President’s Message

I would like to take the opportunity to thank Tomas Hult for elevating JAMS to unprecedented levels in his 2 terms as Editor. Anne Hoekman and Tomas are a super team and their combined commitment to improving the relevance of JAMS is outstanding. We are so fortunate to have such a committed group working on the journal and that commitment continues as Anne works with Rob Paltmier, the new JAMS editor, championing our flagship journal. It is important to note that for 2014, the Journal of the Academy of Marketing Science received a Thomson Reuter’s impact factor of 3.818 (and 4.563 for the 5-year impact factor). This is an increase from 3.410 for 2013 and an increase from 2.570 in 2012. One of the elite business journals, JAMS maintained its ranking of number 2 among marketing journals (behind Journal of Marketing which had an impact factor of 3.938) and number 7 among business journals (where the top journal was Academy of Management Review with an impact factor of 7.475). Overall, based on the data from the market-leading Web of Science, the impact score and total citations for JAMS are significantly trending upward.

As a volunteer organization, the Academy of Marketing Science relies upon so many people’s commitment of time, effort, staff and other resources to advance the goals and objectives of the organization. To that end, I would like to thank the home office at Louisiana Tech University. Barry Babin, Nina Krey, and Traci Maier who have a solid commitment to AMS. I don’t know how Barry does all that he does. There is an expression, ‘if you want to get something done, give it to a busy person.’ Barry has a lot on his plate (including a glass of wine), but, he manages to plow through a lot of responsibilities for AMS - including managing the home office.

Thank you, Barry!

We had a fantastic annual meeting in Denver in May. Diana Haytko and Angeline Close are a formidable team and know how to put together a great program and make certain the event is meaningful and fun. We also learned who can really sing. Hats off to Julie Moulard and Bryan Hockstein (who brought Johnny Cash back to life)! We owe a deep debt of gratitude to Sharon Beatty and Linda Price for co-chairing the inaugural domestic annual conference doctoral consortium. They did an amazing job, in a short period of time to pull together a framework for a successful consortium. With over 50 students participating, the event was a huge success. We would also like to thank all of the faculty who mentored, spoke and supported the consortium. Greg Marshall, as Director of Consortia was invaluable in this effort. In addition, the University of Colorado-Denver was a perfect partner and host. Dean Sueann Ambron was a gracious host and co-sponsor and Cliff Young did the ‘heavy lifting’ to make the event come together so smoothly. The facilities were amazing and so convenient to the conference hotel.

Finally, I hope that each of you has a meaningful and productive summer. In our next quarterly, we will report back on the World Marketing Congress in Bari, Italy. Keep AMS 2016 on your radar. We will be in Orlando, FL at Disney. Also, please remember that the Harold and Muriel Berkman Foundation supports student scholarships and faculty research grants. Please visit the AMS website for additional information.

Linda Ferrell, President of the Academy of Marketing Science
lferrell@unm.edu

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Marketing practices help create and deliver value-packed and meaningful customer experiences that last on as memories. The marketing scholars of AMS undertake cutting edge research that helps in understanding and providing guidance into creating such experiences. Previous conferences present an impressive body of such research that also addresses responsibilities to other constituencies including consumers at large and the environment in which we live. This meeting, like those before, continues to build the knowledge base on issues important to us all.

The marketing environment continues to be dynamic. As a result, researchers need to adapt to the ever-changing scene. Several macro-level factors continue to play influential roles in changing consumer lifestyles and business practices. Key among these include the increasing use of technology and automation, while juxtaposed by nostalgia and “back to the roots” marketing trends. At the same time though, as marketing scholars, we are able to access emerging technology with greater ease, to undertake more rigorous research practices.

Keeping with the trends of a changing world, the theme of this conference is a focus on creating marketing magic, especially in terms of future trends. The location of the conference is the Walt Disney World Resort, the single largest travel destination for consumers worldwide. Walt Disney is among the true pioneers and legends in the domain of creating memorable customer experiences and the company he left behind continues to be on the forefront of entertainment and innovation.

The conference hotel is the Disney Contemporary Resort, which is literally walking distance to Disney’s Magic Kingdom, and connects to other Walt Disney World Resorts and Parks via monorail, bus, and boat. Come and see how magic is delivered!

Submission Deadline: November 10, 2015
Check the AMS Website for conference homepage and submission instructions.
Paris, which welcomes the Academy’s 2016 World Marketing Congress, is replete with leisure activities and hedonic stimulations, reminding us of the growing role of experiences and entertainment in consumers’ daily lives. Marketing practices that deliver entertainment as part of the value proposition (e.g. sponsorship, brand placement, gamification) are less information-based, more interactive or embedded, and part of our lives forever more. Meanwhile, consumers use the internet, social media, and online communities across more devices and situations. Using price comparisons, online word of mouth, and online auctions, they discriminate between marketers and offers. They switch between online and offline channels for information search and transactions. In turn, marketers take advantage of big data to develop new models of consumer behavior and refine their strategies and offering.

The rise of experiential and analytical capabilities affects consumer and marketer behavior, raising the question of how these new capabilities impact the creation of utilitarian and hedonic value, an issue of equal concern to the business-to-consumer, the business-to-business and the social marketing arenas. The co-chairs of the 19th AMS World Marketing Congress invite scholars across all disciplines within marketing to question the validity of accepted managerial practices, theories, and methods in this new context. In particular, they would like to challenge their scholarly colleagues to ponder whether the role of utilitarian value is decreasing in importance for marketers and customers. Further, we invite colleagues to submit their theoretical work, research results and suggestions for special sessions across the range of themes which our discipline is concerned with, as reflected in the many topics spanning the WMC tracks.

The 19th AMS World Marketing Congress will take place at IESEG School of Management’s Paris campus, situated within the Grande Arche of La Défense, in sight of the Arc de Triomphe. La Défense is Paris’s business district and Europe’s largest business hub. It is located just 50 minutes from the Charles de Gaulle International Airport with easy access via the Air France Les Cars, the metro, and RER. The congress will consist of presentations of peer-reviewed papers, special sessions, panel discussions, and plenary sessions. To participate, submit competitive papers or special session proposals (electronically) using the electronic conference management system for the appropriate track chair. Papers will be subjected to formal double blind peer review. Papers or special session proposals may be submitted to only one track.

We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science and the World Marketing Congress.


The program team welcomes all ideas for presentations, workshops or other sessions that may be of interest to congress attendees. Please contact any of the program co-chairs with your ideas.

Submissions open August 1, 2015.
Marketing is ubiquitous; it doesn’t matter who you are, where you are or what you are doing, you cannot escape it. America spends the most money in the world on advertising and other marketing communication. So, it could be said that marketing IS America’s pastime, as much so as the classics: baseball, hot dogs, and apple pie.” (call for papers)

The AMS Annual Conference “Celebrating America’s Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing!!?” in Denver was a hit (to use a sport analogy) from both a scholarly and social perspective. From a scholarly perspective, the heart was in the research presentations and informal research collaborations. Hundreds of authors from around the world shared their working research in the domain of marketing and American pastimes. Members came from all over the globe—and showcased such with an incredible array of sport jerseys from all over the world. The European members especially came with their sport spirit in line with the conference theme!

The appreciation for fine scholarship was truly apparent in the awards, beginning with VK (V. Kumar) of Georgia State University. V. Kumar gave a humble and gracious speech upon earning the AMS Cutco/Vector Distinguished Marketing Educator Award. In his speech, he focused on other scholars—showing the big point that teamwork and achievement can be earned together and various service roles with the academy, she truly earned the heart of gold award (the Harold and Muriel Berkman Faculty Achievement & Development Award).

Something else important for scholarship happened at AMS. Tomas Hult (Michigan State) hosted his final meeting with the executive board of AMS’ premier journal—Journal of the Academy of Marketing Science. He has been editor for 6 years, and at AMS, he unofficially handed the editorship over to the capable hands of Robert Palmatier (Washington). As you likely know, in Tomas’ leadership (along with the managing editor Anne Hoekman), JAMS is the second-best marketing journal based on a variety of sound indicators. With the new AE structure Robert explained to the board, it will continue to be a journal that our field and AMS is very proud of.

Yet, perhaps the biggest team WIN for our annual conference was the doctoral consortium. While AMS has been supporting doctoral education for years (e.g., with travel grants, international consortia, colloquiums), this is a first for a mainstream consortium. The executive committee—especially Barry Babin) this successful conference was a team effort—just like a winning sport team. We can’t wait to see y’all in Orlando for next year’s annual conference. Dip and Claus, Diana and I officially hand over the reigns to you for what will be a magical event next year at Disney.

Angeline Close, Co-Chair of the 2015 AMS Annual Conference

M. Wayne Delozier award for the Best Conference Paper

All papers submitted to the conference were eligible for this award. The 2015 M. Wayne Delozier for the Best Conference Paper was awarded to:

Maximillian Sieler, University of Bayreuth, Germany
Claas Christian Germelmann, University of Bayreuth, Germany

“Fan Experience in Spectator Sports and the Feeling of Social Connectedness”

The Jane K. Fenyo award for the best Student Paper

is for all papers authored or co-authored by doctoral students only. This year we were especially impressed by the high quality of work submitted by our PhD students, which bodes extremely well for the marketing discipline.

The award went to:
Nazuk Sharma, University of South Florida

“Decoding the Effects of A Product’s Cast Shadow on Brand Evaluations in Promotional Contexts”
The William R. Darden Award for the Best Research Methodology Paper

for papers demonstrating outstanding research methods, and submitted to the Research Methods Track. The winners of the 2015 William R. Darden Award were:

Nicole Ponder, Mississippi State University
Stacie Waites, Mississippi State University

“May I Have Your Attention Please? The Effectiveness of Attention Checks in Validity Assessment”

The Stanley C. Hollander Best Retailing Paper

for all papers submitted to the Services Marketing and Retailing tracks was for a paper entitled “Capable, Caring, Culpable? Retailer and Supplier Responsibilities for Promoting Healthier Eating”

Marzena Nieroda, University of Manchester, UK
Peter McGoldrick, University of Manchester, UK
Debbie Keeling, Loughborough University, UK

The Jagdish N. Sheth Award for the Best Paper in the Journal of the Academy of Marketing Science

Presented to:

Terry Clark, Southern Illinois University, USA
Thomas Martin Key, University of Colorado Colorado Springs, USA
Monica Hodos, St. John Fisher College, USA
Daniel Rajaratnam, University of Texas at Dallas, USA

“The intellectual ecology of mainstream marketing research: an inquiry into the place of marketing in the family of business disciplines”
The Harold W. Berkman Service Award  
Sharon Beatty

This prestigious award is given to an AMS Fellow who has stood out in terms of dedication and commitment to the Academy of Marketing Science and to the marketing discipline overall. Sharon Beatty, University of Alabama, is this year’s winner.

Sharon has been a Fellow since 1998 and has been active in the Academy for many years, including Co-Chairing the first AMS doctoral consortium this year. Her distinguished service record is below:

- Member, Board of Governors, Academy of Marketing Science (1994-2000)
- Editorial Member of *JAMS* (2000-2012) and currently an ad hoc reviewer
- Reviewer for:
  - AMS Dissertation Contests, 87-89, 96
  - AMS National Conferences, 86-93, 95-98, 02, 04, 14, 15
  - AMS Multicultural Conference, 02
  - Bi-Annual AMS World Marketing Congress, 91-92, 00, 08, 10
- Co-Chair for 2nd Biennial AMS Doctoral Consortium, July 11, Reims, France.
- Organized special session for 2011 AMS Conference, Miami, May (& presented two papers in it).
- Founding Co-Chair for 1st Biennial AMS Doctoral Consortium, July 09, Oslo, Norway.
- Services Track Co-Chair for 03 AMS World Marketing Congress Conference, Perth, Australia.
- Chair of Outstanding Teaching Award Committee for AMS, 00.
- Retailing Track Co-chair for 98 AMS Conference, Norfolk, Va.
- Organized & chaired two special sessions for the 98 AMS Conference.
- Chair of Jane K. Fenyo Student Paper Competition, 97 AMS Conference.
- Chair of the Jane K. Fenyo Student Paper Competition Committee.
- Services Track Co-Chair for 1997 AMS Conference, Miami, May.
- Co-Chair and presented papers at the JAMS Conference.
- Chair of the Outstanding Teaching Award Committee.

Previous Harold W. Berkman Award Recipients:
- John Ford
- Jay Lindquist
- Robert A. Peterson
- A. Coskun Samli
- Tom Mentzer
- Joseph F. Hair, Jr.
- Barry J. Babin
- O.C. Ferrell
- Chuck Lamb
- James Lumpkin

The Harold and Muriel Berkman Faculty Development and Achievement Award  
Diana Haytko

Diana Haytko, Florida Gulf Coast University, was recognized as the third recipient of the Harold and Muriel Berkman Award for Faculty Achievement and Development. AMS hopes to give this award annually. The criteria to be considered include: no less than three years continuous membership as an AMS Fellow, participation in some official capacity in AMS programs and distinction through initiative in service to AMS. As the award is seen as promoting faculty development, preference is given to candidates with less than 15 years academic experience. The award is funded by the generosity of the Berkman Endowed Funds.

Diana has served as a Track Chair for several Annual conferences and for the WMC in Oslo in 2009. She is currently the conference Co-Chair for the Annual conference in Denver and will serve again next year as a Track Chair for the WMC in Paris. Diana has also served as Editor of the Academy of Marketing Science Quarterly since 2010 and on the JAMS Editorial Review Board since 2002.

Previous Award Recipients:
- Julie Moulard
- Adilson Borges

Barry Babin, Sharon Beatty, Joe Hair

Diana Haytko, Barry Babin

Joe Hair, Diana Haytko, Barry Babin
Each year, the Academy recognizes members who are outstanding teachers as nominated by the members. Each nominee has to put together a portfolio of best practices and information on their teaching careers.

This year the winners were:
Jane Sojka, University of Connecticut  
Dipayan Biswas, University of South Florida  
Rajneesh Suri, Drexel University

The relationship between Mary Kay and AMS began 25 years ago. Mary Kay has been a tremendous supporter of AMS and of doctoral student research. For the past 22 years, Mary Kay has provided support for dissertation awards. Many prolific scholars in marketing have won the Mary Kay Dissertation Competition.

Mike Brady (Florida State University), Michael Hartline (Florida State University), and Lauren Beitelspacher (Portland State) co-chaired the Mary Kay Dissertation Competition this year. For the first time, there were two awards: one for best proposal and one for best dissertation. Submissions to the proposal and dissertation award had to be defended in the 2014 calendar year. Students were not eligible to participate in both award competitions.

Between the two award categories we had 47 submissions. Thanks to an outstanding team of reviewers three finalists were selected for the dissertation award and four finalists were selected for the proposal award. The finalists had to attend the AMS Annual Conference in Denver to present their research. There were seven judges in each of the sessions evaluating the finalists on the originality, the theoretical foundation and conceptual development, and proposed methodology of their research. Based on their abstract submissions and their presentations at the conference, a winner was chosen for each award. The finalists received $500 and the winners received $1,000.

Mary Kay Dissertation Proposal Award:

Finalist:
Max Backhaus, University of Cologne, Germany  
Dynamic Effects of Brand Crisis Events- Does the Cause of the Crisis Matter?

Finalist:
Sunil Singh, University of Missouri  
Email B2B Sales Negotiation: Influence Strategies as Textual Cues

Finalist:
Haibing Gao, University of Florida  
Adjusting Advertising Spending When Anticipating a Product Recall?

Winner:
Lura Forcum, University of Indiana  
You Can’t Make Me, but You Should Try: Benefits of Controlling Behavior By Brands
Mary Kay Dissertation Award:

**Finalist:**
Sören Kücher, Dortmund University, Germany  
*The Paradox of Points- Theoretical Foundation and Empirical Evidence of Medium Magnitude Effects in Loyalty Programs*

**Finalist:**
Saerom Lee, University of Texas - San Antonio  
*Three Essays on the Role of Ideals and Morality in Consumer Decisions*

**Winner:**
Hongshuang Li, University of Maryland - College Park  
*Attribution Modeling and Marketing Resource Allocation in an Online Environment*

The 2016 Call for Papers for the Mary Kay Dissertation and Proposal Awards will be posted soon. Please consider submitting your dissertation research!

AMS CUTCO/VECTOR Distinguished Marketing Educator

V. Kumar (VK)

V. Kumar’s (VK) academic career spans over three decades. He has published over 200 articles, books and book chapters, including articles in the Journal of the Academy of Marketing Science, Journal of Marketing Research, Marketing Science, Journal of Retailing, Harvard Business Review and Sloan Management Review. His research impact is both broad and deep and spans across the areas of new research methodologies, research frameworks, conceptual studies of research methods and analytical studies in marketing research. His articles span many topics including customer lifetime value, sales forecasting, pattern recognition through purchase sequence, customer acquisition and retention, macro-level diffusion models, market segmentation, global marketing and the impact of retail promotions. In bridging the gap between the theory and practice of marketing effectively he has worked with many global Fortune 500 companies to apply his academic prowess in real world industry applications. VK has received lifetime achievement awards from the AMA, Marketing EDGE and other professional organizations, including the Paul D. Converse Award. Recently, Huazhong University of Science and Technology inaugurated the V Kumar International Marketing Science Institute. VK has mentored over 15 doctoral students, including AMS Mary Kay Award Winners. VK is the current Editor-in-Chief of the Journal of Marketing. VK has contributed to the Academy of Marketing Science through publishing, presenting and chairing tracks in AMS conferences.

AMS Distinguished Marketer

Dina Howell, CEO, Saatchi & Saatchi X

The Academy of Marketing Science is pleased to name Dina Howell, CEO of Saatchi & Saatchi X, as the AMS Distinguished Marketer for 2015. Dina joined Saatchi X in 2010 after retiring from Procter and Gamble. She began her career in brand management with increasing responsibilities, ultimately retiring as Vice President Global Media and Brand Operations. During her P&G career, she led the establishment of shopper and retailer marketing within the company.

Dina is a pioneer, architect and well-known international authority in Shopper Marketing. As an industry expert, she wrote the Forward to Google’s “ZMOT, Zero Moment of Truth,” and is quoted often in *The Wall Street Journal, The Economic Times, Shopper Marketing* and *Ad Age*. Dina was recognized in the 2014 book, *Break the Sky; Success Secrets of the World’s Most Inspirational Women*, as a strong business leader who always delivers results. Dina has been recognized as Advertising Age Women to Watch, Point of Purchase Hall of Fame and in “Who’s Who in Shopper Marketing.” Under her leadership, Saatchi X has earned more than 125 international industry and brand awards since 2011, including 12 Effie Awards. Dina serves on the Board of Directors for the Thirty Percent Coalition, on Executive Advisory Board for the Sam M. Walton College of Business at the University of Arkansas, the Executive Board for the Center for Retailing Excellence at the University of Arkansas, the Board of the Directors for the Heart of America Foundation in Washington, D. C., and the Board of Directors for Give Kids the World Foundation in Orlando, Florida.
Continuing its long tradition of commitment to marketing doctoral education, the Academy of Marketing Science held its Inaugural 2015 AMS Doctoral Consortium in Denver, Colorado May 14th - 16th immediately following the AMS Annual Conference. The Consortium was held in the Business Building at the University of Colorado-Denver. It was co-chaired by Linda Price and Sharon Beatty, in coordination with co-hosts, Julie Guidry Moulard and Angeline Close, AMS President, Linda Ferrell, and AMS’s Director of Consortia, Greg Marshall. As summed up below by student comments— the word that seems to best describe the event is: amazing!

The focus was primarily on 3rd year students, most of who would be on the job market this year. There was a competitive application process to attend the consortium and not all applicants who applied could be invited given the desire to keep the format small and intimate. Forty-eight students from schools in the U.S. and six other countries attended. The six countries sending eleven of the students from outside the U.S. included the Netherlands, the U.K., France, Canada, Austria, and India. To mark the inauguration of this event, the Sheth Foundation generously provided stipends to assist students with travel costs.

Twenty-four eminent marketing academicians from schools in the U.S. and the U.K. were involved in sessions with the students over the two-day experience. These scholars included current and past editors of most of the major journals in the field, with all invited scholars being highly-published in the best journals. These awesome scholars provided insights to students, mostly in small breakout and highly interactive sessions, which focused on the students’ research, the faculty members’ research, as well as on sessions on career and publishing advice. There was plenty of time during and between the sessions and the social events for students to interact with one another and the faculty more informally on research ideas and other fun discussions.


The event kicked off with a welcoming reception late afternoon on Thursday May 14th in the Westin hotel where individuals brought branded items from their schools and traded them with one another and met fellow participants and faculty. Sessions followed for a full day on Friday May 15th and a half day on Saturday May 16th at CU-Denver’s Business School.

Friday lunch at CU-Denver was sponsored by their Business School on their fifth floor overlooking the city and the Rocky Mountains, and thanks to Professor Cliff Young, Associate Dean at the Business School, all the events at their beautiful school ran smoothly. Friday dinner and drinks were back at the Westin, where our lovely co-hosts, Julie and Angeline, made sure we had great food and lots to drink, as well as a DJ, great music for dancing and even some great karaoke stars arising from our midst (notably our own co-host, Julie, and FSU student, Bryan Hochstein). Our co-chair, Linda Price “outdanced” everyone, while Rich Lutz and Angeline Close were close seconds!

The whole experience was full of fun, networking, and great advice from many sage scholars, thanks to everyone’s full and positive involvement! We can’t wait for next year’s event at Walt Disney World in Orlando! Here are some comments from this year’s great students:

- Amazing feedback, friendship, and learning…. 
- There are many things I appreciate about the 2015 AMS DC. Besides the knowledge and new perspectives I’ve gained, I really appreciate some of the relationships that have been created and reinforced. I’ve run into several of the participants at prior conferences, but the informality and intensity of this DC allowed us to get to know each other much better. I feel more like I’m a part of a community now. I also really appreciate the sincerity and honesty of the faculty. They truly seemed interested in helping us.
- The biggest takeaway from the consortium is all of the feed back I got for my dissertation, including better research design, cleaner narrative, and more key variables.
- I really enjoyed the interactions between faculty and students. Those insightful comments and suggestions will help us a lot not only for our program, but also for our future career. Thank you so much for organizing such a great consortium for us!
- The faculty participating in this consortium were extraordinari ly friendly and an invaluable source of info regarding research, work/life balance, and the job market. P.S. The opening reception was a lot of fun and I loved the ice-breaker of “selling” the items we brought.
- It was great to meet so many people in the field and such great professors! It’s not easy to build networks at traditional conferences since there are so many participants. Thank you so much for giving us a great chance to meet so many fellow students and faculty members. All faculty members were so generous with their time and energy and extremely helpful!
- I had an extremely positive experience with the AMS consortium. I really enjoyed the small atmosphere of the consortium.
- It was absolutely amazing! Thank you for all your hard work and help! One takeaway: The amazing people I met and the network I grew.
To better understand the journal’s recent performance, along with its strong standing in the field of Marketing, the incoming editorial team for the *Journal of the Academy of Marketing Science* (JAMS) recently developed a benchmark report comparing JAMS with the 45 journals presently included in the *Financial Times* (FT) journal list.

We hope this information will be useful to our marketing colleagues and to departmental P&T committees in evaluating JAMS’ impact; the full report can be downloaded from the JAMS site at www.springer.com/jams.

Some examples of the objective indicators collected in the report that demonstrate JAMS’ strong performance compared to other FT and premier marketing journals include:

- 22nd of all 45 FT journals and 3rd of Marketing journals on the 5-year impact factor;
- 5th of 45 FT journals and similar to other premier Marketing journal based on lowest acceptance rates;
- Equal to or better than 82% of all FT journals based on five (Germany, UK, France, Australia, and New Zealand) international ranking studies;
- Lowest self-citation rate of all premier marketing journals in 2013 (9%); and
- Counts for tenure in 85% of the business schools where faculty responded to our survey.

The growth in impact factor of JAMS over the past five years exceeds all 45 FT journals, where in 2008 the 2-year impact factor was 1.29 and in 2013 it was 3.41, or a 165% increase. These indicators of quality suggest that JAMS is not only significantly improving, but also often falls in the top half of all FT and FT Marketing journals.

Based on the number of countries represented by authors versus other Marketing journals on the FT list, JAMS is tied for the second highest number of countries represented in 2014. Overall, 40% of the authors published in JAMS are from outside the United States, reflecting its broad international coverage. In our survey of faculty members, 85% of the business schools count JAMS for tenure.

Internal data on JAMS show continued growth in submissions from 319 in 2007 to 547 in 2014, and while submission numbers have increased every year over this period, the time to review has decreased since 2007. In 2014, the first review round was completed in 37.2 days on average.

In summary, JAMS is in the top half or better of FT journals based on objective indicators of quality, and its articles come from a broad base of international authors. It often outperforms existing Marketing FT journals as well as other Marketing journals not presently on the FT list.

Incoming Editor-in-Chief Rob Palmatier will begin processing new submissions on June 1; for further information on the new JAMS team or this benchmark report please contact jamsed@uw.edu.

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**Journal of the Academy of Marketing Science**

**Call for Papers for a Special Issue on**

**Service Marketing Strategy**

Deadline for submissions being July 1, 2016. Questions pertaining to the special issue should be submitted to the JAMS Editorial Office.

**JAMS Editorial Office**
Robert Palmatier, Editor
Anne Hoekman, Managing Editor
Email: jamsed@uw.edu
The goal of the Theory Forum is to bring together leading and emerging marketing scholars to share their perspectives on theory development in marketing. Although the marketing discipline remains vibrant and progress continues to be made on multiple fronts, there has been growing concern in recent years about the lack of emphasis on conceptual/theoretical contributions. This is detrimental to long-term knowledge development in our field and significantly diminishes its impact and influence. To address this issue, the Theory Forum has the following specific objectives:

- Critically assess the state of knowledge development in marketing, with special emphasis on theoretical progress.
- Identify significant theory development gaps in various substantive domains and advance proposals for addressing these gaps.
- Discuss specific strategies and tools that marketing scholars can utilize for enhancing theory-building efforts in their research programs.
- Strengthen institutional factors (e.g., journals and doctoral programs) to reinvigorate theory development in the marketing discipline.

An overview of the presentations delivered at the forum is provided below. Additional details (powerpoint slides and videos) will be provided on the AMS website (www.ams-web.org). Please also check the AMS website for updates regarding the 2016 Theory Forum, scheduled to be held in Orlando, FL. For details regarding AMS Review, please see: www.springer.com/13162.

**Theme**

**From Ideas to Impactful Marketing Theory: Issues and Approaches**

**Speakers**

- Terry Clark, Southern Illinois University
- John Lynch, University of Colorado
- Linda Price, University of Arizona
- Rajan Varadarajan, Texas A&M University

**Abstracts**

**Terry Clark, Southern Illinois University**

**Measurement in Marketing: A Critical Assessment**

Marketing is one of the most methodologically sophisticated fields in the social sciences. Yet, this sophistication inhibits rather than helps useful knowledge production:

- **Infinity of Constructs:** Observation in “hard” sciences is constrained by the objective universe. When marketers measure psycho-social entities (attitudes, mental constructs, etc.), they face no such constraints, because there can be no limit to the number of such constructs. This leaves marketing with an expanding universe of psycho-socio constructs:
  - a “…bewildering array of definitions” (Kollat, Blackwell and Engel 1972), where “…everyone has his own preferred measure…” (Jacoby 1978), so that the field’s “…evolution…is impeded…[because] researchers can measure constructs any way they see fit …” (Bruner 2003).

**Rajan Varadarajan, Texas A&M University**

**Hypereality of the Literature: Once published, marketing papers with their “…bewildering array of definitions” (Kollat, Blackwell and Engel 1972), enter the “literature,” as a new data source. This works well when papers are grounded in objective observation. However, when the literature consists of an unconstrained, expanding, overlapping and contradictory array of psycho-social constructs, a problem of virtual cannibalization arises, “…whereby the course of inquiry…feeds on itself, splitting out parallel universes that exist alongside the material world we all ordinarily inhabit (Fuller, 2005). In a discipline such as marketing, where the potential proliferation of constructs is infinite, this poses immense challenges.

**Linda Price, University of Arizona**

**Reflexivity:** The astronomer who studies black holes will read the literature, theorize, observe, gather and analyze data, and write an article. If they publish it in the *Annual Review of Astronomy and Astrophysics*, and it becomes highly influential, it will not alter the black holes it reports on, because the work of the astronomer cannot affect the thing researched. Now, consider a marketing scholar, studying brand development. This scholar will read the literature, theorize, gather and analyze data, and write a paper. Should they publish it in *JAMS*, and it becomes highly influential, something occurs the astronomer never contends with: reflexivity. Who is likely to read this article? Aside from marketing scholars, brand managers may also read it. If they do, they will no doubt pick up suggestions to use in their job as brand managers. In other words, the marketer’s work *does* affect and change the things they study. Reflexivity occurs whenever “…theories, concepts and findings…are…drawn back into the social environments they analyze …[the] …more interesting, significant or ‘explanatory’ a set of ideas in social science is, the more likely it is to be taken over by lay agents and to enter…into their conduct” (Giddens 1987). Reflexivity does not represent a problem to be solved, but a methodological and measurement reality to be understood, and appropriately engaged.

**John Lynch, University of Colorado-Boulder**

**Illusions of Technique:** Disciplines that reward the development of expertise in methods are less likely to become expert in the larger systems they purport to study and from which they gather problems to be solved. Because they fail to become experts in the larger systems, they become dependent upon the macro-expertise of other fields. In this way, a discipline may well gain micro-expertise in solving trivial or even the wrong problems. An illusion and a paradox emerges: mastery in tools and techniques seems to promise mastery in subject, but instead, produces a myopic, micro-tool-dependent sense of its domain.

**Looking for Theory in Consumer Research**

I argue that top consumer research and marketing outlets now have a formula --- a published paper must make a “theoretical contribution.” My thesis is that a) I disagree that one must make a theoretical contribution to contribute meaningfully, and b) the average reviewer and AE at top journals have a very narrow conception of “theoretical contribution.” Using the Brinberg and McGrath (1986) Validity Network Schema as my lens, I argue that there are different paths to make a contribution – a “theoretical” path that links concepts to substantive phenomena, an “empirical” path that links methods to phenomena, and an “experimental” path that links concepts to methods.
Empirical path papers are important for our field—e.g., Mela, Gupta, and Lehman’s (1995) careful analysis of the long term effects of price promotion and advertising, or Dickson and Sawyer’s (1990) observational research on use of price at the point of purchase. It seems that such papers are derided by today’s reviewers “atheoretical.” I believe such papers can provide important descriptive facts to guide later theory. Moreover, most reviewers have an overly narrow view of how to make a “theoretical contribution.” Most consumer research follows the “experimental path” that aims to test hypotheses about construct-to-construct links, with low priority on the substantive phenomena used to operationalize the constructs of the theory. What about the nature and “theories of theory building” is therefore theory based on literature rather than life. An example would be making a contribution to construal level theory. Overlooked is that one can make important contributions via Brinberg and McGrath’s “theoretical path” by starting with important substantive phenomena relating to the marketing environment or consumer behavior and then mapping from phenomena to constructs. This kind of work is perceived as “applied” by reviewers at top journals, but I argue that such work should be highly valued. If we had more such substantively-focused papers that are less about the literature and more about life, our work would be of interest to the wider public, and we would have more vibrant patterns of reciprocal influence with adjacent social sciences.

Linda Price, University of Arizona
The Role of Marketing Theory in a Big, Deep, Fast Data Driven World

Theory building has always been one of my favorite parts of the practice of doing research. Travelling back and forth between theory and data is my own high-risk leisure pursuit. I can’t imagine the practice of doing research without the joy of theorizing. However, over especially the past decade I have observed how the process of doing research has dramatically shifted and how those changes have altered the nature and process of theory building and theory testing in our field and many others. Some experts have gone so far as to say that the vast availability of data and algorithms for readily sorting and analyzing data has led to the death of theory building as a meaningful enterprise. Others argue that while the nature and process of theory building and testing may have changed, the importance has not. In this presentation I will outline several characteristics of our data environment that have contributed to less theorizing in practice. That is, I will describe how theorizing has been displaced by other research practices. Many of these emerging practices can help us identify and answer new questions, amplify collective intelligence, democratize science, and change the nature of the explanations we can entertain. These emerging practices should be harnessed and leveraged. However, these data driven intelligence practices can also decouple us from the kind of imaginative thinking that humans are particularly good at. In this data explosion the nature of the queries that structure meaning is still paramount in driving useful applications. Although it is easy to illustrate how and why theorizing has lost prominence in the practice of research, it is also possible to trace the unintended consequences of this in the kind of research we do and the things we learn about the world around us. I propose some simple, and time-tested tools for reasserting theorizing as a research practice in this complex, data rich, insight poor world.

Rajan Varadarajan, Texas A&M University
Development of Organic Theories in Marketing versus Employing Theories Developed in Basic Disciplines

Over the years, a number of editors of scholarly journals in marketing have voiced concerns regarding the state of theory and the dearth of organic marketing theories (aka: home grown marketing theories; indigenous marketing theories) and have called upon marketing scholars to address this void. However, some marketing scholars have suggested that the sociology of the discipline might be a reason for the dearth of organic marketing theories. That is, as opposed to the “not invented here syndrome,” an impediment to organic theory development in marketing may be the “liability of invented here syndrome.” Notwithstanding concerns regarding whether the sociology of the discipline is an impediment to organic theory development, an issue that merits reflection is specific substantive issues in marketing that should be the focus of organic theory development. For instance, in the face of legitimate concerns regarding the appropriateness of applying a theory developed in another discipline, the need for organic marketing theory development may be viewed as more important. However, in instances where the appropriateness of the application of theory developed in a basic discipline to understand, explain and predict a marketing phenomenon is persuasively argued and corroborated by empirical evidence, the need for organic marketing theory development, and its potential to contribute to the advancement of knowledge merits careful reflection.

Journal of Advertising
Special Issue: Big Data in Advertising

Manuscripts are currently being solicited for an upcoming special issue of the Journal of Advertising (JA) dedicated to using big data in advertising research.

Digital environments such as the Internet, social media, mobile devices, wearable technology, and the Internet of things produce large data sets by recording, often in great detail, interactions between customers and the brand throughout various phases of the customer experience. These data sets create opportunities for advertisers, have the potential of disrupting aspects of the advertising industry, and become a goldmine of information for academics to test advertising theories with big data sources. The purpose of this special issue is to stimulate research into using these new data sources in advertising. More specifically, this issue aims to explore how big data contribute to theory building in advertising research. Multidisciplinary collaboration between advertising scholars and scholars from data-oriented fields is encouraged. Potential research topics that may be addressed include (but are not limited to):

- Identifying customer insights using big data
- New methods of measuring audiences using big data sources
- Measuring and monitoring brand associations from social media
- Data mining and text analytics in social media
- Personalizing messages with big data

Testing advertising theories with big data sources
Integrated use of big data and small data
Optimizing the selection of media delivery channels and platforms
Using big data without violating customer privacy or ethical standards
Big data in qualitative advertising research

Submission Guidelines
Submissions should follow the manuscript format guidelines for JA at http://www.tandfonline.com/toc/oja20/current. Papers should be no longer than 30 double-spaced pages in length (including references, tables/figures, and appendices).

The submission deadline is January 31, 2016.

All manuscripts should be submitted through the JA online submission system, ScholarOne, at http://mc.manuscriptcentral.com/ujoa, during January 1-31. Authors should select “SPECIAL ISSUE: Big Data in Advertising” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Issue on Big Data. Manuscripts will go through a peer review process, and the special issue is planned to appear as the last issue of 2016.

Special Issue Guest Editors
Edward Malthouse, Northwestern University
Hairong Li, Michigan State University

For additional information regarding the special issue, please contact the guest editors at ja.guest.editors@gmail.com.
The AMS Board of Governors was happy to oversee the awards process for several prestigious awards given at the Annual Conference.

Dina Howell, CEO of Saatchi & Saatchi X is the AMS Outstanding Marketer for 2015. Dina is a pioneer, architect and well-known international authority in Shopper Marketing. During a plenary session attended by a large audience, Dina relayed her beliefs that shoppers are influenced most when they experience relevant emotions. Effective communication expresses information in the form of emotion.

The 2015 AMS Vector Marketing/Cutco Inc. Outstanding Marketing Educator is V. Kumar of Georgia State University. VK is widely recognized as one of the top contributors to academic journals in all of marketing. In an accepting the Award, VK emphasized the importance of aiming high, even if one’s roots are humbled. He also acknowledged the many colleagues and family members who have contributed to his success.

Sharon Beatty, University of Alabama, is the 2015 Harold W. Berkman Service Award winner. Sharon is a long-time contributor to AMS programs having served numerous times as cochair of AMS Doctoral Consortia and as track chair for the Annual Conference or WMC.

Diana Haytko of Florida Gulf Coast University is the 2015 Harold and Muriel Berkman Faculty Development and Achievement winner. Diana has been involved with AMS throughout her career. She is 2015 Annual Conference Cochair and she is the current Editor of this publication, the AMS Quarterly.

Please be thinking of potential nominees for each of these awards for 2016. Names can be passed on to the Board through amss@latech.edu. Please include the award title in the subject line of any potential nominee forwarded via email.

We are very excited about the upcoming 18th AMS World Marketing Congress in Bari, Italy. Over 250 papers will be presented by authors from at least 40 different countries—six continents. If you haven’t registered yet, be sure to do so soon. The conference is July 14-18 and we will be ‘Rediscovering the Essentiality of Marketing’ and much more.

Nina Krey
Traci Maier
Directors of Marketing and Communication

IF YOU HAVE NEWS FOR THE NEXT ISSUE OF AMSQ, please send it to dhaytko@fgcu.edu by October 1, 2015

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MEMBERSHIP RENEWAL:

If you have not yet renewed your membership, we would like to take this opportunity to urge you to renew your AMS membership for the upcoming year and to remind you that your AMS membership offers you a unique set of benefits.

1. A subscription to *JAMS* and *AMS Review* are included in your membership price. In addition, free online access to *JAMS* and *AMS Review* are available to members through [http://www.ams-web.org](http://www.ams-web.org). *AMS Review* is increasingly regarded as a leading marketing journal and it is now in the ABS, the UK based ratings/groupings. Understanding that theory is the fuel for research, *AMS Review* publishes thoughtful commentaries that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena.

2. Professional networking through the annual AMS conference, other conferences sponsored by the Academy, and the membership directory. AMS conferences are known for a unique, friendly, and welcoming atmosphere. They are designed to offer interactive opportunities for sharing research and teaching ideas.

3. Opportunities to interact with academics on an international level. With its current diversity of membership, the World Marketing Congress, and a globally supported national conference, AMS is a truly international organization in its heart and soul.

4. The *AMS Quarterly* provides ongoing information on AMS programs, publications, and news. With all of these benefits, AMS members receive a high value for their membership dues and ample opportunities to grow professionally as well as personally.

We look forward to an ongoing, mutually beneficial relationship with each of you!

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