

Developments in Marketing Science:  
Proceedings of the Academy of Marketing Science

Ajay K. Manrai  
H. Lee Meadow *Editors*

# Global Perspectives in Marketing for the 21st Century

Proceedings of the 1999 World Marketing Congress



 Springer

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Jointly Organized by the Academy of Marketing Science  
and The University of Malta



**Qawra, Malta**

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**Welcome to the  
Academy of Marketing Science  
The Ninth Biennial World Marketing Congress 1999  
*Global Perspectives in Marketing for the 21<sup>st</sup> Century*  
Jointly Organized with  
The University of Malta**

Welcome to the 1999 Academy of Marketing Science, Ninth Biennial World Marketing Congress, jointly organized with University of Malta, at the Suncrest Hotel, Qawra, Malta. This conference offers over 55 sessions and over 230 papers in four categories of session:

1. **Keynote Address Sessions:** There are two sessions at the opening of the conference on Wednesday, June 23. Dr. Richard Bagozzi will deliver the first keynote address, followed by Dr. Jagdish Sheth.
2. **Regular sessions:** These comprise of competitive papers and research-in-progress long abstracts. These papers were selected based on a blind review process. There are over 40 regular sessions in the conference.
3. **Special Sessions and Panels:** Some of these are by invitation, and others were selected using a review process. There are nine Panels and two Special Sessions on a variety of topics.
4. **Topic Table Sessions:** There are four sessions and 27 papers in these sessions. These are organized to promote discussion among various participants on a variety of topics.

Please plan to attend the Conference Banquet on Friday, June 25, 1999, which will give you an opportunity to thank various individuals who contributed to the success of this Congress.

After the conference is over, we hope you will have time to visit beautiful Malta or neighboring countries. We hope you will enjoy the intellectual and leisure activities the conference location has to offer.

**Ajay Manrai, University of Delaware  
Noel Murray, Chapman University  
Albert Caruana, University of Malta  
Lee Meadow, Eastern Illinois University**