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: Information Systems

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

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

An Integrative, Cross-Country Study of Place Image

The U.S. brand personality: A sino persepective

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

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

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ITALY and made-in research: a marriage made in heaven?  
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**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 ...
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

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

An Integrative Model of Place Image: Exploring Relationships Between Destination, Product, and Country Images


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

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


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

International Market Selection and Segmentation: Perspectives and Challenges


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

International Marketing


Publication Type: Books  
Area of Research: International Business, 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

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

**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

Area of Research: International Business, Marketing

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


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


The Role of Behavioural Activation and Inhibition in Advertising Appeals


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


International Market Selection: An Integrative Review of Empirical Studies


Free Trade Zones: Concept and an International Business Perspective


A Model of International Destination and International Product Relationships

Elliot, S. and N. Papadopoulos (2007), "A Model of International Destination and International Product
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?

Place Branding: Evolution, Meaning, and Implications

Who Controls the Purse Strings: A Study of Consumers' and Retail Buyers' Reactions in an Americas FTA Environment

Country Branding and Product-Country Images: Reflections from a Long-term Program of Research

Product-Country Images, Ethnicity, Ethnocentrism, and Country Branding

**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

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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
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 Proceeding  
**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


Area of Research: International Business, Marketing

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


Area of Research: International Business, Marketing

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


Publication Type: Invited Speakers

Area of Research: International Business, Marketing, Research Methods

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.

Publication Type: Invited Speakers

Area of Research: International Business, Marketing

Marketing Strategy


Publication Type: Invited Speakers

Area of Research: Marketing

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.

Publication Type: Invited Speakers
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 'Made In' 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

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

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

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

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**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

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**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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**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

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**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

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**Canada’s High Tech Problem: Does Anyone Believe Us?**


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

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**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

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**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

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**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)
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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
Area of Research: International Business, Marketing

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

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**Travel as a Correlate of Product and Country Images**


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

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

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**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

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**Publication Type:** Other Professional Publications

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

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**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

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**Development and Organization of a Cross-National Study: The Country-of-Origin Effect**


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

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

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**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**  
Health Care Marketing in Canada

Health Care Marketing in Canada

Ottawa Airport Privatization Study

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

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.

Exchange and the Marketing Concept: Conflicts and Promise

Product Life Cycle & New Product Development
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
Area of Research: Marketing

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

**Shortage Marketing: A Comprehensive Framework**


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

**Problems in the Internationalization of Business**


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

**Marketing in Non-Profit Organizations**


Publication Type: Invited Speakers  
Area of Research: Marketing

**Marketing Strategiai Hianyok Eseten**


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

**Assessing New Product Opportunities in International Markets**


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

**World Product Mandating**


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

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

**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: Marketing

**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