SESSION 27

Marketing Group – Theme: General Topics in Forest Products Marketing

This session will focus on green marketing, strategies for green product markets, and other general market-related issues in forest products.

Session Moderator: Sudipta Dasmohapatra, Virginia Tech

An In-depth Look at African Entrepreneurship through the Stories of Wood Product Entrepreneurs in Malawi
Earl Bradley Hager, Moga Doctoral Fellow, Center for Research and Development in International Education (CRADIE), Virginia Tech; A.L. (Tom) Hammett, Ph.D., Professor, Forest Product Marketing, Department of Wood Science & Forest Products, Virginia Tech

Fiber Supply Implications of Private Forestland Ownership Change in the United States: 1980 - 2010
Jacek Siry; presented by Tom Harris, Associate Professor, University of Georgia; Thomas G. Harris, Jr, Publisher, Timber Mart-South; Bob Izlar, Director, Center for Forest Business

Examining trade show strategies and performance dimensions in an international, emerging market venue
Delton Alderman, Research Scientist, USDA Forest Service, Princeton, WV, Wenping “Wendy” Shi, Graduate Research Assistant, School of Forest Resources, Pennsylvania State University, University Park, PA, Paul M. Smith, Professor of Forest Products Marketing, School of Forest Resources, Pennsylvania State University, University Park, PA

1 Session Speaker to be announced