President’s Message

Well, it’s been a pretty rough winter in the upper East Coast, Mid-South, Midwest... who am I kidding, it’s been rough almost everywhere! Denver had record-breaking heat in February as well as more snowfall than any other February on record. The annual meeting in Denver this May will be an especially strong and worthwhile event. Thanks to all of you who submitted papers, abstracts, and special session proposals. Angeline Close and Diana Haytko, with the support of Julie Moulard, V.P. Programs, are putting together a spectacular conference and experience. I am so proud of the work of all three, and Julie in particular, is doing a fantastic job of understanding opportunities and providing leadership on program initiatives. Please take the time to read her column in this AMS Quarterly. Also, we are especially pleased to honor the 2015 recipient of the Cutco/Vector Distinguished Marketing Educator Award. This year we are pleased to announce V.K. Kumar as the deserved honoree. Dr. Kumar, Regents Professor; Richard and Susan Lenny Distinguished Professor in Marketing; and Executive Director of the Center for the Excellence in Brand & Customer Management will be honored at the annual conference in Denver. AMS continues to advance the marketing discipline through our journals, conferences, proceedings, and support of doctoral student education.

The Inaugural 2015 AMS Doctoral Consortium will be a fantastic experience. The event will immediately follow the Annual Conference in Denver on May 14-16. Sharon Beatty, Linda Price, and Greg Marshall (as Director of Consortia) are working to put together a premiere experience for the 50 doctoral students who will be invited to participate, as well as for the faculty involved. Eminent scholars across the various subfields of marketing will facilitate interactive sessions focused on enhancing students’ research and preparing attendees for their careers. The small group format will allow for ample opportunities for personal interaction with the faculty involved. We are very fortunate to be able to work with the University of Colorado-Denver and appreciate all the support that Cliff Young, Associate Dean of Faculty and Sueann Ambron, Dean of the College of Business, are providing.

Plan to spend extra time in Denver in conjunction with the annual meeting. Many people think about Denver for their winter travels, but, some of your best experiences in Colorado occur when the roads are clear and the weather is very comfortable. Consider traveling to Estes Park, the home of the Stanley Hotel, where there are elk and some of the most beautiful views to be seen in Colorado. Also, you cannot go wrong by heading one hour west up to Summit County (Breckenridge, Keystone, Copper Mountain, Frisco: http://summitcounty.whattodo.info/). Further up I-70, Vail is an impressive location with destination restaurants, shopping, and international tourism. Rafting, hiking, fishing, biking, and gondola rides to the top of mountains are all activities that fill Colorado summers. Also, if you’re planning to spend some time in Denver, remember we have a good Aquarium, Zoo, the historic Molly Brown home, and great restaurants, bars, breweries—and much of this is right outside the doors of the Westin Hotel (our conference venue). As you visit Denver, remember that Colorado is one of three states that have legalized marijuana. We have legal medical and recreational marijuana. As a ‘social experiment’ there have been interesting marketing elements of the legalization. Check out the state’s marketing efforts to educate adults and tourists: http://goodtoknowcolorado.com/

We know there is great excitement about the 18th AMS World Marketing Congress in Bari, Italy, July 14-18. The conference is co-hosted with the University of Bari Aldo Moro and the conference co-chairs are Luca Petruzziellis of the host university and Russ Winer of New York University. The conference theme is “Rediscovering the Essentiality of Marketing” and focuses on maintaining a reflective view on how we manage our theoretical and practical relevance in a challenging environment focused on efficiency and effectiveness. The program is shaping up nicely and the location is an incredible tourist destination. With the euro at a near record low, costs will be 2/3 of what they were a year ago.

We would not be able to put on the conferences or manage the publications, and business responsibilities of the Academy of Marketing Science without the dedicated support of the home office at Louisiana Tech University. Barry Babin, as Co-Chair of the Board of Governors and Co-Coordinator of International Programs, manages a big operation. He works closely with Nina Krey, Director of Marketing and Communications for AMS. We very much appreciate all they do and their support of the ‘business as well as strategic side’ of AMS. Also, Jay Lindquist is amazingly dedicated to AMS and we appreciate all the time and effort that he puts into finding great host institutions for WMC, partnering and working with conference co-chairs, managing the international program details, and thoughtful follow-up after the conference is complete. Jay and Barry do a fantastic job for AMS on our international programs.

It’s good news on the publication front and we appreciate the work of Tomas Hult and his collaboration with Robert Palmatier in establishing the area editor system for the Journal of the Academy of Marketing Science. We also greatly appreciate the work of Manjit Yadav in building the AMS Review. Manjit will also chair the second Theory Forum as part of our annual conference in Denver. In addition, Diana Haytko puts a tremendous amount of time, effort, and thought into the AMS Quarterly! Every academic who works with AMS does so because they ‘ride for the brand’ (you can tell I spent some time in Wyoming) and believe in our mission and impact. We are a volunteer organization, and we have some fantastic partners to that end. If you want to get involved with AMS, please feel free to contact me or one of the other officers for guidance. We would love to have interested and passionate people involved, as we do now.

Finally, news on a more personal front. O.C. and I are very pleased to announce that we will be accepting two chairs in business ethics to Belmont University in Nashville. This is an incredible opportunity to work with a university that is thriving, growing, well-connected to the business community that has engaged and principled students with extremely high character, as well as excellent colleagues and administration.

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

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We refer to Jay Lindquist as the AMS Global Marketer of the Year for his dedication and leadership in the marketing field.

The 2014 Academy of Marketing Science Global Marketer of the Year is Jan Lindquist. Jay becomes the second recipient of the AMS Global Marketer Award and accepted the recognition at the Gala Dinner of the 2014 AMS WMC held in Lima (in conjunction with ESAN). He joins John Zeigler of DDB Group Asia Pacific as a holder of this award. The award recognizes individuals who have distinguished themselves in marketing through "contributions to global marketing." As a member of AMS for 36 years, Jay demonstrates significant global accomplishments through his actions and statements as well as maintaining integrity and high ethical standards.

Jay served as chair of the Board of Governors and was elected as a Distinguished Fellow in 1992. He returned as a member of the BOG in 1997, upon the resignation of the Vice President of Programs. Jay offered to go to Kuala Lumpur to oversee the WMC, wrap up the financial settlement with our partner, and to assume the duties of VP Programs. The Executive Committee accepted his offer and then appointed him interim VP of Programs through 1998.

During 1998, Jay recommended that a person be appointed to serve as the Director of International Programs, renewable every two years. He argued that leadership continuity and cross-cultural experience were necessary to establish and maintain higher international program quality. The idea of appointing an individual was accepted by the EC and the position was created. Jay was asked to develop and serve in that position. He accepted and has been Director and more recently Co-Director of International Programs to the present day. Several years ago he recommended that someone join him as a co-director. His recommendation was accepted and Barry Babin was appointed. This was a needed move since AMS now offers the AMS WMC annually, whereas in the beginning it was carried out every two years.

Recognized for his years of dedicated and effective service, he was honored with the inaugural Harold W. Berkman service award in 2004. Jay has taken us to Malta; Cardiff, Wales; Perth, Australia; Muenster, Germany; Verona, Italy; Oslo, Norway; Lille and Reims, France; Melbourne, Australia; Atlanta, Georgia; and most recently, Lima, Peru, where he was very surprised when presented with the 2014 AMS Global Marketer award. Thanks to Jay and Barry, we will be heading to Bari, Italy in 2015 and Paris, France in 2016. The AMS is truly global today. Half of the membership consists of scholars from parts of the world other than North America. It was 1981 when Erdener Kaynak, a scholar with a global vision for AMS, proposed to the EC and the BOG that a World Marketing Congress be organized under his direction. Jay was a member of the BOG at this time and was a strong supporter of the idea. It was approved and Halifax, Nova Scotia was the chosen site for the first biennial congress. When Jay took over leadership responsibilities for the World Marketing Congress, a significant majority of attendees were North Americans. Today scholars from over 50 countries are on the program at these events. Jay sees himself as just one of the group that planted the new international expansion seeds back in the 1980’s. “It has taken a number of years and a leg of AMS leaders and colleagues to bring us to where we are internationally today,” says Jay. “I see a bright future for the Academy of Marketing Science in the global arena.” Over the years, the WMC has brought together thousands of marketing scholars. The collaborations from the many WMCs have produced a substantial body of research and has advanced global marketing. Suffice it to say, without Jay, the AMS World Marketing Congress would not exist in its present form. His contributions are deeply valued by the AMS marketing community.

Rosann Spio
Indiana University, USA (2012-2018)

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AMS Quarterly Editor
Volume 15, Issue 1
AMS Officers and Staff

AMS GLOBAL MARKETER OF THE YEAR

Jay Lindquist Named AMS Global Marketer for 2014 at WMC in Lima
For my column this issue, I thought I’d help build excitement for the Annual Conference in my hometown of Denver, Colorado. The track chairs have done a great job at putting together an amazing program of very interesting research. Angeline Close and I are working with Julie Moulard and the AMS home office to create unique conference experiences. All of these experiences will be great, but we realize that picking such an exciting conference location means that many of you are planning time on the front or back end of the conference to explore Colorado. As a native Coloradan, I’d like to help you plan this extra time.

For those who would like to explore the downtown Denver area, there are a number of attractions right outside the Westin’s front door. World class shopping and dining are available at the Tabor Center (http://thetaborecenter.com/) and Larimar Square (http://www.larimersquare.com/).

Of course, Denver is very well known for craft breweries, and a “brews cruise” is the best way to sample several. This tour takes small groups (http://www.brewscruise.com/denver/) and you can make reservations.

I’m sure some of you are more into cultural activities. Denver has some outstanding museums, such as the Denver Museum of Natural History (http://www.dmns.org/about-us/museum-history) and the Denver Art Museum (http://denverartmuseum.org/). The Denver Center for the Performing Arts is featuring Annie and Defending the Caveman around our conference dates (http://www.denvercenter.org/).

If you would like to explore the areas outside of the metro Denver area and do not wish to rent a car, you can always book a Grey Line Tour (http://www.grayline.com/things-to-do/united-states/denver/). However, I would recommend that you rent a car and explore on your own. There are several places worth seeing. If you rent a car and head up I-70 into the mountains, you can visit the places that those of us who grew up in Colorado took every out-of-town visitor to see: Mother Cabrini Shrine (http://www.mothercabrinishrine.org/) and Buffalo Bill’s grave (http://www.buffalobill.org/), both well worth the short drive from Denver. Of course, you will be thirsty after hiking these locations, so you will have to stop in Golden and tour the Coors Brewery (http://www.millercoors.com/BreweryTours/Golden-Brewery-Tour.aspx).

If you would like to venture just a bit further out of the Denver area (not more than an hour), you can head south to Colorado Springs and visit the Air Force Academy. This is another “don’t miss” place to visit when you come to Colorado. The Cadet Chapel is breathtaking, and the architecture is very unusual (http://www.usafa.af.mil/information/visitors/). Another breathtaking natural site is the Garden of the Gods (http://www.gardenofgods.com/home/index.cfm?&Flash=0) and the Cave of the Winds (a short drive into the mountains to Manitou Springs (http://caveofthewinds.com/)

rides-and-attractions). No matter what the outside temperature is, the temperature inside the cave is 56 degrees. The Cave became famous recently, since they added a new ride known as the TerrorDactyl, which drops visitors into a ravine. The ride was featured on the Today Show, when Natalie Morales and Jenna Bush braved the drop (check out the YouTube video). Finally, no trip to Colorado Springs would be complete without a ride up Pikes Peak.

If you prefer a totally natural experience, you can visit Chautauqua Park and hike up numerous trails up the Flatiron mountains (https://bouldercolorado.gov/parks-rec/chautauqua-park/). If that’s a bit ambitious, you can have a wonderful meal at the Chautauqua park dining hall, built in the early 1900’s. I wish I could share more, but this should get you started. Feel free to contact me if you want other more specific suggestions. Otherwise, I hope you all can find your personal Rocky Mountain High!

Diana Haytko, AMS Quarterly, Editor
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AMS UPCOMING EVENTS

ANNUAL CONFERENCE

2015 Academy of Marketing Science Annual Conference
Denver, Colorado
Tuesday, May 12 – Thursday, May 14, 2015

Our host partner, the University of Colorado-Denver

Celebrating America’s Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing!?

Conference Program Co-Chairs:
Angeline Close, University of Texas at Austin
Diana L. Haytko, Florida Gulf Coast University

A large number of proposals and papers were submitted for consideration to the 14 tracks for the Annual Conference. The track chairs have done a fabulous job at putting together interesting and thought-provoking sessions. In addition, Joe Hair is again holding his pre-conference workshop -- Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3 on Monday, May 11, 2015, 1.30 – 6.30 p.m. by Joe F. Hair, Christian Ringle, and Marko Sarstedt. In addition, the very first AMS doctoral consortium, hosted by Sharon Beatty and Linda Price, will be held on Friday and Saturday May 15-16th. We would like to thank our partner and co-host the University of Colorado-Denver for their support and use of their facilities. They are enhancing the doctoral student experience, and we very much appreciate their willingness to be involved.

The theme for the AMS Annual Conference is “Celebrating America’s Pastimes: baseball, hot dogs, apple pie and Marketing!?” Despite our field’s challenges, we have much to cheer about. Let’s discuss all of the good things that marketing can do, as well as your research efforts and results that will help us all move forward and focus on the positive that marketing can provide to consumers, stakeholders, and society. As is always the case, the conference will host academics from around the globe presenting papers on topics of interest worldwide. We will be celebrating marketing’s success on a global scale.

The conference hotel, the Westin, Denver, is in the heart of downtown Denver near to just about every activity one could want. We are planning a couple of unique events and activities. The ‘Free Mall Ride’ runs in front of the Westin Hotel on 16th Street and connects you to everything from the Capital to the new, revitalized Union Station. Be sure to watch for emails as we draw closer.

We look forward to welcoming you to the Mile High City, Denver, Colorado.

IF YOU HAVE NEWS FOR THE NEXT ISSUE OF AMSQ,
please send it to dhaytko@fgcu.edu by May 31, 2015
The 18th Academy of Marketing Science World Marketing Congress

July 14 to 18, 2015
Bari, Italy

Rediscovering the Essentiality of Marketing

Conference Program Co-Chairs:
Luca Petruzzellis, University of Bari Aldo Moro, Italy
Russ Winer, New York University, USA

The 18th Academy of Marketing Science World Marketing Congress has received wide enthusiasm across many different countries. A large number of submissions have been received from around the world for the 23 tracks.

The Congress will represent a moment in which scholars from around the globe will present and discuss new research ideas on vibrant topics that could help academics and practitioners get new perspectives and insights for today’s marketplace challenges.

The conference will be held in the city center of Bari, a city that represents geographically and historically the bridge between Occident and Orient, thus fulfilling our aim of having a moment of contact and discussion among different approaches to marketing.

Bari is also the capital city of the region of Puglia, recently included in the top 10 destinations in the world by National Geographic and ranked by AC Nielsen as one of the best Italian regions for food and drink.

We expect the Congress to be an amazing occasion to share ideas, methods, and theoretical frameworks within a Mediterranean atmosphere.
Updates from the V.P. Publications

AMS is taking a leadership role in advancing the marketing discipline. Tomas Hult, Michigan State University, is completing a very successful six years as editor-in-chief. During his two terms as editor, JAMS now ranks in the top 10 of all business journals and second among all marketing journals, according to Thomson Reuters. JAMS has become the top choice for scholars to publish their highest-quality, theoretically-sound, and managerially-relevant research in marketing.

We want to welcome Robert W. Palmatier, University of Washington, who will become the JAMS editor-in-chief June 1, 2015. Rob and Tomas are developing an area editors system to help manage approximately 600 submissions that are expected next year. Rob plans to continue to advance the status and impact of JAMS.

Manjit Yadav, Texas A&M University, is doing an excellent job as Editor-in-Chief of AMS Review. The journal is contributing to theory building and knowledge development in marketing. Last year’s annual conference in Indianapolis featured a very successful Theory Forum with the support of Shelby Hunt, Ajay Kohli, Dave Stewart, Peter Golder, Bill Wilkie, Lisa Scheer, and Kent Monroe. This year’s Theory Forum will be May 13 at the annual conference in Denver. Manjit provides more information on this event in this issue of AMS Quarterly. Diana Haytko, Florida Gulf Coast University, editor of AMS Quarterly, keeps us informed about AMS news and events. This issue is a tribute to her competence and skill as our editor. Finally, we appreciate all the support for our publications, and feel free to communicate any suggestions.

Updates from the Journal of Marketing Science

New Structure with Area Editors for Journal of the Academy of Marketing Science

Over the next year, the Journal of the Academy of Marketing Science (JAMS) will transition from Professor Tomas Hult to Professor Robert Palmatier as editor-in-chief. For the past five years, JAMS has consistently ranked among the top marketing journals; it is currently in the top 10 of all business journals and second among marketing journals based on citation rates (Thompson Reuters 2014 Journal Citation Reports). As a next step in the evolution of JAMS, a set of area editors (AEs) will be instituted.

Introducing an AE structure represents a natural transition in the evolution and success of JAMS, where submissions have grown from about 300 to nearly 600 per year in the last five years; issues have increased from four to six per year; topics are broad-based and covering all areas of marketing; and the impact factor has grown significantly. In a collaborative effort between editors, the goal is to have the AE structure launched on April 1, 2015 – two months before the paper processing start date for the new editor-in-chief – to allow for a seamless transition for authors, AEs, and reviewers.

The area editors will be Mike Brady (Florida State University), Rebecca Hamilton (Georgetown University), Mark Houston (Texas A&M University), Doug Hughes (Michigan State University), John Hulland (University of Georgia), Satish Jayachandran (University of South Carolina), Costas Katsikeas (University of Leeds), Neil Morgan (Indiana University), Linda Price (University of Arizona), Raja Srinivasan (University of Texas at Austin), and Raj Venkatesan (University of Virginia). The area editors bring deep knowledge across a diverse set of marketing areas as well as extensive experience in successfully reviewing for and publishing in the premier journals.

Updates from the AMS Review

Manjit S. Yadav, Editor
2015 Theory Forum
Denver, May 13 (4:00-6:00 p.m.)

To enhance the reputation of AMS Review, we launched a new “signature event” last year: Theory Forum. The idea for organizing the forum emerged from discussions with AMS Review’s Advisory Board (Ajay Kohli, Debbie MacInnis, Hubert Gatignon, and O.C. Ferrell). The Theory Forum has the following objectives:

• Critically assess the state of knowledge development in marketing, with special emphasis on theoretical progress.
• Identify significant gaps with respect to theory development 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.

The inaugural event was held last year in Indianapolis during the Annual Conference of the Academy of Marketing Science. The following speakers participated in this event: Shelby Hunt, Ajay Kohli, Dave Stewart, Peter Golder, Bill Wilkie, Lisa Scheer, and Kent Monroe. The program was very well received. Selected materials (e.g., abstracts, slides, and videos) from the 2014 event can be accessed at: http://www.ams-web.org/default.asp?page=2014_TheoryForum

This year the Theory Forum will be held in Denver on May 13 during the Annual Conference of the Academy of Marketing Science. The two-hour program will feature leading scholars and should lead to a lively discussion on several important topics that have significant implications for the marketing discipline. Please visit the AMS website for program updates.

O.C. Ferrell

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Journal of the Academy of Marketing Science

Robert Palmatier, Editor Elect
Journal of the Academy of Marketing Science

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Manjit Yadav
Editor AMS Review
AMS SATISFACTION SURVEY RESULTS

Julie Guidry Moulard—VP of Programs

AMS would like to thank everyone who participated in the post-conference satisfaction surveys for the Annual Conference in Indianapolis and the World Marketing Congress in Lima, Peru. We received 142 valid recognition responses for the Indy survey and 105 responses for the Lima survey, representing response rates of 40 and 44 percent, respectively. The AMS leadership greatly appreciates the feedback of everyone who participated, and we are very pleased we have a membership that is so highly engaged.

Also, congratulations to the winners of the free conference registration!! Michael Parent of Simon Fraser University was the winner of the Indy survey, and Julia Wolny of the University of Southampton was the winner of the Lima survey. (Learn more about Julia below.) Be sure to participate in future surveys, as we plan to continue to offer a free conference registration to a randomly selected respondent.

The survey responses indicated that AMS conference attendees believe AMS conferences are friendly and welcoming, offer numerous opportunities for interacting with colleagues, and include interesting research. Several open-ended responses illustrate these findings: “AMS is my favorite conference. So friendly!”; “As someone new to AMS, I appreciated the welcoming atmosphere and the many opportunities to talk to others outside of sessions”; “This is always a great conference that really encourages a welcoming and collaborative atmosphere. In my opinion, that is AMS’s greatest strength.” The AMS leadership also believes that these are AMS’s greatest strengths, and we are happy to learn we are delivering on these benefits.

The surveys also provided insights on ways AMS conferences can be improved. In particular, session satisfaction was rated low as compared to satisfaction with other conference attributes. Open-ended responses indicated that this low rating was due various “no shows”—presidents who are on the program but who do not attend their session and, thus, do not present their research. The no-show issue was particularly problematic in Lima.

We have been and will be taking several steps to address the no-show problem. Most importantly, if one author has not registered for the conference by the early bird deadline, his/her paper will be removed from the program. We anticipate that this will greatly reduce the number of no shows. Additionally, papers for which an author/authors is not present in the session will not be included in the conference proceedings, which we hope will encourage full participation by at least one author. Furthermore, these policies are currently more clearly communicated to all authors upon paper submission and acceptance.

We would like to take this opportunity to remind all members that professional conference behavior includes being present at your scheduled session—whether you are an author, a session chair, or a discussant. Failure to do so negatively affects your professional “brand.” Further, such behavior tarnishes the AMS brand and negatively affects the conference experience of other attendees. For instance, one respondent noted, “The experience would have been more enjoyable if the sessions were full.” I did not get what I paid for. I was promised talks that were not delivered.” Another respondent noted, “There were papers that were on the program that I was interested in hearing that were not presented. This is similar to a ‘bait and switch’ tactic. We got less than we paid for.”

While AMS could have done a better job at advertising this problem (which we will be addressing), paper presenters and other program participants also have an obligation to AMS and AMS conference attendees. The content of the AMS conference is largely co-created by paper presenters, session chairs, and discussants; their participation is crucial to the success of AMS conferences!! Additionally, we can use your help in enforcing proper conference behavior. If you observe any no shows, please communicate this with me (jgoulard@latech.edu), the conference co-chairs, or Nina Krey and Traci Maier at the AMS home office (ams@latech.edu). We plan to monitor attendance at all sessions, but your involvement can help ensure accuracy.

Lastly, if for some reason you are unable to attend the conference, please be sure to let us know of your absence. Many presenters who were not able to attend the Indy and Lima conferences did not communicate that they were not able to attend. Thanks to all of you for helping to co-create the AMS conference experience!

Dr Julia Wolny MIDM is an industry-focused marketing academic at the University of Southampton. Julia is Chair of the e-Marketing Special Interest Group (SIG) at the Academy of Marketing UK, which brings together individuals and organizations with interest in digital and multi-channel marketing research and education. Her main research interests are related to digital marketing, multichannel consumer behaviour, user co-creation, and marketing in creative and fashion industries. Her recent Journal of Marketing Management paper “Analysis of fashion consumers’ motives to engage with e-WOM on social media networks” has been recognized as Most Read Paper of 2013 in the journal.

Findings from her own and collaborative research have been shared at over 30 national and international conferences over the last 14 years, including at Google and IBM, and she continues to work with brands to enhance their marketing practice and graduate employability.

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Questions? Contact the AMS office at 318-257-2612 or ams@latech.edu.
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. *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.

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

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