019; Margariti, Boutsouki, & Hatzithomas, 2019; Stankeviciute & Hoffmann, 2020).

Both industry representatives and academics recognize that sustainability is essential in the fashion, luxury, and all related industry (Jestratijevic, Rudd, & Uanhoru, 2020; Kim, Sun, Kim, & Kang, 2019; Tey, Brindal, & Dibba, 2018; Woodside & Fine, 2019). After Covid19, consumers’ concerns and interests in sustainability has been dramatically increased in the daily life and this impacts on consumers’ consumer consumption patterns (Donthu & Gustafsson, 2020). Also several special issues on sustainability in fashion management was published in Journal of Global Fashion Marketing (Phan & Park, 2014) and Journal of Business Research (Kim & Kim, 2020) including interesting topics such as sustainable fashion consumption, sustainability and brand performance (Han, Seo, & Ko, 2017; Lee et al., 2020).

The topic of new product development recognizes that new technology, new media, and new business models have changed global lifestyles and trends (Calantone, Benedetto, & Rubera, 2018). New product development topic includes customized product design such as the limited edition or gift, consumer value co-creation and product design, new media and technology adoption in product development, and innovation and design strategy.

Retail management research includes retail merchandising strategy, retail technology and omni channel management, and online marketing communications (Burns, Gupta, & Hutchins, 2019; Edmondson, Matthews, & Ward, 2019). Social interaction and customer engagement

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in the retail management are key research variables and much discussed.

The topic of strategic marketing and management focuses on managerial decision making in marketing, marketing and management research in different methodology, consumer decision making and signaling, and technology and business model innovation (Chandran & Bhattacharya, 2019; Woo, Kim, Kim, & Wang, 2019).

2. Luxury brand management

2.1. Luxury brand communication and social media

Mandler, Johnen, and Gräve (2019) investigated to identify the characteristics of luxury brand communication that influence on consumer affect considered as a key determinant of strong consumer-brand relationships. Specifically, the characteristics of luxury brand communication in social media were included as 1) nonpersonal (quality, heritage, conspicuousness, uniqueness) and 2) personal (hedonism, extended self) luxury dimensions, and consumer affect was consumers' responses to luxury brand posts. The results from a field study and an online experiment design showed that non-personal luxury dimensions influence more positive affect than personal luxury dimensions, due to differences in their (perceived) vividness. In addition, this study identified that consumers' usage experience moderated the impact of brand luxury dimensions on consumer affect.

2.2. Materialistic bandwagon behavior and online fashion consumption

Mainolfi (2019) examined influencing factors that affect Chinese consumers' intentions to buy foreign luxury goods. A total of 502 Chinese consumers and SEM were used for data collection and analysis of this study. Results showed that materialism, brand consciousness and bandwagon luxury consumption behavior positively impact on intentions to buy foreign luxury goods by online. In addition, consumer ethnocentrism was found as a moderator in the relationship between materialism and intentions to buy. Managerial implications were discussed to sustain luxury businesses in the Chinese online market.

2.3. Effects of mergers and acquisitions on brand loyalty

Chung and Kim (2019) studied the relationships among M&A evaluation, customer perception (i.e., brand beliefs, luxury values), and brand loyalty. Luxury tier differences and social media were included as moderators in this study. This study found that M&A evaluation had a positive relationship with perceived brand beliefs and luxury values, and consequently on brand loyalty. Experiment design was conducted with the Korean sample. The moderating effect of luxury tier differences on the relationship between M&A evaluation and perceived values is stronger when the acquiring brand is from a lower luxury tier. Social media has different moderating effects than traditional media.

2.4. Personality congruence and brand attachment

Donvito et al. (2020) tested and validated a personality congruence scale on an international level in the luxury sector. Furthermore, this study investigated the congruence's effect on brand attachment using survey data with 1500 international luxury customers. This study found that personality congruence structure included five dimensions: prestige, emotion, trust, anxiety and order. In addition, this study showed the personality congruence influenced on brand attachment (i.e., like, pleasure, comfortable, attached, attracted). Similarities and differences across 11 countries were discussed in the relationship between personality congruence and the brand attachment.

3. Sustainable marketing

3.1. The role of ambiguity and skepticism in the effectiveness of sustainability labeling

Cho and Taylor (2019) studied how consumers process sustainability labeling information with scale ratings. Based upon ambiguity theory and literature, two experiments were completed to examine the impact of brand-based sustainability levels and the range of scale magnitude on product evaluations. This study found that labels with scale ratings are effective in influencing consumer attitudes toward the brand. The use of moderately high sustainability scores and a larger scale range increases perceived ambiguity for consumers and reduces the persuasiveness of the information. This study also examined that the degree of sustainability skepticism moderates these relationships.

3.2. The effect of environmental cues and purchase intention of sustainable products

Lee, Bae, and Kim (2019) investigated the effect of environmental cues on the purchase intention of sustainable products. This study also explored the interaction among environmental cues (i.e., sustainable label, traceability, consumer knowledge of certification), perceived risk and purchase intention. This study found that consumers' purchase intention was higher when sustainable label and traceability information were provided simultaneously. Purchase intention was also increased when consumer knowledge is high only with a sustainable label. Perceived risk and product efficacy were found as mediators among these interactions on purchase intention.

3.3. Sustainable marketing activities of traditional fashion Mmarket

Jung, Kim, and Kim (2020) investigated sustainable marketing activities and their performance of traditional fashion market. In this study, sustainable marketing activities included economic, social, environmental and culture dimensions provoking the question of how to implement them effectively. This study found the traditional fashion market's sustainable activities had positive effects on brand image, trust, and satisfaction building brand loyalty. Meaningful implications were discussed for corporate executive officers and marketers to create more effective sustainable management strategies.

4. New product development

4.1. Fashion cewebrity involvement & scale development

Zhang, Liang, and Moon (2020) explored how customer purchase intention toward new fashion products influenced by fashion "cewebrities" involvement in the new product development process. Scale development and an empirical study were implemented for this study using survey data collected from China. This study accordingly developed and validated a scale to measure the key attributes of fashion cewebrities. The results found that five key attributes of fashion cewebrities were attractiveness, trustworthiness, expertise, interactivity, and intimacy. These attributes influenced on product design, production, and commercialization, and then influenced on purchase intention consequently.

4.2. Characteristics of limited edition shoes on perceived values

Chae, Kim, Lee, and Park (2020) examined the product characteristics of the limited edition shoes (LES) and confirmed the structural relationships among characteristics of LES, perceived value, brand trust, and purchase intention. This study also verified whether types of scarcity message (i.e., one-time, repeated) moderated on this research model. The results showed that the product characteristics of the LES

(i.e., uniqueness, investment, self-expression) affected perceived values (i.e., emotional, social, economical), brand trust, and purchase intention. Managerial implications for shoes industry were discussed as LES characteristics and scarcity should be considered for the target consumer group.

4.3. *The effects of apparel names and visual complexity on consumers attitudes*

Lee and Shin (2019) investigated the moderating effects of apparel names and visual complexity of apparel design on consumers' apparel product attitudes. Atypical apparel names (e.g., Boyfriend Jeans, Cozy Workday Sweater) in the fashion industry are often used and have the potential to make consumers purchase more apparel products. Applying the mental imagery framework, Apparel name (atypical vs. typical name) and visual complexity (complex vs. simple design) were included in between-subject experimental design. The results showed that mental imagery elaboration and quality were greater for atypical than typical apparel names for simple apparel designs.

4.4. *An integrative framework for truly special gifts*

Illodoa and Heathb (2019) explored the concept of 'best gift ever' through 35 in-depth interviews in order to understand the properties of significant gifts as defined by givers and receivers. This study found that the 'best gifts ever' are often associated with unforgettable and life-changing experiences. These properties were compared with those of the 'perfect gift' to produce an integrative framework for truly special gifts.

5. Retail management

5.1. *Online social interactions and sales in the retail environment*

Kim, Kim, and Choi (2019) examined how online purchase and offline consumption environments affect the generation of social interactions as well as sales. Online environmental factors (i.e., number of co-located coupons, proportion of within-category coupons) and offline consumption environment factors (i.e., absolute size of local retail revenue, relative size of within-category revenue) were included for this study. This study focused on different types of social interactions (i.e., product discussion, social referral) and found that the online environmental factors has different impact on product discussion and social referral of consumers. Managerial Implications for small local retailers were discussed.

5.2. *The impact of product launches in offline stores for digital retailers*

Jiang, Kim, Choi, and Kang (2019) examined that how offline product launches via third-party offline stores affects online and mobile purchases, and extends understanding by investigating the moderating effect of offline store intensity. This study analyzed data obtained from a digital-first beauty retailer through a difference-in-differences analysis using a bivariate negative binomial distribution model. The results showed offline product launches were synergistic with online and mobile purchases. In addition, offline store intensity weakened the positive effect of offline product launches on online purchases. Managerial implications for digital retailing were discussed.

5.3. *Experiential motivation and customer engagement on customer value creation*

An and Han (2020) investigated the psychological motivation of customer engagement and examined the underlying factors of customer behavior in offline retail environments. This study focused on the analysis of psychological process in the experience-based retail

environment using the experience economy theory and self-determination theory.

The results showed the relationship between perceived psychological benefits (i.e., autonomy, competence, and relatedness) and intrinsic motivation influencing customer engagement (i.e., conscious participation, enthusiasm, and social interaction).

This study also found the relationship between customer engagement and customer value creation (i.e., functional, hedonic, social value). In addition, this study investigated the effect of customer value creation on customer purchasing behavior (shopping memory, customer satisfaction, word-of-mouth, and revisit intention) and the mediating effects of the hedonic value and shopping experience were found in this study.

6. Strategic marketing and management

6.1. *Strategic alliance emphasis and marketing efficiency on firm value*

Ko, Kim, Lee, and Song (2020) empirically examined how strategic alliance emphasis and marketing efficiency impact firm value in various technological environments.

Using data analysis on firm alliances and financial information, the results indicated that alliance success depends on a firm's marketing efficiency. This study also found that the technological environment plays a moderating role in this relationship. This study contributed to the literature on strategic alliances by testing how various types of strategic alliances affect firm value. Managerial implications with guidance for the strategic alliance portfolios was discussed.

6.2. *Pricing strategies with time gap between purchase and consumption*

Seo, Go, and Kim (2020) determined the specific probability range, under which each price strategy outperforms others and expect how consumers react under the situation. Various pricing strategies (e.g., early bird, option strategy) were applied in order to resolve this uncertainty when consumer utility uncertainty is derived from the time gap between purchase and consumption. Under an unconstrained capacity, early-bird strategy was mostly superior. Under a constrained capacity, the probability range was existed under which the option provided both service providers and consumers more benefits than early-bird pricing.

This study discussed that pricing strategy should be considered based on the characteristics of the industry and the probability of the occurrence of a favorable event.

This paper contributed to generalization of the probability condition under each pricing policy to provide both consumers and service providers the maximum utilities.

6.3. *Regulatory focus and decision rules*

Lim and Hahn (2019) focused that the potential consumer-specific drivers of the decision rules between utility maximization and regret minimization to better understand consumer decision-making processes. Drawing on Regulatory Focus Theory (RFT), this study found that chronically *prevention*-focused consumers were more likely to be regret minimizers, as they were more inclined to minimize negative outcomes. This study also examined that chronically *promotion*-focused consumers were more likely to be utility maximizers, as they were more inclined to maximize their opportunities and outcomes.

This study also found a significant portion of regret-minimizing consumers showing different preferences for product design.

6.4. *A quantile regression approach for reacquisition of defected customers*

Yoo, Cha, and Kim (2019) implemented empirical analyses based on real transactional data from 4000 users of one of the most successful

online games in Korea to investigate the relationship between demographic, RFM, behavioral, and social network variables and the users' response to reacquisition campaigns. A quantile regression method was used for model estimation in this study. This study examined what kind of characteristics would influence the likelihood of "staying alive" after the campaigns, the results from Period 1(win-back) were compared against those from Period 2(retention). Managerial insights were discussed in targeting and designing win-back campaigns.

6.5. COO in print advertising

Zeugner-Roth and Bartsch (2019) investigated the predictions about COO usage versus non-usage and the number and type of COO cues used in a developed versus developing country context. This study tested the hypotheses with a content analysis of ads published in three major magazines in France and India, involving 2181 print ads published. The results showed surprising differences between a developed and an emerging country in terms of relevance and usage of COO, but also between theoretical predictions from the literature and actual applications by companies. Managerial implications for the use of COO in marketing communication were discussed.

6.6. Testing a model of destination image formation

Glückstada, Schmidt, and Mørup (2019) studied an innovative methodological framework to extract patterns of mental representation of destinations held by groups of individuals (segments) and to compare segment-specific patterns of MR with their relations to willingness to visit and to Information sources. Bayesian relational modelling and fsQCA were applied for the data analysis of this study. The results showed that what segments associate with a destination relates to their willingness to visit, and segments having rich and positive associations with a destination accessed a wider range of Information sources to learn about the destination.

7. A note of appreciation to the contributors

In closing, the guest editor thanks the participants at the 2018 GMC at Tokyo conference and authors of this special issue for their contributions. The guest editor also thanks the reviewers for their time and valuable feedback devoted to the review process. These selection of high quality papers would not have been possible without their contributions.

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