Reading List for Doctoral Seminar in International Marketing

On Theory and Theory Development in Marketing


*Journal of Business Research* (2002), Marketing Theory in the Next Millenium, 55, 2 (Feb) [Spec Issue]

*Journal of Business Research* (2004), Theory and Research in Marketing, 57, 3 (March) [Spec Issue]

*Journal of Marketing* (1999), 63, Fundamental Issues and Directions for Marketing [Special Issue]

*Journal of Marketing* (2011), 75, 4 (July) [Special Issue]


K. E. Weick (1989), “Theory construction as disciplined Imagination”, *AMR*, 14, 4, 516-531


**On Attitudes and Behavior**


**On Values**


**On Morality, Moral Consciousness, and Ethical Behavior**


**On Gender Roles and Gender Ideology**


**On Prosocial Behavior**


**On Ethnocentrism and Cosmopolitanism**


On the Self, Identity, and Global and Local Identities


**On Global Brands, Brand Identities, and Global Branding**


