

# *Journal of International Marketing Strategy* (JIMS)

## **Editors-in-Chief**

Pravat K. Choudhury, Chairman of the Department, John E. Jacob Chair Professor of Marketing, School of Business, Howard University, Washington D.C. .  
pchoudhury@Howard.edu

Lawrence F. Cunningham, Accenture Professor of Marketing, The Business School, University of Colorado Denver, Denver, Colorado.  
Lawrence.Cunningham@ucdenver.edu

## **Assistant Editor**

Nancy A. Reed, The Business School, University of Colorado Denver, Denver, Colorado  
Reed.Nancy15@yahoo.com

## **Editorial Board**

**Geng Cui**  
Lingnan University, Hong Kong, China

**Ruby Roy Dholakia**  
University of Rhode Island, USA

**Durriya H. Z. Khairullah**  
St. Bonaventure University, USA

**Moonkyu Lee**  
Yonsie University, South Korea

**Francis Ulgado**  
Georgia Institute of Technology, USA

**Nikhilesh Dholakia**  
University of Rhode Island, USA

**Johny K. Johansson**  
Georgetown University, USA

**Guoqing Guo**  
University of China, Beijing, China

**Ahmet Kirca**  
Michigan State University, USA

**Edward Ramirez**  
University of Texas at El Paso, USA

**Henry Tsuei**  
International Business Consultant  
Denver, Colorado

**Gerhard Wuehrer**  
Johannes Kepler University, Austria

**Sussie Morrish**  
University of Canterbury, New Zealand

---

**Managing Editor:** Dr. Kamal Nayan Agarwal, School of Business, Howard University, Washington DC