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

De Nisco, Alessandro, Nicolas Papadopoulos, and Statia Elliot (2017), "From International Travelling Consumer to Place Ambassador: Connecting Place Image to Tourism Satisfaction and Post-Visit Intentions", *International Marketing Review*, 34(3), 425-443

**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

Publication Type: Papers in Refereed Conference Proceedings
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)

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

---

Consumer Mobility and Place Attachment: An Integrative Review


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

---

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


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

---

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)

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

---

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


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

---

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


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

Country Branding


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

From 'Made-in' to 'Product-Country Images' and 'Place Branding': A Journey Through Research Time and Space
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

---

**Studying Place Image: An Interdisciplinary and Holistic Approach**


**Publication Type:** Articles in Refereed Journals

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

---

**International Business Research in the 21st Century: Persistent Problems, Puzzling Paradoxes, and Peachy Prospects**


**Publication Type:** Invited Speakers

**Area of Research:** International Business

---

**Measuring and positioning nation brands: A comparative brand personality approach**


**Publication Type:** Articles in Refereed Journals

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

---

**&lt;!lt;italy&gt;!lt;#8217;&amp;gt;&amp;lt;/italy&gt;&lt;!lt;made-in research&gt;!lt;#8217;&amp;gt;&amp;lt;/made-in research&gt;&lt;: a marriage made in heaven?**


**Publication Type:** Book Chapters

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

---

**The Place of ‘Place’ in International Marketing**


**Publication Type:** Invited Speakers

**Area of Research:** International Business

---

**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
Napoli ‘Parthenope’ (Complesso Monumentale Villa Doria D'Angri, Napoli, Italy: September 25)

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

**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)

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

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


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

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


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

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


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


International Marketing


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


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

**Toward a Model of the Relationship between Internationalization and Export Performance**  
**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business

**Assessing the Cross-National Invariance of Formative Measures: Guidelines for International Business Researchers**  
**Publication Type:** Articles in Refereed Journals  
**Area of Research:** International Business

**Contemporary Issues in Brand Research**  
**Publication Type:** Books  
**Area of Research:** International Business

**Free Zones as Locations for Investment: An Empirical Survey of Zone Tenants**  
**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing, Public Policy

**The U.S. Brand Personality: A Sino Perspective**  
**Publication Type:** Papers in Refereed Conference Proceedings  
**Area of Research:** International Business, Marketing

**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
McGraw-Hill Ryerson 599.

**Publication Type:** Teaching Aids

**Case: Det-Tech Limited**

**Publication Type:** Teaching Aids

**Area of Research:** Marketing

**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?

Thomson. (Case updated and substantively re-written based on their equivalents in Cases in Canadian Marketing).

**Publication Type:** Teaching Aids  
**Area of Research:** Marketing, Public Policy

**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 to Rethink International Business from the Ground Up
Papadopoulos, N. (2005), "Brands, Firms, and Places in a Big Wide World: The Need to 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.

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

**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

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


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

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


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

### Canada's Branding Problematique: Opportunities and Challenges


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

### Integrated Branding for Successful Country Marketing


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

### Country Branding and Canada's Image


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

### 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

---

**Reconciling Public and Private Sector Needs in Country Branding**  
**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing, Public Policy

---

**Branding Canada: An Overview**  
**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing, Public Policy

---

**Branding Canada's Education**  
**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing, Public Policy

---

**'Made in Greece': Greece and the Challenge of the New Global Competition**  
**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing

---

**Country Equity and the Image of Canada and Canadian Products**  
**Publication Type:** Monographs and Reports  
**Area of Research:** International Business, Marketing

---

**Understanding Buyer Behaviour: A Foundation for Benchmarking International Buyers' Response to Marketing of Canadian Agri-Food Products**  
**Publication Type:** Monographs and Reports
Country Equity and Product-Country Images: State-of-the-Art in Research and Implications

Intra- and Inter-National Consumer Perceptions of Countries and Their Products: The Case of Spain

Toward a Tradeoff Model for International Market Selection

Country Equity and Country Branding: Problems and Prospects

Researching the Japanese Consumer for the Pilot Branding Canada Program in Japan

Evaluation of a Proposed Benchmarking Study for Branding Canadian Agri-food Products
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**
Modelling Country-Product Image Interactions

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

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

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

Retail Buyer and Consumer Perceptions of NAFTA Countries and their Products

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

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

Cross Cultural Comparison of Consumer Information Processing Styles

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

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

Papadopoulos, N. (1997), "Research on Product-Country Images: Review and Future Directions". Concordia University, Department of Marketing, Montréal, QC, November.

Marketing Strategy


Developing a Long-Term Program of Research

Papadopoulos, N. (1997), "Developing a Long-Term Program of Research". Bar-Ilan University, School of Business Administration Speaker Series, Tel Aviv, Israel, May.
Area of Research: International Business, Research Methods

Competitive Profile of a World City: Ottawa-Carleton Compared to Leading Technology Centres in North America
Papadopoulos, N. (1997), Competitive Profile of a World City: Ottawa-Carleton Compared to Leading Technology Centres in North America. IKON Research Group and Ottawa-Carleton Board of Trade; Ottawa, ON, 40 pp. (Also pub. as summary report, 20 pp.).
Publication Type: Monographs and Reports
Area of Research: International Business, Marketing

Imagining University: Factors and Influences in Students' University Selection Decisions, Report on Carleton University Image and Advertising Awareness Study
Publication Type: Monographs and Reports
Area of Research: Education, Marketing

Exploring Subcultural Influences on Product Images
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Country Images and Perceptions of Products & Eastern Europe: the View from Australia
Publication Type: Articles in Refereed Journals
Area of Research: International Business, Marketing

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

Inventory of Canadian Contributions to Exporting - Inventaire Canadien des Contributions
sur l'Exportation, 2nd Edition

Papadopoulos, N. and P.J. Rosson (1996), Inventory of Canadian Contributions to Exporting - Inventaire Canadien des Contributions sur l'Exportation, 2nd Edition. International Business Study Group, Carleton University; ; Occasional Paper Series No. 8-96; Ottawa, ON, September, 188 pp. (Also pub. in e-format as ICCE v.2.0 for Windows.).

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

Product-Country Images: Selected Papers from a Decade of Research collection of reprinted papers by the authors on the title theme


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

Case 'Treats International'


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

Case 'DetTech Inc.'


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

Case 'BryTech Inc.'


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

A Comparison of Australian and Canadian Consumer Evaluations of the Products and Countries of Eastern Europe


Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing
Foreign Direct Investment in Canada: Investor Perceptions and Attitudes

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

Australian Consumers' Nation Images and Perceptions of 'Made-in' Eastern European Countries

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

Report on the Study of Demand for the Carp Farmers Market

Publication Type: Monographs and Reports
Area of Research: Marketing

An International Comparative Analysis of Consumer Attitudes Toward Canada and Canadian Products

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

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

Country and Product Perceptions: Measurement Scales and Image Interactions
Scales and Image Interactions”. F.v. Raaj & G. Bamossy (Eds.), European Advances in Consumer Research, Association for Consumer Research, Amsterdam, NL, 198-205.

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

An Experimental Study of the Effects of Intrinsic and Extrinsic Cues and Consumer Characteristics on Product Evaluations and Choice


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

Canada's High Tech Problem: Does Anyone Believe Us?


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

Country and Product Images Held by U.S. Consumers Toward Russia, Poland, Czechoslovakia, and Hungary: Implications for East-West Trade


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

Target Countries for Export

Papadopoulos, N. and D. Jansen (1993), Target Countries for Export. Industry, Science, and Technology Canada; Ottawa, ON, 13 pp. (Also in French, Pays Cibles pour l'Exportation; reprinted in Dimensions of International Business, IBSG, Carleton University, 11, 31-52.).

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

Country Characteristics and Attractiveness for Export: Deciding International Distribution Arrangements


Publication Type: Monographs and Reports
Area of Research: International Business, Marketing
What Product and Country Images Are and Are Not

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

But Who Knows Where or When': Reflections on the Images of Countries and Their Products

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

Product-Country Images: Role and Implications for International Marketing

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

Trade Blocs and Marketing: Antecedents, Trends, and Implications

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

Business in the Era of Trading Blocs

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

Inventory of Canadian Contributions to Exporting - Inventaire Canadien des Contributions sur l'Exportation, 1st Edition
Papadopoulos, N. and J.E. Denis (1991), Inventory of Canadian Contributions to Exporting - Inventaire Canadien des Contributions sur l'Exportation, 1st Edition. International Business Study Group, Carleton University; Occasional Paper Series No. 6-91; Ottawa, ON, January, 127 pp. (Also pub. in e-format as ICCE v.1.0 for DOS.).

Publication Type: Monographs and Reports
Area of Research: International Business, Marketing
Domestic and International Marketing of Canadian Cultural Products: Some Questions and Directions for Research


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

National Stereotyping and Product Evaluations: An Empirical Investigation of Consumers in a Socialist Country


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

A Comparative Analysis of Domestic Versus Imported Products


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

Researching Product & Country Images: Overview of a Cross-National Study


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

Establishing a Level Playing Field: Marketing in Non-Profit Organizations


Publication Type: Invited Speakers
Area of Research: Marketing

Underlying Dimensions in Consumer Attitudes Towards Foreign and Domestic Products


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

A Preliminary Typology and Understanding of the Role of Trading Blocs in International Business

Papadopoulos, N. (1990), "A Preliminary Typology and Understanding of the Role of Trading Blocs in
Assessing Opportunities in the United States Market for Canadian Cultural Products

Marketing in Eastern Europe: The Case of Hungary

Re-solving problems of the past (on marketing education in Greece)
Papadopoulos, N. (1990), "Re-solving problems of the past (on marketing education in Greece)". Ekonomikos Tachidromos / Financial Post, Athens, Greece, May 3, 44-45. (In Greek.).

Implications of the Single European Act for Canadian Business

As Others See Us: The Image of Canadian Products Abroad

International Marketing Research
Marketing in the Era of Trading Blocs

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

Strategic Marketing Approach at Ikarus

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

A Comparative Image Analysis of Domestic Versus Imported Products

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

Book review of 'Business Strategies and Free Trade: Focus on Corporate Adjustment', by M. Farrow and A. Rugman, eds. (Toronto, ON: C.D. Howe Institute, 1988)

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

National Capital Chapter Builds Momentum

Publication Type: Other Professional Publications
Area of Research: Marketing

A Longitudinal Perspective on Consumer Outshopping

Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing
Strategic Implications of Product and Country Images: A Modelling Approach


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

East Meets West: A Country of Origin Analysis of Western Products by Hungarian and Dutch Consumers


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

Inventory, Taxonomy and Assessment of Methods for International Market Selection


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

Cross-National Comparison of Consumer Attitudes About U.S. and Japanese Products


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

A Comparison of Views of the United States and Japan


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

Marketing in Canada


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

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

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

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

**Case 'Trivia Goes to Europe';**  
**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

Case 'Analyzing the Beer Market'


Publication Type: Teaching Aids
Area of Research: Marketing

The Marketing Era Cometh


Publication Type: Other Professional Publications
Area of Research: Marketing

The Influence of Seller and Buyer Behaviour on Canada's Foreign Trade and Investment Flows


Publication Type: Papers in Non-Refereed Conference Proceedings
Marketing
Publication Type: Books
Area of Research: Marketing

Cases in Canadian Marketing
Publication Type: Books
Area of Research: Marketing

Made in Canada, Eh? A Cross-National View of Canadian Products
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Managerial Implications from the Changing Organizational Culture in Eastern Socialist Countries
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

Attitudes des Consommateurs A L'Egard de Produits D'Origines Differentes: Une Etude Transnationale
Publication Type: Papers in Refereed Conference Proceedings
Area of Research: International Business, Marketing

A Cross-National Study of Consumer Views About Domestic vs. Imported Products
An Assessment of Reliability for Product Evaluation Scales Used in Country of Origin Research


Nationality Stereotyping and Shifting Perceptions: Methodological Issues in the Measurement of the Country of Origin Construct


Does Country-of-Origin Matter? Some Findings from a Cross-Cultural Study of Consumer Views About Foreign Products


Toward a Normative Model for International Market Selection by SMEs


The Role of Free Zones in International Strategy


Marketing in an International Economy

Leaders, Carleton University, Ottawa, ON, September.

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

**Greece in the Global Market Environment**  
**Publication Type:** Invited Speakers  
**Area of Research:** International Business, Marketing, Public Policy

**The Need for New Products**  
**Publication Type:** Invited Speakers  
**Area of Research:** Marketing

**Educating the Business Student: A Developmental Psychology Perspective**  
**Publication Type:** Presentations at Conferences  
**Area of Research:** Education, Management

**The Future of Management Education: Solutions in Search of a Problem**  
**Publication Type:** Presentations at Conferences  
**Area of Research:** Education, Management

**Approaches to International Market Selection for Small and Medium Sized Enterprises**  
**Publication Type:** Book Chapters  
**Area of Research:** International Business, Marketing

**A Cross-National View of Consumer Predispositions Toward Products from Foreign Countries**  
Monte Carlo, 91-117.

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

Travel as a Correlate of Product and Country Images

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

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

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


Publication Type: Other Professional Publications
Area of Research: Management, Marketing

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

Publication Type: Papers in Non-Refereed Conference Proceedings
Area of Research: International Business, Marketing, Public Policy


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

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**


**Publication Type:** Books

**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**


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

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

---

**An Overview and Evaluation of Free Trade Zones**


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

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

---

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


**Publication Type:** Articles in Refereed Journals

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

---

**New Product Development**

Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Health Care Marketing in Canada

Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Health Care Marketing in Canada

Publication Type: Invited Speakers
Area of Research: Marketing

Ottawa Airport Privatization Study

Publication Type: Monographs and Reports
Area of Research: Marketing

Case 'Triad Ltd.: A Case on Demand Forecasting'

Publication Type: Teaching Aids
Area of Research: Marketing

Trade and Investment Issues Between Canada and the European Community
Papadopoulos, N. and D. Cray (1984), "Trade and Investment Issues Between Canada and the European Community". Proceedings, European Marketing Academy, Breukelen, NL, 994-1012.

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

Exchange and the Marketing Concept: Conflicts and Promise

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

Product Life Cycle & New Product Development
SMEs, Athens, Greece, March.

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

---

**International Marketing: Developments, Problems, and Prospects**


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

---

**Introductory Concepts in New Product Development**


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

---

**Intermarket Patronage: Issues and Problems**


**Publication Type:** Presentations at Conferences  
**Area of Research:** Marketing

---

**The Evolution of the Community: Perspectives of the Member States - Comments on Southern Europe**


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

---

**Corporate Marketing Planning**

Papadopoulos, N. (1984), Corporate Marketing Planning. Hellenic Productivity Center; Athens, Greece, 41 pp. (In Greek.).

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

---

**The Role of New Products in Economic Development**


**Publication Type:** Other Professional Publications
International Marketing and Greek Exports
Papadopoulos, N. (1984), "International Marketing and Greek Exports". Ekonomikos Tachidromos / Financial Post, Athens, Greece, January 5, 73-76. (In Greek.).

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

Advances in the Theory and Practice of the New Product Development Process

Publication Type: Other Professional Publications
Area of Research: Marketing

Introductory Concepts in New Product Development

Publication Type: Papers in Non-Refereed Conference Proceedings
Area of Research: Marketing

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
Area of Research: Marketing

What Marketing Strategy for the European Community?
Shortage Marketing: A Comprehensive Framework

Problems in the Internationalization of Business

Marketing in Non-Profit Organizations

Assessing New Product Opportunities in International Markets

World Product Mandating

Branding: A Major Marketing Problem for High-Tech Manufacturers
The European Economic Community as a Potential Market for Canadian Goods

Strategic Marketing in Times of Shortages

The European Economic Community: One Market, Ten Markets - or Twelve?

Marketing in the Service Industry

Internationalizing Canadian Business: Problems and Opportunities in the European Economic Community

Social Responsibilities of Marketing
Marketing Applications

Marketing in Times of Shortages

Canada and the EEC

Identifying Marketing Opportunities in the EEC

Consumer Outshopping

Consumer Outshopping Research: Review and Extension

A Study of the Working Environment at Thunder Bay Airport
Consumer Product Strategy
Papadopoulos, N. (1979), Consumer Product Strategy. Hellenic Productivity Center; Athens, Greece, 34 pp. (In Greek.).

Publication Type: Monographs and Reports
Area of Research: Organizational Behaviour and HRM

University Education in the 1980s: A Marketing Framework for Analysis

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

Retail Leakage: A Study of Consumer Outshopping in the Canadian Context

Publication Type: Monographs and Reports
Area of Research: Marketing

Is 'Marketing' Really Marketing?

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

Some Determinants of Marketing Strategy in Times of Shortages

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

Is There Something Wrong Here?
Papadopoulos, N. (1977), "Is There Something Wrong Here? (on consumer outshopping)". Chamber Chat, Thunder Bay Chamber of Commerce, November, 8.

Publication Type: Other Professional Publications
Area of Research: Marketing
On the Identity of Marketing

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