

ADVANCES IN INTERNATIONAL MARKETING VOLUME 19

**MICHIGAN STATE  
UNIVERSITY  
CONTRIBUTIONS TO  
INTERNATIONAL  
BUSINESS AND  
INNOVATION**

EDITED BY

**S. TAMER CAVUSGIL**

*Institute of International Business,  
Robinson College of Business, Georgia State University,  
Atlanta, GA, USA*



JAI

United Kingdom – North America – Japan  
India – Malaysia – China