From Nation to Neighbourhood: Branding and Marketing Places

Publication Type: Chapters in books
Area of Research: International Business

Ethnic identity, consumer ethnocentrism, and purchase intentions among bi-cultural ethnic consumers: ‘Divided loyalties’ or ‘dual allegiance’?
El Banna, Alia, Nicolas Papadopoulos, Steven A. Murphy, Michel Rod, and José I. Rojas-Méndez (2018), "Ethnic identity, consumer ethnocentrism, and purchase intentions among bi-cultural ethnic consumers: 'Divided loyalties' or 'dual allegiance'?", Journal of Business Research, 82(1), 310-319

Publication Type: Articles in Refereed Journals
Area of Research: International Business

Old Country Passions: An International Examination of Country Image, Animosity, and Affinity among Ethnic Consumers

Publication Type: Articles in Refereed Journals
Area of Research: International Business

From International Travelling Consumer to Place Ambassador: Connecting Place Image to Tourism Satisfaction and Post-Visit Intentions

Publication Type: Articles in Refereed Journals
Area of Research: International Business

A Comparative Cross-National Examination of Online Investment Promotion

Publication Type: Articles in Refereed Journals
Area of Research: International Business

Demographics, Attitudes, and Technology Readiness: A Cross-Cultural Analysis of and Model Validation

Publication Type: Articles in Refereed Journals
Area of Research: International Business

Nation Branding for Foreign Direct Investment: A Review and Directions for Research and
Strategy


**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business

**Of Products and Tourism Destinations: An Integrative, Cross-National Study of Place Image**


**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business

**Identity, Culture, Dispositions and Behavior: A Cross-National Examination of Globalization and Culture Change**


**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business

**Place Images and Nation Branding in the African Context: Challenges, Opportunities, and Questions for Policy and Research**


**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business

**Psychic Distance Construct: an integrative and critical review**


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business

**Attracting Foreign Investment: Country Characteristics and the Role of Country Branding**


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business

**Economic Animosity, Nationalism, and Country Image: "Us vs. Others" in Times of Crisis**

Exploring the relationship among economic animosity, nationalism, consumer ethnocentrism and product-country images in the context of the Euro crisis

De Nisco, Alessandro, Marta Massi, and Nicolas Papadopoulos (2016), "Exploring the relationship among economic animosity, nationalism, consumer ethnocentrism and product-country images in the context of the Euro crisis", 2016 Academy of Marketing Conference (Newcastle, UK: July 4-7) (Best Paper Award)

Consumer Mobility and Place Attachment: An Integrative Review

Papadopoulos, Nicolas, and Alia El Banna, (2016), "Consumer Mobility and Place Attachment: An Integrative Review" (abstract), 14th International Conference on Marketing, Athens Institute for Education and Research (Athens, Greece: June 27-30), 42

Brand Origin, Brand Fit, and the Dynamics of Brand Architecture: An Integrative Cross-Disciplinary Review


Global Consumer Culture and National Identity as Drivers of Materialism: An International Study of Convergence and Divergence

Cleveland, Mark, Michel Laroche, and Nicolas Papadopoulos (2016), "Global Consumer Culture and National Identity as Drivers of Materialism: An International Study of Convergence and Divergence" (abstract), Eleventh Royal Bank International Research Seminar (Wuxi, China: June 24-26)

The Role of Investment Promotion Agencies in Nation Branding for Foreign Direct Investment: A Comparative Cross-National Examination


Country Image, Tourist Satisfaction, and Future Visit and Product Purchase Intentions: An Integrative Model

An Integrative and Critical Review of Research on the Psychic Distance Construct


Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business

The interplay between brand origin, country-of-design, and country-of-manufacturing in the context of low-familiarity Italian fashion brands

De Nisco, Alessandro, Marta Massi, Nicolas Papadopoulos, and Nadia Oliva (2016), "The interplay between brand origin, country-of-design, and country-of-manufacturing in the context of low-familiarity Italian fashion brands", 45th Annual Conference, European Marketing Academy (Oslo, Norway: May 24-27)

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business

The Place of ‘Place’ in the Minds of Buyers, Sellers, and Researchers

Papadopoulos, Nicolas (2017), “The Place of ‘Place’ in the Minds of Buyers, Sellers, and Researchers”, 2nd Consumer Research Summit – Place & Identity: Advancing Theory and Practice, Bangor University and Institute of Place Management (Bangor, UK: June 20; by Skype) (Keynote presentation)

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business

Country Branding

Papadopoulos, Nicolas (2016), "Country Branding", Export Summit IV, Greek International Business Association (Thessaloniki, Greece: June 15) (Keynote presentation)

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business

Testing Self-Congruity Theory in the Context of Nation Brand Personality


Publication Type: Articles in Refereed Journals
Area of Research: International Business

Factors Affecting the International Behaviour of SMEs


Publication Type: Presentations at Conferences
Area of Research: International Business

Identity, Culture Dispositions and Behavior: A Cross-National Examination of Globalization and Culture Change

**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business

**Place Images and Nation Branding in the African Context: Challenges, Opportunities, and Questions for Policy and Research**


**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business

**Academia as Entrepreneurship**


**Publication Type:** Invited Speakers  
**Area of Research:** International Business

**Attracting Investment: Location Branding and Marketing**

Measuring Event Planners' Perceptions of Place Image Attributes: The Case of Greek Convention Destinations

Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

You Are What you Speak? Globalization, Multilingualism, Consumer Dispositions, and Consumption

Publication Type: Articles in Refereed Journals
Area of Research: International Business

An Integrative, Cross-Country Study of Place Image

Publication Type: Presentations at Conferences
Area of Research: International Business

The U.S. brand personality: A sino persepective

Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

From Made-in to Product-Country Images and Place Branding

Publication Type: Articles in Journals
Area of Research: International Business, Marketing

The Role of Identity and Ethnicity in Nation Branding
George Washington University, Washington, DC), Third Annual Conference of the Middle East and North Africa (MENA) Chapter of the Academy of International Business (AIB) (Cairo, Egypt, January 12-14)

**Publication Type:** Presentations at Conferences  
**Area of Research:** International Business

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**Studying Place Image: An Interdisciplinary and Holistic Approach**  
**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business, Marketing

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**International Business Research in the 21st Century: Persistent Problems, Puzzling Paradoxes, and Peachy Prospects**  
**Publication Type:** Invited Speakers  
**Area of Research:** International Business

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**Measuring and positioning nation brands: A comparative brand personality approach**  
**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business, Marketing

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**"Italy" and ‘made-in research’: a marriage made in heaven?**  
**Publication Type:** Book Chapters  
**Area of Research:** International Business, Marketing

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**The Place of ‘Place’ in International Marketing**  
**Publication Type:** Invited Speakers  
**Area of Research:** International Business

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**Building a Long-Term Program of Research: The Case of Product-Place Images**  
Papadopoulos, Nicolas (2012), “Building a Long-Term Program of Research: The Case of Product-Place Images”, Research Colloquium, Week of Doctorates in Management in Campania, Università degli Studi di
Italia as a brand: A source of competitive advantage?
Papadopoulos, Nicolas (2012), panelist in “Italia as a brand: A source of competitive advantage?” concluding panel discussion of IX convegno SIM – 9th Congress of the Società Italiana di Marketing (Benevento, Italy: September 20-21)

Countries, Nations, and Other ‘Places’ in International Marketing

Argentine Consumers’ Perceptions of the U.S. Brand Personality

Place brands and brand-place associations: The role of ‘place’ in international marketing

Ethnic Identity’s Relationship to Materialism and Consumer Ethnocentrism: Contrasting Consumers in Developed and Emerging Economies
An Integrative Model of Place Image: Exploring Relationships Between Destination, Product, and Country Images


Identity, Demographics, And Consumer Behaviors: International Market Segmentation Across Product Categories


International Market Selection and Segmentation: Perspectives and Challenges


Of Places and Brands

**International Market Selection and Assessment**


**The U.S. Brand Personality Seen Through the Lens of Argentine Consumers**


**Consumer Animosity: A Comparative Perspective**


**A Managerial Perspective on Place Images and Place-based Branding**

Case: Pluto International Computers


Publication Type: Teaching Aids
Area of Research: International Business, Marketing

Case: Canadian Rockport Homes


Publication Type: Teaching Aids
Area of Research: International Business, Marketing

Case: Pizza, Oh!


Publication Type: Teaching Aids
Area of Research: International Business, Marketing

Case: Johnson Equipment, Inc.


Publication Type: Teaching Aids
Area of Research: International Business, Marketing

Case: Det-Tech Limited


Publication Type: Teaching Aids
Area of Research: International Business, Marketing

Case: Ten Cases on the Macro Side of International Marketing: Challenges and Controversies

Toward a Model of the Relationship between Internationalization and Export Performance


Assessing the Cross-National Invariance of Formative Measures: Guidelines for International Business Researchers


Contemporary Issues in Brand Research


Free Zones as Locations for Investment: An Empirical Survey of Zone Tenants


The U.S. Brand Personality: A Sino Perspective


Globalization, identity, culture and consumer behavior: a cross-cultural study of Chilean and Canadian consumers

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business

### The Place of ‘Place’ in (International) Buyer Behaviour


**Publication Type:** Presentations at Conferences  
**Area of Research:** International Business

### Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes


**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business

### Design attributions: The role of self-identity, personality and emotion


**Publication Type:** Articles in Refereed Journals

### Examining the validity of the country brand personality construct


**Publication Type:** Papers in Refereed Conference Proceedings

### Investigating country branding through advertising content analysis

Rojas-Méndez, José I., S. Weaver, N. Papadopoulos and S. Murphy (2009), “Investigating country branding through advertising content analysis”, Conference of the Latin American Council of Management Schools (CLADEA), Guayaquil, Ecuador, November 4-7.  

**Publication Type:** Papers in Refereed Conference Proceedings

### Consumers’ technology readiness in a developing country: the role of demographics and attitudes

Investigating tourism branding through video content analysis

Identity, Demographics, and Consumption: A Study of Segmentation Variables across Eight Countries and Nine Product Categories

Design attributions: The role of self-identity, personality and emotion

Subcultural effects of product origins: an investigation into consumer ethnicity and product nationality

Free Trade Zones as Global Institutions: A Multi-country Case Study Analysis

A Comparative Analysis of Investment Climate at Free Trade Zones and Host Country Mainland
Subcultural effects of product origins: an investigation into consumer ethnicity and product nationality


Publication Type: Papers in Refereed Conference Proceedings

An Integrated Model of Place Image


Publication Type: Papers in Refereed Conference Proceedings

An Integrated Schema of Place Image for the U.S.


Publication Type: Papers in Refereed Conference Proceedings

Combining qualitative and quantitative research methodologies: Lessons from the positioning literature (Abstract).

Butt, I., N. Papadopoulos and S.A. Murphy (2008), "Combining qualitative and quantitative research methodologies: Lessons from the positioning literature (Abstract).". The COMSTATS International Conference on Management, Lahore, Pakistan, January.

Publication Type: Papers in Refereed Conference Proceedings

Case: Ten Cases on the Macro Side of International Marketing: Challenges and Controversies


Publication Type: Teaching Aids

Case: Pluto International Computers


Publication Type: Teaching Aids

Case: Pizza, Oh!


Publication Type: Teaching Aids

Case: Johnson Equipment, Inc

Case: Det-Tech Limited
Publication Type: Teaching Aids

Case: Canadian Rockport Homes
Publication Type: Teaching Aids
Area of Research: Marketing

Marketing in Dynamic Environments: Contemporary Research Advances
Publication Type: Books
Area of Research: Marketing

International Marketing, 2nd Canadian Edition
Publication Type: Books
Area of Research: International Business, Marketing

Ethnic Identity, Consumer Ethnocentrism, and Materialism: An International Exploration of Convergence and Divergence
Publication Type: Papers in Refereed Conference Proceedings

The Product Content of Country Image
Publication Type: Papers in Refereed Conference Proceedings

Country Image Effects on Consumers’ Product- and Travel-related Beliefs and Behavior
What ‘Made-in’ Images Are Made of: An In-depth Examination of the Content Behind Product-Country Evaluations


Publication Type: Papers in Refereed Conference Proceedings

The role of affect in the development of positioning strategy and judgements


Publication Type: Papers in Refereed Conference Proceedings

The Role of Behavioural Activation and Inhibition in Advertising Appeals


Publication Type: Papers in Refereed Conference Proceedings

Special Economic Zones: Their Role in an Aggregate Marketing System and an In-Depth Analysis of Chinese Special Economic Zones


Publication Type: Papers in Refereed Conference Proceedings

Area of Research: International Business, Marketing, Public Policy

International Market Selection: An Integrative Review of Empirical Studies


Publication Type: Papers in Refereed Conference Proceedings

Free Trade Zones: Concept and an International Business Perspective


Publication Type: Papers in Refereed Conference Proceedings

A Model of International Destination and International Product Relationships

Ethnic Identity, Consumer Ethnocentrism, and Materialism: An International Exploration of Convergence and Divergence

Development of Positioning as a Research Stream: A Critical Assessment of Impediments and a Look Forward

Methodological Developments in Positioning: A Content Analysis

Export Processing Zones in Development and International Marketing: An Integrative Review and Research Agenda

A New Spirit for the New Age

Human Organ Transplants: In You to Donate?
AutoPlus Ltd.

Publication Type: Teaching Aids
Area of Research: Marketing

The Workabout

Publication Type: Teaching Aids
Area of Research: Marketing

A Cross-Cultural and Cross-National Perspective on Product-Country Images

Publication Type: Book Chapters

The Role of National Cultural Distance on Country Image-based Product Evaluations

Publication Type: Book Chapters

Internationalization and Performance: Evidence From Spanish Firms

Publication Type: Book Chapters

The Use of Affect in Positioning: Lessons for Theory and Practice

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Marketing, Organizational Behaviour and HRM
Toward a Comprehensive Place Brand: Expanding the Measurement of Tourism Destination Image

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing, Other

Materialism, Consumer Ethnocentrism, And Cosmopolitanism: An Eight-Country Investigation

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

The Role of Free Trade Zones in a Global Marketing System: A Content Analysis

Publication Type: Papers in Refereed Conference Proceedings

Place Image and Place Branding: What the Data Tells Us

Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing, Public Policy

Internationalization and Performance: Evidence From Spanish Firms

Publication Type: Articles in Refereed Journals
Area of Research: International Business, Public Policy

A Taste of Marketing in the Postmodern Era

Publication Type: Book Chapters
Area of Research: Marketing

A Bi-directional Comparison of Consumer Views of Countries and Their Products

**Publication Type:** Book Chapters  
**Area of Research:** International Business, Marketing

### The Promise and the Challenge of Tourism Research


**Publication Type:** Book Chapters  
**Area of Research:** International Business, Other, Public Policy

### Product-Country Image and Tourism Destination Image: An Integrative Review, Implications, and Agenda for Research


**Publication Type:** Book Chapters  
**Area of Research:** International Business, Marketing

### Marketing from the Trenches: Perspectives on the Road Ahead


**Publication Type:** Books  
**Area of Research:** Marketing

### Contemporary Issues in Tourism: Perspectives and Challenges


**Publication Type:** Books  
**Area of Research:** International Business, Other, Public Policy

### Conceptualizing a Process Model for Market Orientation: An Integrative Literature-Based Approach


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** Marketing, Organizational Behaviour and HRM

### Research and Development Investment Expenditures in Canada’s Natural Resources
Sector
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: Innovation, Strategy and Policy, Technology

The Role of Export Processing Zones in Development and International Marketing Strategy: Review of Key Issues and Suggestions for Research
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing, Public Policy

U.S. Foreign Trade Zones in International Marketing Strategy: Review, Analysis, and Suggestions for Research
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing, Public Policy

The Use of Structural Modeling in International Marketing: A Review and Analysis
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing, Research Methods

International Market Selection: An Analysis of the Selection Criteria Used by Firms
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

The Internationalization Process of Spanish Firms and their Performance
Publication Type: Papers in Refereed Conference Proceedings
A comparative Analysis of Tourism Destination Image and Product-Country Image  

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

The Influence of Country Image Structure on Consumer Evaluations of Foreign Products  

Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Place Branding and International Brand Orchestration in the Age of the Brand State: Implications for Business, Government, and Research  

Publication Type: Invited Speakers
Area of Research: International Business, Marketing, Public Policy

Place Image Effects A review of research and implications  

Publication Type: Invited Speakers
Area of Research: International Business, Marketing, Public Policy

Brands, Firms, and Places in a Big Wide World: The Need ro Rethink International Business from the Ground Up  
Papadopoulos, N. (2005), "Brands, Firms, and Places in a Big Wide World: The Need ro Rethink International Business from the Ground Up". Invited Research Seminar, John Molson School of Business, Concordia University, Montréal, April 22. (Royal Bank Distinguished Visiting Speaker).

Publication Type: Invited Speakers
Area of Research: International Business, Marketing

Think Globally, Research Locally: The Case of Place Branding in International Research  

Publication Type: Invited Speakers
Area of Research: International Business, Marketing, Research Methods
Greece and the World: A Bi-directional Comparison of Consumer Views of Countries and Their Products


Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

Free Trade Zones and Export Processing Zones as Instruments for International Strategy: Review, Typology, and Suggestions for Research


Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing, Public Policy

Nation Branding: The Need for Research


Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing, Public Policy

'Product-Country Image' and 'Tourism Destination Image': An Integrative Review, Implications, and Agenda for Research


Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

The Rise of Country Branding: Implications for Business in Developed and Developing Countries


Publication Type: Book Chapters
Area of Research: International Business, Marketing, Public Policy

Place Branding and Place Equity and Marketing in a Multicultural World

Papadopoulos, N. (2004), "Place Branding and Place Equity and Marketing in a Multicultural World". V.
Wooing Partners: Who Wants to Be in an FTA Agreement?
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Place Branding: Evolution, Meaning, and Implications
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Who Controls the Purse Strings: A Study of Consumers' and Retail Buyers' Reactions in an Americas FTA Environment
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Country Branding and Product-Country Images: Reflections from a Long-term Program of Research
Publication Type: Invited Speakers
Area of Research: International Business, Marketing, Research Methods

Product-Country Images, Ethnicity, Ethnocentrism, and Country Branding
Publication Type: Invited Speakers
Area of Research: International Business, Marketing

International Marketing: What Really Matters

**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing

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**Developing and Managing Research Projects and Long-Term Research Programs**  

**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing, Research Methods

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**The Age of the Brand State: Implications for Business, Government, and Research**  

**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing, Public Policy

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**Canada’s Branding Problematique: Opportunities and Challenges**  

**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing, Public Policy

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**Integrated Branding for Successful Country Marketing**  

**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing

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**Country Branding and Canada’s Image**  

**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing

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**Advances in International Market Selection: Review and Research Agenda**  
Papadopoulos, N. (2004), "Advances in International Market Selection: Review and Research Agenda". Academy of Marketing Science Annual Conference, Special Panel International Market Selection and
Country Image, Country/Place Equity, and International Brand Architecture

The Rise of Country Branding: Implications for Business in Developed and Developing Countries

Understanding Buyer Behaviour: A Benchmarking Study of Japanese Consumers

International Benchmarking Study: Development, Analysis, and Strategy for Country Branding of Canadian Agri-Food Products in Mexico

Toward a Model of Consumer Receptivity of Foreign and Domestic Products

Effects of Subcultural Differences on Country and Product Evaluations

**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business, Marketing

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**Reconciling Public and Private Sector Needs in Country Branding**

**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing, Public Policy

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**Branding Canada: An Overview**

**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing, Public Policy

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**Branding Canada's Education**

**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing, Public Policy

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**'Made in Greece': Greece and the Challenge of the New Global Competition**

**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing

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**Country Equity and the Image of Canada and Canadian Products**

**Publication Type:** Monographs and Reports  
**Area of Research:** International Business, Marketing

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**Understanding Buyer Behaviour: A Foundation for Benchmarking International Buyers; Response to Marketing of Canadian Agri-Food Products**

**Publication Type:** Monographs and Reports
Area of Research: International Business, Marketing

Country Equity and Product-Country Images: State-of-the-Art in Research and Implications
Publication Type: Book Chapters
Area of Research: International Business, Marketing

Intra- and Inter-National Consumer Perceptions of Countries and Their Products: The Case of Spain
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Toward a Tradeoff Model for International Market Selection
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Country Equity and Country Branding: Problems and Prospects
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Researching the Japanese Consumer for the Pilot Branding Canada Program in Japan
Publication Type: Monographs and Reports
Area of Research: International Business, Marketing

Evaluation of a Proposed Benchmarking Study for Branding Canadian Agri-food Products
Publication Type: Monographs and Reports
Area of Research: International Business, Marketing
Place Marketing: Countries as Brands
Publication Type: Book Chapters
Area of Research: International Business, Marketing

Mexican Consumer Perceptions of NAFTA Countries and Their Products
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Modeling Consumer Views of AFTA Countries and Their Products
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Inventory and Taxonomy of Research on Product-Country Images: The State of the Art
Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

A Review, Analysis, and Consolidation of Research on the Business Image of Canada Among Investors and Others Abroad
Publication Type: Monographs and Reports
Area of Research: International Business, Marketing

Product Perceptions in a Free Trade Context: A Before-After U.S.-Canada Comparison
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing
“Made in Canada, Eh? A Cross-National and Longitudinal Study of Consumer Views on the Competitiveness of Canadian Products”


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

"Une étude comparative et longitudinale sur l'image des produits français en France et à l'étranger"


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

"Innovation and Entrepreneurship in a Big Wide World: Positioning for More Effective Interactions with Investors and Buyers Abroad"


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

"Looking 'In' - Looking 'Out': Product-Country Images In and By an Advanced Developing Country"


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

"An Exploratory Study on the Role of Familiarity in Product Evaluations"

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

A Cross-National and Longitudinal Study of Product-Country Images with a Focus on the U.S. and Japan


Publication Type: Articles in Journals
Area of Research: International Business, Marketing

Countries as Brands: Canadian Products Abroad


Publication Type: Articles in Journals
Area of Research: International Business, Marketing

A Comparison of Consumer and Retail Buyers Country-Product Images in an Expanding NAFTA Setting


Publication Type: Presentations at Conferences
Area of Research: International Business, Marketing

Industry Development Initiatives by the Canadian and Foreign Governments for the Information and Communication Technologies Sector


Publication Type: Monographs and Reports
Area of Research: International Business, Marketing

Consumer Perceptions of NAFTA Countries and Their Products


Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing
Investing in Emerging vs. Established Economies: An International Comparative Study of Investor Views
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Inventory and Analysis of Canadian Research and Scholarship in Exporting and International Marketing
Papadopoulos, N. and P.J. Rosson (1999), "Inventory and Analysis of Canadian Research and Scholarship in Exporting and International Marketing". Canadian Journal of Administrative Sciences, 16(2), 77-94.
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Developing a Program of Research: Lessons from 15 years of Product-Country Image Studies
Publication Type: Invited Speakers
Area of Research: Research Methods

Competitive Positions of Countries as Seen by Consumers: Research Overview and Preliminary Results from a Cross-National and Longitudinal Study
Papadopoulos, N. (1999), "Competitive Positions of Countries as Seen by Consumers: Research Overview and Preliminary Results from a Cross-National and Longitudinal Study". Faculty of Administration, University of Ottawa, Ottawa, ON, December.
Publication Type: Invited Speakers
Area of Research: International Business, Marketing

National Stereotyping and Product Evaluations: An Empirical Investigation of Consumers in a Socialist Country
Publication Type: Book Chapters
Area of Research: International Business, Marketing

Product-country Images

Publication Type: Book Chapters
Area of Research: International Business, Marketing

Canadian Consumers’ Views of NAFTA and NAFTA Wanna-Be’s
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

An Inter-Regional and Inter-Cultural Perspective on Subcultural Differences in Product Evaluations
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

Technology as a Growth Engine for Ottawa-Carleton: Issues and Prospects
Publication Type: Invited Speakers
Area of Research: International Business, Technology

Strategic Directions for Technology Centre Development: The View of Investors
Publication Type: Invited Speakers
Area of Research: International Business, Technology

Building a World-scale High Technology Centre: Optimizing the Potential of Ottawa-Carleton
Publication Type: Invited Speakers
Area of Research: International Business, Technology

Extending Product-Country Image Research Beyond the Traditional Domain: Place Images in Investment Decisions
Traditional Domain: Place Images in Investment Decisions. Multicultural Marketing Conference, Academy of Marketing Science, Montréal, QC, September 17-20

**Publication Type:** Presentations at Conferences  
**Area of Research:** International Business, Marketing

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**Modelling Country-Product Image Interactions**


**Publication Type:** Presentations at Conferences  
**Area of Research:** International Business, Marketing

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**Extending Product-Country Image Research: Images in Product and Investment Decisions**


**Publication Type:** Presentations at Conferences  
**Area of Research:** International Business, Marketing

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**Retail Buyer and Consumer Perceptions of NAFTA Countries and their Products**


**Publication Type:** Presentations at Conferences  
**Area of Research:** International Business, Marketing

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**Reality Check: Carleton's New Competitive Position, Report on Carleton University Image and Advertising Awareness Study**


**Publication Type:** Monographs and Reports  
**Area of Research:** Education, Marketing

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**Cross Cultural Comparison of Consumer Information Processing Styles**


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

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**The Investment Climate in Canada: Foreign Investor Experiences and Perceptions**

An Analysis of Foreign Product Evaluations in the Context of the Emerging Economies of Eastern Europe


Czech Made or Check Mate? An Assessment of the Competitiveness of East European Products


The Meaning of Product-Country Images: Methodological and Applied Perspectives


Research on Product-Country Images: Review and Future Directions

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**Area of Research:** Education, Marketing

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**Publication Type:** Papers in Refereed Conference Proceedings

**Area of Research:** International Business, Marketing

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**Publication Type:** Articles in Refereed Journals

**Area of Research:** International Business, Marketing

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Area of Research: International Business, Marketing, Technology

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Area of Research: International Business, Marketing, Technology

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Restructuring the Business School Innovation in Management Education: Curricula, Pedagogy, Technology, and Experience

Publication Type: Invited Speakers
Area of Research: Education

Re-Engineering Business Education for the 1990s and Beyond

Publication Type: Invited Speakers
Area of Research: Education
Case "Trivia en Europe"


**Publication Type:** Teaching Aids  
**Area of Research:** International Business, Marketing


**Publication Type:** Other Professional Publications  
**Area of Research:** International Business, Marketing

**Marketing: An Executive Primer (3rd ed.)**


**Publication Type:** Books  
**Area of Research:** Marketing

**National Image Correlates of Product Stereotypes: A Study of Attitudes Towards East European Countries**


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**Cultural Differences in Consumer Orientation to Made-In Labels and Perceptions of the Quality of Products Made in Different Countries**


**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

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Area of Research: International Business, Marketing

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Area of Research: International Business, Marketing

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Trade Blocs and Marketing: Antecedents, Trends, and Implications

Publication Type: Articles in Refereed Journals
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**Area of Research:** International Business, Marketing, Public Policy

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**Area of Research:** International Business, Marketing

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**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business, Marketing

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**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing

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**Area of Research:** Marketing

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Area of Research: International Business, Marketing

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Area of Research: International Business, Marketing

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Publication Type: Other Professional Publications
Area of Research: International Business, Marketing

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Area of Research: Marketing

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Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

 Publication Type: Papers in Refereed Conference Proceedings
 Area of Research: International Business, Marketing


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 Area of Research: International Business, Marketing


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 Area of Research: International Business, Marketing


 Publication Type: Presentations at Conferences
 Area of Research: International Business, Marketing


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 Area of Research: International Business, Marketing


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 Feasibility of a Monitoring System to Measure Consumer Readiness to Adopt R-2000 Homes

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**Area of Research:** Marketing, Public Policy

**Case 'Eastern Ontario Berry Growers Association';**  
**Publication Type:** Teaching Aids  
**Area of Research:** Marketing

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**Publication Type:** Teaching Aids  
**Area of Research:** International Business, Marketing

**Case 'The Workabout';**  
**Publication Type:** Teaching Aids  
**Area of Research:** Marketing

**Case 'The Spirit of the Times';**  
**Publication Type:** Teaching Aids  
**Area of Research:** Marketing

**Case 'The Organ Transplant Centre';**  
**Publication Type:** Teaching Aids  
**Area of Research:** Marketing, Public Policy

**Case 'The Canadian Human Rights Commission';**  
**Publication Type:** Teaching Aids  
**Area of Research:** Marketing
Case 'Rodolfo's Kids West Inc';
Publication Type: Teaching Aids
Area of Research: Marketing

Case 'Resort Municipality of Whistler';
Publication Type: Teaching Aids
Area of Research: Marketing

Case 'AutoPlus Ltd.';
Publication Type: Teaching Aids
Area of Research: Marketing

Case 'Apple Orchards Ltd.';
Publication Type: Teaching Aids
Area of Research: Marketing

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The Marketing Era Cometh
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Area of Research: Marketing

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**Area of Research:** International Business, Marketing

**Marketing**


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**Area of Research:** Marketing

**Cases in Canadian Marketing**


**Publication Type:** Books

**Area of Research:** Marketing

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**Publication Type:** Papers in Refereed Conference Proceedings

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The Role of Free Zones in International Strategy


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Area of Research: Education, Management

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Publication Type: Book Chapters
Area of Research: International Business, Marketing

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An Attitudinal and Behavioural Comparison of Full Service vs. Self Service Consumers


National Performance in International Markets: Questions for Public Policy and Business Strategy


Canada and the European Community: An Uncomfortable Partnership?

**Publication Type:** Books  
**Area of Research:** International Business, Marketing, Public Policy

**Proceedings, Workshop on International Marketing Strategy**  

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**Area of Research:** International Business, Marketing

**Extending the Geographic Scope of Research to Eastern European Shortage Economies**  

**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**A Marketing Perspective on the Present Status and Future Role of Free Trade Zones**  

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**Area of Research:** International Business, Marketing

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**The Free Trade Zone as a Strategic Element in International Business**  

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**New Product Development**  
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**Introductory Concepts in New Product Development**  

**Publication Type:** Invited Speakers  
**Area of Research:** Marketing

**Intermarket Patronage: Issues and Problems**  

**Publication Type:** Presentations at Conferences  
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**New Product Development**

**Publication Type:** Books  
**Area of Research:** Innovation, Marketing

**Competitive Strategy**

**Publication Type:** Books  
**Area of Research:** International Business, Marketing

**Consumer Outshopping Research in Canada**

**Publication Type:** Papers in Refereed Conference Proceedings  
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**What Marketing Strategy for the European Community?**
Shortage Marketing: A Comprehensive Framework

Problems in the Internationalization of Business

Marketing in Non-Profit Organizations

Marketing Strategiai Hianyok Eseten

Assessing New Product Opportunities in International Markets

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Branding: A Major Marketing Problem for High-Tech Manufacturers
The European Economic Community as a Potential Market for Canadian Goods
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

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Area of Research: International Business, Marketing

The European Economic Community: One Market, Ten Markets - or Twelve?
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Area of Research: International Business, Marketing

Marketing in the Service Industry
Publication Type: Invited Speakers
Area of Research: Marketing

Internationalizing Canadian Business: Problems and Opportunities in the European Economic Community
Publication Type: Monographs and Reports
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Social Responsibilities of Marketing
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Consumer Outshopping Research: Review and Extension

A Study of the Working Environment at Thunder Bay Airport
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Publication Type: Monographs and Reports
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