Column 15 Family: Global Marketing Strategy

Expands column 15 of the Periodic Table of Marketing Strategy, Version 1.0. 48 constructs in 10 families across the parent's 7 eras, plus 8 open positions. Outlined spine cells are the parent's own cells and keep their parent symbol and number.

ell: satellite number, influence pips (within the stream), block code, then symbol, construct, and anchor works (alphabetical).

Formulation, content · **FP** Formulation, process · **IC** Implementation, content · **IP** Implementation, process · Inputs: resources and sets · **OUT** Outputs: performance · **ENV** Environment and context

landmark ■■■ major ■□□ emerging or specialized · open position · parent spine cell

	A · STRATEGY			B · CUSTOMERS AND BRANDS		C · CONTEXT		D · NETWORKS AND OUTCOMES	
	1 Standardization and Adaptation	2 Internationalization Process and Entry	3 Export Marketing	4 Global Marketing Strategy	5 International Consumers and Segmentation	6 Country of Origin and Global Brands	7 Culture and Distance	8 Emerging Markets and Institutions	9 International Channels and Relationships	10 International Performance and Capabilities
PERIOD 1 Foundations to 1969	S1 ■■■ FC **Sz** Standardization Question Buzzell, 1968 = P10, column 15	S2 ■■■ FP **Eg** EPRG Orientation Perlmutter, 1969				S3 ■■□ OUT **Co** Country-of-Origin Bias Schooler, 1965				
PERIOD 2 Planning 1970s	S4 ■■□ FC **Mv** Multinational Standardization Practice Sorenson and Wiechmann, 1975	S5 ■■■ FP **Up** Uppsala Process Model Johanson and Vahlne, 1977; Johanson and Wiedersheim-Paul, 1975 = P20, column 15	S6 ■■□ FP **Xs** Export Development Stages Bilkey and Tesar, 1977			S7 ■■□ OUT **Fo** Foreign Product Images Nagashima, 1970, 1977				
PERIOD 3 Competitive Advantage 1980s	S8 ■■■ FC **Gl** Globalization of Markets Douglas and Wind, 1987; Jain, 1989; Levitt, 1983 = P36, column 15	S9 ■■■ FC **Me** Entry Mode as Transaction Cost Anderson and Gatignon, 1986	S10 ■■□ FP **Xb** Export Marketing Behavior Cavusgil and Nevin, 1981	S11 ■■■ FC **Gc** Global Strategy Configuration Hamel and Prahalad, 1985; Porter, 1986	S12 ■■■ OUT **Ee** Consumer Ethnocentrism Shimp and Sharma, 1987	S13 ■■■ OUT **Ce** Country-of-Origin Effects Bilkey and Nes, 1982; Johansson, Douglas, and Nonaka, 1985	S14 ■■■ ENV **Hc** Culture and Cultural Distance Hofstede, 1980; Kogut and Singh, 1988		S15 ■■□ IP **Od** Overseas Distributor Relations Rosson and Ford, 1982	S16 ■■□ OUT **Xr** Export Performance Review Aaby and Slater, 1989
PERIOD 4 Orientation and Relationships 1990s	S17 ■■■ OUT **Sr** Standardization and Performance Samiee and Roth, 1992	S18 ■■□ FC **Mm** Entry Mode Choice Agarwal and Ramaswami, 1992; Kim and Hwang, 1992	S19 ■■■ FC **Xp** Export Marketing Strategy Cavusgil and Zou, 1994 = P52, column 15	S20 ■■□ FC **Gd** Global Strategy Drivers Yip, 1989; Zou and Cavusgil, 1996	S21 ■■■ FC **Gp** Global Consumer Culture Positioning Alden, Steenkamp, and Batra, 1999	S22 ■■□ OUT **Cw** Country-of-Origin Meta-Analyses Peterson and Jolibert, 1995; Verlegh and Steenkamp, 1999	S23 ■■□ ENV **Cu** Culture and Consumer Behavior Steenkamp, ter Hofstede, and Wedel, 1999	S24 ■■□ ENV **Eo** Emerging Market Strategy Origins Arnold and Quelch, 1998; Khanna and Palepu, 1997	S25 ■■■ IP **Xg** International Channel Governance Bello and Gilliland, 1997; Klein, Frazier, and Roth, 1990	S26 ■■□ OUT **Xd** Export Performance Determinants Zou and Stan, 1998
PERIOD 5 Assets and Accountability 2000s	S27 ■■□ FC **Ta** Standardization-Adaptation Assessment Theodosiou and Leonidou, 2003	S28 ■■■ FP **Bg** Born Globals Knight and Cavusgil, 2004; Oviatt and McDougall, 1994	S29 ■■■ OUT **Xv** Export Venture Performance Hult et al., 2008; Katsikeas, Leonidou, and Morgan, 2000; Morgan, Kaleka, and Katsikeas, 2004	S30 ■■■ FC **Gm** Global Marketing Strategy Katsikeas, Samiee, and Theodosiou, 2006; Zou and Cavusgil, 2002 = P70, column 15	S31 ■■□ FC **Ig** International Segmentation Steenkamp and ter Hofstede, 2002; ter Hofstede, Steenkamp, and Wedel, 1999	S32 ■■■ IN **Pb** Perceived Brand Globalness Holt, Quelch, and Taylor, 2004; Steenkamp, Batra, and Alden, 2003	S33 ■■■ ENV **Dr** Distance Reconsidered Ghemawat, 2001; Shenkar, 2001	S34 ■■■ ENV **Bo** Emerging Markets and the Base of the Pyramid Burgess and Steenkamp, 2006; Prahalad, 2005	S35 ■■□ IP **Rn** Cross-Border Relationship Governance Griffith and Myers, 2005; Skarmeas, Katsikeas, and Schlegelmilch, 2002	S36 ■■□ IN **Mn** Multinationality and Capabilities Kotabe, Srinivasan, and Aulakh, 2002; Morgan, Vorhies, and Schlegelmilch, 2006
PERIOD 6 Engagement and Networks 2010s	S37 ■■□ FC **Fy** Fifty Years of Standardization Research Schmid and Kotulla, 2011	S38 ■■■ FP **Uo** Liability of Outsidership Johanson and Vahlne, 2009	S39 ■■□ IP **Xi** Export Strategy Implementation Morgan, Katsikeas, and Vorhies, 2012	S40 ■■□ ENV **Fk** Field-Level Reflections Cavusgil and Cavusgil, 2012; Samiee and Chabowski, 2012	S41 ■■□ OUT **Cd** Consumer Dispositions Toward the Global Bartsch, Riefler, and Diamantopoulos, 2016; Cleveland, Laroche, and Papadopoulos, 2009	S42 ■■□ IN **Gb** Global and Local Brands Chabowski, Samiee, and Hult, 2013; Özsomer, 2012; Steenkamp, 2014	S43 ■■□ ENV **Dt** Distance Measurement Beugelsdijk, Ambos, and Nell, 2018; Beugelsdijk, Kostova, and Roth, 2017	S44 ■■■ ENV **Em** Emerging Market Strategy Sheth, 2011 = P88, column 15	S45 ■■□ IP **Tx** Trust-Based International Exchange Katsikeas, Skarmeas, and Bello, 2009; Samiee, Chabowski, and Hult, 2015	S46 ■■□ IN **Ik** International Marketing Capabilities Cavusgil and Knight, 2015; Morgan, Feng, and Whitler, 2018
PERIOD 7 Frontier 2020s	open position **?** *Standardization in platform-mediated global markets*	S47 ■■□ FP **Um** Uppsala Model Evolution and Micro-Foundations Hult, Gonzalez-Perez, and Lagerström, 2020; Vahlne and Johanson, 2020	open position **?** *Cross-border e-commerce and digital export channels*	open position **?** *Strategy under geopolitical fragmentation* = column 15 open position	open position **?** *Global consumers under de-globalization*	open position **?** *Brand globalness amid nationalism*	open position **?** *Distance in digital markets*	open position **?** *Emerging market firms as global marketers*	open position **?** *Cross-border platform governance*	S48 ■■□ ENV **Dz** International Marketing in a Digital Era Katsikeas, Leonidou, and Zeriti, 2020

How to read. Rows, block colors, and tier marks follow the parent table; tiers are judged within the stream. Down a column follows one family through time; across a row shows what the stream studied in an era. Spine cells may carry added anchors under the satellite's inclusion rule, which admits the stream's own journals and the outlets in which its defining statements appeared.

Placements, anchors, and tiers are editorial judgments, and anchors are entry points rather than a complete record of any stream. Anyone who uses or adapts this table is responsible for verifying its contents against the original works.

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