

AMS Quarterly



Academy of Marketing Science

Fall/Winter 2014 Volume 14 Number 3

President's Message



It has been said that 'it takes a village.' AMS has always been a very special community of Fellows and guests. That sense of community was alive and well at our Executive Committee Meeting in Denver several weeks ago. The officers in attendance were engaged, connected and thinking creatively about our conferences, programs, publications, and possibilities. I would like to thank the current group of officers and directors: Adilson Borges, Nicholas Paparadamis, Vicky Crittenden, Julie Moulard, Angeline Close, Mike Ewing, Joe Hair, Greg Marshall, Tracy Suter, O.C. Ferrell, Todd Donovan, and Lauren Beitelspacher. It was also nice meeting and spending time with Adilson's son, Arthur (a future AMS leader in the making). Everyone contributes to AMS's ongoing success in a truly remarkable way.

We could not be happier about the current state and future prospects for our journals. Tomas Hult is completing a highly successful six year term as *Journal of the Academy of Marketing Science* editor. I don't think anyone can believe the amazing job he has done boosting the status, relevance, and prestige of JAMS. As a top 10 Thompson Reuters business journal, based on citations, JAMS is one of the top 2 global marketing journals. The future of JAMS is secure as Robert Palmatier will be working with Tomas to seamlessly assume the editor position, June 1, 2015. Dr. Palmatier is Professor of Marketing, John C. Narver Endowed Chair of Business Administration, and Research Director for the *Center for Sales and Marketing Strategy* in the Foster School of Business at the University of Washington. Professor Palmatier brings extensive publishing and editorial experience to the role. He is an Area Editor at the *Journal of Marketing* and serves on multiple editorial review boards, including for the *Journal of the Academy of Marketing Science*. Tomas and Rob are working closely to map out an area editor structure as the journal continues to attract growing numbers of submissions. Manjit Yadav has positioned the *AMS Review* to be the premier marketing journal that focuses exclusively on conceptual and theoretical contributions. Manjit will chair a plenary session and workshop session on marketing theory at the May meeting in Denver. A special session involving journal editors and publishers will discuss the plagiarism software that is being used to review articles before their publication.

Denver is going to be an incredible location. Here are some fun marketing and tourism facts about Denver and Colorado: the Humpty Dumpty Barrel Drive-In operator was the first person to trademark the cheeseburger; the state produces more than 200 different craft beer brands; your golf ball goes 10% further than sea level; alcohol can feel 1.5-3 times more potent at 5,280 feet in altitude; Led Zeppelin made their first appearance in Denver in 1968; Denver has the largest city park system in the nation with 14,000 acres of mountain peaks and 2,500 acres of natural areas; it's among the best cities in the nation for singles; Denver boasts more marijuana dispensaries than Starbucks; the downtown 16th Street Mall (which is where our conference will be located) was designed by I.M. Pei (who also created the glass pyramid structure just outside the Louvre in Paris); home to the first Chipolte Mexican Grill; has over 300 days of sunshine each year; and the Denver mint is the single largest producer of coins in the world (look for the 'D' under the year to denote Denver production). The reason to come the AMS Annual Meeting May 12-14 next year is the meeting. Angeline Close and Diana Haytko are the program co-chairs and are looking forward to your paper submissions and special session proposals. The reason to stay after the conference is over is Colorado. Think about the possibilities of bringing your family out west and heading up to Breckenridge, Vail, Estes Park, going down to Colorado Springs and exploring the beauty of Pikes Peak and the Garden of the Gods. You're

From the Editor



The Academy is certainly changing and all for the better. There is not much to say in my comment that isn't said throughout this issue of the Quarterly. The 2014 conferences were thought-provoking and life changing, with many of us exploring South America and the legendary site of Machu Picchu.

Next year takes us to new places and amazing opportunities, both at the conference and outside. As I've said, Denver is my hometown and I spent the first 20 years of my life there. You can take the girl out of Colorado, but never take Colorado out of the girl. The Westin hotel is amazing and in the perfect downtown location to explore all that the city has to offer. As Linda writes in her message, there is so much to do that conference attendees should plan some extra days with friends and family to enjoy it.

I first met my Co-Chair Angeline Close when she was a PhD student at the University of Georgia. I'll never forget taking her out for her first lobster dinner! We bonded from the moment we met and while I initially acted as a mentor, we quickly became close friends. I respect her both professionally and personally. I'm sure that the conference program will be outstanding. We have selected an amazing group of track chairs we both believe will do an excellent job of selecting the best work for presentation. Denver sells itself; we need to assure you of a great conference experience. We know the research will inspire you and we hope to provide networking opportunities in some interesting places.

It is hard for me to think beyond Denver, however, I'm excited about Bari, Italy for World Marketing Congress. I'm sure southern Italy is amazing and it is the perfect starting point for a European tour before or after the conference. Lima was amazing, I'm sure Bari will be as well. I can guarantee the research presented will be top notch.

Please tell all of your colleagues about AMS and the wonderful offerings we have for them. The Academy continues to grow because of the commitment of the Officers and all of you. See you in Denver!



not limited in great activities in Denver as well. Enough of the 'marketer in me!' O.C. and I have a home in Denver because we love the city and state so much. We trust you will do the same. Also, if you have never been and want to know some of our favorite things to do, please feel free to reach out. We hope to see many of you in Colorado next year!

Table of Contents

Special Announcement.....	2
AMS Upcoming Events.....	3
AMS Official Publications.....	6
Scholarship and Research.....	8
News From AMS Headquarters.....	8
Board of Governor's Corner.....	9

SPECIAL ANNOUNCEMENT

We are most pleased to announce the formation of the Harold & Muriel Berkman Charitable Foundation, Inc (The Foundation). The Foundation exists to pursue the Berkman's long-standing dedication and commitment to higher education in the United States, particularly higher education preparing future business leaders and promoting the growth of knowledge into effective business and administration. In addition, the Foundation aims to recognize particularly the achievements of the men and women who have served this country in military service. The Foundation is recognized as tax exempt under section 501(c) (3) of the Internal Revenue Code pursuant to a July 24, 2014 communication. We are writing you in particular to announce our intention to award scholarships and fellowship grants, which also pursuant to the July 24 communication, may be excluded from the gross income of recipients. The paragraphs below briefly describe the eligibility and aims of these awards.

The Foundation will award up to ten \$1,000 scholarships. Scholarships are limited to U.S. Citizens who are matriculating in a university accredited by the Association to Advance Collegiate Schools of Business (AACSB). A Selection Committee of the Foundation will recommend recipients to the Foundation Board based on applications submitted to the Board. Scholarships will be awarded in two categories. (1) The Foundation will award scholarships to worthy students choosing to pursue a graduate or undergraduate degree in marketing. (2) Given the particular interest in supporting the education of U.S. Veterans, the Foundation seeks to award scholarships to U.S. Veterans and especially seeks students who earned a Combat Infantry Badge, suffered a serious injury due to combat action (such as a missing limb), received a Purple Heart, served or continue to serve with honor and distinction, or were honorably discharged from military service. Candidates pursuing scholarships on the latter basis need not be majoring in marketing or business as a condition of candidacy for a scholarship.

The Foundation Research Grants will be awarded to Departments of Marketing in Colleges of Businesses at AACSB accredited institutions within the United States. Faculty from these departments will be able to submit proposals for competitive review by the Selection Committee. The grants are aimed at further developing scientific research and

knowledge creation in business administration with an emphasis on the marketing discipline. All tenure-track or tenured faculty in departments of marketing at AACSB accredited institutions will be eligible for grants of up to \$2,500. The funded research supported by the grant should reach culmination in the form of a refereed journal submission(s) within 12 months of receipt of a grant. A report to the Foundation is expected at that time. All public dissemination of the research should prominently acknowledge the support of the Harold & Muriel Berkman Charitable Foundation, Inc.



The Harold and Muriel Berkman Charitable Foundation is founded by Harold W. Berkman and his wife, Muriel. Dr. Berkman previously served as Vice Dean and Professor of Management and Marketing at the University of Miami. He is the founder of the Academy of Marketing Science (AMS) as well as the *Journal of the Academy of Marketing Science (JAMS)*. Since the inception of AMS he has served as Executive Vice President and Director. Dr. Berkman has authored or co-authored 18 textbooks and numerous scholarly articles in the marketing research literature. Dr. Berkman is a WWII veteran and earned his combat infantry badge by seeing action from the Battle of the Bulge in the Ardennes Campaign, the Rhineland Campaign and the Central Europe Campaign. He received multiple recognitions for his service including a recognition from the President of the Republic of France naming him a Chevalier de la Légion d'honneur (Knight of the Empire).



AMS Officers and Staff



Officers:

Executive Vice President/ Director

Harold W. Berkman
University of Miami
(561) 969-9047 (Office)
(561) 969-2994 (Fax)
ams@latech.edu

President

Linda Ferrell
University of New Mexico
(505) 277-7056
LFerrell@unm.edu

President-Elect

Adilson Borges
Neoma Business School
+33 326 77 46 04
adilson.borges@reims-ms.fr

Vice President for Programs

Julie Guidry Moulard
Louisiana Tech University
(318) 257-2127
jmoulard@latech.edu

Vice President for Publications

O.C. Ferrell
University of New Mexico
(505) 277-3468
Oferrrell@unm.edu

Vice President for Membership – N. America

Angeline Close
The University of Texas at Austin
(512) 788-2480
angeline@austin.utexas.edu

Vice President for Membership – Int'l

Nicholas Paparoidamis
IESEG School of Management
(333) 205-45892
n.paparoidamis@ieseg.fr

Vice President for Development

Mike Ewing
Deakin University
+61 392446548
pvc-bi@deakin.edu.au

Secretary/Treasurer

Lauren Skinner Beitelspacher
Portland State University
School of Business
Administration
(503) 725 9805
beitel@pdx.edu

Immediate Past President

Victoria Crittenden
Babson College
(781) 239-5715
vcrittenden@babson.edu

Board of Governors

Barry J. Babin, Co-Chair
Louisiana Tech University, USA
(2010-2016)

Joseph F. Hair, Jr. Co-chair
Kennesaw State University, USA
(2012-2016)

Gérard Cliquet
Université de Rennes, France
(2010-2016)
Adel El-Ansary
University of North Florida, USA
(2014-2020)

John Ford
Old Dominion University, USA
(2012-2018)

Eli Jones
University of Arkansas, USA
(2014-2020)

James Lumpkin
University of Texas-Tyler, USA
(2010-2016)

Leyland Pitt
Simon Fraser University, Canada
(2010-2016)

Linda Price
University of Arizona, USA
(2014-2020)

Bodo Schlegelmilch
Wirtschaftsuniversitaet Wien, AU
(2014-2020)

Rosann Spiro
Indiana University, USA
(2012-2018)

Director of International Programs

Jay D. Lindquist
Western Michigan University
(616) 827-8553
Jay.lindquist@wmich.edu

Associate Directors for Programs

Todd Donovan
Colorado State University
(970) 491-6897
Todd.Donovan@business.

colostate.edu
Brad Carlson
St. Louis University
(314) 977-2894
bcarlso8@slu.edu

Director of Consortia

Greg Marshall
Rollins College
(407) 691-1150
gmarshall@rollins.edu

Director of Social Media

Tracy Suter
Oklahoma State University
(918) 594-8394
Tracy.suter@okstate.edu

Journal of the Academy of Marketing Science Editor

G. Tomas M. Hult
Michigan State University
(517) 353-4336
jams@msu.edu

AMS Review Editor

Manjit Yadav
Texas A&M University
(979) 845-5884
yadav@tamu.edu

AMS Quarterly Editor

Diana L. Haytko
Florida Gulf Coast University
(239) 590-1249
dhaytko@fgcu.edu

Central Office:

Nina Krey
Director of Marketing and
Communications
Academy of Marketing Science
(318) 257-2612
www.ams-web.org
ams@latech.edu

AMS UPCOMING EVENTS

ANNUAL CONFERENCE

2015 Academy of Marketing Science Annual Conference

Denver, Colorado

Tuesday, May 12 – Thursday, May 14, 2015



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



Marketing is ubiquitous; it doesn't matter who you are, where you are or what you are doing, you cannot escape it. In these times of instantaneous news, information and entertainment, everyone is exposed to messages from the moment they awake until the minute they drift off to sleep. 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.

As such, 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. Let's discuss all of the good things that marketing can do, your research efforts and your results that will help us all move forward and focus on the positive that marketing can provide to consumers, stakeholders and society.

The conference is being held in Denver, Colorado, known as the Mile High City (at 5,280 ft.), the Queen City of the Plains, and the Gateway to the West. The city was founded by outdoorsmen and entrepreneurs searching for gold, silver, cattle, and technology. These days, Denver is known for its sports teams, the Broncos in the Super Bowl 7 times (winning twice), the Rockies have been in the World Series, the Avalanche having won the Stanley Cup twice. Denverites are passionate about their sports. The city is also known for its food and spirits. Well beyond the Denver omelet are Rocky Mountain Oysters, the Denver sandwich and Green Chiles. Denver is a hub for craft breweries; Esquire magazine ranked it among the top 7 cities in the country for microbrews and it's known as "the Napa Valley of Beer." The Rocky Mountains are a short drive away, with any outdoor activity you could imagine (yes, you can probably still ski in May). We hope that you will be able to enjoy your favorite pastime in this beautiful city. In fact, we have planned the conference in a way to allow you some time away from sessions to explore and study marketing in all its glory. It's also primetime for the Colorado Rockies and Coors Field is nearby.....easy to get your fill of baseball, hot dogs and more than a little marketing.

PRE-CONFERENCE WORKSHOP 2015 Academy of Marketing Science (AMS) Annual Conference

Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3

Monday, May 11, 2015, 1.30 – 6.30 p.m.

Joe F. Hair, Christian Ringle and Marko Sarstedt

Partial least squares structural equation modeling (PLS-SEM) has recently received considerable attention in a variety of disciplines, including marketing (Hair et al 2011, *according to Google scholar the most-cited article ever published in JMTP*; Hair et al. 2012a, *according to Google scholar the most-cited JAMS article since 2012*), strategic management (Hair et al. 2012b, *according to Google scholar the most-cited LRP article since 2012*), and management information systems (Ringle et al. 2012, *according to Google scholar the second-most cited MIS Quarterly article since 2012*).

The goal of PLS-SEM is the explanation of variances (prediction-oriented character of the methodology) rather than explaining covariances (theory testing via covariance-based SEM). The application of the PLS-SEM method is of special interest if the premises of covariance-based SEM are violated and the assumed relations of cause-and-effect are not sufficiently explored. An additional advantage of the PLS-SEM method is the unrestricted incorporation of latent variables in the path model that draws on both reflective or formative measurements models.

This pre-conference workshop provides an introduction to the following aspects of PLS-SEM:

- On the usefulness and use of SEM
- Model development and fundamentals of PLS-SEM
- Assessment and reporting of measurement and structural model results
- Examples and special problems in marketing research

The course is based on the PLS-SEM textbook:

Hair, J. F., Hult, G. T. M., Ringle, C. M., and Sarstedt, M. 2014. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks, CA: Sage.

Every participant will receive a *free* copy of this book. Moreover, practical applications and the use of the software program SmartPLS 3 are an integral part of the workshop. Each course participant will get a *free* one-month professional license of the SmartPLS 3 software.

AMS UPCOMING EVENTS

Place: Westin Denver Downtown, 1672 Lawrence Street, Denver, CO;
<http://www.westindendertown.com/>
 (Location of AMS 2014 Annual Conference that follows May 12-14)

Date: Monday, May 11, 2015

Time: 1:30 pm – 6:30 pm

Cost: AMS members: \$90 US; Non-members: \$290 US (includes AMS membership)

Registration: Participants need to register on the AMS website.

Course set-up: The workshop builds on the contents and the data from the PLS-SEM book by Joe F. Hair, G. Tomas M. Hult, Christian M. Ringle and Marko Sarstedt (Sage, 2014). Handouts with major concepts will be provided as well as a copy of the book. Most of the workshop will involve “hands-on” analysis of the dataset using the SmartPLS 3 software (course participants will obtain a free one-month license). The SmartPLS 3 software output diagnostics and interpretation of the results will be covered. Potential obstacles and “rules-of-thumb” to ensure appropriate application of the techniques will be addressed.

Requirements: Prior exposure to PLS-SEM is recommended but not required. Participants must bring a laptop with the SmartPLS 3 software readily installed. The software is available free of charge from <http://www.smartpls.com>.

Who should attend? Individuals wishing to learn more advanced PLS-SEM topics and the SmartPLS software for their PhD research and/or top-tier journal publications.

Instructors:

Joe Hair is Founder and Senior Scholar of the Coles College of Business DBA Program at Kennesaw State University. He has authored over 50 books, including market leaders *Multivariate Data Analysis*, Prentice-Hall, 7th edition, 2010, cited 80,000+ times; *A Primer on Partial Least Squares Structural Equations Modeling*, Sage, 2014, and *Principles of Marketing*, Thomson Learning, 12th edition, 2013, used at over 600 universities globally. He also has numerous publications in journals such as *Journal of Marketing Research (JMR)*, *Journal of Academy of Marketing Science (JAMS)*, *Journal of Retailing (JoR)*, *Long Range Planning (LRP)*, and *Journal of Marketing Theory & Practice (JMTP)*. He is a Distinguished Fellow of the Academy of Marketing Science and the Society for Marketing Advances. In 2011 he was recognized as the Academy of Marketing Science Marketing Educator of the year, in 2009 he was the Academy of Marketing Science/Harold Berkman Lifetime Service Award recipient, in 2007 he was named the Innovative Marketer of the Year by the Marketing Management Association, and in 2004 he received the Academy of Marketing Science Outstanding Marketing Teaching Excellence Award.

Christian M. Ringle is a Professor of Management and the Director of the Institute for Human Resource Management and Organizations at the Hamburg University of Technology (TUHH) and Visiting Professor at the Faculty of Business, and Law Professor at the University of Newcastle (Australia). His research has been published in well-known journals such as *Information Systems Research (ISR)*, *International Journal of Research in Marketing (IJRM)*, *Journal of Business Research (JBR)*, *Journal of Marketing Theory and Practice (JMTP)*, *Journal of Service Research (JSR)*, *Journal of the Academy of Marketing Science (JAMS)*, *Long Range Planning (LRP)*, *MIS Quarterly (MISQ)*, and *Organizational Research Methods (ORM)*. Dr. Ringle co-authored the textbook on PLS-SEM and is co-founder of SmartPLS, a software tool with a graphical user interface for the application of the PLS-SEM method. More information: <http://www.tuhh.de/hrmo/team/prof-dr-c-m-ringle.html>.

Marko Sarstedt is a Professor of Marketing at the Otto-von-Guericke-University Magdeburg (Germany) and Adjunct Professor at the Faculty of Business and Law of the University of Newcastle (Australia). His main research interest is in the advancement of research methods to further the understanding of consumer behavior. His research has been published in journals such as *Journal of the Academy of Marketing Science (JAMS)*, *International Journal of Research in Marketing (IJRM)*, *MIS Quarterly (MISQ)*, *Organizational Research Methods (ORM)*, *Journal of Business Research (JBR)*, *Journal of Marketing Theory & Practice (JMTP)*, *Journal of World Business (JWB)*, and *Long Range Planning (LRP)*. Dr. Sarstedt has co-edited several special issues of leading journals and co-authored the textbook on PLS-SEM. More information: <http://www.marketing.ovgu.de/marketing/en/Marketing.html>

Specific inquiries should be directed to Marko Sarstedt at Marko.Sarstedt@ovgu.de

2015 MARY KAY DOCTORAL DISSERTATION COMPETITION

Committee Chairs:

Lauren Beitelspacher, Portland State University

Michael Brady, Florida State University

Michael Hartline, Florida State University

PLEASE NOTE THAT AMS HAS MADE CHANGES TO THE MARY KAY DOCTORAL DISSERTATION COMPETITION.

There are now **two award categories**: Mary Kay Dissertation Award and Mary Kay Dissertation Proposal Award.

MARY KAY DISSERTATION AWARD:

Sponsored by Mary Kay, Inc. and the Academy of Marketing Science, doctoral candidates in marketing who have completed their dissertation during January 1, 2014 - December 31, 2014 are eligible for the Mary Kay Doctoral Dissertation Award. A completed dissertation is defined as one successfully defended during the 2014 calendar year. Dissertations considered for the award in a previous year will not be eligible. To be considered, please submit an electronic version of a dissertation abstract that is no longer than 15 double-spaced pages (including appendices, tables, figures, and references). All submissions should include a cover page listing current affiliation and contact information, dissertation committee, and degree granting institution. Do not include any identifying information in the submission itself, as these will undergo a blind review. Papers should be formatted using the guidelines for the *Journal of the Academy of Marketing Science*.

The winner will receive \$1,000 and a one-year membership in the Academy of Marketing Science. Two runners up will receive \$500 each. Contact the chairs of this competition for additional information or submit an electronic copy of the paper no later than **January 15, 2015** to AMSMaryKayComp2015@gmail.com.

MARY KAY DISSERTATION PROPOSAL AWARD:

Sponsored by Mary Kay, Inc. and the Academy of Marketing Science, doctoral candidates in marketing who have defended their proposal during January 1, 2014 - December 31, 2014 are eligible for the Mary Kay Doctoral Dissertation Proposal Award. Candidates for this award should have completed a successful proposal defense within the 2014 calendar year. Candidates who completed their dissertations in 2014 are not eligible for the proposal award. To be considered, please submit an electronic version of a dissertation abstract that is no longer than 15 double-spaced pages (including appendices, tables, figures, and references). All submissions should include a cover page listing current affiliation and contact information, dissertation committee, and degree granting institution. Do not include any identifying information in the submission itself, as these will undergo a blind review. Papers should be formatted using the guidelines for the *Journal of the Academy of Marketing Science*.

The winner will receive \$1,000 and a one-year membership in the Academy of Marketing Science. Two runners up will receive \$500 each. Contact the chairs of this competition for additional information or submit an electronic copy of the paper no later than **January 15, 2015** to AMSMaryKayComp2015@gmail.com.

ADDITIONAL INFORMATION:

Before the AMS Annual Conference in Denver, three finalists will be chosen for each award by a panel of judges. The winners for each award will be chosen from the three finalists at the AMS annual conference based on the quality of their dissertation research and their presentation at AMS. **Finalists MUST attend the AMS Annual Conference in Denver** in order to be considered as the winner or a runner-up for either award.

Candidates may not be considered for both the proposal and dissertation awards.

Doctoral students from programs at any recognized university, college of higher learning, business school or management school worldwide are eligible for the Mary Kay Doctoral Dissertation Competition.

AMS UPCOMING EVENTS

The 18th AMS World Marketing Congress

Bari, Italy

July 14-18, 2015

Hosted by AMS and University of Bari Aldo Moro

Conference Program Co-Chairs:

Luca Petruzzellis, *University of Bari Aldo Moro, Italy*

Russ Winer, *New York University, USA*

Rediscovering the Essentiality of Marketing

The current worldwide business environment is leading marketing scholars and practitioners to reconsider a number of historical and current views of the marketplace and how it functions. Further, determining new marketing theories and practical methods whose effectiveness can be truly measured must be added to the list of current challenges for today and tomorrow. In such a period in marketing history, achieving and managing efficient and effective marketing actions is a necessity. Determining such actions is based on practical experience, solid theory and appropriate research methodology.

The 18th Academy of Marketing Science World Marketing Congress will serve as a platform for scholars from around the globe to present theories, research findings and special topic sessions to focus on today's marketplace challenges.

The Congress

The congress will have presentations of peer-reviewed papers, as well as special topic sessions. The papers can range from theory development to concepts for measurement and modeling to testing propositions in empirical or experimental studies. Papers based on cross-cultural studies and having international implications are particularly welcome.

As an international event, this meeting is an excellent opportunity to submit work that explores marketing issues in today's emerging markets and other relevant topics not directly related to the theme. The various tracks provide you avenues to present research results and special sessions across the broad spectrum of our discipline.

Also woven into the fabric of the congress will be experiences tied to the culture of the area.

We look forward to seeing you and to offer the opportunity to engage in lively intellectual discussions, make new professional connections and experience warm fellowship. These are the trademarks of Academy of Marketing Science World Marketing Congresses.

About Bari, Italy

The city embodies the bridge between Occident and Orient. It is rich in historical places, such as basilicas, cathedrals, castles and sanctuaries that have been challenged by time, earthquakes, raids and destruction and yet still stand before us today with their majesty and richness: places of prayer as well as artistic study and interest.

The surroundings are full of small villages and picturesque historic districts. They bear witness to yesteryear with their sumptuous palaces, squares, and gardens: symbols of the civil and religious standing of a community, of a past rich in history and tradition that are still in use. Furthermore, the Apulia region has been ranked by AC Nielsen as one of the the best Italian regions for food and drink.

Our host Università degli Studi di Bari Aldo Moro was founded in 1925 and has been a driving force for the economy of the area. It is recognized as a central institution in the Mediterranean region. The University of Bari is one of the biggest in the South of Italy and one of the oldest universities in Italy. In particular, the School of Economics was founded in Bari more than 120 years ago as the Royal School of Commerce, given that the city was one of the main crossroads for trade and commerce.



AMS OFFICIAL PUBLICATIONS

The Academy of Marketing Science Announces New Editor for the *Journal of the Academy of Marketing Science*



October 20, 2014

The Academy of Marketing Science is pleased to announce that Dr. Robert W. Palmatier will be the incoming editor-in-chief for the *Journal of the Academy of Marketing Science* beginning on June 1, 2015. Dr. Palmatier is Professor of Marketing, John C. Narver Endowed Chair of Business Administration, and Research Director for the *Center for Sales and Marketing Strategy* in the Foster School of Business at the University of Washington. Professor Palmatier brings extensive publishing and editorial experience to the role. He is an Area Editor at the *Journal of Marketing* and serves on multiple editorial review boards, including for the *Journal of the Academy of Marketing Science*.

JAMS is one of the premier journals in the marketing discipline. For the past five years, *JAMS* consistently ranks among the top marketing journals; currently in the top 10 of all business journals and second among all marketing journals (Thompson Reuters 2014 Journal Citation

Reports). The commitment and development work of the current editor, Dr. Tomas Hult, has been instrumental in elevating the standing of *JAMS* into one of the field's premier journals. Dr. Hult is the Byington Endowed Chair, Professor, and Director of the Center for International Business Education and Research (CIBER) in the Eli Broad College of Business at Michigan State University. He is in the last year of

a two-term editorship, and AMS is very grateful for his 6-year dedication to the journal.

As a part of the editor transition, Professors Hult and Palmatier will be collaborating to institute an Area Editor (AE) structure for *JAMS*. This change is in response to doubling of the number of submissions during Hult's editorship, an increase from four to six issues published annually during his term, and recognition of the breadth of topics published in *JAMS*.

During his term, and recognition of the breadth of topics published in *JAMS*. With a managerial focus and strong theoretical basis, the AE structure will continue to enhance the standing of *JAMS* as a premier journal covering all areas of marketing. A larger editorial team will also facilitate the continuation of *JAMS'* leadership in using social media in the field of marketing (e.g., the *JAMS* LinkedIn group has some 4,000 members).

The Academy of Marketing Science is an international, scholarly, professional organization. AMS is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world. The Academy of Marketing Science is committed to the highest of ethical standards and collegiality in the pursuit of this mission.

JAMS is a Top 10 Business Journal

The 2014 edition of Thomson Reuters' Journal Citation Reports® (JCR) provides a combination of impact and influence metrics from 2013 data, and millions of cited and citing journal data points that comprise the complete journal citation network of Web of Science. The *JAMS* editorial team, led by Professor Tomas Hult as Editor-in-Chief and Anne Hoekman as Managing Editor, along with the AMS marketing community is delighted to report that *JAMS* achieved an impact score of 3.410 in the newly released data (July 30, 2014). This places *JAMS* as the #7 journal in the "business" category and #2 among marketing journals.

Highlights of recently published articles that are expected to continue this trajectory of *JAMS'* impact and influence in marketing include a comprehensive review of resource-based theory in marketing by Kozlenkova, Samaha, and Palmatier, which was published alongside commentaries on the RBT in marketing by the top scholars in the area: Birger Wernerfelt, Jay Barney, and George Day (issue 42.1). *JAMS* has also recently published several theoretical and methodological articles that have potential for great impact, on topics like the place of marketing in the family of business disciplines (issue

42.3), the use of item response modeling (issue 42.4), and a new criterion for assessing discriminant validity in variance-based structural equation modeling (available for download on SpringerLink ahead of print publication).

JAMS is a top journal choice for scholars seeking to publish their highest-quality, theoretically-sound and managerially relevant research in marketing not just for its top rankings but also for the fast and high-quality review process. In 2013, *JAMS* received 543 new submissions, had a 34 day average review time for first-round submissions (even faster for revision-round submissions), and accepted 7.37 percent of the submissions. For 2014, the journal is forecast to receive nearly 600 submissions. And *JAMS* has been a top choice for academics from around the world: 68% of originating authors are from outside of the USA, and co-authors on *JAMS* submissions represent 46 different countries.

To keep up-to-date on all of *JAMS'* news and new publications, join the *JAMS* LinkedIn group with more than 3,500 members, follow *JAMS* on Twitter and Facebook, or visit Springer's *JAMS* page (springer.com/jams).

AMS OFFICIAL PUBLICATIONS

INSIGHTS FROM AMS REVIEW

Manjit S. Yadav, Editor

Description

The *AMS Review* is positioned to be the premier marketing journal that focuses exclusively on conceptual and theoretical contributions across all sub-discipline areas in the field of marketing. It publishes articles that engage theoretical issues in marketing in the broad sense.

The *AMS Review* is receptive to different philosophical perspectives and levels of analysis that range from micro to macro. Especially welcome are manuscripts that integrate research and theory from non-marketing disciplines such as management, sociology, economics, psychology, geography, anthropology, or other behavioral sciences. Examples of suitable manuscripts include those incorporating conceptual and organizing frameworks or models, those extending, comparing, or critically evaluating existing theories, and those suggesting new or innovative theories. Comprehensive and integrative quantitative syntheses of research literatures (i.e., meta-analyses) are encouraged, as are paradigm-shifting manuscripts.

Manuscripts that focus primarily on descriptive literature reviews, proselytize research methods or techniques, or report empirical research findings will not be considered for publication. The *AMS Review* will not publish manuscripts focusing on practitioner advice or marketing education.

AMS Review is much needed and long overdue. For years, the dearth of conceptual/theoretical articles has been a major factor limiting the development of the marketing discipline. AMS Review should be on every marketing academic's list of "must read" and "must submit to." We owe it to present and future marketing academics, students, and practitioners.

Shelby Hunt, Texas Tech University

The AMS Review brings in the latest thinking on theory development in marketing. Marketing is always accumulating new concepts and perspectives and the AMS Review is a leader in reporting them.

Philip Kotler, Northwestern University

Additional details at:

<http://www.springer.com/business+%26+management/journal/13162>

Forthcoming Articles (December 2014)

Which Controls are Better for Service Outsourcing?
Integrating Service-dominant Logic and Service Characteristics

S. Roy and K. Sivakumar

Knowledge Needs of Firms: The Know-X Framework for Marketing Strategy

S. Madhavaram, A.C. Gross, and R. Appan

An Integrated Model of Cause-Related Marketing Strategy Development

G. Liu and W. Ko

AMS Review THEORY FORUM

The 2014 **Theory Forum**, chaired by Manjit Yadav and O.C. Ferrell, was held in Indianapolis on May 20. Following Shelby Hunt's keynote presentation, the forum was organized as three panel sessions: (1) A Critical Assessment of Theoretical Progress in Marketing (Ajay Kohli and William Wilkie); (2) The Art and Craft of Developing Impactful Theory (Peter Golder, David Stewart, and Manjit Yadav); and (3) Rethinking Doctoral Programs (Kent Monroe and Lisa Scheer).

Abstracts, Powerpoint slides, and selected videos of the presentations will soon be available on the AMS website: www.ams-web.org.

The 2015 Theory Forum will feature a plenary session at the Annual AMS conference in Denver (May 12-14, 2015). An interactive workshop session ("Roundtable") is also being planned. Additional details will be posted on the AMS website.



Manjit Yadav
Editor *AMS Review*

**DO YOU HAVE
"IN THE NEWS"
ITEMS TO SHARE?**

Send your news to dhaytko@fgcu.edu
by Feb. 15, 2015

SCHOLARSHIP AND RESEARCH

Journal of Marketing Channels

Call for Papers

Special Issue: “Evolution of Marketing Channels in Japan”

Guest Editor: **Chieko Minami, Kobe University**

The *Journal of Marketing Channels* is pleased to announce and invite submissions for a Special Issue on “Evolution of Marketing Channels in Japan”. The deadline for manuscript submission is **December 31, 2015** with publication of accepted papers planned during late 2016 or early 2017.

Special Issue Background Information

It has been two decades since JMC featured the characteristics of the Japanese distribution system in 1994 as a Special Issue. Since then, Japan has experienced a long-term recession and two earthquake disasters. Nevertheless, the Japanese economy is starting to rebound and is pursuing growth again. A major challenge to the economy is that Japanese society is facing long-term demographic changes, such as aging of the population, overconcentration of the population in metropolitan areas, fewer children, and reduced size of households. These phenomena have changed consumption patterns, resulting in both opportunities and threats for marketers and members of distribution channels.

There has been some discourse about the uniqueness of the Japanese market and distribution system since the 1980s. Some of its unique qualities include smaller trade areas, a longer distribution chain, vertical integration of the distribution channels by manufacturers, and a distribution system that tends to exclude foreign capital. In fact, quite a few global retail chains have withdrawn from the Japanese market. However, the structure previously described has changed since the rise of mass merchandisers in the 1990s and more recently with the increase in Internet commerce. On the other hand, convenience store formats to target small trading areas have increased their presence.

The rapid demographic changes noted previously have affected consumers’ shopping patterns and the distribution system. Recently, while existing retail chains have been

incorporated into several major retail conglomerates following mergers and acquisitions, new investors, such as general trading companies, have entered the retail industry. Moreover, the business system has shown innovation in the areas of service development in convenience stores and the integration of Internet commerce. Consumers in Japan, especially those in urban areas, are currently receiving great benefit from these innovations.

This Special Issue is designed to contribute to marketing channel research by focusing on the evolution of the distribution channel in Japan. It is worthwhile for researchers to focus on both the uniqueness and the universality of this evolution process. Revealing the dynamism behind the evolution is expected to contribute to new knowledge in this research field. Theories that explain the evolution and its dynamic forces are required, and various research approaches are welcome. We hope this Special Issue will be a good opportunity to bring about fruitful discussions that develop new knowledge and profound insight into marketing channel research.

We seek manuscripts addressing the following topics and beyond. Of course, this list is only for illustration of suitable topics and is not intended to be comprehensive or exclusive. Some examples of research that would be especially welcomed include:

Conceptual Work on the Growing Complexity of Distribution Channels:

- Evolutionary history of Japanese distribution channels.
- Theoretical framework for channels of distribution.

Distribution Channels:

- The macro trend of distribution channels.
- The impacts of globalization on distribution channels.
- Key success factors to manage distribution channels.
- Key success factors for distribution channel management in cross industries.
- The changes in the roles of manufacturers, wholesalers, and retailers.
- Multi-channel management strategies by manufacturers and retailers.

Retail Strategies:

- Global retailers’ influence on Japanese markets.
- The key variables in retail strategies.

- The effects of retailers’ strategies on markets and industries.
- Organizational factors in the retail business.
- An explanatory study of best practices in the retail business.
- The development of new retail formats and strategies.

Supply Chain Management:

- Structural and functional changes in supply chain management.
- Productivity in supply chain management.
- New approaches in supply chain management.
- The effects of new technology in supply chain management.
- Collaborative roles in supply chain management.

Internet Commerce and Direct Marketing:

- Theoretical development for Internet commerce.
- The key variables of Internet commerce strategies and management.
- New approaches to direct marketing.

Shopping Behavior:

- The characteristics of the behavior of online shoppers.
- Multi-channel selection behavior.
- Shopping patterns across retail formats.

Submission Information

1. Submitted manuscripts should not have been previously published nor be currently under consideration for publication elsewhere.
2. All manuscripts will be double-blind refereed. Manuscripts must be submitted electronically in Word format, and must be consistent with the author submission guidelines of the *Journal of Marketing Channels* which can be found at <http://www.tandfonline.com/WJMC>. Click on the “Authors and Submissions” Tab. Papers should be in APA style, and *normally* should be no longer than 30 pages in length.
3. Manuscripts should be received no later than **December 31, 2015** with accepted papers published in late 2016 or early 2017. Please submit directly to the guest editor, preferably through email as a Microsoft Word attached document.

Chieko Minami

Professor of Marketing
Graduate School of Business Administration
Kobe University
2-1, Rokkodai, Nada, Kobe,
JAPAN
Phone: +81 78 803 6931
E-mail: cminami@kobe-u.ac.jp

News from AMS Headquarters

The World Marketing Congress in Lima, Peru was clearly a learning experience in many ways. The staff and students from ESAN were fabulous! They were very welcoming and generous. Marketing research combined with the Peruvian culture gave WMC attendees a greater knowledge all the way around. One could easily see how the modern campus and green areas nestled at the southern base of the Andes would provide a calming environment for studying.

All necessary changes have been made for 2014 WMC Proceedings and it’s now at the printer. We are hopeful that the final copies will be available soon. Thanks so much for your patience regarding this project.

Don’t miss out on the 2015 AMS Annual Conference to be held in Denver, in mid-May, a great time to enjoy the Colorado outdoors as well. This capital city has much to offer in the way of great food, museums, fantastic side trips and more. Registration fees for the AMS Conference in Denver will be the same as they were for Indy this year. The Early Bird deadline will be Tuesday, April 7 (5 weeks prior to the conference). For more specifics, shoot us an email at the home office in Louisiana.

We have a slight change as far as the days of the week of the conference. Usually, this event has taken place from Wednesday through Friday. In 2015, the conference will begin on a Tuesday and end on Thursday. Joe Hair, Christian Ringle, and Marko Sarstedt will be conducting a PLS-SEM workshop on Monday, May 11 from 1:30 to 6:30pm, making it ideal for a little sightseeing the weekend before the conference begins.

Your feedback is always appreciated. The simplest way to get in touch with us is by sending an email at the home office (ams@latech.edu).

Traci Maier

BOARD of GOVERNOR'S CORNER

The AMS Board of Governors is pleased to make the following announcements:

Calls for Nominations

The Academy of Marketing Science is seeking nominees for its most prestigious awards. If you wish to nominate someone for one of these awards, you may submit your nomination directly to the appropriate subcommittee at the email address indicated for each award or you can send to ams@latech.edu. In each case, individuals who accept the nomination to be considered for an award may be asked to provide documentation supporting their case. All nominations are due by December 15 unless otherwise noted or otherwise extended by the chair of the respective subcommittee.

The Harold W. Berkman Distinguished Service Award – named after the AMS Founding Fellow who continues to serve, this award recognizes individuals who epitomize selflessness in service to the AMS and to the marketing discipline in general. A list of the ten previous recipients can be found at:

http://c.y.mcdn.com/sites/www.ams-web.org/resource/resmgr/Files/List_of_Winners.pdf

Nominations can be sent to John Ford at jbford@odu.edu. Include a brief statement of worthiness for the award.

The AMS/Cutco-Vector Outstanding Marketing Educator – the award recognizes achievement in marketing education within AMS and the marketing Academy. This award recognizes long-term achievement in advancing the discipline through teaching, research, mentorship and service in promoting and upholding professionalism in the marketing discipline.

Nominations can be sent to James R. Lumpkin at jlumpkin@uttyler.edu.

The AMS Outstanding Marketer of the Year – this award recognizes achievement and prominence through the practice of marketing. Winners have exemplified effectiveness in marketing and maintained high professional moral standards through all their actions.

Nominations can be sent to Leyland Pitt at lpitt@sfu.edu.

The Harold & Muriel Berkman Faculty Development and Achievement Award -- this award recognizes initiative in service to AMS and achievement within AMS and the profession among developing scholars. Candidates must have a minimum of three consecutive years of AMS Fellow membership and have served in some official capacity in AMS programs. Preference is given to candidates within the first 15 years in academics.

Nominations can be sent to Harold Berkman at ams@latech.edu.

The AMS Global Marketer of the Year – this award recognizes achievement within the marketing discipline to an individual that has furthered the cause of marketing internationally and global market development. The recipient will have demonstrated his/her accomplishments through their actions and statements, and will have at all times acted with integrity and high ethical standards. It is not required that this individual has a terminal degree, nor is it required that this individual has been an academic – although the award can be give to either academics or practitioners. Nominations due by 12/31.

Nominations can be sent to Adel El-Ansary at aelsansar@unf.edu.



Barry Babin
BBabin@latech.edu



Joseph F. Hair, Jr.
JHair@kennesaw.edu



JOIN OR RENEW MEMBERSHIP

NAME: _____

AFFILIATION: _____

ADDRESS: _____

ADDRESS: _____

CITY: _____

STATE: _____ COUNTRY _____

ZIP: _____

E-MAIL ADDRESS: _____

PHONE: _____

FAX: _____

Please check the appropriate lines below:

- Show all of my information in the AMS Membership Directory.
- Do not show my information in the AMS Membership Directory.
- Only show my work address.
- Only show my home address.
- Do not send me any AMS e-mail.

Total amount enclosed:

Fellow Membership and Annual Subscription to JAMS and AMS Review is \$90.00.	\$ _____
Student Membership and Annual Subscription to JAMS and AMS Review is \$60.00.	\$ _____
The Board of Governors recommends a \$25.00 donation to the AMS Foundation.	\$ _____
TOTAL	\$ _____

Make checks payable to *Academy of Marketing Science*. If you wish to pay by credit card, complete the box below.

Cardholder's name: _____

Card number: _____

Card Type: Visa MC Discover

Expiration Date: _____

Verification Number (Security Code): _____

Billing Address: _____

Billing Zip: _____

Billing Phone: _____

Billing E-mail: _____

Mail this completed form with your payment to:

ACADEMY OF MARKETING SCIENCE
College of Business
Louisiana Tech University
P.O. Box 3072
Ruston, LA 71272
Questions? Contact Nina Krey 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* is available to members through www.ams-web.org. *JAMS* is increasingly regarded as a premier marketing journal and it is now included in the Social Sciences Citation Index as well as in other recognized publication indices. Understanding that theory is the fuel for research, *AMS Review*, the Academy's new journal publication, 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 through 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. AMS also recognizes outstanding teaching through its annual teaching excellence awards.
3. Opportunities to interact with academics on an international level. With its current international membership dues close to 30% of the total, and its biennial World Marketing Congress and multicultural conferences, the Academy is a truly international organization for marketing academics.
4. This quarterly newsletter from AMS that offers notification of upcoming conferences, academic and people news, and announcements of competitions and awards.

With all of these benefits, AMS members receive a high value for their membership dues and ample opportunities to grow professionally. Your membership dues also support the AMS Foundation, which offers scholarships and awards to advance scholarly research in marketing.

We hope you decide to continue your membership in the Academy!

Renew your membership in AMS today by visiting <http://www.ams-web.org/registernewmembers.cfm> or by sending your renewal to:



Nina Krey
 Director of Marketing and Communications
 Academy of Marketing Science
 Louisiana Tech University
 PO Box 3072
 Ruston, LA 71272
 (318) 257-2612
ams@latech.edu

If you would like to help recruit new members for AMS, please share the above information with faculty and doctoral students who are not currently members of the Academy. More detailed information about the Academy and membership forms are available at www.ams-web.org. THANKS FOR YOUR HELP!