

# *Journal of International Marketing Strategy (JIMS)*

Managing Editor

Lawrence F. Cunningham, Professor of Marketing, The Business  
School, University of Colorado Denver, Denver, Colorado.

[Lawrence.Cunningham@ucdenver.edu](mailto:Lawrence.Cunningham@ucdenver.edu)

Founding and Consulting Editor

Pravat K. Choudhury, Professor Emeritus in Marketing, Department of Marketing, School of  
Business, Howard University, Washington D.C.

[pchoudhury@Howard.edu](mailto:pchoudhury@Howard.edu)

Special Issue Editors

Lawrence F. Cunningham, University of Colorado Denver

Lester Johnson, Swinburne University, Australia

Francisco J. Conejo, University of Colorado Denver

Associate Editor

Nancy A. Reed, Vice President of Marketing,  
Green Leaf Solutions,  
Denver, Colorado

Book Editor

Francisco J. Conejo,  
University of Colorado Denver

## **Editorial Board**

**Geng Cui**

Lingnan University, HongKong, China

**Ruby Roy Dholakia**

University of Rhode Island, USA

**Nikhilesh Dholakia**

University of Rhode Island, USA

**Johny K. Johansson** Georgetown

University, USA **Lester Johnson**

Swinburne University, Australia

**Durriya H. Z. Khairullah**

St. Bonaventure University, USA

**Ahmet Kirca**

Michigan State University, USA

**Sussie Morrish**

University of Canterbury, New Zealand

**Jaydeep Mukherjee**

Management Development Institute, India

**Edward Ramirez**

University of Texas at El Paso, USA

**Mignon Reyenke**

Gordon Institute of Business Science, South  
Africa

**Henry Tsuei**

Denver, Colorado, USA

**Francis Ulgado**

Georgia Institute of Technology, USA

**Alistair Williams**

Johnson & Wales University, USA

**Gerhard Wuehrer**

Johannes Kepler University, Austria