



# 2021 Academy of Marketing Science<sup>®</sup> *Academy Awards*

Joseph F. Hair, Jr. and Barry J. Babin  
Chairs, AMS Board of Governors

For a list of awards and links to previous recipients, see [awards at AMS](#) under the “about us” tab at <https://www.ams-web.org>.



# 2021 Academy of Marketing Science®

Harold W. Berkman

AMS Founding Fellow (1926-2020)

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## Announcements from BOG

- Time for nominations for awards for 2022
  - See [www.ams-web.org](http://www.ams-web.org)
- Congratulations to all the Conference Award Winners and Sheth Conceptual Paper Award Winners
  - Separate Presentations for those Announcements



# Harold and Muriel Berkman Faculty Achievement and Development Award

## Janna M. Parker

- Assistant Professor – James Madison University
- Actively engaged with AMS since a student (2010).
  - Worked the registration desks at her first conference in 2012
    - New Orleans
      - Former Director of Social Media
  - Served in multiple EC offices:
    - VP –Development
    - VP –Engagement
  - Track Chair for three conferences
  - Leadership in setting up continuing education seminars and certificate program.





# The Academy of Marketing Science® - Parasuraman Best *JAMS* Paper Award for Long-term Impact

- "Customer Loyalty: Toward An Integrated Conceptual Framework,"  
*Journal of the Academy of Marketing Science*, 16 (March 1994), 99-113.
  - <https://doi.org/10.1177/0092070394222001>
  - Alan Dick
  - Kunal Basu
- Hear the Story of the Article from Alan and Kunal
  - <https://youtu.be/G-kAzexunXo>





## The Academy of Marketing Science® - Jag Sheth Best *JAMS* Paper Award (Volume 48)

- "New product introductions for low-income consumers in emerging markets," *Journal of the Academy of Marketing Science*, 48 (September): 914-940.
  - <https://doi.org/10.1007/s11747-019-00648-8>
  - S. Arunachalam
  - S. Cem Bahadir
  - Sundar G. Bharadwaj
  - Rodrigo Guesalaga



## The Academy of Marketing Science® Distinguished Marketer Award

- **Scott Smith, Ph.D.**
  - BYU Professor Emeritus
  - Founder of Qualtrics
  - Q&A session to be held on June 1 at 13:30
    - Bring your questions about Qualtrics and its success then
    - The session will also be available by video for the duration of the conference.



# AMS Cutco/Vector Distinguished Marketing Educator



- Vicki Crittenden
  - Babson College
  - Direct Selling Education Foundation's Circle of Honor award in 2019,
  - AMA's Pearson Prentice Hall's Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education in 2013,
  - AMS Distinguished Fellow in 2008,
  - AMS Lamb, Hair, McDaniel Outstanding Marketing Teacher Award in 2005, and
  - Lyon College Distinguished Alumna Award in 1999.
  - Past President of AMS
  - Past Co-editor of AMS Review
- [Video Award Presentation](#)



# Bios

## Janna M. Parker:

- (DBA, Louisiana Tech University) is an Assistant Professor of Marketing at James Madison University. Her research interests include retailing, advertising, social media and sustainability. Her research has been published in the *Journal of Business Ethics* and *Journal of Consumer Marketing*. She is a contributing author of the textbook: *Social Media Marketing*, 2<sup>nd</sup> Edition. She also has a chapter in *Sustainable Water Use and Management*. She joined AMS as a doctoral student and has stayed actively involved as a presenter, reviewer and session chair. She was a track co-chair for the 2014 AMS Conference in Denver.

# Bios

## Vicky Crittenden

- Professor of Marketing and Babson Research Scholar at Babson College. Vicky's research is published in journals such as the *Journal of the Academy of Marketing Science*, *Marketing Letters*, *Sloan Management Review*, *Psychology & Marketing*, *Business Horizons*, *Entrepreneurship Theory & Practice*, *Journal of Business Research*, *Journal of Marketing Theory and Practice*, and *Journal of Personal Selling & Sales Management*. Her educational scholarship appears in such journals as the *Journal of Marketing Education*, *Marketing Education Review*, *Decision Sciences Journal of Innovative Education*, *Journal of Education for Business*, *Journal of Teaching in International Business*, and *Journal for Advancement of Marketing Education*. Vicky is editor of Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success published by Emerald Group Publishing in 2019. Additionally, she is Editor of the *Journal of Marketing Education* and Collections Editor for *Digital and Social Media Marketing and Advertising* with Business Expert Press. A co-authored book, Direct Selling: Foundations, Global Business Model, and Role in Society & Economy, with Business Expert Press will release in 2021.
- Vicky was honored to receive the Direct Selling Education Foundation's Circle of Honor award in 2019, AMA's Pearson Prentice Hall's Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education in 2013, AMS Distinguished Fellow in 2008, AMS Lamb, Hair, McDaniel Outstanding Marketing Teacher Award in 2005, and Lyon College Distinguished Alumna Award in 1999. Vicky is a member of the Academic Advisory Board for CUTCO/Vector Marketing Corporation and serves on the Board of Directors of the Direct Selling Education Foundation. Additionally, she is an Executive Academy Member of The Int'l Academy of Digital Arts and Sciences. She previously served on the Harvard Business School Alumni Board, the Board of Trustees at Lyon College, and the Faculty Advisory Board for Emerald Group Publishing. Vicky has served the Academy of Marketing Science in various roles, including President (2012-2014), President-Elect (2010-2012), VP Development (2008-2010), VP Membership (2002-2004), and Secretary-Treasurer (2006-2008 & 2000-2002). She has also been active in the American Marketing Association, serving as chair of the Teaching & Learning SIG (2008-2012) and Vice-Chair of the Entrepreneurial Marketing SIG (2019-2021).

# Bios

- **Scott Smith**

- Frequently cited academic author of dozens of peer-reviewed journal articles with a concentration on survey methodologies.
- Smith earned his bachelor's degree in marketing from BYU Marriott in 1971. He later attended Penn State University, where he earned a PhD. Smith then returned to his alma mater to teach for more than thirty years as a marketing professor at BYU Marriott.
- Though an accomplished businessman, Smith has dedicated his time outside of work to help others. He and his wife, Karen, have served missions for The Church of Jesus Christ of Latter-day Saints in Hong Kong and Jerusalem, where they coordinated humanitarian efforts. They have also been ordinance workers in the Provo Utah and Hong Kong China temples.
- Smith is currently a member of the Board of Trustees at Utah Valley University. Additionally, he supports the Huntsman Cancer Center and BYU Marriott. He and Karen have nine children, thirty grandchildren, and one great-grandchild.

Enjoy the Conference