

Call for Papers
Journal of Euromarketing
Special Issue
European Perspectives in
International Joint Venture and Alliance Behavior, Strategies and
Performance.

Deadline: 31st October 2009

Guest Editor: Professor Jorma Larimo (jla@uwasa.fi)

The Journal of Euromarketing is published by Taylor & Francis Group LLC. The journal aims to meet the needs of academicians, practitioners, and public policymakers in the discussion of marketing issues pertaining to Europe. This Special Issue would focus on various topics related to the international joint ventures (IJV) and alliances ranging from the use of IJVs/ alliances as entry mode to the management of IJV/ alliances and performance in IJVs and alliances. Due to increasing internationalization, competition, and also other reasons motivate firms to use international joint ventures (IJVs) and international strategic alliances (ISAs) in their foreign operations. Although there are examples of successful IJVs and ISAs, the termination and failure rate in those operations has been very high. The papers may relate to following themes and topics:

- Motives for the formation of IJVs / alliances for the market entry
- Partner selection in IJVs/ alliances
- Control issues
- Trust and Commitment
- Dynamics in partner relationship in IJVs/ alliances
- Performance measurement and performance outcome issues in IJVs/ alliances
- The choice between wholly owned subsidiary (WOS) and IJV/alliances

Paper Procedure and Deadline: The articles may be theoretical and empirical including both quantitative and qualitative studies. The full papers or proposal should be delivered to the guest editor Professor Jorma Larimo (jla@uwasa.fi) latest on October 31st 2009.

Writing Instructions: The manuscript should be 20-25 typed pages, double spaced (including references and abstracts). For detailed writing instructions, kindly visit the journal's website <http://www.tandf.co.uk/journals/authors/WJEMauth.asp> and click on 'Instructions for Authors' in the 'Author Resources' section of the webpage.

Website: <http://www.tandf.co.uk/journals/authors/WJEMauth.asp>

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Please do remember that 10th Vaasa Conference on International Business 23-25 August 2009 is being held at University of Vaasa, Finland 23-25 August 2009. The topic of the conference is related to the theme of special journal issue. The deadline for paper submission is 15th May 2009. For Further details, kindly consult conference website: <http://www.uwasa.fi/ibconference>