

JOURNAL OF INTERNATIONAL MARKETING AND EXPORTING

Volume 14, Number 1, 2009

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© Journal of International Marketing and Exporting

ISSN 1324-5864

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ABSTRACTS

Consumer Decision Making in a Counterfeit-Plentiful Market: A Study of Brazilian Consumers

Delane Botelho, Marcia Christina Ferreira and Alda Rosana Almeida

Counterfeiting has become an economic problem and a marketing concern of international importance, and has led to a variety of countermeasures based on lawful, political, administrative, or business techniques. This study investigates influential attributes on consumer's decision to buy counterfeits. It applied the revised search model as a theoretical basis, and conjoint analysis to establish the utilities of the attributes.

Mobile Games Advertising in International Marketing Context

Jari Salo

Mobile commerce and mobile marketing have been studied intensively in recent years. The increased popularity of mobile games and the acceptance of advertisements in games create a lucrative possibility for advertisers to place their advertisements in games. Although mobile game advertising is an emerging topic in the practitioners' field, little academic research exists. This study analyzes and synthesizes the current literature and places it into a broader framework. Finally, the study proposes some future research areas for mobile game advertising research and presents some insights for managers on how to approach advertising in mobile games.

Equity Ownership, Trust, and Legalism as Antecedents to International Joint Venture Satisfaction

Xiaohua Lin and Chike Okechuku

This study integrates international joint venture (IJV) literature on ownership, trust, and legalism and examines their effects, as complementary enforcement mechanisms, on satisfaction with the joint venture alliance. The hypotheses were tested across three samples of managers – Chinese, Western, and Asian – in China-based IJVs. The survey results show that Chinese partners' satisfaction is positively affected by their trust in partner firms and their ownership position in the IJV, and somewhat negatively affected by the use of legalistic approach in resolving partnership issues. Among Asian managers, satisfaction is influenced positively by trust but negatively by their ownership position. For Western managers, only trust has a positive impact on satisfaction. Theoretical and managerial implications are discussed as well as areas for future research.

International Marketing of Higher Education: A Comparative Study of the International and Domestic Students' Perceptions of Good Teaching and University Quality.

Ann Mitsis and Patrick Foley

This paper compared domestic and international postgraduate business students' demographic and psychographic characteristics on their perceptions of good teaching and university quality. Students' demographic characteristic: gender was not a predictor of good teaching or university quality for either cohort. Two psychographic culturally-anchored value characteristics were found to explain variation in domestic students' perceptions of good teaching and university quality; whereas for international students two different psychographic culturally-anchored value characteristics were important but only explained variation in university quality but not perceptions of good teaching. Implications for academics, university leaders and Australia's higher education export industry are discussed.