

CURRICULUM VITAE



Professor Adamantios Diamantopoulos

BA, MSc, PhD, DLitt, FBAM, FHEA

Chaired Professor of International Marketing

Department of Business Administration

University of Vienna

Oskar-Morgenstern-Platz 1

A-1090 Vienna

Austria

Tel: +43-1-4277-38031 [direct line]

+43-1-4277-38032 [secretary]

Fax: +43-1-4277-8-38031

Email: adamantios.diamantopoulos@univie.ac.at

Homepage: <http://international-marketing.univie.ac.at>

Research Gate: https://www.researchgate.net/profile/Adamantios_Diamantopoulos

ACADEMIC CAREER

- February 2004 – Present **Professor and Chair of International Marketing**
Department of Business Administration,
University of Vienna, Austria
- September 2012 – June 2013 **Joseph A. Schumpeter Fellow**
Weatherhead Center for International Affairs,
Harvard University, USA
- February 2011 – Present **Schoeller Senior Fellow**
Dr. Theo and Friedl Schöller Forschungszentrum
für Wirtschaft und Gesellschaft, Germany
- February 2012 – Present
September 2007 – August 2010 **Visiting Research Professor of Marketing**
Loughborough University Business School, UK
- December 2009 – Present **Visiting Professor**
Faculty of Economics,
University of Ljubljana, Slovenia
- May 2010, May 2012 **Wilhelm-Rieger-Professor**
University of Erlangen-Nürnberg, Germany
- October 2007, September 2009 **Visiting Professor of Marketing**
Department of Management
University of Bern, Switzerland
- April 2005 – April 2008 **Visiting Research Professor of Marketing**
Leeds University Business School, UK
- November 2005 – May 2007 **Visiting Professor of Marketing**
University of Valencia, Spain
- December 1996 – January 2004 **Professor of Marketing and Business Research**
The Business School
Loughborough University, UK; also Business
School Research Director to June 2001

- March – April 2003 **Visiting Professor of Marketing**
Athens Laboratory of Business Administration
Greece
- June 2001 **Visiting Professor of Marketing**
Institut für Internationales Marketing und
Management
Wirtschaftsuniversität Wien
(Vienna University of Economics and Business
Administration), Austria
- October 1999 **The Gambrinus Fellow**
University of Dortmund, Germany
- February 1997 – September 1999 **The Nestlé Visiting Research Professor
of Consumer Marketing**
School of Economics and Management
Lund University, Sweden
- May 1997, December 1995,
April 1995, **Visiting Professor of Marketing**
École de Management Européen
Université Robert Schuman
Strasbourg, France
- October 1993 – November 1996 **Professor of International Marketing and
Head of Marketing Group**
European Business Management School
University of Wales Swansea, UK
- March 1995 **Visiting Professor of Marketing**
Institut für Absatzwirtschaft
Wirtschaftsuniversität Wien
(Vienna University of Economics and Business
Administration), Austria
- October 1989 – September 1993 **Senior Lecturer in Marketing**
European Business Management School
University of Wales Swansea, UK
- July 1992 – August 1992 **Visiting Associate Professor of Marketing**
Department of Marketing
University of Miami, Miami, USA

August 1985 – Sept. 1989

Lecturer in Marketing
Department of Business Studies
University of Edinburgh, Scotland, UK

Sept. 1984 – July 1985

Research Associate in Marketing
Department of Marketing
University of Strathclyde, Scotland, UK

Full Professorship (Chair) Offers

- Vienna University of Economics and Business Administration (2003)
- University of Warwick (1998)
- Aston University (1993)
- University of Calgary (1992)

EDUCATION

Doctor of Letters (DLitt), Loughborough University, 2009.
(*Formative Indicators: Theoretical Issues and Measurement Applications*).

PhD Marketing, University of Strathclyde, 1989.
(*Price Decision-Making in a Multiproduct Firm: An Empirical Analysis, 573pp.*).

MSc Management Studies (Distinction), Heriot-Watt University, 1984.
Rank in class: 1st.
(*Channel Management in International Markets: An Empirical Investigation of an International Channel System, 189pp.*).

BA Business Organisation (Distinction), Heriot-Watt University, 1983.
Rank in class: 1st.

Higher National Diploma in Business Studies with Languages, Scottish Business Education Council, 1981.

Certificate in Supervisory Studies, National Education Board for Supervisory Studies, 1979.

Fluent in German, English and Greek (mother tongue); basic knowledge of Italian.

PUBLICATIONS PROFILE

- Have published some 150 refereed journal articles, including papers in the *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of International Business Studies*, *International Journal of Research in Marketing*, *Journal of Retailing*, *MIS Quarterly*, *Organizational Research Methods*, *Psychological Methods*, *Journal of Service Research*, and *Journal of International Marketing* (see attached **Publications List** for full details).
- Have presented more than 150 papers at international conferences, such as those by the *American Marketing Association (AMA)*, *Academy of International Business (AIB)*, *Academy of Marketing Science (AMS)*, *European Marketing Academy (EMAC)* and *World Marketing Congress (WMC)*.
- Repeatedly ranked #4 in terms of lifetime research performance among business academics in Germany, Austria and Switzerland (see *Handelsblatt* BWL rankings 2009, 2012 and 2014).
- Ranked #4 in list of “Most Prolific Authors in country image research (see *International Marketing Review*, Vol. 33, No. 6, 2016, p. 832).
- Ranked within top 25 prolific authors (out of 2495 authors) based on publications in the six leading international business journals 1996-2006 (see *Asia Pacific Journal of Management*, Vol. 25, No. 2, 2008, pp. 189-207).
- Ranked #5 in list of “Most Prolific Authors in IMR: 1983-2003” (see *International Marketing Review*, Vol. 22, No. 4, 2005, p. 396).
- Ranked #4 in list “The Blood-Top 15 Authors” in IMR 1992-2002 (see *Journal of International Marketing*, Vol. 11, No. 1, 2003, p. 4).

RESEARCH IMPACT: CITATION COUNT AND OTHER METRICS (May 2017)

- *Web of Science* – Total citations: 5815
h-index: 35
- *Harzing’s Publish or Perish* – Total citations: 24083
h-index: 68
- *Google Scholar* – Total citations: 24143
h-index: 68

PRIZES, DISTINCTIONS AND BEST PAPER AWARDS

- Outstanding Paper Award, *European Journal of Marketing*, 2017.
- The Consortium for International Marketing Research, *CIMaR Annual Conference Best Paper Award*, 2015.
- Hans B. Thorelli Best Paper Award, *Journal of International Marketing*, 2013.

- Joseph A. Schumpeter Fellowship, *Schumpeter Gesellschaft*, 2012.
- Best Reviewer Award, *Academy of International Business*, 2012.
- Schoeller Senior Fellowship, *Dr. Theo and Friedl Schöller Forschungszentrum für Wirtschaft und Gesellschaft*, 2011.
- Most Cited *Journal of Marketing Research* Article 2000-2009.
- Outstanding Author Contribution Award, *Advances in International Marketing*, 2012.
- Outstanding Paper Award, *European Journal of Marketing*, 2011.
- Outstanding Paper Award, *International Marketing Review*, 1999, 2008.
- The Consortium for International Marketing Research, *CIMaR Annual Conference Best Paper Award*, 2006.
- *The Chartered Institute of Marketing Award for Meritorious Research*, 2000.
- Five *Citations of Excellence (Highest Quality Rating)* by ANBAR Intelligence, 1996, 1997, 1999.
- Four *Best Paper Awards* for different tracks at the Annual Conference of the Academy of Marketing, 1991, 1992, 1993, 1994.
- *Hans B. Thorelli Best Paper Award*, *Journal of International Marketing*, 1994.
- *Herridge Prize* -Heriot-Watt University, 1983.
- *Departmental Class Prize* -Heriot-Watt University, 1982.

RESEARCH GRANTS

- *Carnegie Trust*
- *Charities Aid Foundation*
- *Chartered Institute of Marketing*
- *FWF Der Wissenschaftsfonds*
- *Higher Education Funding Council for Wales*
- *Academy of Marketing*
- *Loughborough University*
- *Österreichische Nationalbank*
- *Sparkasse Rothenburg*
- *Dr. Theo and Friedl Schöller Forschungszentrum für Wirtschaft und Gesellschaft*
- *University of Edinburgh*

MEMBERSHIP OF PROFESSIONAL BODIES

- *Academy of International Business (AIB)*
- *Academy of Marketing (AM)*; Research Committee Member (2001-2003)
- *Academy of Marketing Science (AMS)*; Country Representative for UK (1994-1996)
- *American Marketing Association (AMA)*
- *British Academy of Management (BAM)*; Fellow
- *European Marketing Academy (EMAC)*; National Coordinator for UK (1997-1999) and Austria (2005-2011); Fellow
- *Higher Education Academy (HEA)*; Fellow
- *Verband der Hochschullehrer für Betriebswirtschaft e. V. (VHB)*

EDITORSHIPS

- Department Editor (Marketing), *BuR-Business Research* (2007-2010).
- Associate Editor, *International Journal of Forecasting* (2001-2011).
- Associate Editor (International Abstracts), *International Journal of Research in Marketing* (1996-2006).
- Guest Editor, *Journal of Business Research* (Special Issue on Formative Measurement), 2008.
- Guest Editor, *International Marketing Review* (Special Issue on Export Information Use), 2003.
- Guest Editor, *Journal of International Marketing* (Special Issue on Export Performance Measurement), 1998.

EDITORIAL REVIEW BOARD MEMBERSHIPS

- *European Journal of Marketing*
- *International Journal of Forecasting (2001-2011)*
- *International Journal of Research in Marketing (1996-2006, 2009-2014)*
- *International Marketing Review*
- *Journal of Business Research*
- *Journal of Euromarketing (1994-2005)*
- *Journal of International Business Studies*
- *Journal of International Marketing*
- *Journal of Modelling in Management*
- *Journal of Marketing Management (1998-2016)*

- *Journal of Strategic Marketing*
- *Service Business (2007-2011)*

AD-HOC REFEREE/REVIEWER

- *British Journal of Management*
- *Die Betriebswirtschaft*
- *Industrial Marketing Management*
- *International Business Review*
- *International Journal of Production Economics*
- *Journal of the Academy of Marketing Science*
- *Journal für Betriebswirtschaft*
- *Journal of Management Studies*
- *Journal of Marketing*
- *Journal of Marketing Research*
- *Journal of Retailing*
- *Journal of Service Research*
- *Management International Review*
- *Marketing Intelligence and Planning*
- *Marketing Science*
- *Marketing – Zeitschrift für Forschung und Praxis*
- *MIS Quarterly*
- *Omega*
- *Organizational Research Methods*
- *Schmalenbach Business Review*
- *Service Industries Journal*
- *Zeitschrift für betriebswirtschaftliche Forschung*
- *Economic and Social Research Council (ESRC)*
- *Academy of International Business (AIB) Annual Conference*
- *Academy of Marketing (AM) Annual Conference*
- *Academy of Marketing Science (AMS) Annual Conference*
- *American Marketing Association (AMA) Educators' Conference*
- *British Academy of Management (BAM) Annual Conference*
- *European Marketing Academy (EMAC) Annual Conference*
- *World Marketing Congress (WMC)*

CONFERENCE INVOLVEMENT

- *Program Committee Member, 8th EMAC Regional Conference, Timisoara, Romania (2017)*
- *Co-Organizer, 2nd EMAC Junior Faculty and Doctoral Student Research Camp, Vienna, Austria (2017)*
- *Co-Organizer, 1st EMAC Junior Faculty and Doctoral Student Research Camp, Vienna, Austria (2016)*
- *Program Committee Co-Chair, 7th EMAC Regional Conference, Sarajevo, Bosnia-Herzegovina (2016)*
- *Special Session Participant (How to Generate an Interesting Research Question), AIB Annual Meeting, New Orleans, USA (2016)*
- *Track Co-Chair (International Marketing), AIB Annual Meeting, New Orleans, USA (2016)*
- *Co-Organizer, 6th EMAC Regional Conference, Vienna, Austria (2015)*
- *Special Session Participant (Contemporary Developments in Global Marketing Research) AMA Winter Educators' Conference, San Antonio, USA (2015)*
- *Program Committee Member, 5th EMAC Regional Conference, Katowice, Poland (2014)*
- *Special Session Participant (Developments and Opportunities in Global Marketing Research) AMA Winter Educators' Conference, Orlando, USA (2014)*
- *Special Session Participant (Global Marketing), AMA Winter Educators' Conference, Las Vegas, USA (2013)*
- *Special Panel Participant (Global Marketing), EMAC Conference, Lisbon, Portugal (2012)*
- *Invited Special Session Participant (Global Marketing), AMA Winter Educators' Conference, St. Petersburg, USA (2012)*
- *Special Panel Participant (Global Marketing), EMAC Conference, Ljubljana, Slovenia (2011)*
- *Organizing Committee Member, German-French-Austria Conference on Quantitative Marketing, Vienna, Austria (2010)*
- *Program Committee Member, 1st EMAC Regional Conference, Budapest, Hungary (2010)*
- *Special Panel Participant (Global Marketing), AMA Winter Educators' Conference, New Orleans, USA (2010)*
- *Special Panel Participant (Global Marketing), AMA Winter Educators' Conference, Tampa, USA (2009)*
- *Special Panel Participant (International-Multinational Marketing), AMS Conference, Vancouver, Canada (2008)*

- *Track Chair (International Marketing), EMAC Conference, Reykjavik, Iceland (2007)*
- *Special Panel Participant (Global Marketing), AMA Winter Educators' Conference, San Diego, California (2007)*
- *Track Chair (International Marketing), EMAC Conference, Athens, Greece (2006)*
- *Track Chair (International Marketing), World Marketing Congress, Muenster, Germany (2005)*
- *Track Chair (International Marketing), EMAC Conference, Murcia, Spain (2004)*
- *Track Chair (Marketing Research), AM Conference, Nottingham (2002)*
- *Special Panel Participant (Cross-Cultural Research Methods), AIB Conference, Phoenix, Arizona (2000)*
- *Special Panel Participant (Export Strategy-Performance Relationships), AIB Conference, Phoenix, Arizona (2000)*
- *Special Panel Participant (Cross-National Equivalence), AMS Multicultural Marketing Conference, Hong Kong (2000)*
- *Special Symposium Discussant (Decision Making Frameworks in International Strategic Marketing Management), AIB Conference, Charleston, South Carolina (1999)*
- *Special Panel Participant (Equivalence in Cross-National Marketing Research), World Marketing Congress, Malta (1999)*
- *Special Panel Participant (Product and Country Images), AMS Conference, Norfolk, Virginia (1998)*
- *Special Panel Participant (Export Performance), AMA Winter Educators' Conference, Austin, Texas (1998)*
- *Special Panel Participant (Export Promotion), AMA Winter Educators Conference, St Petersburg, Florida (1997)*
- *Special Panel Participant (International Sales), AMA Summer Educators Conference, San Diego, California (1996)*
- *Cluster Chair (International Marketing), INFORMS International Meeting, Singapore (1995)*
- *Special Session Organiser and Chairperson (Eastern Europe), AMS Conference, Miami, Florida (1993)*
- *Special Panel Participant (Cross-National Collaborative Research), AMA Summer Educators Conference, Chicago, Illinois (1992)*
- *Special Panel Participant (Cross-Border Alliances in the EC), AIB Conference, Miami, Florida (1991)*

INVITED RESEARCH SEMINARS/WORKSHOPS

- *Assumption University, Thailand, 2017*
- *University of Sannio, Italy, 2017*
- *University of Sarajevo, Bosnia-Herzegovina, 2016, 2017*
- *Technical University of Braunschweig, Germany, 2016*
- *University of Katowice, Poland, 2015*
- *Kedge Business School, Marseilles, France 2015*
- *University of East Anglia, England, 2015*
- *University of Magdeburg, Germany, 2014*
- *IESEG School of Management, France, 2013*
- *King's College London, UK, 2013*
- *University of Wuppertal, Germany, 2013*
- *Rollins College, USA, 2013*
- *Harvard University, USA, 2013*
- *International Hellenic University, Greece, 2012*
- *University of Amsterdam, The Netherlands, 2011*
- *University of Hamburg, Germany, 2011*
- *University of Erlangen-Nürnberg, Germany, 2010, 2012*
- *Ludwig-Maximilians-Universität München, Germany, 2009*
- *Vlerick Business School, Belgium, 2009*
- *University of Potsdam, Germany, 2009*
- *University of Ljubljana, Slovenia, 2009, 2010, 2011, 2014, 2015, 2016, 2017*
- *University of Manchester, UK, 2008*
- *Free University of Berlin, Germany, 2007*
- *University of Bern, Switzerland, 2007, 2009*
- *European Institute for Advanced Studies in Management (EIASM), Belgium, 2007, 2009, 2010, 2014*
- *Humboldt Universität zu Berlin, 2006, 2008*
- *Maastricht University, The Netherlands, 2006*
- *City University, UK, 2006*
- *University of Leeds, UK, 2005, 2006, 2007, 2009, 2017*
- *University of Valencia, Spain, 2005, 2007*
- *Cornell University, USA, 2003*
- *University of Glasgow, UK, 2003*

- *University of Wales Swansea, UK, 2002*
- *Athens Laboratory of Business Administration, Greece, 2000*
- *Dortmund University, Germany, 1999, 2008*
- *Aston University, UK, 1999, 2004, 2005*
- *University of Nottingham, UK, 1997, 1999*
- *Vienna University of Economics and Business, Austria, 1998, 2016*
- *Nottingham Trent University, UK, 1997*
- *Carleton University, Canada, 1997*
- *Lund University, Sweden, 1995, 1997*
- *University of Limburg, The Netherlands, 1995*
- *De Montfort University, UK, 1995*
- *University of Vienna, Austria, 1995, 2003*
- *University of Limburg, The Netherlands, 1995*
- *De Montfort University, UK, 1995*
- *Tennessee State University, USA, 1994*
- *University of Bamberg, Germany, 1994*
- *University of North Carolina (Wilmington), USA, 1990, 1994*
- *American Graduate School of International Management, USA, 1991, 1994*
- *Université Robert Schuman (Strasbourg), France, 1993*
- *University of Texas (San Antonio), USA, 1992*
- *University of Central Florida, USA, 1992*
- *University of Calgary, Canada, 1992*
- *Wharton School, University of Pennsylvania, USA, 1991*
- *Drexel University, USA, 1991*
- *Florida International University, USA, 1991*
- *University of Miami, USA, 1991*
- *Athens University of Economics and Business, Greece, 1987, 1991, 2003, 2012*
- *San Francisco State University, USA, 1990*
- *University of California (Berkeley), USA, 1990*

TEACHING PROFILE

- Teaching experience in a variety of undergraduate, postgraduate (MBA, MSc and PhD) and executive development courses.
- Well-versed in case-study and project-based teaching methods and in dealing with a multicultural body of students.
- Have taught at sixteen university institutions in the UK, France, Belgium, Germany, Austria, Spain, Sweden, Switzerland, Slovenia, Greece, Bosnia-Herzegovina, Canada, and the USA.
- Achieved consistently high ratings on all courses delivered (teaching performance evaluations available upon request).
- Subjects taught in the UK and/or overseas, include:

Business Statistics

Consumer Behavior

Cross-Cultural Research Methods

Data Analysis

International Marketing

Marketing Management

Marketing Research

Measurement Theory & Scaling

Principles of Marketing

Research Methodology

Services Marketing

Strategic Marketing

Structural Equations Modeling

- Wide thesis/dissertation supervision experience at MBA, MPhil and PhD level. Quality of supervision reflected in several joint publications with research students.
- Have acted as external examiner for Aston University (Managerial and Administrative Studies programme) and Heriot-Watt University (International Business and Languages degree).
- Have acted as external examiner for PhD and MLitt theses at the following universities: Aston, Glasgow, Strathclyde and Warwick (all in UK) as well as at Lund University (Sweden) and Corvinus University (Hungary).

MANAGEMENT RESPONSIBILITY

- February 2004 - present **Chair of International Marketing, University of Vienna**
Responsible for managing a staff of ten and for the overall planning and control of all research and teaching activities associated with international marketing at the University of Vienna.
- October 2010 – August 2012 **ERASMUS Coordinator, Department of Business Administration, University of Vienna**
Responsible for the academic management of the University of Vienna's ERASMUS exchange program in the field of business administration.
- October 2006 – April 2008 **Director, PhD Management Program, University of Vienna**
Responsible for all activities associated with the academic planning, delivery, and external promotion of the PhD Management program.
- December 1996 - May 2001 **Research Director, Loughborough University Business School.**
Responsible for the formulation and implementation of the overall research strategy of the School involving allocation of the School's Research Budget and chairing the Research Committee (with specific responsibility for the Doctoral Program, Research Training, Research Funding, Research Seminars, Working Papers, Research Groups, Publications Database and Research Publicity). In addition to internal planning and resource allocation decisions, this role involved liaison with the Associate Dean (Research) at Faculty level and the Pro-Vice Chancellor (Research) at University level respectively.
- December 1996 - May 2001 **Member, Management Group, Loughborough University Business School.**
Senior decision-making body responsible for developing the School's overall strategy on all fronts.

- December 1996 - present **Member, Extended Professoriate Group,
Loughborough University Business School.**
Senior advisory body on academic matters.
- October 1993 - November 1996 **Head of the Marketing Group, European Business
Management School, University of Wales Swansea.**
Responsible for managing a staff of seven and for
the overall contribution of the Group to the
School's teaching and research activities. Specific
duties involved course development, workload
allocation, staff recruitment, mentoring, and
evaluation.
- October 1992 - November 1996 **Member, Research Committee, European Business
Management School, University of Wales, Swansea.**
Senior body responsible for the development and
monitoring of the research strategy of the European
Business Management School.

PUBLICATIONS

JOURNAL ARTICLES

1. Mathews, B.P. and Diamantopoulos, A., "Managerial Intervention in Forecasting: An Empirical Investigation of Forecast Manipulation", *International Journal of Research in Marketing*, Vol. 3, No. 1, 1986, pp. 3-10.
2. Diamantopoulos, A. and Mathews, B.P., "The Impact of the Market Environment on the Subjective Revision of Short-Run Sales Forecasts: Some Preliminary Evidence", *Marketing Intelligence and Planning*, Vol. 4, No. 4, 1986, pp. 46-59.
3. Diamantopoulos, A. and Schlegelmilch, B.B., "Comparing Marketing Operations of Autonomous Subsidiaries", *International Marketing Review*, Vol. 4, No. 4, 1987, pp. 53-64.
4. Diamantopoulos, A., "Vertical Quasi-Integration Revisited: The Role of Power", *Managerial and Decision Economics*, Vol.8, 1987, pp. 185-194.
5. Mathews, B.P. and Diamantopoulos, A., "Alternative Indicators of Forecast Revision and Forecast Improvement", *Marketing Intelligence and Planning*, Vol.5, No.2, 1987, pp. 20-23.
6. Kay, N.M. and Diamantopoulos, A., "Uncertainty and Synergy: Toward a Formal Model of Corporate Strategy", *Managerial and Decision Economics*, Vol. 8, 1987, pp. 121-130.
7. Diamantopoulos, A. and Inglis, K., "Identifying Differences Between High- and Low-Involvement Exporters", *International Marketing Review*, Vol. 5, Summer 1988, pp. 52-60.
8. Diamantopoulos, A., Tynan, C. and Hughes, R., "Determinants of Customer Satisfaction among Luxury Car Buyers: An Empirical Analysis", *Irish Marketing Review*, Vol. 3, 1988, pp. 149-162.
9. Schlegelmilch, B.B. and Diamantopoulos, A., "The Impact of Innovativeness on Export Performance: Empirical Evidence from the UK Mechanical Engineering Industry", *Irish Marketing Review*, Vol. 4, No. 1, 1989, pp. 41-42.

10. Diamantopoulos, A., O Donohoe, S. and Lane, J., "Advertising by Accountants: An Empirical Study", *Managerial Auditing Journal*, Vol. 4, No. 1, 1989, pp. 3-10.
11. Diamantopoulos, A. and Mathews, B.P., "Factors Affecting the Nature and Effectiveness of Subjective Revision in Sales Forecasting: An Empirical Study", *Managerial and Decision Economics*, Vol. 10, 1989, pp. 51-59.
12. Mathews, B.P. and Diamantopoulos, A., "Judgemental Revision of Sales Forecasts: A Longitudinal Extension", *Journal of Forecasting*, Vol. 8, No. 2, 1989, pp. 129-140.
13. Diamantopoulos, A., O Donohoe, S. and Lane, J., "A Comparison of Advertising Practices within the Accounting Profession", *Service Industries Journal*, Vol. 9, April 1989, pp. 281-296.
14. O Donohoe, S., Diamantopoulos, A. and Lane, J., "The Advertising Game: Have Accountants Figured it Out?", *Accountancy*, Vol. 103, April 1989, pp. 120-123.
15. Mathews, B.P. and Diamantopoulos, A., "Factors Affecting Subjective Revision in Forecasting: A Multi-Period Analysis", *International Journal of Research in Marketing*, Vol. 6, No. 4, 1990, pp. 283-297.
16. Diamantopoulos, A. and Mathews, B.P., "A Model for Analysing Product Performance", *Quarterly Review of Marketing*, Vol. 15, No. 3, 1990, pp.7-13.
17. Diamantopoulos, A., O Donohoe, S. and Lane, J., "Modelling Advertising Decisions by Accountants: A Path Analysis", *British Accounting Review*, Vol. 22, 1990, pp. 3-26.
18. Schlegelmilch, B.B., Diamantopoulos, A. and Petersen, M., "An Empirical Analysis of Danish Companies' Experiences in the People's Republic of China", *Journal of Global Marketing*, Vol. 3, No. 3, 1990, pp. 47-71.
19. Mathews, B.P. and Diamantopoulos, A., "Judgemental Revision of Sales Forecasts: Effectiveness of Forecast Selection", *Journal of Forecasting*, Vol. 9, 1990, pp. 407-415.
20. Diamantopoulos, A., Schlegelmilch, B.B. and Allpress, C., "Export Marketing Research in Practice: A Comparison of Users and Non-Users", *Journal of Marketing Management, Special Issue on International Marketing*, Vol. 6, Winter 1990, pp. 257-273.

21. Schlegelmilch, B.B. and Diamantopoulos, A., "Prenotification and Mail Survey Response Rates: A Quantitative Integration of the Literature", *Journal of the Market Research Society*, Vol. 33, July 1991, pp. 243-255.
22. O Donohoe, S., Diamantopoulos, A. and Peterson, N., "Marketing Principles and Practice in the Accountancy Profession: A Review", *European Journal of Marketing*, Vol. 25, No. 6, 1991, pp. 37-54.
23. Schlegelmilch, B.B., Diamantopoulos, A. and MacDonald, T., "1992 and the Scottish Whisky Industry: A Survey of Company Expectations and Planned Responses", *Journal of Euromarketing* Vol. 1, No. 1, 1991, pp. 59-83.
24. Diamantopoulos, A., Schlegelmilch, B.B. and Webb, L., "Factors Affecting Industrial Mail Response Rates", *Industrial Marketing Management*, Vol. 20, No. 4, 1991, pp. 327-340.
25. Diamantopoulos, A., Schlegelmilch, B.B. and Neate-Stidson, S., "Who We Are and What We Do: A Profile of Marketing Academics at UK Universities", *Journal of Marketing Management*, Vol. 8, January 1992, pp. 5-20.
26. Schlegelmilch, B.B., Diamantopoulos, A. and Moore, A., "The Market for Management Consulting in Britain: An Analysis of Supply and Demand", *Management Decision*, Vol. 30, No. 2, 1992, pp. 46-54.
27. Mathews, B.P. and Diamantopoulos, A., "Judgemental Revision of Sales Forecasts: The Relative Performance of Judgementally Revised versus Non-Revised Forecasts", *Journal of Forecasting*, Vol. 11, No. 6, 1992, pp. 569-576.
28. Bohlen, G.M., Schlegelmilch, B.B. and Diamantopoulos, A., "Consumer Perceptions of the Environmental Impact of an Industrial Service", *Marketing Intelligence and Planning*, Vol. 11, No. 1, 1993, pp. 37-48.
29. Reynolds, N., Diamantopoulos, A. and Schlegelmilch, B.B., "Pretesting in Questionnaire Design: A Review of the Literature and Suggestions for Further Research", *Journal of the Market Research Society*, Vol. 35, No. 2, 1993, pp. 171-182.
30. Hart, S. and Diamantopoulos, A., "Marketing Research Activity and Company Performance: Evidence From Manufacturing Industry", *European Journal of Marketing*, Vol. 27, No. 5, 1993, pp. 54-72.

31. Diamantopoulos, A., Schlegelmilch, B.B. and Tse, K.Y., "Understanding the Role of Export Marketing Assistance: Empirical Evidence and Research Needs", *European Journal of Marketing*, Vol. 27, No. 4, 1993, pp. 5-18.
32. Diamantopoulos, A. and Hart, S., "Linking Market Orientation and Company Performance: Preliminary Evidence on Kohli and Jaworski's Framework", *Journal of Strategic Marketing*, Vol. 1, 1993, pp. 93-121.
33. Diamantopoulos, A. and Mathews, B.P., "Managerial Perceptions of the Demand Curve: Evidence from a Multiproduct Firm", *European Journal of Marketing*, Vol. 27, No. 9, 1993, pp. 5-18.
34. Schlegelmilch, B.B. and Diamantopoulos, A., "Marketing an britischen Universitäten: Profile und Tätigkeitsfelder britischer Hochschullehrer", *Marketing – Zeitschrift für Forschung und Praxis*, Vol. 15, No. 3, 1993, pp. 197-199.
35. Bohlen, G.M., Schlegelmilch, B. B. and Diamantopoulos, A., "Measuring Ecological Concern: A Multi-Construct Perspective", *Journal of Marketing Management*, Vol. 9, 1993, No.4, pp. 415-430.
36. Diamantopoulos, A., O Donohoe, S. and Peterson, N., "Marketing Priorities and Practice Within the Accounting Profession: Does Formalisation Make a Difference?", *Journal of Professional Services Marketing*, Vol.10, No.1, 1993, pp. 9-26. Reprinted in Winston, W.J. (ed): *Marketing for CPAs, Accountants and Tax Professionals*, Haworth Press, 1995, pp. 51-71.
37. Diamantopoulos, A. and Mathews, B.P., "The Specification of Pricing Objectives: Evidence from an Oligopoly Firm", *Managerial and Decision Economics*, Vol. 15, No. 1, 1994, pp. 73-85.
38. Diamantopoulos, A., "Modelling with LISREL: A Guide for the Uninitiated", *Journal of Marketing Management, Special Issue on Quantitative Techniques in Marketing*, Vol. 10, 1994, pp. 105-136.
39. Du Preez, J.P., Diamantopoulos, A. and Schlegelmilch, B.B., "Product Standardisation and Attribute Saliency: A Three-Country Empirical Comparison", *Journal of International Marketing*, Vol. 2, 1994, pp. 7-28; **Hans B. Thorelli Best Paper Award.**
40. Mathews, B.P. and Diamantopoulos, A. "Towards a Taxonomy of Forecast Error Measures: A Factor-Comparative Investigation of Forecast Error Dimensions", *Journal of Forecasting*, Vol. 13, No. 4, 1994, pp. 409-416.

41. Diamantopoulos, A., Schlegelmilch, B.B. and Reynolds, N., "Pretesting in Questionnaire Design: The Impact of Respondent Characteristics on Error Detection", *Journal of the Market Research Society*, Vol. 36, 1994, pp. 295-313.
42. Dembkowski, S., Diamantopoulos, A. and Schlegelmilch, B.B., "Measuring the Research Performance of Marketing Academics: Issues, Methods and Future Research Directions", *Marketing Education Review*, Vol. 4, No. 2, 1994, pp. 42-52.
43. Murfin, D. E., Schlegelmilch, B.B. and Diamantopoulos, A. "Perceived Service Quality and Medical Outcome: An Interdisciplinary Review and Suggestions for Future Research", *Journal of Marketing Management, Special Issue on Marketing in the Service Sector*, Vol. 11, 1995, pp. 97-117.
44. Cadogan, J.W. and Diamantopoulos, A., "Narver & Slater, Kohli & Jaworski and the Market Orientation Construct: Integration and Internationalization", *Journal of Strategic Marketing*, Vol. 2, 1995, pp. 41-60.
45. Diamantopoulos, A., Schlegelmilch, B.B. and Du Preez, J.P., "Lessons for Pan-European Marketing: The Role of Consumer Preferences in Fine Tuning the Product - Market Fit", *International Marketing Review, Special Issue on International Branding*, Vol. 12, No. 2, 1995, pp. 38-52.
46. Siguaw, J. A. and Diamantopoulos, A., "Measuring Market Orientation: Some Evidence on Narver and Slater's Three Component Scale", *Journal of Strategic Marketing*, Vol. 3, No. 2, 1995, pp. 77-88.
47. Mathews, B.P. and Diamantopoulos, A., "An Analysis of Response Bias in Executive Self-Reports", *Journal of Marketing Management*, Vol. 11, No. 8, 1995, pp. 835-846.
48. Schlegelmilch, B.B., Bohlen, G.M. and Diamantopoulos, A., "The Link between Green Purchasing Decisions and Measures of Environmental Consciousness", *European Journal of Marketing*, Vol. 30, 1996, pp. 35-55; Citation of Excellence (Highest Quality Rating), ANBAR.
49. Winklhofer, H., Diamantopoulos, A. and Witt, S.F., "Forecasting Practice: A Review of the Empirical Literature and an Agenda for Future Research", *International Journal of Forecasting*, Vol. 12, No. 2, 1996, pp. 193-221.

50. Diamantopoulos, A., "A Model of the Publication Performance of Marketing Academics", *International Journal of Research in Marketing*, Vol. 13, No. 2, 1996, pp. 162-180.
51. Diamantopoulos, A. and Cadogan, J.W., "Internationalising the Market Orientation Construct: An In-Depth Interview Approach", *Journal of Strategic Marketing*, Vol. 4, 1996, pp. 23-52.
52. Diamantopoulos, A. and Schlegelmilch, B.B., "Determinants of Industrial Mail Survey Response: A Survey-on-Surveys Analysis of Researcher vs. Manager Views", *Journal of Marketing Management*, Vol. 12, 1996, pp. 505-531.
53. Winklhofer, H. and Diamantopoulos, A., "First Insights into Export Sales Forecasting Practice: A Qualitative Study", *International Marketing Review*, Vol. 13, No. 4, 1996, pp. 52-81; **Citation of Excellence (Highest Quality Rating), ANBAR.**
54. Souchon, A. and Diamantopoulos, A., "A Conceptual Framework of Export Marketing Information Use: Key Issues and Research Propositions", *Journal of International Marketing*, Vol. 4, No. 3, 1996, pp. 49-71.
55. Diamantopoulos, A. and Horncastle, S., "Use of Export Marketing Research by Industrial Firms: An Application and Extension of Deshpande and Zaltman's Model", *International Business Review*, Vol. 6, No. 3, 1997, pp. 245-270.
56. Schlegelmilch, B. B., Diamantopoulos, A. and Love, A., "Characteristics Affecting Charitable Donations: Empirical Evidence from Britain", *Journal of Marketing Practice: Applied Marketing Science*, Vol. 3, No. 1, 1997, pp. 14-30; **Citation of Excellence (Highest Quality Rating), ANBAR.**
57. Winklhofer, H. and Diamantopoulos, A., "Organisational Aspects of Export Sales Forecasting: An Empirical Investigation", *Journal of Strategic Marketing*, Vol. 5, No. 3, 1997, pp. 167-185; **Citation of Excellence (Highest Quality Rating), ANBAR.**
58. Love, A., Diamantopoulos, A. and Schlegelmilch, B.B. "Responses to Different Charity Appeals: The Impact of Donor Characteristics on the Amount of Donations", *European Journal of Marketing*, Vol. 31, No. 8, 1997, pp. 548-560.

59. Simintiras, A.C., Diamantopoulos, A. and Ferriday, J., "Pre-purchase Satisfaction and First-Time Buyer Behaviour: Some Preliminary Evidence", *European Journal of Marketing*, Vol. 31, No. 11/12, 1997, pp. 857-872.
60. Souchon, A.L. and Diamantopoulos, A., "Use and Non-use of Export Information: Some Preliminary Insights into Antecedents and Impact on Export Performance", *Journal of Marketing Management*, Vol. 13, 1997, pp. 135-151.
61. Reynolds, N. and Diamantopoulos, A., "The Effect of Pretest Method on Error Detection Rates: Experimental Evidence", *European Journal of Marketing*, Vol. 32, No. 5/6, 1998, pp. 480-498.
62. Diamantopoulos, A. and Winklhofer, H., "The Impact of Firm and Export Characteristics on the Accuracy of Export Sales Forecasts: Evidence from UK Exporters", *International Journal of Forecasting*, Vol. 15, No. 1, 1999, pp.67-81; **Citation of Excellence (Highest Quality Rating), ANBAR.**
63. Diamantopoulos, A. and Souchon, A.L., "Measuring Export Information Use: Scale Development and Validation", *Journal of Business Research*, Vol. 46, No. 1, 1999, pp. 1-14.
64. Souchon, A.L. and Diamantopoulos, A., "Export Information Acquisition Modes: Measure Development and Validation", *International Marketing Review*, Vol. 16, No. 2, 1999, pp. 143-168; **Most Outstanding Paper Award.**
65. Diamantopoulos, A., "Export Performance Measurement: Reflective versus Formative Indicators", *International Marketing Review*, Vol. 16, No. 6, 1999, pp. 444-457.
66. Cadogan, J.W., Diamantopoulos, A. and Pahud de Mortanges, C., "A Measure of Export Market Orientation: Scale Development and Cross-Cultural Validation", *Journal of International Business Studies*, Vol. 30, No. 4, 1999, pp. 689-707.
67. Diamantopoulos, A., "Getting Started with Data Analysis: Choosing the Right Method", *The Marketing Review*, Vol. 1, No. 1, 2000, pp. 77-87.
68. Diamantopoulos, A. and Winklhofer, H., "Index Construction With Formative Indicators: An Alternative to Scale Development", *Journal of Marketing Research*, Vol. 38, May, 2001, pp. 269-277.

69. Balabanis, G., Diamantopoulos, A., Melewar, T.C. and Mueller, R., "The Impact of Nationalism, Patriotism and Internationalism on Consumer Ethnocentric Tendencies", *Journal of International Business Studies*, Vol. 32, No. 1, 2001, pp. 157-175.
70. Diamantopoulos, A. and Siguaw, J.A., "The Impact of Research Design Characteristics on the Evaluation and Use of Export Marketing Research: An Empirical Study", *Journal of Marketing Management*, Vol. 18, May, 2002, pp. 73-104.
71. Myers, M., Cavusgil, S.T. and Diamantopoulos, A., "Antecedents and Actions of Export Pricing Strategy: A Conceptual Framework and Research Propositions", *European Journal of Marketing*, Vol. 36, No. 1/2, 2002, pp. 159-188.
72. Winklhofer, H. and Diamantopoulos, A., "A Comparison of Export Sales Forecasting Practices Among UK Firms", *Industrial Marketing Management*, Vol. 31, 2002, pp. 479-490.
73. Diamantopoulos, A. and Winklhofer, H., "Managerial Evaluation of Sales Forecasting Effectiveness: A MIMIC Modelling Approach", *International Journal of Research in Marketing*, Vol. 19, 2002, pp. 151-166.
74. Cadogan, J.W., Diamantopoulos, A. and Siguaw, J.A., "Export Market Orientated Activities: Their Antecedents and Performance Consequences", *Journal of International Business Studies*, Vol. 33, No. 3, 2002, pp. 615-626.
75. Grime, I., Diamantopoulos, A. and Smith, G., "Consumer Evaluations of Extensions and Their Effects on the Core Brand: Key Issues and Research Propositions", *European Journal of Marketing*, Vol. 36, No. 11/12, 2002, pp. 1415-1438.
76. Diamantopoulos, A. and Winklhofer, H., "Export Sales Forecasting by UK Firms: Technique Utilization and Impact on Forecast Accuracy", *Journal of Business Research*, Vol. 56, No. 1, 2003, pp. 45-54.
77. Reynolds, N.L., Simintiras, A.C. and Diamantopoulos, A., "Theoretical Justification of Sampling Choices in International Marketing Research: Key Issues and Guidelines for Researchers", *Journal of International Business Studies*, Vol. 34, No. 1, 2003, pp. 80-89.
78. Diamantopoulos, A., Souchon, A.L., Durden, G.R., Axinn, C.N. and Holzmueller, H.H., "Towards an Understanding of Cross-National Similarities

- and Differences in Export Information Utilization: A Perceptual Mapping Approach”, *International Marketing Review*, Vol. 20, No. 1, 2003, pp. 17-43.
79. Winklhofer, H. and Diamantopoulos, A., “A Model of Export Sales Forecasting Behavior and Performance: Development and Testing”, *International Journal of Forecasting*, Vol. 19, No. 2, 2003, pp. 271-285.
 80. Diamantopoulos, A., Bohlen, G.M., Schlegelmilch, B.B. and Sinkovics, R.R., “Can Sociodemographics Still Play a Role in Profiling Green Consumers? A Review of the Evidence and Empirical Investigation”, *Journal of Business Research*, Vol. 56, No. 6, 2003, pp. 465-480.
 81. Souchon, A.L., Diamantopoulos, A., Holzmüller, H.H., Axinn, C.A., Sinkula, J.M., Simmet-Blomberg, H. and Durden, G.R., “Export Information Use: The Role of Key Organizational and Environmental Determinants”, *Journal of International Marketing*, Vol. 11, No. 3, 2003, pp. 106-127.
 82. Schlegelmilch, B.B., Diamantopoulos, A. and Kreuz, P., “Strategic Innovation: The Construct, its Drivers and its Strategic Outcomes”, *Journal of Strategic Marketing*, Vol. 11, No. 2, 2003, pp. 117-132.
 83. Balabanis, G. and Diamantopoulos, A., “Domestic Country Bias, Country-of-Origin Effects and Consumer Ethnocentrism: A Multidimensional Unfolding Approach”, *Journal of the Academy of Marketing Science*, Vol. 32, No. 1, 2004, pp. 80-95.
 84. Diamantopoulos, A., “The C-OAR-SE Procedure for Scale Development in Marketing: A Comment”, *International Journal of Research in Marketing*, Vol. 22, No. 1, 2005, pp. 1-9.
 85. Diamantopoulos, A., Smith, G, and Grime, I., “The Impact of Brand Extensions on the Brand Personality: Experimental Evidence”, *European Journal of Marketing*, Vol. 39, No. 1/2, 2005, pp. 129-149.
 86. Diamantopoulos, A., Reynolds, N. L. and Simintiras, A. C., “The Impact of Response Styles on the Stability of Cross-national Comparisons”, *Journal of Business Research*, Vol. 59, 2006, pp. 925-935.
 87. Diamantopoulos, A., “The Error Term in Formative Measurement Models: Interpretation and Modeling Implications”, *Journal of Modelling in Management*, Vol. 1, No. 1, 2006, pp. 7-17.

88. Diamantopoulos, A., and Sigauw, J., "Formative vs. Reflective Indicators in Organizational Measure Development: A Comparison and Empirical Illustration", *British Journal of Management*, Vol. 17, No. 4, 2006, pp. 263-282.
89. Riefler, P. and Diamantopoulos, A., "Consumer Animosity: A Literature Review and a Reconsideration of its Measurement", *International Marketing Review*, Vol. 24, No. 1, 2007, pp. 87-119; **Outstanding Paper Award**.
90. Diamantopoulos, A. and Kakkos, N., "Managerial Assessments of Export Performance: Conceptual Framework and Empirical Illustration", *Journal of International Marketing*, Vol. 15, No. 3, 2007, pp. 1-31.
91. Rijdsdijk, S. A., Hultink, E. J. and Diamantopoulos, A., "Product Intelligence: Its Conceptualization, Measurement and Impact on Consumer Satisfaction", *Journal of the Academy of Marketing Science*, Vol. 35, No. 3, 2007, pp. 340-356.
92. Schoefer, K. and Diamantopoulos, A., "Measuring Experienced Emotions during Service Recovery Encounters: Construction and Assessment of the ESRE Scale", *Service Business: An International Journal*, Vol. 2, No. 1, 2008, pp. 65-81.
93. Balabanis, G. and Diamantopoulos, A., "Brand Origin Identification by Consumers: A Classification Perspective", *Journal of International Marketing*, Vol. 16, No. 1, 2008, pp. 39-71.
94. Foedermayr, E. K. and Diamantopoulos, A., "Exploring the Construct of Segmentation Effectiveness: Insights from International Companies and Experts", *Journal of Strategic Marketing*, Vol. 16, No. 2, 2008, pp. 129-156.
95. Diamantopoulos, A., Riefler, P., and Roth, K., "Advancing Formative Measurement Models", *Journal of Business Research*, Vol. 61, No. 12, 2008, pp. 1203-1218.
96. Schoefer, K. and Diamantopoulos, A., "The Role of Emotions in Translating Perceptions of (In)Justice into Postcomplaint Behavioral Responses", *Journal of Service Research*, Vol. 11, No. 1, 2008, pp. 91-103.
97. Diamantopoulos, A. and Riefler, P., "Formative Indikatoren: Einige Anmerkungen zu ihrer Art, Validität und Multikollinearität", *Zeitschrift für Betriebswirtschaft*, 2008, 78. Jg., Heft 11, pp. 1183-1196.

98. Foedermayr, E. K. and Diamantopoulos, A., "Market Segmentation in Practice: Review of Empirical Studies, Methodological Assessment, and Agenda for Future Research", *Journal of Strategic Marketing*, Vol. 16, No. 3, 2008, pp. 223-265.
99. Diamantopoulos, A., "Formative Indicators: Introduction to the Special Issue", *Journal of Business Research*, Vol. 61, No. 12, 2008, pp. 1201-1202.
100. Diamantopoulos, A., Siguaw, J. and Cadogan, J. W., "Measuring Abstract Constructs in Management and Organizational Research: The Case of Export Coordination", *British Journal of Management*, Vol. 19, No. 4, 2008, pp. 389-395.
101. Oberecker, E., Riefler, P. and Diamantopoulos, A., "The Consumer Affinity Construct: Conceptualization, Qualitative Investigation, and Research Agenda", *Journal of International Marketing*, Vol. 16, No. 3, 2008, pp. 23-56.
102. Zeugner-Roth, K. P., Diamantopoulos, A. and Montesinos, M. A., "Home Country Image, Country Brand Equity and Consumers' Product Preferences: An Empirical Study", *Management International Review*, Vol. 48, No. 5, 2008, pp. 577-602.
103. Diamantopoulos, A. and Schoefer, K., "A Typology of Consumers Emotional Response Styles During Service Recovery Encounters", *British Journal of Management*, Vol. 20, No. 3, 2009, pp. 292-308.
104. Roth, K. P. and Diamantopoulos, A., "Advancing the Country Image Construct", *Journal of Business Research*, Vol. 62, No. 7, 2009, pp. 726-740.
105. Riefler, P. and Diamantopoulos, A., "Consumer Cosmopolitanism: Review and Replication of the CYMYC Scale", *Journal of Business Research*, Vol. 62, No. 4, 2009, pp. 407-419.
106. Foedermayr, E. K., Diamantopoulos, A. and Sichtmann, C., "Export Segmentation Effectiveness: Index Construction and Link to Export Performance", *Journal of Strategic Marketing*, Vol. 17, No. 1, 2009, pp. 55-73.
107. Fuchs, C. and Diamantopoulos, A., "Using Single-Item Measures for Construct Measurement in Management Research: Conceptual Issues and Application Guidelines", *Die Betriebswirtschaft*, Vol. 69, No. 2, 2009, pp. 195-210.

108. Diamantopoulos, A. and Wagner, U., "Research Productivity in Business Economics: The Case of Marketing", *German Economic Review*, Vol. 10, No. 2, 2009, pp. 243-248.
109. Baldauf, A., Cravens, K. S., Diamantopoulos, A. and Zeugner-Roth, K. P., "The Impact of Product-Country Image and Marketing Efforts on Retailer-Perceived Brand Equity: An Empirical Analysis", *Journal of Retailing*, Vol. 85, No. 4, 2009, pp. 437-452.
110. Diamantopoulos, A., "Reflective and Formative Metrics of Relationship Value: Response to Baxter's Commentary Essay", *Journal of Business Research*, Vol. 63, No. 1, 2009, pp. 91-93.
111. Diamantopoulos, A. and Papadopoulos, N., "Assessing the Cross-National Invariance of Formative Measures: Guidelines for International Business Researchers", *Journal of International Business Studies*, Vol. 41, No. 2, 2010, pp. 360-370.
112. Zeugner-Roth, K. P. and Diamantopoulos, A., "Advancing the Country Image (CoI) Construct: Reply to Samiee's (2009) Commentary", *Journal of Business Research*, Vol. 63, No. 4, 2010, pp. 446-449.
113. Fuchs, C. and Diamantopoulos, A., "Evaluating the Effectiveness of Brand Positioning Strategies from a Consumer Perspective", *European Journal of Marketing*, Vol. 44, No. 11/12, 2010, pp. 1763-1786.
114. Sichtmann, C., von Selasinsky, M. and Diamantopoulos, A., "Service Quality and Export Performance of Business-to-Business Service Providers: The Role of Service Employee- and Customer-Oriented Quality Control Initiatives", *Journal of International Marketing*, Vol. 19, No. 1, 2011, pp. 1-22.
115. Diamantopoulos, A., "Incorporating Formative Measures Into Covariance-Based Structural Equation Models", *MIS Quarterly*, Vol. 35, No. 2, 2011, pp. 335-358.
116. Balabanis, G. and Diamantopoulos, A., "Gains and Losses from the Misperception of Brand Origin: The Role of Brand Strength and Country-of-Origin Image", *Journal of International Marketing*, Vol. 19, No. 2, 2011, pp. 95-116.
117. Oberecker, E. and Diamantopoulos, A., "Consumers' Emotional Bonds with Foreign Countries: Does Consumer Affinity Affect Behavioral Intentions?", *Journal of International Marketing*, Vol. 19, No. 2, 2011, pp. 45-72.

118. Diamantopoulos, A., Schlegelmilch, B. and Palihawadana, D., “The Relationship Between Country-of-Origin Image and Brand Image as Drivers of Purchase Intentions: A Test of Alternative Perspectives”, *International Marketing Review*, Vol. 28, No. 5, 2011, pp. 508-524.
119. Sichtmann, C., Diamantopoulos, A. and Wilken, R., “Estimating Willingness-to-Pay with Choice-Based Conjoint Analysis – Can Consumer Characteristics Explain Variations in Accuracy?”, *British Journal of Management*, Vol. 22, No. 4, 2011, pp. 628-645.
120. Fuchs, C. and Diamantopoulos, A., “Customer-Perceived Positioning Effectiveness: Conceptualization, Operationalization and Implications for New Product Managers”, *Journal of Product Innovation Management*, Vol. 29, No. 2, 2012, pp. 229-244.
121. Riefler, P., Diamantopoulos, A. and Siguaw, J., “Cosmopolitan Consumers as a Target Group for Segmentation”, *Journal of International Business Studies*, Vol. 43, No. 3, 2012, pp. 285-305.
122. Diamantopoulos, A., Sarstedt, M., Fuchs, C., Wilczynski, P. and Kaiser, S., “Guidelines for Choosing Between Multi-Item and Single-Item Scales for Construct Measurement: A Predictive Validity Perspective”, *Journal of the Academy Marketing Science*, Vol. 40, No. 3, 2012, pp. 434-449.
123. Koschate, N., Diamantopoulos, A. and Oldenkotte, K., “Are Consumers Really Willing to Pay More for a Favorable Country Image? A Study of Country-of-Origin Effects on Willingness to Pay”, *Journal of International Marketing*, Vol. 20, No. 1, 2012, pp. 19-41.
124. Herz, M. F. and Diamantopoulos, A., “Activation of Country Stereotypes: Automaticity, Consonance, and Impact”, *Journal of Academy of Marketing Science*, Vol. 41, No. 4, 2013, pp. 400-417.
125. Sichtmann, C. and Diamantopoulos, A., “The Impact of Perceived Brand Globalness, Brand Origin Image, and Brand Origin-Extension Fit on Brand Extension Success”, *Journal of the Academy of Marketing Science*, Vol. 41, No. 5, 2013, pp. 567-585.
126. Diamantopoulos, A., “MIMIC Models and Formative Measurement: Some Thoughts on Lee, Cadogan & Chamberlain”, *Academy of Marketing Science Review*, Vol. 3, No. 1, 2013, pp. 30-37.

127. Diamantopoulos, A. and Temme, D., “MIMIC Models, Formative Indicators and the Joys of Research”, *Academy of Marketing Science Review*, Vol. 3, No. 3, 2013, pp. 160-170.
128. Herz, M. F. and Diamantopoulos, A., “Country-Specific Associations Made by Consumers: A Dual-Coding Theory Perspective”, *Journal of International Marketing*, Vol. 21, No. 3, 2013, pp. 95-121.
129. Diamantopoulos, A., Ring, A., Schlegelmilch, B. B. and Doberer, E., “Drivers of Export Segmentation Effectiveness and their Impact on Export Performance”, *Journal of International Marketing*, Vol. 22, No. 1, 2014, pp. 39-61.
130. Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., Ketchen Jr., D. J., Hair, J. F., Hult, G. T. M. and Calantone, R. J., “Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013)”, *Organizational Research Methods*, Vol. 17, No. 2, 2014, pp. 182-209.
131. Temme, D., Diamantopoulos, A. and Pefgeidel, V., “Specifying Formatively Measured Constructs in Endogenous Positions in Structural Equation Models: Caveats and Guidelines for Researchers”, *International Journal of Research in Marketing*, Vol. 31, No. 2, 2014, pp. 309-316.
132. Löhndorf, B. and Diamantopoulos, A., “Internal Branding: Social Identity and Exchange Perspectives on Turning Employees into Brand Champions”, *Journal of Service Research*, Vol. 17, No. 3, 2014, pp. 310-325.
133. Rigdon, E. E., Becker, J.-M., Rai, A., Ringle, C. M., Diamantopoulos, A., Karahanna, E., Straub, D. and Dijkstra, T. K., “Conflating Antecedents and Formative Indicators: A Comment on Aguirre-Urreta and Marakas”, *Information Systems Research*, Vol. 25, No. 4, 2014, pp. 780-754.
134. Fetscherin, M., Diamantopoulos, A., Chan, A. and Abbott R., “How are Brand Names of Chinese Companies perceived by Americans?”, *Journal of Product & Brand Management*, Vol. 24, No. 2, 2015, pp. 110-123.
135. Davvetas, V., Sichtmann, C. and Diamantopoulos, A., “The Impact of Perceived Brand Globalness on Consumers’ Willingness to Pay”, *International Journal of Research in Marketing*, Vol. 32, No. 4, 2015, pp. 431-434.
136. Zeugner-Roth, K., Zabkar, V. and Diamantopoulos, A., “Consumer Ethnocentrism, National Identity, and Consumer Cosmopolitanism as Drivers

- of Consumer Behavior: A Social Identity Theory Perspective”, *Journal of International Marketing*, Vol. 23, No. 2, 2015, pp. 25-54.
137. Temme, D. and Diamantopoulos A., “Higher-Order Models with Reflective Indicators: A Rejoinder to a Recent Call for their Abandonment”, *Journal of Modelling in Management*, Vol. 11, No. 1, 2016, pp. 180-188.
 138. Bartsch, F., Riefler, P. and Diamantopoulos, A., “A Taxonomy and Review of Positive Consumer Dispositions toward Foreign Countries and Globalization”, *Journal of International Marketing*, Vol. 24, No. 1, 2016, pp. 82-110.
 139. Sarstedt, M., Diamantopoulos, A., Salzberger, T. and Baumgartner, P., “Selecting Single Items to Measure Doubly Concrete Constructs: A Cautionary Tale”, *Journal of Business Research*, Vol. 69, No. 8, 2016, pp. 3159-3167.
 140. Halkias, G., Davvetas V. and Diamantopoulos, A., “The Interplay between Country Stereotypes and Perceived Brand Globalness/Localness as Drivers of Brand Preference”, *Journal of Business Research*, Vol. 69, No. 9, 2016, pp. 3621-3628.
 141. Bartsch F., Diamantopoulos A., Paparoidamis, N. G. and Chumpitaz R., “Global Brand Ownership: The Mediating Roles of Consumer Attitudes and Brand Identification”, *Journal of Business Research*, Vol. 69, No. 9, 2016, pp. 3629-3635.
 142. Sarstedt, M., Diamantopoulos, A. and Salzberger, T., “Should We Use Single Items? Better Not”, *Journal of Business Research*, Vol. 69, No. 8, 2016, pp. 3199-3203.
 143. Balabanis, G. and Diamantopoulos, A., “Consumer Xenocentrism as Determinant of Foreign Product Preference: A System Justification Perspective”, *Journal of International Marketing*, Vol. 24, No. 3, 2016, pp. 58-77.
 144. Davvetas, V. and Diamantopoulos, A., “How Product Category Shapes Preferences Toward Global and Local Brands: A Schema Theory Perspective”, *Journal of International Marketing*, Vol. 24, No. 4, 2016, pp. 61-81.
 145. Salzberger, T., Sarstedt, M. and Diamantopoulos, A., “Measurement in the Social Sciences: Where C-OAR-SE Delivers and Where It Does Not”, *European Journal of Marketing*, Vol. 50, No. 11, 2016, pp. 1942-1952.

146. Diamantopoulos, A., Herz, M. and Koschate-Fischer, N., “The EU as Superordinate Brand Origin: An Entitativity Perspective”, **International Marketing Review**, Vol. 34, No. 2, 2017, pp. 183-205.
147. Bollen, K. A. and Diamantopoulos, A., “In Defense of Causal-Formative Indicators: A Minority Report”, **Psychological Methods**, 2017, doi:10.1037/met0000056
148. Bollen, K. A. and Diamantopoulos, A. “Notes on Measurement Theory for Causal-Formative Indicators: a Reply to Hardin”, **Psychological Methods**, Vol. 22, 2017, in press.
149. Diamantopoulos, A., Florack, A., Halkias, G. and Palcu, J. “Explicit versus Implicit Country Stereotypes as Predictors of Product Preferences: Insights from the Stereotype Content Model”, **Journal of International Business Studies**, Vol. 48, 2017, in press.
150. Herz, M. and Diamantopoulos, A. “I Use it but Will Tell You that I Don't: Consumers' Country-of-Origin Cue Usage Denial”, **Journal of International Marketing**, Vol. 25, 2017, in press.
151. Davvetas, V. and Diamantopoulos A., “Regretting your Brand-Self? The Moderating Role of Consumer-Brand Identification on Consumer Responses to Purchase Regret”, **Journal of Business Research**, 2017, in press.
152. Halkias, G., Micevski, M. Diamantopoulos A., and Milchram C. “Exploring the Effectiveness of Foreign Brand Communication: Consumer Culture and Imagery and Brand Schema Incongruity”, **Journal of Business Research**, 2017, in press.

BOOKS

1. Diamantopoulos, A. and Mathews, B.P., *Making Pricing Decisions: A Study of Managerial Practice*, Chapman and Hall, London, 1995, 155pp.
2. Diamantopoulos, A. and Schlegelmilch, B.B., *Taking the Fear out of Data Analysis: A Step-by-Step Approach*, Dryden Press, 1997, 230 pp. Reprinted by Thomson Learning, 2000, 2002, 2004, 2005 and 2006.
3. Diamantopoulos, A. and Siguaw, J.A., *Introducing LISREL: A Guide for the Uninitiated*, Sage Publications, London, 2000, 171 pp. Reprinted 2005, 2006, 2007 and 2008.
4. Diamantopoulos, A., Fritz, W. and Hildebrandt, L., *Quantitative Marketing and Marketing Management: Marketing Models and Methods in Theory and Practice*, Springer Gabler, Wiesbaden, 2012, 630 pp.

CONTRIBUTIONS TO EDITED VOLUMES

1. Diamantopoulos, A., "Pricing: Theory and Evidence - A Literature Review", In Baker, M. J. (ed): *Perspectives on Marketing Management*, Vol. I, Wiley, 1991, pp. 63-192.
2. Schlegelmilch, B.B., Diamantopoulos, A. and Petersen, M., "Conquering the Chinese Market: A Study of Danish Firms Experiences in the People's Republic", in Paliwoda, S. J. (ed): *New Perspectives on International Marketing*, Routledge & Co, 1991, pp. 174-202.
3. Diamantopoulos, A., Schlegelmilch, B.B. and Inglis, K., "Evaluation of Export Promotion Measures: A Survey of Scottish Food and Drink Exporters", in Seringhaus, F. H. R. and Rosson, R. F. (eds.): *Export Development and Promotion: The Role of Public Organizations*, Kluwer, 1991, pp. 190-215.
4. Schlegelmilch, B.B. and Diamantopoulos, A., "Internationale Management-Beratung in Großbritannien", in Wacker, W. H. (ed): *Internationale Management-Beratung*, Erich Schmidt Verlag, 1991, pp. 221-242.
5. Schlegelmilch, B.B., Diamantopoulos, A. and Tse, K.Y., "Determinants of Export Marketing Research Usage: Testing Some Hypotheses on U.K. Exporters", in Baker, M. J. (ed): *Perspectives on Marketing Management*, Vol.III, Wiley, 1993, pp. 119-139.

6. Hart, S. and Diamantopoulos, A., "Marketing Research Activity and Competitive Performance: An Empirical Analysis", in Saunders, J. (ed): *The Marketing Initiative*, Prentice Hall, 1993, pp. 92-101.
7. Diamantopoulos, A., "Modelling with LISREL: A Guide for the Uninitiated", in Hooley, G. J and Hussey, M. (eds): *Quantitative Methods in Marketing*, Academic Press, 1994, pp. 105-136.
8. Simintiras, A.S., Schlegelmilch, B.B. and Diamantopoulos, A., "Greening the Marketing Mix: A Review of the Literature and an Agenda for Future Research", in Baker, M. J. (ed): *Perspectives on Marketing Management*, Vol.IV, Wiley, 1994, pp. 1-25.
9. Diamantopoulos, A. and Schlegelmilch, B.B., "Linking Export Manpower to Export Performance: A Canonical Regression Analysis of European and U.S. Data", in Axinn, C. (ed): *Advances in International Marketing*, Vol.6, JAI Press, 1994, pp. 161-181.
10. Schlegelmilch B.B., Diamantopoulos, A. and Bohlen, G.M., "Environmental Issues in the Freight Transport Industry: A Qualitative Analysis of Major Stakeholders Perceptions", in Polonsky, M. and Mintu-Wimsatt, A.T. (eds): *Environmental Marketing: Strategies, Practice, Theory and Research*, Haworth Press, 1995, pp. 363-385.
11. Diamantopoulos, A., "Pricing", in Baker, M.J. (ed): *Marketing Theory & Practice*, 3rd Edition, Macmillan, 1995, pp. 192-197.
12. Diamantopoulos, A. and Souchon, A-L., "Instrumental, Conceptual and Symbolic Use of Export Information: An Exploratory Study of UK Firms", in Madsen, T.K (ed): *Advances in International Marketing, Vol. 8*, JAI Press, 1996, pp. 117-144.
13. Diamantopoulos, A. and Winklhofer, H., "Differences in the Export Profiles Among Users of Export Marketing Research: Evidence from Two European Countries", in Urban, S. (ed): *Europe s Challenges: Economic Efficiency and Social Solidarity*, Gabler Verlag, 1996, pp. 395-418.
14. Diamantopoulos, A. and Winklhofer, H., "Determinants of Export Sales Forecast Performance: Some Preliminary Evidence from UK Exporters", in Urban, S. (ed): *Europe in the Global Competition: Problems - Markets - Strategies*, Gabler Verlag, 1997, pp. 299-322.

15. Diamantopoulos, A. and Cadogan, J.W., "Measuring Market Orientation in an Export Context: Some Preliminary Evidence", in Buckley, P.J, Burton, F. and Mirza, F. (eds): *The Strategy and Organization of International Business*, Macmillan, 1998, pp. 75-88.

16. Souchon, A.L. and Diamantopoulos, A., "Information Utilisation by Exporting Firms: Conceptualisation, Measurement and Impact on Export Performance", in Urban, S. and Nanopoulos, C. (eds): *Information and Management*, Gabler Verlag, 1998, pp. 111-140.

17. Diamantopoulos, A., "Pricing", in Baker, M.J. (ed): *The Marketing Book*, 4th edition, Butterworth-Heinemann, 1999, pp. 337-352.

18. Diamantopoulos, A., "Pricing", in Baker, M.J. (ed): *The Marketing Book*, 5th edition, Butterworth-Heinemann, 2002, pp. 341-359.

19. Diamantopoulos, A. and Oberecker, E. M., "Consumer Affinity Construct", in Bello, D.C. and Griffith, D.A. (eds): *Wiley International Encyclopedia of Marketing*, Vol. 6 (International Marketing), Wiley, 2011, pp. 11-13.

20. Diamantopoulos, A. and Zeugner-Roth, K. P., "Country of Origin as Brand Element", in Bello, D.C. and Griffith, D.A. (eds): *Wiley International Encyclopedia of Marketing*, Vol. 6 (International Marketing), Wiley, 2011, pp. 18-22.

21. Diamantopoulos, A. and Riefler, P., "Using Formative Measures in International Models: A Cautionary Tale Using Consumer Animosity as an Example", in Sarstedt, M., Schwaiger, M. and Taylor, C.R. (eds.): *Advances in International Marketing*, Vol. 22, Emerald, 2011, pp-11-30.

CONFERENCE PROCEEDINGS

1. Diamantopoulos, A., "Vertical Quasi-Integration Revisited: Power Considerations", in Shaw S., Sparks, L. and Kaynak E. (eds): ***Marketing in the 1990s and Beyond***, Vol.1, Second World Marketing Congress Proceedings (August 28-31 1985, Stirling, Scotland), pp.755-773.
2. Mathews, B.P. and Diamantopoulos, A., "Manipulation of Sales Forecasts: An Empirical Analysis", in Shaw S., Sparks L. and Kaynak, E. (eds): ***Marketing in the 1990s and Beyond***, Vol.2, Second World Marketing Congress Proceedings (August 28-31 1985, Stirling, Scotland), pp. 663-672.
3. Mathews, B.P. and Diamantopoulos, "The Measurement of Forecast Revision and Forecast Improvement: A Methodological Analysis", in ***Industry Year: The Contribution of Marketing Research***, Proceedings Annual Conference of the Industrial Marketing Research Association (May 14-16 1986, Cheltenham Spa, England), 19pp.
4. Diamantopoulos, A. and Inglis, K., "High- vs Low-Involvement Exporters in the Scottish Food and Drink Industry: An Empirical Study", in Möller, K. and Paltchik, M. (eds): ***Contemporary Research in Marketing***, Vol.1, Proceedings Annual Conference of the European Marketing Academy (June 3-6 1986, Helsinki, Finland), pp.269-285.
5. Kay, N.M. and Diamantopoulos, A., "Uncertainty and Synergy: Towards a Formal Theory of Corporate Strategy", in Möller, K. and Paltchik, M. (eds): ***Contemporary Research in Marketing***, Vol.1, Proceedings Annual Conference of the European Marketing Academy (June 3-6 1986, Helsinki, Finland), pp.101-121.
6. Diamantopoulos, A. and Mathews, B.P., "Factors Influencing the Nature and Effectiveness of Subjective Revision of Objective Sales Forecasts: An Empirical Analysis", in Möller, K. and Paltchik, M. (eds): ***Contemporary Research in Marketing***, Vol.2, Proceedings Annual Conference of the European Marketing Academy (June 3-6 1986, Helsinki, Finland), pp.913-927.
7. Diamantopoulos, A. and Mathews, B.P., "The Influence of the Environment on the Subjective Revision of Short-Run Sales Forecasts", in Cowell, D. and Collis, J. (eds): ***Managing Marketing***, Proceedings Annual Conference of the Marketing Education Group (July 21-24 1986, Plymouth, England), pp.504-518.
8. Schlegelmilch, B.B. and Diamantopoulos, A., "Innovativeness and Export Performance: An Empirical Analysis", in LeeFlang, P. and Rice, M. (eds):

- Contemporary Research in Marketing*, Proceedings Annual Conference of the European Marketing Academy (June 1-3 1987, Toronto, Canada), pp. K1-K21.
9. Diamantopoulos, A., Tynan, C. and Hughes, R., "Customer Satisfaction in the Luxury Car Market: An Empirical Study", in Leeflang, P. and Rice, M. (eds): *Contemporary Research in Marketing*, Proceedings Annual Conference of the European Marketing Academy, (June 1-3 1987, Toronto, Canada), pp. WC1-WC19.
 10. Diamantopoulos, A., O Donohoe, S. and Lane, J., "Advertising Practices in the Accounting Profession: An Empirical Study", in Wensley, R. (ed): *Reviewing Effective Research and Good Practice in Marketing*, Proceedings Annual Conference of the Marketing Education Group (July 7-10 1987, Warwick, England), pp.73-87.
 11. Mathews, B.P. and Diamantopoulos, A., "An Examination of the Efficiency of Selection of Forecasts for Revision", in Blois, K. and Parkinson, S. (eds): *Innovative Marketing - A European Perspective*, Proceedings Annual Conference of the European Marketing Academy (April 6-8 1988, Bradford, England), pp.460-471.
 12. Diamantopoulos, A., O Donohoe, S. and Lane, J., "Differences in Advertising Practices of Accountancy Firms: An Empirical Analysis", in Blois, K. and Parkinson, S. (eds): *Innovative Marketing: A European Perspective*, Proceedings Annual Conference of the European Marketing Academy (April 6-8 1988, Bradford, England), pp.166-180.
 13. Mathews, B.P. and Diamantopoulos, A., "A Multiperiod Analysis of Influences Affecting the Process and Outcomes of Subjective Revision", in Robinson, T. and Clarke-Hill, C. (eds): *Marketing: Past, Present and Future*, Vol.1, Proceedings Annual Conference of the Marketing Education Group (July 18-21 1988, Huddersfield, England), pp.453-473.
 14. Diamantopoulos, A., O Donohoe, S. and Lane, J., "A Path Model of the Advertising Management Process Among Accountants", in Robinson, T. and Clarke-Hill, C. (eds): *Marketing: Past, Present and Future*, Vol.2, Proceedings Annual Conference of the Marketing Education Group (July 18-21 1988, Huddersfield, England), pp.515-536.
 15. Schlegelmilch, B.B., Diamantopoulos, A. and Petersen, M., "The China Syndrome: An Empirical Investigation of Danish Companies Experiences in the People s Republic of China", in Turnbull, P. W. and Paliwoda, S. J. (eds): *Research Developments in International Marketing*, Vol.1, Proceedings

International Marketing and Purchasing Conference (September 7-9 1988, Manchester, England), pp.486-510.

16. Mathews, B.P. and Diamantopoulos, A., "On the Trail of Forecast Accuracy: What do the Measures Mean", in Moutinho, L., Brownlie, D. and Livingstone, J. (eds): *Marketing Audit of the 80 s*, Vol.1, Annual Conference of the Marketing Education Group (July 11-14 1989, Glasgow, Scotland), pp.70-82.
17. Diamantopoulos, A. and Mathews, B.P., "A Model for Product Performance Analysis", in Moutinho, L., Brownlie, D. and Livingstone, J. (eds): *Marketing Audit of the 80 s*, Vol.1, Proceedings Annual Conference of the Marketing Education Group (July 11-14 1989, Glasgow, Scotland), pp.382-403.
18. Mathews, B.P. and Diamantopoulos, A., "An Analytical Study of the Frequency and Determinants of Forecast Selection for Judgemental Revision", in Dunlap, B. J. (ed): *Developments in Marketing Science*, Vol.XIII, Proceedings Annual Conference of the Academy of Marketing Science (April 25-28 1990, New Orleans, USA), pp.385-389.
19. Diamantopoulos, A., Schlegelmilch, B.B. and Allpress, C., "Export Marketing Research: An Empirical Investigation of Users and Non-Users", in Mühlbacher, H. and Jochum, C. (eds): *Advanced Research in Marketing*, Vol.1, Proceedings Annual Conference of the European Marketing Academy (May 22-25 1990, Innsbruck, Austria), pp.427-446.
20. O Donohoe, S., Diamantopoulos, A. and Lane. J., "Marketing by Accountants - Principles and Practice: A Review of the Literature", in Mühlbacher, H. and Jochum, C. (eds): *Advanced Research in Marketing*, Vol.2, Proceedings Annual Conference of the European Marketing Academy (May 22-25 1990, Innsbruck, Austria), pp.1597-1616.
21. Diamantopoulos, A. and Mathews, B.P., "Specification of Pricing Objectives in an Oligopoly Firm: Some Evidence on the Maximisation-Satisficing Controversy", in Mühlbacher, H. and Jochum, C. (eds): *Advanced Research in Marketing*, Vol.2, Proceedings Annual Conference of the European Marketing Academy (May 22-25 1990, Innsbruck, Austria), pp.1239-1262.
22. Mathews, B.P. and Diamantopoulos, A., "The Relative Performance of Judgementally-Revised versus Non-Revised Forecasts: Some Empirical Evidence", in Pendlebury, A. and Watkins, T. (eds): *Recent Developments in Marketing*, Vol.2, Proceedings Annual Conference of the Marketing Education Group (July 16-19 1990, Oxford, England), pp.861-873.

23. Schlegelmilch, B.B., Diamantopoulos, A. and MacDonald, T., "1992 and the Scottish Whisky Industry: A Survey of Company Expectations and Planned Responses", in Pendlebury, A. and Watkins, T. (eds): *Recent Developments in Marketing*, Vol.3, Proceedings Annual Conference of the Marketing Education Group (July 16-19 1990, Oxford, England), pp.1197-1217.
24. Diamantopoulos, A. and Schlegelmilch, B.B., "Prenotification and Mail Survey Response Rates: A Quantitative Integration of the Literature", in Pendlebury, A. and Watkins, T. (eds): *Recent Developments in Marketing*, Vol.3, Proceedings Annual Conference of the Marketing Education Group (July 16-19 1990, Oxford, England), pp.1240-1260.
25. Diamantopoulos, A. and Hart, S., "Marketing Research Activity and Competitive Success: An Empirical Analysis", in Pendlebury, A. and Watkins, T. (eds): *Recent Developments in Marketing*, Vol.2, Proceedings Annual Conference of the Marketing Education Group (July 16-19 1990, Oxford, England), pp.559-588.
26. Diamantopoulos, A., Schlegelmilch, B.B. and Webb, L., "Influences Bearing Upon Industrial Mail Response Rates: A Factor Comparative Investigation of Researchers and Respondents Opinions", in Fiocca, R. and Snehota, I. (eds): *Research Developments in International Marketing and Purchasing*, Vol.2, Proceedings International Marketing and Purchasing Conference (September 24-25 1990, Milan, Italy), pp.443-473.
27. Diamantopoulos, A. and Hart, S., "Market Orientation and Company Performance: Preliminary Evidence from UK Manufacturing Industry", in Mackenzie, S. and Childers, T. (eds): *Marketing Theory and Applications*, Vol.2, Proceedings Winter Educators Conference of the American Marketing Association (February 23-26 1991, Orlando, USA), pp.187-188.
28. Schlegelmilch, B.B., Diamantopoulos, A. and Tse, K.Y., "Commissioned versus In-House versus No Export Marketing Research: A Comparison Among British Exporters", in Bradley, F. (ed): *Marketing Thought Around the World*, Vol.3, Proceedings Annual Conference of the European Marketing Academy (May 21-23 1991, Dublin, Ireland), pp.928-947.
29. Diamantopoulos, A., O Donohoe, S. and Peterson, N., "Marketing Priorities and Practice within the Accounting Profession: Does Formalisation Make a Difference?", in Bradley, F. (ed): *Marketing Thought Around the World*, Vol.4, Proceedings Annual Conference of the European Marketing Academy, (May 21-23 1991, Dublin, Ireland), pp.1394-1411.
30. Mathews, B.P. and Diamantopoulos, A., "Monitoring of Forecasts: An Alternative Perspective", in King, R. L. (ed): *Developments in Marketing*

- Science**, Vol.XIV, Proceedings Annual Conference of the Academy of Marketing Science (May 29-June 1 1991, Fort Lauderdale, USA), pp.356-360.
31. Diamantopoulos, A., Schlegelmilch, B.B., Allpress, C. and Tse, K.Y., "Export Marketing Research: A Comparative Analysis of Finnish and British Firms", in King, R. L. (ed): *Developments in Marketing Science*, Vol.XIV (May 29-June 1 1991, Fort Lauderdale, USA), pp.112-118.
 32. Diamantopoulos, A., Neate-Stidson, S. and Schlegelmilch, B.B., "Who We Are and What We Do: A Profile of Marketing Academics at U.K. Universities", in Piercy, N. et al (eds): *Preparing Marketing for the New Millennium*, Vol.2, Proceedings Annual Conference of the Marketing Education Group (July 8-11 1991, Cardiff, Wales) pp.313-339; **Second Prize for Best Competitive Paper.**
 33. Schlegelmilch, B.B., Diamantopoulos, A. and Love, A., "Determinants of Charity Giving: An Interdisciplinary Review of the Literature and Suggestions for Future Research", in Allen, C. T. et al (eds): *Marketing Theory and Applications*, Vol.3, Proceedings Winter Educators Conference of the American Marketing Association (February 15-18 1992, San Antonio, USA), pp.507-516.
 34. Schlegelmilch, B.B., Diamantopoulos, A. and Du Preez, J.P., "Consumer Preferences as Barriers to Standardising Marketing Programmes in the Single European Market: The Role of Country-of-Origin and Ecological Product Attributes", in Crittenden, V. L. (ed): *Developments in Marketing Science*, Vol.XV, Proceedings Annual Conference of the Academy of Marketing Science (April 21-26 1992, San Diego, USA), pp.189-194.
 35. Diamantopoulos, A., Schlegelmilch, B.B. and Tse, K.Y., "Export Promotion and Assistance: A Review of Key Issues and Research", in Grunert, K. G. and Fuglede, D. (eds): *Marketing For Europe - Marketing For the Future*, Vol.1, Proceedings Annual Conference of the European Marketing Academy (May 27-29 1992, Aarhus, Denmark), pp.293-312.
 36. Reynolds, N., Diamantopoulos, A. and Schlegelmilch, B.B., "Pretesting in Questionnaire Design: A Review of the Literature and Suggestions for Further Research", in Whitelock, J. et al (eds): *Marketing in the New Europe and Beyond*, Proceedings Annual Conference of the Marketing Education Group (July 6-8 1992, Salford, England), pp.277-289; **Best Marketing Research Paper Prize.**
 37. Schlegelmilch, B.B., Diamantopoulos, A. and Bohlen, G.M., "Environmental Issues in the Freight Transport Industry: A Qualitative Analysis of Stakeholders Perceptions", in Whitelock, J. et al (eds): *Marketing in the New*

Europe and Beyond, Proceedings Annual Conference of the Marketing Education Group (July 6-8 1992, Salford, England), pp.619-632.

38. Diamantopoulos, A., Schlegelmilch, B.B. and Love, A., "Giving to Charity: Determinants of Cash Donations Through Prompted Giving", in Varadarajan, R. and Jaworski, B. (eds): *Marketing Theory and Applications*, Vol.4, Proceedings Winter Educators Conference of the American Marketing Association (February 20-23 1993, Newport Beach, USA), pp.133-142.
39. Simintiras, A.S., Schlegelmilch, B.B. and Diamantopoulos, A., "Greening the Marketing Mix: A Review of the Literature and an Agenda for Future Research", in Chias, J. and Sureda, J. (eds): *Marketing for the New Europe: Dealing with Complexity*, Vol.2, Proceedings Annual Conference of the European Marketing Academy (May 25-28 1993, Barcelona, Spain), pp.1355-1382.
40. Dembkowski, S., Diamantopoulos, A. and Schlegelmilch, B.B., "Measuring the Research Performance of Marketing Academics: Issues, Methods and Future Research Directions", in *Marketing for the New Europe: Dealing with Complexity*, Vol.2, Proceedings Annual Conference of the European Marketing Academy (May 25-28 1993, Barcelona, Spain), pp.1323-1354.
41. Schlegelmilch, B.B. and Diamantopoulos, A., "Gender Differences in Marketing Academia: Evidence from a UK National Survey", in Levy, M. and Druwal, D. (eds): *Developments in Marketing Science*, Vol.XVI, Proceedings Annual Conference of the Academy of Marketing Science (May 26-29 1993, Miami Beach, USA), pp.508-515.
42. Diamantopoulos, A., Bohlen, G.M. and Schlegelmilch, B.B., "Determinants of the Environmental Image of an Industrial Service: An Empirical Analysis of Consumer Perceptions", in Levy, M. and Druwal, D. (eds): *Developments in Marketing Science*, Vol.XVI, Proceedings Annual Conference of the Academy of Marketing Science (May 26-29 1993, Miami Beach, USA), pp.393-400.
43. Diamantopoulos, A. and Schlegelmilch, B.B., "Export Manpower Characteristics and Export Success: Empirical Evidence from Europe and the US", in Mullen, M. R. and S. T. Cavusgil (eds): Proceedings *First Symposium of the Consortium for International Marketing Research (CIMA R)* (June 1-3 1993, East Lansing, USA), pp.114-144.
44. Love, A., Diamantopoulos, A. and Schlegelmilch, B.B., "Responding to Different Charity Appeals: An Investigation of Donor Characteristics on the Level of Donations", in Saunders, J. (ed): *Emerging Issues in Marketing*, Proceedings Annual Conference of the Marketing Education Group (July 7-9 1993, Loughborough, England), pp.602-613.

45. Bohlen, G.M., Schlegelmilch, B.B. and Diamantopoulos, A., "Measuring Ecological Concern: A Multi-Construct Perspective", in Saunders, J. (ed): *Emerging Issues in Marketing*, Proceedings Annual Conference of the Marketing Education Group (July 7-9 1993, Loughborough, England), pp.58-70; **Best Doctoral Paper Prize**.
46. Siguaw, J.A. and Diamantopoulos, A., "The Market Orientation Measure: A Reexamination of Narver and Slater's Scale", in Park, C. W. and Smith, D. C (eds): *Marketing Theory and Applications*, Vol.5, Proceedings Winter Educators Conference of the American Marketing Association (February 19-22 1994, St. Petersburg, Florida), pp.150-151.
47. Schlegelmilch, B.B., Diamantopoulos, A. and Bohlen, G.M., "The Value of Socio-Demographic Characteristics for Predicting Environmental Consciousness", in Park, C. W. and Smith, D. C. (eds): *Marketing Theory and Applications*, Vol.5, Proceedings Winter Educators Conference of the American Marketing Association (February 19-22 1994, St. Petersburg, USA), pp.348-349.
48. Diamantopoulos, A. and Winklhofer, H., "Differences in Export Characteristics Among Users of Export Marketing Research: A Comparison of Finnish and UK Firms", in Yamin, M., Burton, F. and Cross, A. R. (eds); *The Changing European Environment*, Vol.1, Proceedings Academy of International Business UK Conference (March 25-26 1994, Manchester, England), pp.153-170.
49. Winklhofer, H., Witt, S. F. and Diamantopoulos, A. and Gammon, S., "Forecasting Implementation and Practice: A Review of the Empirical Literature and a Framework for Further Research", in Bloemer, J., Lemnick, J. and Kasper, H. (eds.): *Marketing: Its Dynamics and Challenges*, Vol.1, Proceedings Annual Conference of the European Marketing Academy (May 17-20 1994, Maastricht, Holland), pp.1155-1180.
50. Diamantopoulos, A., Schlegelmilch, B.B. and Du Preez, J.P., "Comparing Consumer Preferences in Two European Countries: A Partially Individualised Conjoint Analysis", in Wilson, E.J. and Black, W.C. (eds.): *Developments in Marketing Science*, Vol.XVII, Proceedings Annual Conference of the Academy of Marketing Science (June 1-4 1994, Nashville, USA), p.92.
51. Cadogan, J. W. and Diamantopoulos, A., "Narver & Slater, Kohli & Jaworski and the Market Orientation Construct: Integration and Internationalisation", in Bell et al (eds): *Marketing: Unity in Diversity*, Proceedings Annual Conference of the Marketing Education Group (July 4-6 1994, Coleraine, Northern Ireland), pp.144-153.

52. Diamantopoulos, A., “Modelling the Publication Performance of Marketing Academics: A Structural Equations Approach”, in Bell et al (eds): ***Marketing: Unity in Diversity***, Proceedings Annual Conference of the Marketing Education Group (July 4-6 1994, Coleraine, Northern Ireland), pp.242-251; **Marketing Teaching Award**.
53. Souchon, A. L. and Diamantopoulos, A., “Export Marketing Information Use: A Review of the Literature and a Conceptual Framework”, in Bell et al (eds): ***Marketing: Unity in Diversity***, Proceedings Annual Conference of the Marketing Education Group (July 4-6 1994, Coleraine, Northern Ireland), pp.854-863.
54. Diamantopoulos, A., Bohlen, G.M. and Schlegelmilch, B.B., “Predicting Green Purchasing Decisions from Measures of Environmental Consciousness: A Two Sample Comparison”, in Bell et al (eds): ***Marketing: Unity in Diversity***, Proceedings Annual Conference of the Marketing Education Group (July 4-6 1994, Coleraine, Northern Ireland), pp.252-261.
55. Diamantopoulos, A. and Horncastle, S. “Use of Export Marketing Research by Industrial Firms: An Application of Deshpande and Zaltman s Model”, in ***Industrial Marketing and Purchasing: Meeting the Challenges of New Frontiers***, Proceedings Tenth Annual IMP Conference (September 29 - October 1 1994, Groningen, The Netherlands), pp.313-336.
56. Diamantopoulos, A. and Siguaw, J. A., “Examining the Market Orientation and Customer Orientation Measures: Evidence of Discriminant Validity”, in Engelland, B.T. and Busch, A.J. (eds.): ***Marketing: Advances in Theory and Thought*** Proceedings Annual Meeting of the Southern Marketing Association, (November 2-5 1994, New Orleans, USA), pp.164-167.
57. Diamantopoulos, A., Siguaw, J.A. and Horncastle, S., “Assessment and Utilization of Marketing Research: A Replication and Extension to an Export Context”, in Stewart, D.W. and Vilcassim, N.J. (eds): ***Marketing Theory and Applications***, Vol.6, Proceedings Winter Educators Conference of the American Marketing Association (February 11-14 1995, San Diego, USA), pp.490-491.
58. Diamantopoulos, A. and Cadogan, J.W., “Internationalizing the Market Orientation Construct: An In-Depth Interview Approach”, in Buckley, P.J., Mirza, H., Prescott, K. and Bartels, F. (eds): ***International Business: Functional Dimensions***, Proceedings Academy of International Business UK Conference (April 7-8 1995, Bradford, England), 39pp.
59. Diamantopoulos, A. and Souchon, A.L., “Instrumental, Conceptual and Symbolic Use of Export Information: An Exploratory Study of UK Firms”, in

- Buckley, P.J., Mirza, H., Prescott, K. and Bartels, F. (eds): *International Business: Functional Dimensions*, Proceedings Academy of International Business UK Conference (April 7-8 1995, Bradford, England), 41pp.
60. Winklhofer, H. and Diamantopoulos, A., "The Practice of Export Sales Forecasting: A Qualitative Study", in Buckley, P.J., Mirza, H., Prescott, K. and Bartels, F. (eds): *International Business: Functional Dimensions*, Proceedings Academy of International Business UK Conference (April 7-8 1995, Bradford, England), 38pp.
 61. Diamantopoulos, A., "Evaluation of Export Marketing Research Information: Preliminary Evidence from U.K. Exporters", in Bergadaà, M. (ed.): *Marketing Today and for the 21st Century*, Proceedings Annual Conference of the European Marketing Academy (May 16 - 19 1995, Paris, France), pp.1553-1559.
 62. Mathews B.P. and Diamantopoulos, A., "Response Bias in Executive Self-Reports: How Serious is the Problem?", in Jobber, D. and Uncles, M. (eds.): *Making Marketing Work*, Proceedings Annual Conference of the Marketing Education Group (July 5-7 1995, Bradford, England), pp.499-507.
 63. Simintiras, A.S., Ferriday, J. and Diamantopoulos, A., "Pre-purchase Satisfaction as a Determinant of First-Time Buyer Behaviour: An Empirical Investigation", in Jobber, D. and Uncles, M. (eds.): *Making Marketing Work*, Proceedings Annual Conference of the Marketing Education Group (July 5-7 1995, Bradford, England), pp.744-754.
 64. Schlegelmilch, B.B., Diamantopoulos, A. and Du Preez, J.P. (1995): "Quantifying Differences in Product Attribute Perceptions: The Case of Washing Machines in the U.K. and Germany", in Grant, K. and Walker, I (eds), Proceedings The Seventh Bi-Annual World Marketing Congress, Vol. II - III, (July 6-10 1995, Melbourne, Australia), pp.14-49 - 14-57.
 65. Simintiras, A.C., Diamantopoulos, A. and Ferriday, J., "Pre-purchase Satisfaction and First-Time Buyer Behaviour: Some Preliminary Evidence", in Berács, J., Bauer, A. and Simon, J. (eds.): *Marketing for an Expanding Europe*, Vol. II, Proceedings Annual Conference of the European Marketing Academy (May 14-17 1996, Budapest, Hungary), pp.1029-1043.
 66. Diamantopoulos, A. and Siguaw, J.A., "Determinants of Export Marketing Research Evaluation: An Exploratory Study of UK Firms", in Wilson, E. and Hair, J.F. (eds.): *Developments in Marketing Science*, Vol. XIX, Proceedings Annual Conference of the Academy of Marketing Science (May 29 - June 2 1996, Phoenix, USA), pp.155-159.

67. Souchon, A.L. and Diamantopoulos, A., "Export Information Use and Non-Use: Some Antecedents and Effects on Export Performance", in Baker, M.J. (ed.): *2021 - A Vision for the Next 25 Years*, Proceedings Annual Conference of the Marketing Education Group (July 9-12 1996, Glasgow, Scotland); CD-ROM.
68. Diamantopoulos, A. and Winklhofer, H., "Export Characteristics and their Influence on Export Sales Forecast Performance: Some Empirical Evidence", in Baker, M.J. (ed.): *2021 - A Vision for the Next 25 Years*, Proceedings Annual Conference of the Marketing Education Group (July 9-12 1996, Glasgow, Scotland); CD-ROM.
69. Cadogan, J.W., Diamantopoulos, A. and Pahud de Mortanges, C., "Developing a Measure of Export Market Orientation: Scale Construction and Cross-Cultural Validation", in Arnott, D. et al (eds.): *Marketing: Progress, Prospects, Perspectives*, Vol. I, Proceedings Annual Conference of the European Marketing Academy (May 20-23 1997, Warwick, England), pp.232-251.
70. Winklhofer, H. and Diamantopoulos, A., "The Impact of Firm and Export Characteristics on the Accuracy of Export Sales Forecasts: An Empirical Study", in Arnott, D. et al (eds.): *Marketing: Progress, Prospects, Perspectives*, Vol. III, Proceedings Annual Conference of the European Marketing Academy (May 20-23 1997, Warwick, England), pp.1349-1369.
71. Simintiras, A.C., Reynolds, N. and Diamantopoulos, A., "The Impact of Response Style on Management Equivalence in Cross-National Research: Preliminary Evidence", in *Marketing Without Borders*, Vol. I, Proceedings Annual Conference of the Academy of Marketing (July 8-10 1997, Manchester, England), pp.931-944.
72. Diamantopoulos, A. and Winklhofer, H., "Developing Export Sales Forecasts: Does the Choice of Technique Matter?", in *Marketing Without Borders*, Vol. 1, Proceedings Annual Conference of the Academy of Marketing (July 7-10 1997, Manchester, England), pp.313-328.
73. Diamantopoulos, A. and Souchon, A.L., "Measuring Export Information Use: Scale Development and Validation", in Harris, P. and Schuster, C. (eds.): *Marketing Across Borders*, Proceedings Academy of Marketing/American Marketing Association Conference (July 7 1997, Manchester, England), pp.139-155.
74. Souchon, A.L. and Diamantopoulos, A., "Factors Affecting the Acquisition of Export Information", Proceedings Australia-New Zealand Marketing Educators Conference (December 1-3 1997, Melbourne, Australia), pp. 1-23.

75. Cadogan, J.W., Diamantopoulos, A. and Siguaw, J.A., "Export Market-Oriented Behaviours, Their Antecedents, Performance Consequences and the Moderating Impact of the Export Environment: Evidence from the UK and the US", in Anderson, P. (ed.): *Marketing Research and Practice*, Vol. 2, Proceedings Annual Conference of the European Marketing Academy (May 20-23 1998, Stockholm, Sweden), pp.449-451.
76. Diamantopoulos, A. and Winklhofer, H., "A Conceptual Model of Export Sales Forecasting Practice and Performance: Development and Testing", in Anderson, P. (ed.): *Marketing Research and Practice*, Vol. 5, Proceedings Annual Conference of the European Marketing Academy (May 20-23 1998, Stockholm, Sweden), pp.57-83.
77. Siguaw, J.A., Cadogan, J.W., Diamantopoulos, A., Harner, G. and Wasilewski, S., "Antecedents of the Components of Export Market Orientation: A Study of US Exporters", in Ford, J.B. and Honeycutt, E.D. (eds.): *Developments in Marketing Science*, Vol. XXI, Proceedings Annual Conference of the Academy of Marketing Science (May 27-30 1998, Norfolk, USA), pp.288-289.
78. Diamantopoulos, A., Reynolds, N.L. and Simintiras, A.S., "Scale Format, Response Style and Cross-National Data Comparability: An Experimental Investigation of the CETSCALE", Proceedings Annual Conference of the Academy of Marketing (July 8-10 1998, Sheffield, England), pp.454-459.
79. Grime, I., Smith, G. and Diamantopoulos, A., "A Conceptual Framework of Brand and Line Extension Development: Key Issues and Research Proposition", Proceedings Annual Conference of the Academy of Marketing (July 8-10 1998, Sheffield, England), pp.234-239.
80. Diamantopoulos, A. and Winklhofer, H., "Evaluating the Performance of the Forecasting Process: A Multidimensional Perspective", Proceedings Annual Conference of the Academy of Marketing (July 8-10 1998, Sheffield, England), pp.596-597.
81. Diamantopoulos, A. and Souchon, A., "The Impact of Export Information Utilisation on Export Performance", Proceedings Annual Conference of the Academy of Marketing (July 8-10 1998, Sheffield, England), pp.598-599.
82. Souchon, A.L. and Diamantopoulos, A., "Influences on Export Information Acquisition: Organisational, Export-Specific and Environmental Factors", Proceedings Annual Conference of the Australian and New Zealand Marketing Academy (November 29-December 3 1998, Dunedin, New Zealand), pp.1-23.

83. Diamantopoulos, A. and Winklhofer, H. "Index Construction with Formative Indicators: An Alternative to Scale Development", in Menon, A. and Sharma, E. (eds): *Marketing Theory and Applications*, Vol. 10, Proceedings Winter Educators' Conference of the American Marketing Association (February 20-23 1999, St Petersburg, USA), p.136.
84. Souchon, A., Diamantopoulos, A., Holzmüller, H.H., Axinn, C., Sinkula, J.M. and Simmet-Blombert, H., "A Cross-Cultural Enquiry into Export Information Use: Empirical Evidence from Austria, Germany, UK, and USA", in Hildebrandt, L. Annacker, D. and Klapper, D. (eds): *Marketing and Competition in the Information Age*, Proceedings Annual Conference of the European Marketing Academy (May 11-14 1999, Berlin, Germany); CD-ROM.
85. Winklhofer, H. and Diamantopoulos, A., "The Quality of Export Marketing Research Information: An Investigation of Key Antecedents", in Noble, C.H. (ed): *Developments in Marketing Science*, Vol. XXII, Proceedings Annual Conference of the Academy of Marketing Science (May 26-29 1999, Miami, USA), pp. 57-58.
86. Diamantopoulos, A., Siguaw, J.A. and Cadogan, J.W., "Export Performance: The Impact of Cross-Country Export Market Orientation", in Workman, J.P. Jr. and Perreault, W.D. Jr. (eds): *Marketing Theory and Applications*, Vol. 11, Proceedings Winter Educators' Conference of the American Marketing Association (February 5-8 2000, San Antonio, USA), pp. 177-178.
87. Axinn, C.N., Souchon, A.L., Diamantopoulos, A., Holzmüller, H.H. and Durden, G.R., "Exploring Export Information Acquisition from a Cross-National Perspective", in Workman, J.P. Jr. and Perreault, W.D. Jr. (eds): *Marketing Theory and Applications*, Vol. 11, Proceedings Winter Educators' Conference of the American Marketing Association (February 5-8 2000, San Antonio, USA), pp. 179-180.
88. Reynolds, N.L., Simintiras, A.C. and Diamantopoulos, A., "Homogeneous Samples in Cross-National Research", in Wierenga, B., Smidts, A. and Antonides, G. (eds): *Marketing in the New Millenium*, Proceedings Annual Conference of the European Marketing Academy (May 23-26 2000, Rotterdam, The Netherlands), CD-ROM.
89. Salzberger, T., Holzmüller, H.H., Souchon, A.L., Diamantopoulos, A., Axinn, C. and Durden, G.R., "An Exploratory Cross-National Assessment of Antecedents to Export Information Use", in Wierenga, B., Smidts, A. and Antonides, G. (eds): *Marketing in the New Millenium*, Proceedings Annual Conference of the European Marketing Academy (May 23-26 2000, Rotterdam, The Netherlands), CD-ROM.

90. Diamantopoulos, A., Winklhofer, H. and Muir, A.C., "Export Market Segmentation Practice: A Framework for Empirical Research", Proceedings Academy of Marketing Science Multicultural Marketing Conference (September 17-20 2000, Hong Kong), CD-ROM.

91. Souchon, A.L. and Diamantopoulos, A., "Enhancing Performance through Effective Use of Export Information", Proceedings Australia-New Zealand Marketing Academy Conference (November 28 - December 1 2000, Brisbane, Australia), pp. 1210-1217.

92. Diamantopoulos, A. and Kakkos, N. "Assessing Export Performance: The Forgotten Role of Export Objectives", in Krishnan, R. and Viswanathan, M. (eds): *Marketing Theory and Applications*, Vol. 12, Proceedings Winter Educators' Conference of the American Marketing Association (February 16-19 2001, Scottsdale, Arizona, USA), pp. 281-282.

93. Diamantopoulos, A. and Kakkos, N., "Why Can Export Performance Measures be Misleading?", Proceedings Annual Conference of the European Marketing Academy (May 8-11 2001, Bergen, Norway), CD-ROM.

94. Kakkos, N. and Diamantopoulos, A., "Linking Export Objectives to Export Performance: An Application of the Analytic Hierarchy Process", Proceedings World Marketing Congress (June 27-July 1 2001, Cardiff, Wales), CD-ROM.

95. Saltzberger, T., Holzmueller, H.H., Souchon, A.L., Diamantopoulos, A., Durden, G.R. and Axinn, C.N., "Assessment of Cross-National Construct Validity by Probabilistic Test Models - The Case of Export Information Usage Scales in the UK and New Zealand", in *Bridging Market Theory and Practice*, Proceedings Australia-New Zealand Marketing Academy Conference (December 2-4 2001, Auckland, New Zealand).

96. Kakkos, N. and Diamantopoulos, A., "The Role of Organizational and Environmental Factors in Export Performance Assessments", in *Marketing Theory and Applications*, Vol. 13, Proceedings Winter Marketing Educators' Conference of the American Marketing Association (February 22-25 2002, Austin, Texas, USA), pp. 222-223.

97. Balabanis, G. and Diamantopoulos, A., "Domestic Country Bias, Country-of-Origin Effects and Consumer Ethnocentrism: An Integrative Approach", in *Developments in Marketing Science*, Vol. XXV, Proceedings Annual Conference of the Academy of Marketing Science (May 29 - June 1, 2002, Sanibel Island, Florida, USA), p. 48.

98. Diamantopoulos, A. and Siguaw, J.A., “Reflective vs. Formative Indicators in Measure Development: Does the Choice of Indicators Matter?”, in Tynan, A.C. et al. (eds), Proceedings Annual Conference of the Academy of Marketing (July 2-5 2002, Nottingham, England), CD-ROM.
99. Kakkos, N. and Diamantopoulos, A., “Assessing Export Performance: Empirical Evidence from UK Firms”, Proceedings Annual Conference of the European Marketing Academy (May 20-22 2003, Glasgow, Scotland), CD-ROM.
100. Balabanis, G. and Diamantopoulos A., “Country of Origin Knowledge Among Consumers: An Empirical Study”, Proceedings Annual Conference of the European Marketing Academy (May 17-21 2004, Murcia, Spain), CD-ROM.
101. Schoefer, K. and Diamantopoulos A., “Measuring Expressed Emotions during Service Recovery Encounters: Construction and Preliminary Assessment of the ESRE scale”, Proceedings Annual Conference of the European Marketing Academy (May 24-27 2005, Milan, Italy), CD-ROM.
102. Diamantopoulos, A. and Kakkos, N., “Trade-off Interactions among Export Performance Dimensions: Empirical Evidence from UK firms”, Proceedings World Marketing Congress (July 6-9 2005, Muenster, Germany), CD-ROM.
103. Riefler, P. and Diamantopoulos, A., “Consumer Cosmopolitanism: An In-Depth Investigation of the Psychometric Properties of the CYMYC scale”, Proceedings Annual Conference of the European Marketing Academy (May 23-26 2006, Athens Greece), CD-ROM.
104. Montesinos M.A., Roth, K.P., Diamantopoulos, A. and Bigné E., “Country Image, Country Brand Equity and Product Preferences: A Test of Two Models”, Proceedings Annual Conference of the European Marketing Academy (May 23-26 2006, Athens Greece), CD-ROM.
105. Fuchs, C. and Diamantopoulos, A., “Evaluating the Effectiveness of Brand Positioning Strategies: A Consumer Perspective”, Proceedings of the American Marketing Association Winter Educators’ Conference (February 16-19 2007, San Diego, USA), CD-ROM.
106. Födermayr, E., Diamantopoulos, A., Geisler, B. and Gruber, B., “Segmentation Effectiveness: Empirical Evidence from International Companies and Experts”, Proceedings Annual Conference of the European Marketing Academy (May 22-25 2007, Reykjavik, Iceland), CD-ROM.

107. Fuchs, C. and Diamantopoulos, A. "Consumers' perceptions of brand positioning strategies: Insights into categorization processes and nature of associations", Proceedings Annual Conference of the European Marketing Academy (May 22-25 2007, Reykjavik, Iceland), CD-ROM.
108. Riefler, P., Diamantopoulos, A. and Egger, B., "Consumer Cosmopolitanism: Scale Development and Validation", Proceedings Annual Conference of the European Marketing Academy (May 22-25 2007, Reykjavik, Iceland), CD-ROM.
109. Fuchs, C. and Diamantopoulos, A. "A Consumer-Derived Measure of Brand Positioning Effectiveness: Development and Validation", Proceedings World Marketing Congress (July 11-14 2007, Verona, Italy), CD-ROM.
110. Roth, K. P. and Diamantopoulos, A., "The Predictive Validity of Alternative Country Personality Measures: An Empirical Investigation", Proceedings Annual Conference of the European Marketing Academy (May 27-30 2008, Brighton, UK), CD-ROM.
111. Diamantopoulos, A., Schlegelmilch, B.B. and Palihawadana, D., "Country-of-Origin: Still Alive and Kicking?", Proceedings Annual Conference of the European Marketing Academy (May 26-29 2009, Nantes, France), CD-ROM.
112. Sichtmann, C., Diamantopoulos, A. and Ostruk, C., "The Relevance of Parent Brand Attributes for the Evaluation of Product-to-Service Brand Extensions", Proceedings Annual Conference of the European Marketing Academy (May 26-29 2009, Nantes, France), CD-ROM.
113. Fritsch, E., Zeugner-Roth, K. and Diamantopoulos, A., "Home Country Bonds and Biases: Linkages and Impact on Purchase Intentions", Proceedings Annual Conference of the European Marketing Academy (June 1-4 2010, Copenhagen, Denmark), CD-ROM.
114. Oberecker, E. and Diamantopoulos, A., "Affective and Cognitive Assessment of Foreign Countries: Impact on Behavioral Intentions", Proceedings of the AMA Summer Educators' Conference (August 13-16 2010, Boston, USA), CD-ROM.
115. Löhndorf, B. and Diamantopoulos, A., "How Employee – Brand Relationships and Employee – Work Relationships can Turn Employees into Brand Champions through Organizational Identification", Proceedings Consumer Brand Relationship Colloquium (March 17-19 2011, Orlando, USA), CD-ROM.

116. Sichtmann, C., Ring, A. and Diamantopoulos, A., "Beyond the Parent Brand: Does the Country-of-Origin Affect Brand Extension Success?", Proceedings Annual Conference of the European Marketing Academy (May 24-27 2011, Ljubljana, Slovenia), CD-ROM.
117. Herz, M. and Diamantopoulos, A., "Implicit Country Attitudes and their Spontaneous Influence on Cognitive and Affective Dimensions of the Brand Image", Proceedings of the American Marketing Association Winter Educators' Conference (February 17-19 2012, St. Petersburg, USA), CD-ROM.
118. Sarstedt, M., Wilczynski, P. and Diamantopoulos, A., "A Comparative Evaluation of Different Single-Item Selection Procedures for Construct Measurement", Proceedings Annual Conference of the Academy of Marketing Science (May 16-19 2012, New Orleans, USA).
119. Sichtmann, C. and Diamantopoulos, A., "Do Perceived Brand Globalness and Country-of-Origin Affect the Success of Brand Extensions?", Proceedings Annual Conference of the European Marketing Academy (May 22-25 2012, Lisbon, Portugal), CD-ROM.
120. Diamantopoulos, A., Doberer, E., Ring, A. and Schlegelmilch, B., "Drivers of Export Segmentation Effectiveness", Proceedings Annual Conference of the European Marketing Academy (May 22-25 2012, Lisbon, Portugal), CD-ROM.
121. Herz, M., Diamantopoulos, A. and Koschate-Fischer, N., "An Entitativity Perspective on Country-of Origin Effects", Proceedings Annual Conference of the Academy of Marketing Science (May 15-19 2013, Monterey, USA), CD-ROM.
122. Sichtmann, C. and Diamantopoulos, A., "Consumer Responses to 'global' and 'local' Brand Designations: An Experimental Investigation", Proceedings Annual Conference of the European Marketing Academy (June 4-7 2013, Istanbul, Turkey), CD-ROM.

123. Gineikienė, J., Diamantopoulos, A., Urbonavičius, S., “Countervailing Influences of Consumer Animosity and Nostalgia on Purchasing Decisions”, Proceedings Association for Consumer Research Conference (October, 3-6 2013, Chicago, USA).
124. Sichtmann, C., Davvetas, V. and Diamantopoulos, A., “Is There Such a Thing as Global Brand Price Premium? Investigating the Effects of Perceived Brand Globalness on Consumers’ Willingness to Pay”, Proceedings of the American Marketing Association Winter Educators’ Conference (February, 21-23 2014, Orlando, USA), CD-ROM.
125. Davvetas, V. and Diamantopoulos, A., “Perceived Brand Globalness and Consumer Regret: Effect on Word-of-Mouth and Purchase Intentions”, Proceedings Annual Conference of the European Marketing Academy (June, 3-6 2014, Valencia, Spain), CD-ROM.
126. Halkias, G., Florack, A., Diamantopoulos, A. and Palcu, J. “Explicit and Implicit Country-of-Origin Stereotypes: Using the Stereotype Content Model to Predict Consumer Responses”, Proceedings Annual Conference of the European Marketing Academy (May 26-29 2015, Leuven, Belgium).
127. Davvetas, V. and Diamantopoulos, A., “How Product Category Shapes Preferences Towards Global and Local Brands: The Role of Decision Justifiability and Normative Expectations”, Proceedings Annual Conference of the European Marketing Academy (May 26-29 2015, Leuven, Belgium).
128. Bartsch, F. and Diamantopoulos A., “Predicting Global Brand Ownership: An Empirical Investigation of Positive Consumer Dispositions Towards Globality”, Proceedings Annual Conference of the European Marketing Academy (May 26-29 2015, Leuven, Belgium).
129. Diamantopoulos, A. and Herz, M., “Consumer in Denial - Perspectives on Consumers Country-of-Origin Cue Usage Denial”, Proceedings of the 6th EMAC CEE Regional Conference (September 16-18 2015, Vienna, Austria).
130. Bartsch, F., Diamantopoulos, A., Pappas, N. and Chumpitaz, R., “Global Brand Ownership: The Mediating Role of Consumer Attitudes and Brand Identification”, Proceedings of the 6th EMAC CEE Regional Conference (September 16-18 2015, Vienna, Austria).
131. Davvetas, V., Halkias, G. and Diamantopoulos, A., “Perceived Brand Globalness/Localness versus Country Stereotypes as Drivers of Brand Purchase Intentions”, Proceedings of the 6th EMAC CEE Regional Conference (September 16-18 2015, Vienna, Austria).

132. Diamantopoulos, A., Arslanagic-Kalajdzic, M. and Obradovic, J., “Does Brand Globalness Consistently Result in Superior Brand Evaluations? Experimental Evidence”, Proceedings of the American Marketing Association Winter Educators’ Conference (February 26-28 2016, Las Vegas, USA).

133. Davvetas, V., Diamantopoulos, A. and Halkias, G., ““Turning the Tables”: Building Strong Local Brands to Compete Against Global Rivals”, Proceedings Annual Conference of the European Marketing Academy (May 24-27 2016, Oslo, Norway).

134. Gomez Diaz, L. and Diamantopoulos, A., “Emotions Generated by Country Stereotypes: A Facial Coding Approach”, Proceedings Annual Conference of the European Marketing Academy (May 24-27 2016, Oslo, Norway).

135. Bartsch, F. and Diamantopoulos, A., “Uncovering the Perceived Globalness and Localness of Brands: A Repertory Grid Approach”, Proceedings of the 7th EMAC Regional Conference (September 14-16 2016, Sarajevo, Bosnia and Herzegovina).

136. Davvetas, V. and Diamantopoulos, A., “Regretting your Brand-Self? The Moderating Role of Consumer-Brand Identification on Consumer Responses to Purchase Regret”, Proceedings of the 7th EMAC Regional Conference (September 14-16 2016, Sarajevo, Bosnia and Herzegovina).

137. Halkias, G., Micevski, M., Diamantopoulos, A. and Milchram, C., “Increasing the Effectiveness of Foreign Brand Communication: Consumer Culture Positioning and Brand Schema Violations”, Proceedings of the 7th EMAC Regional Conference (September 14-16 2016, Sarajevo, Bosnia and Herzegovina).

138. Zabkar, V., Arslanagic-Kalajdzic, M., Diamantopoulos, A. and Florack, A., “The Impact of Consumer Personality Traits on Global Brand Purchase Intentions: A Four-Country, Balkan Report”, Proceedings of the 7th EMAC Regional Conference (September 14-16 2016, Sarajevo, Bosnia and Herzegovina).

139. Palcu, J., Florack, A., Diamantopoulos, A. and Halkias, G., “Attention to Country-of-Origin Information: An Eye-Tracking Approach”, Proceedings of the American Marketing Association Winter Educators’ Conference (February 17-19 2017, Orlando, USA).

140. Davvetas, V., Diamantopoulos, A. and Liu, L., ““Removing the Halo”: Why, When and How Regret Anticipation Helps Local Brands”, Proceedings

Annual Conference of the European Marketing Academy (May 23-26 2017, Groningen, The Netherlands).

141. Diamantopoulos, A., Arslanagic-Kalajdzic, M. and Schischlik, N., “Thinking or Feeling? The Moderating Role of Information Processing Modes on Country-of-Origin Effects”, Proceedings Annual Conference of the European Marketing Academy (May 23-26 2017, Groningen, The Netherlands).

142. Halkias, G., Florack, A., Diamantopoulos, A. and Palcu J., “Country-Related Emotions as Mediators of the Relationship Between Country Stereotype Dimensions and Brand Affect”, Proceedings Annual Conference of the European Marketing Academy (May 23-26 2017, Groningen, The Netherlands).

CONFERENCE PRESENTATIONS

1. Diamantopoulos, A., "A Comparison of Marketing Operations of Autonomous Subsidiaries: An Empirical Study", presented at the *Annual Conference of the Academy of International Business* (November 21-23 1986, London, England).
2. Diamantopoulos, A. and Mathews, B.P., "Perceived Demand Curves of an Oligopoly Firm: An Empirical Investigation", presented at the *Annual Conference of the European Marketing Academy* (April 6-8 1988, Bradford, England).
3. Diamantopoulos, A. and Mathews, B.P., "Modelling the Forecast Revision Process: A Path Analysis", presented at the *Eighth International Symposium on Forecasting* (June 12-15 1988, Amsterdam, The Netherlands), p.139 (abs).
4. Schlegelmilch, B.B. and Diamantopoulos, A., "International Management-Beratung in Großbritannien", presented at the *Fachtagung Internationale Management-Beratung* (January 31-February 1 1991, Göttingen, Germany).
5. Schlegelmilch, B.B., Diamantopoulos, A., Allpress, C. and Tse, K.Y., "The Use of Export Marketing Research at Different Planning Levels: Evidence from European Exporters", presented at the *TIMS Marketing Science Conference* (March 20-23 1991, Wilmington DE, USA).
6. Mathews, B.P. and Diamantopoulos, A., "Assessing Forecast Accuracy: A Factor-Comparative Investigation of Forecast Error Dimensions", presented at the *TIMS Marketing Science Conference* (March 20-23 1991, Wilmington DE, USA).
7. Diamantopoulos, A. and Mathews, B.P., "Pricing Objectives in Practice: An Empirical Analysis of Interrelationships and Linkages with Market Characteristics", presented at the *Annual Conference of the European Marketing Academy* (May 21-23 1991, Dublin, Ireland).
8. Diamantopoulos, A. and Mathews, B.P., „On the Impact of the Market Environment on the Accuracy of Sales Forecasts“, presented at the *Annual Conference of the European Marketing Academy* (May 21-23 1991, Dublin, Ireland).
9. Diamantopoulos, A. and Schlegelmilch, B.B., "The Impact of Technological Change in Telecommunications on Inter-Company Alliances", presented at the *Special Panel on Cross-Border Alliances in the EC, Annual Meeting of the Academy of International Business* (October 17-20 1991, Miami, USA).

10. Diamantopoulos, A. and Schlegelmilch, B.B., "The Impact of Export Manpower on Export Performance: Evidence from the UK, US and Germany", presented at the *TIMS/ORSA Joint Meeting* (November 3-6 1991, Anaheim, USA).
11. Schlegelmilch, B.B. and Diamantopoulos, A., "Correlates of Publication Productivity: An Empirical Analysis of UK Marketing Academics", presented at the *TIMS/ORSA Joint Meeting* (April 26-29 1992, Orlando, USA).
12. Diamantopoulos, A., Schlegelmilch, B.B. and Du Preez, J.P., „The Relative Importance of Country-of-Origin and Ecological Product Attributes among British and German Consumers: A Partially Individualised Conjoint Analysis“, presented at the *European Summer Conference of the Association for Consumer Research* (June 11-14 1992, Amsterdam, Holland).
13. Diamantopoulos, A. and Schlegelmilch, B.B., "Problems and Solutions: Some Examples from Cross-National Collaborative Research", presented at the *Special Session on Cross-National Collaborative Research, American Marketing Association Summer Educators Conference* (August 8-11 1992, Chicago, USA).
14. Schlegelmilch, B.B., Diamantopoulos, A., Du Preez, J.P., "The Use of Student Samples in Conjoint Analysis: A Comparison with Ordinary Consumers in Two European Countries", presented at the *TIMS/ORSA Joint Meeting* (November 1-4 1992, San Francisco, USA).
15. Du Preez, J.P., Diamantopoulos, A. and Schlegelmilch, B.B., "The Role of Made In and Green Product Attributes in Automobile Purchases: A Cross-Country Comparison Between Korea, Spain and France", presented at the *Annual Meeting of the Academy of International Business* (November 20-22 1992, Brussels, Belgium).
16. Diamantopoulos, A. and Schlegelmilch, B.B., "Factors Affecting the Use of Export Marketing Research Information: An Application and Test of the Deshpande and Zaltman Path Model", presented at the *TIMS Marketing Science Conference* (March 12-14 1993, St. Louis, USA).
17. Schlegelmilch, B.B., Diamantopoulos, A. and Du Preez, J.P., "Ecological Attributes and Country-of-Origin Effects in Preference Formation: A Cross-Country Application of Conjoint Analysis", presented at the *TIMS Marketing Science Conference* (March 12-14 1993, St. Louis, USA).

18. Diamantopoulos, A., "Consumer Preferences and Product Standardisation: A Cross-Country Comparison", presented at *Le gestion des entreprises face à la globalisation du marché* (November 22-26 1993, Strasbourg, France).
19. Diamantopoulos, A., Winklhofer, H. and Witt, S. F. "The Practice of Export Sales Forecasting: Some Comparative Hypotheses", presented at the *Annual Meeting of the Academy of International Business* (November 3-6 1994, Boston, USA).
20. Diamantopoulos, A., "Export Information Use: Problems and Research Challenges", presented at the *INFORMS XXXIII International Meeting* (June 25-28 1995, Singapore).
21. Reynolds, N., Simintiras, A.C. and Diamantopoulos, A., "Ensuring Comparability in Cross-National Research: A Framework for Understanding Equivalence", presented at the *Annual Conference of the Marketing Education Group* (July 9-12 1996, Glasgow, Scotland).
22. Diamantopoulos, A. and Souchon, A-L., "Distinguishing between Acquisition and Use of Export Assistance: Scale Development and Impact on Export Performance", presented at the *Special Session on Advances in Export Promotion Theory and Practice, American Marketing Association Winter Educators Conference* (February 15-18 1997, St. Petersburg, USA).
23. Diamantopoulos, A., Simintiras, A.C. and Reynolds, N.L., "The Impact of Response Set on Measurement Equivalence: Experimental Evidence and Implications for Cross-Cultural Research", presented at the *INFORMS Marketing Science Conference* (March 21-24 1997, Berkeley, USA).
24. Balabanis, G., Diamantopoulos, A. and Melewar, T.C., "The Impact of Nationalism, Patriotism and Internationalism on Consumer Ethnocentric Tendencies", presented at the *Annual Conference of the European Marketing Academy* (May 20-23 1997, Warwick, England).
25. Diamantopoulos, A. and Winklhofer, H., "Organisational Aspects of Export Sales Forecasting: An Empirical Investigation", presented at the *Annual Conference of the British Academy of Management* (September 8-10 1997, London, England).
26. Diamantopoulos, A., Cadogan, J.W. and Souchon, A.-L., "Alternative Typologies of Export Performance Measures: A Comparison of Measurement Models", presented at the *Special Session on Export Performance Research, American Marketing Association Winter Educators' Conference* (February 21-24 1998, Austin, USA).

27. Schlegelmilch, B.B. and Diamantopoulos, A., "Methodological Issues in Product-Country Image Research", presented at the *Special Session on Research on Product and Country Images, Annual Conference of the Academy of Marketing Science* (May 27-30 1998, Norfolk, USA).
28. Winklhofer, H. and Diamantopoulos, A., "Managerial Evaluations of Scale Forecasting Effectiveness: A MIMIC Modelling Approach", presented at the *Annual Conference of the British Academy of Management* (September 14-16 1998, Nottingham, England).
29. Grime, I., Smith, G. and Diamantopoulos, A., "Brand Personality: A Contemporary Review and Research Agenda", presented at the *Annual Conference of the British Academy of Management* (September 14-16 1998, Nottingham, England).
30. Diamantopoulos, A. and Winklhofer, H., "Formative Measures in Cross-National Research: Procedures for Assessing Measurement Equivalence", presented at the *INFORMS Marketing Science Conference* (May 20-23 1999, Syracuse, USA).
31. Diamantopoulos, A., "Structural Equation Modelling in a Cross-National Setting", presented at the *Special Session on Equivalence in Cross-National Marketing Research, World Marketing Congress* (June 23-26 1999, Malta).
32. Grime, I., Diamantopoulos, A. and Smith, I.G., "The Impact of Product Extensions on Brand Personality", presented at the *Annual Conference of the British Academy of Management* (September 1-3 1999, Manchester, England).
33. Diamantopoulos, A., Souchon, A.L., Durden, G.R., Axinn, C., Holzmüller, H.H. and Simmet-Blombert, H., "Mapping Export Information Use: A Five Nation Study", presented at the *Annual Meeting of the Academy of International Business* (November 20-23 1999, Charleston, USA).
34. Winklhofer, H. and Diamantopoulos, A., "Comparing Export Sales Forecasting Practices: Evidence from UK Exporters", presented at the *20th International Symposium on Forecasting* (June 21-24 2000, Lisbon, Portugal).
35. Diamantopoulos, A., "Assessing Cross-Cultural Equivalence with Formative Measures", presented at the *Special Panel on Cross-National Equivalence, Academy of Marketing Science Multicultural Marketing Conference* (September 17-20 2000, Hong Kong).

36. Diamantopoulos, A., “Export Performance Measurement: Where We Are and Where We Are Going”, presented at the *Special Session on Export Strategy-Performance Relationships, Annual Meeting of the Academy of International Business* (November 17-20 2000, Phoenix, USA).
37. Kakkos, N. and Diamantopoulos, A., “Understanding and Measuring Export Performance: An Operational Framework”, presented at the *Annual Meeting of the Academy of International Business* (November 17-20 2000, Phoenix, USA).
38. Salzberger, T., Holzmüller, H.H., Souchon, A.L., Diamantopoulos, A., Axinn, C.N. and Durden, G.R., “Selected Company Characteristics and Environmental Turbulence as Antecedents to Export Information Use: An Exploratory Five-Country Study”, presented at the *Annual Meeting of the Academy of International Business* (November 17-20 2000, Phoenix, USA).
39. Winklhofer, H. and Diamantopoulos, A., “Forecasting Export Sales: A Comparison of Practices of UK Firms”, presented at the *Annual Meeting of the Academy of International Business* (November 17-20 2000, Phoenix, USA).
40. Diamantopoulos, A., “One More Time: How Should we Measure Export Performance?”, presented at the *Special Session on International Marketing, Annual Conference of the European Marketing Academy* (May 17-21 2004, Murcia, Spain).
41. Riefler, P. and Diamantopoulos, A., “Consumer Animosity: A Literature Overview and A Reconsideration of its Measurement”, presented at *3rd Workshop on International Strategy and Cross-Cultural Management* (September 29-30 2005, Vienna, Austria).
42. Roth, K.P. and Diamantopoulos, A., “The Country Image Construct: Literature Review and Future Research Needs”, presented at the *Annual Meeting of the Consortium for International Marketing Research* (May 26-30 2006, Istanbul, Turkey), Winner of Best Paper Award.
43. Diamantopoulos, A., Balabanis, G., Hennebichler, P. “Do Consumers know the Origins of their Brands? Further Evidence on Brand Origin Recognition Accuracy”, presented at the *Special Session on Global Marketing, American Marketing Association Winter Educators Conference* (February 16-19 2007, San Diego, USA).
44. Fuchs, C. and Diamantopoulos, A., “Insights into the Nature of Global and Local Brands – the Role of Perceived Brand Localness and Globalness”,

presented at the *Special Session on International-Multinational Marketing, Academy of Marketing Science Annual Conference* (May 28-31 2008, Vancouver, Canada).

45. Balabanis, G. and Diamantopoulos, A., “Gains and Losses from the Misperception of Country-of-Origin: The Role of Brand and Country-of-Origin Image”, presented at the *Annual Meeting of the Academy of International Business* (June 30-July 3 2008, Milan, Italy).
46. Diamantopoulos, A., and Roth, K. P., “Country Image, Country Personality and Country Affect: Differences Between Home, Animosity and Affinity Countries”, presented at the *Special Session on Current Knowledge and Strategic Developments in Global Marketing, American Marketing Association Winter Educators’ Conference* (February 20-23 2009, Tampa, USA).
47. Diamantopoulos, A., Schlegelmilch, B.B. and Palihawadana, D., “Country-of-Origin: A Construct Past its Sell-by Date?”, presented at the *Special Session on Global Marketing, American Marketing Association Winter Educators’ Conference* (February 20-23 2009, Tampa, USA).
48. Herz, M. and Diamantopoulos, A., “The Impact of Country-of-Origin on Emotional Brand Image Perception and Rational Purchase Intention”, presented at *3. Internationaler Markentag* (September 24-25 2009, Vienna, Austria).
49. Herz, M. and Diamantopoulos, A. “COO and Dual Coding Theory: Theoretical Insights and Exploratory Effects”, presented at the *Special Session on Global Marketing, American Marketing Association Winter Educators’ Conference* (February 19-22 2010, New Orleans, USA).
50. Riefler, P. and Diamantopoulos, A., “Evaluations, attitudes, and purchase intentions of global brands with domestic or foreign origins: The impact of globalization attitude and global consumption orientation”, presented at the *Consortium of International Marketing Research (CIMar) Conference* (May 26-28 2010, Oslo, Norway).
51. Temme, D., and Diamantopoulos, A., “Formatively-Measured Constructs Taking Endogenous Positions in Structural Equations: Issues and Recommendations”, presented at the *INFORMS Marketing Science Conference* (June 16-19 2010, Cologne, Germany).
52. Diamantopoulos, A. and Riefler, P., “Using Formative Measures in Theoretical Models: A Cautionary Tale”, presented at the *Fourth German-*

- French-Austrian Conference on Quantitative Marketing* (September 16-18 2010, Vienna, Austria).
53. Deckert, B., Herz, M. and Diamantopoulos, A., “The Impact of Perceived Brand Localness and Brand Globalness of Consumers’ Brand Equity Perceptions and Purchase Intentions”, presented at the *Fourth German-French-Austrian Conference on Quantitative Marketing* (September 16-18 2010, Vienna, Austria).
 54. Schwaha, S., Sichtmann, C. and Diamantopoulos, A., “Forecasting Willingness-to-Pay with Direct Price Elicitation – Can Consumer Characteristics Explain Variations in Accuracy?”, presented at the *Fourth German-French-Austrian Conference on Quantitative Marketing* (September 16-18 2010, Vienna, Austria).
 55. Riefler, P. and Diamantopoulos, A., “Globalization Attitude, Global Consumption Orientation and Global Brand Perceptions: An Empirical Study”, presented at the *1st EMAC Regional Conference* (September 24-25 2010, Budapest, Hungary).
 56. Diamantopoulos, A. and Oberecker, E., “Consumer Sentiments towards Foreign Countries as Predictors of Behavioral Intentions”, presented at the *Special Session on Research on Global Marketing: Current Developments and Directions, European Marketing Academy Annual Conference* (May 24-27 2011, Ljubljana, Slovenia).
 57. Moriuchi, E., Diamantopoulos and A. Jackson, P., “Bicultural Consumption Behavior: An Experimental Study on *Shin* Japanese-American Perceptions and Buying Intentions towards Hedonic and Utilitarian Products”, presented at the *Special Session on Global Marketing, American Marketing Association Winter Educators’ Conference* (February 17-19 2012, St. Petersburg, USA).
 58. Herz, M. and Diamantopoulos, A., “How Country Stereotype Impact Behavioral Intentions: The Mediating Influence of Cognitive and Affective Brand Evaluations“, presented at the *Special Session on Current Research Issues in Global Marketing, European Marketing Academy Annual Conference* (May 22-25 2012, Lisbon, Portugal).
 59. Riefler, P. and Diamantopoulos, A., “Consumer Cosmopolitanism: Using the C-COSMO Scale to Predict Actual Behavior”, presented at the *Special Session on Global and Cross-Cultural Marketing, American Marketing Association Winter Educators’ Conference* (February 15-17 2013, Las Vegas, USA).

60. Herz, M., Diamantopoulos, A. and Wahl, A., “I don’t know that I care: Consumers’ Country-of-Origin Cue Usage Denial and Effect Automaticity”, presented at the *Special Session on Developments and Opportunities in Global Marketing Research, American Marketing Association Winter Educators’ Conference* (February 21-23 2014, Orlando, USA).
61. Diamantopoulos, A., Riefler, P. and Frigo, P., “Country-of-Origin Effects for Service Providers”, presented at the *AMA SERVSIK Conference* (June 13-15 2014, Thessaloniki, Greece).
62. Loehndorf B. and Diamantopoulos, A., “How (In)Authentic Brand-Congruent Behavior of Frontline Employees Affects Customer-Brand Relationships”, presented at the *Brands and Brand Relationships Conference* (May 19-21 2014, Boston, USA).
63. Diamantopoulos, A., Florack, A. and Serfas, B., “The Stereotype Content Model Applied to Country of Origin Stereotypes: Construct Validity and Prediction of Purchase Intentions”, presented at the *Association for Consumer Research Conference* (October 2-3 2014, Baltimore, USA).
64. Diamantopoulos, A., Florack, A. and Serfas, B., “The Stereotype Content Model (SCM) in Country-of-Origin Research: Measurement Issues”, presented at the *Special Session on Contemporary Developments in Global Marketing Research, American Marketing Association Winter Educators’ Conference* (February 13-15 2015, San Antonio, USA).
65. Davvetas, V., Sichtmann, C. and Diamantopoulos A., “Can Global Brands Charge Brand Premiums?”, presented at the *Consortium in International Marketing Research Annual Meeting* (May 13-15 2015, Vienna, Austria).
66. Diamantopoulos, A., Arslanagic-Kalajdzic, M. and Davvetas, V., “Is Brand Globalness in the Eye of the Beholder? Revisiting the Interplay between Perceived Brand Globalness and Consumer Characteristics on Brand Responses”, presented at the *Annual Meeting of the Academy of International Business*, (June 27-30 2016, New Orleans, USA).
67. Sichtmann, C. and Diamantopoulos, A., “Perceived Brand Local Connectedness vs. Perceived Brand Globalness as Drivers of Consumer-Brand Identification and Purchase Intentions”, presented at the **Global Marketing Conference**, (July 21-24 2016, Hong Kong, China).
68. Arslanagic-Kalajdzic, M., Zabkar, V., Diamantopoulos, A. and Florack, A., “Brothers in Blood, Yet Strangers in Response to Global Brands: A Four-Country Study of the Role of Consumer Personality” presented at the *3rd*

AIB-CEE Chapter Conference, (September 29-October 1 2016, Prague, Czech Republic).

69. Diamantopoulos, A., “How Not to Generate an Interesting Research Question (in COO but not only ...)”, presented at the *Special Session on How to Generate an Interesting Research Question, Annual Meeting of the Academy of International Business*, (June 27-30 2016, New Orleans, USA).
70. Palcu, J., Florack, A., Diamantopoulos, A. and Halkias, G., “Attention to country of origin information”, presented at the **Association for Consumer Research Conference**, (October 27-30 2016, Berlin, Germany).
71. Sichtmann, C., Davvetas, V. and Diamantopoulos, A., “The Relational Value of a Brand’s Perceived Globalness and Localness”, will be presented at the *Fifth French-Austrian-German Workshop on Consumer Behavior* (March 29-31 2017, Vienna, Austria).
72. Palcu, J., Florack, A., Diamantopoulos, A. and Halkias, G., “Attention Asymmetry: How Judgements of Warmth and Competence Direct Attention to a Product’s Country of Origin”, will be presented at the **La Londe Conference**, (May 30-June 2 2017, La Londe-les-Maures, France).
73. Kolbl, Z., Arslanagic-Kalajdzic, M. and Diamantopoulos, A., “Stereotyping Domestic and Foreign Brands: Navigating Brand Preference through Warmth and Competence”, will be presented at the *Consortium in International Marketing Research Annual Meeting* (June 20-23 2017, Florence, Italy).
74. Sichtmann, C., Davvetas, V. and Diamantopoulos, A., “The Relational Value of a Brand’s Perceived Globalness and Localness”, will be presented at the *Consortium in International Marketing Research Annual Meeting* (June 20-23 2017, Florence, Italy).