

College of Business Academic Research Seminar



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Title:

Are Saudis Xenocentric consumers?

BIO

José I. Rojas-Méndez is a Professor of International Business and Marketing at Sprott School of Business, Carleton University, Canada. His research interests include nation branding, international consumer behavior, cross-cultural issues in business and international marketing. In 2019, Dr. Rojas-Méndez has received the «Best Paper Award» from

Journal of Product and Brand Management; and in 2017 he was distinguished with the Research Achievement Award granted by Carleton University to 10 of the most outstanding researchers of the institution. Dr. Rojas-Méndez has worked as a consultant for companies operating in a wide variety of industries in various countries.

ABSTRACT

• Are Saudis xenocentric consumers?

The last five decades have been very productive in explaining international consumer behavior using an 'outside in' approach where the Country-of-Origin effect and its extrinsic cues have dominated the field with thousands of articles published up to now. More recently, in search of other answers, international

marketing literature has also shown an increasing interest in explaining consumer behavior from an 'inside out' perspective by looking at individual traits of consumers. The majority of the constructs studied among the latter can be classified as positive toward domestic orientation and positive or neutral toward foreign orientation.



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