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Message from the President

Last year (when I took over as President of the Academy), marked the 20th anniversary of my service to AMS, as I was proceedings editor for the annual conference in 1992. Hitting the two decade mark is probably the cause for some service reflection on my part. But also, as president, I am now conscious of the fact that I am surrounded in the Academy of Marketing Science by people who go above and beyond the call of duty in our profession. Thus, I thought I would make "service" the focus of my column for this AMSQ. All too often, we are the recipients of the great work that is being done around us – but largely oblivious to all of the behind-the-scenes activities that make our organization as wonderful as it is. Many people make the Academy what it is today; the AMS is lucky to have academics that include service in their professional mantra.

As I look at the more seasoned officers and leaders in the Academy, it becomes clear very quickly that these folks have been around the service block a few times and have dedicated a portion of their careers to the AMS and other professional organizations. With that said I am going to focus on a few critical service activities that have been going on around me since I took over the Presidency and give a few targeted shoutouts. I will start with one of those folks who has been around the block (more than once since he has also served as President) – JOHN FORD.

To be quite honest, I do not know how John is keeping track of everything. He must truly love the Academy to be doing the yeoman job(s) that he is doing right now. In 2012, John accepted the position of Director of Consortia, a newly-created position. In this director's position, John oversees and coordinates (via working with consortium coordinators) both the Sheth Emerging Scholars Faculty Consortium and the Biennial Doctoral Consortium. Each of these consortia is held in conjunction with the World Marketing Congress. This year, both consortia will be held in Monash, Australia. Beginning in 2014, the faculty consortium will be held in even-numbered years and the doctoral consortium in odd-numbered years. Let's see…juggling both in one year and having a year off in between or managing a consortium every year…not sure where the win-win is time-wise for John. As though this director's position is not an almost full-time position, John is also the co-chair of the 2013 World Marking Congress. Anyone who has ever been a conference chair knows all of the work that goes into this role. Plus, anyone who has ever been a track chair knows that, in some magical way, a program develops out of those recommended sessions. But, did you know that in addition to working with track chairs to build the conference program, the program chairs schedule session rooms, plan for any banquet entertainment, and even create the final program copy themselves? Finally, John is now a newly-elected member of the Academy's Board of Governors – wonder what the future holds there?

Someone who experienced the proverbial baptism by fire this past year is ADILSON BORGES. Adilson took over as Vice President for Programs two and one-half months before the 2012 AMS WMC~CPM conference in Buckhead. Joe Hair, Nic Terblanche, and I were program chairs for that conference, and I can tell you firsthand that Adilson was thrown into the fire immediately! As Adilson took over, we were making session room assignments. Who did we turn to? Adilson, who had not ever been to the hotel and/or met the hotel contact person. With an e-mail introduction, Adilson was off and running. And, I'm sure everyone recalls that wonderful banquet with the great dancing and wine flowing – but, do you also remember that we had plenty of coffee during breaks, great signage directing folks to an out-of-the-way set of session rooms on another floor, and a/v without a glitch? Adilson is the go-to person when it comes to anything to do with operations related to conferences, and that job begins at least a year prior to the enjoyment we all have at the conference. Hopefully all of you are planning for the 2013 annual conference in Monterey Bay in May. Think about these things as you enjoy the conference: How can people get from the airport to the conference location – who got that transportation flyer posted on the AMS website? Will we have any cool receptions – who has been working night and day to work out a deal with the aquarium? Does the AMS really have to pay tens of thousands of dollars for a/v equipment at conferences – who went after competitive bids and got that price down? Finally, is the presidential suite going to accommodate any small receptions – who has been working with the hotel to make sure that is possible? Thus, Adilson, even from France, is wheelin' and dealin' to rock the 2013 annual conference!

All of you newbies out there – please follow in the footsteps of JULIE GUIDRY MOULARD, COLIN CAMPBELL, and ANGELINE CLOSE. Julie was elected Vice President for Membership, N. America in 2012 and both Colin and Angeline were appointed as directors in the AMS. Both of the director positions are new roles, Colin as Director of Social Media and Angeline as Director of Doctoral Student and Junior Faculty Initiatives. In addition to these three working together to develop a new doctoral student initiative that will be discussed at the officers' meeting in May (so maybe more to come on that later in 2013), each of them has individually already made great strides in advancing the Academy. Many of you on the west coast of the USA met Julie

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From the Editor

I cannot believe that spring is here! Of course, living in Florida means that I never had winter, and I must say I really miss it sometimes. I'm excited about heading to Monterey in May. I first heard about this part of California when my sister (a poor college student at the time) took a spring break road trip, couldn't afford a hotel, camped out with her roommates when they found what looked like a beautiful camping spot, and were woken up the next morning by men yelling "Fore!" Of course, they camped out on the Pebble Beach golf course. As always, there will be great presentations of interesting research and lots of opportunities to catch up with friends and coauthors from around the world.

Next up, a trip down under to Melbourne in July. While it's a long way to travel, all the effort will be well worth it. Hopefully, you can all come. Beyond the outstanding academic and social programs, participants can extend their stay to explore Australia. I've taken a Great Barrier reef tour and it was one of those once in a lifetime experiences that stays with you forever.

Enjoy the end of your spring classes and I look forward to seeing you in Monterey. As always, we would love to hear your news, so please send whatever you wish to share with the members for the next issue of AMSQ by May 1, 2013.

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AMS UPCOMING EVENTS

AMS42, Monterey, CA May 2013

A brand new locale is on tap for the AMS Annual Conference May 15-18, 2013 in Monterey, CA. Conference Co-Chairs Leyland Pitt and Constantine Katsikeas shared the following facts about the upcoming conference. We received 422 papers, which is pretty close to an all-time AMS conference record, and accepted 288, for an acceptance rate of around 68%. There are also a large number of special sessions. Authors come from every continent. We had one of the largest numbers of tracks for an AMS conference - 31 - and many of these have proven to be surprisingly popular. Apart from the usual tracks with high numbers of submissions, such as Consumer Behavior, International Marketing and Advertising, New tracks such as Wine Marketing, Political Marketing and Marketing and Technology attracted a large number of papers. Especially encouraging is the large number of submissions by doctoral students (perhaps attracted by the possibility of being awarded an AMS PhD student grant, for which applications are still open), and the many papers co-authored not only by authors from different institutions, but from across national borders. AMS42 is going to be a truly global conference. There will also be a number of pre-conference and in-conference events, including the popular workshop on SEM and PLS, and on authorship, as well as the ever-popular Meet the Editors session.

We are especially proud of our AMS award winners this year. Linda Price, of the University of Arizona is the AMS Cutco/Vector Distinguished Marketing Educator for 2013. Linda is well-known for her scholarship in all the major marketing journals, particularly in consumer research, and is also the current President of the Association for Consumer Research. Our AMS Distinguished Marketer of the year nominee is Amelia Ceja, of Ceja Family Winery in Napa. Amelia is the marketing genius behind the Ceja brand, which has seen a family from humble grape picker beginnings grow, and build a winery whose products are featured in the Wall Street Journal, and nominated as among the top wines of the region.

AMS42 is not only about scholarly marketing - there will be ample opportunities for delegates to visit one of the most beautiful and interesting parts of the US. The conference will feature the usual receptions, wine tastings, dinners and awards luncheons, and we also have a magical musical treat in store. Monterey is famous for its restaurants, the world's best aquarium, and all the sites that Steinbeck fans have come to know and love, like Cannery Row. For golfers, and even those who've only watched the PGA or US Open on television, there is wonderful Pebble Beach, and of course, the picture-perfect town of Carmel is just a short drive from there.

AMS Officers and Staff

AMS UPCOMING EVENTS

Announcing a PLS-SEM Path Modeling Workshop
Tuesday, May 14th Monterey, California, USA

An innovative new opportunity for AMS members will be available at the annual conference in 2013. Joe Hair, Marko Sarstedt and Christian Ringle will present a one-day workshop on the emerging method of Partial Least Squares Structural Equation Modeling (PLS-SEM).

Workshop details are the following:

- Time: Tuesday, May 14th, 9:00 a.m. to 5:00 p.m.
- Approach: The dataset from their forthcoming book on PLS-SEM (Sage, 2013) will be used for demonstration purposes. 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 software. SmartPLS software output diagnostics and proper interpretation of the results will be covered. Potential obstacles and "rules-of-thumb" to ensure appropriate application of the technique will be covered.
- Who should attend: Individuals wishing to learn the fundamentals of PLS-SEM and the SmartPLS software.
- Cost: $60.00
- Requirement: Participants must bring a laptop with the SmartPLS software loaded. The software is available free from www.smartpls.de
- Recommended Reading: Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. 2013. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). Thousand Oaks: Sage.http://www.sagepub.com/books/Book237345

Specific inquiries should be directed to any one of the workshop presenters: Marko Sarstedt at Marko.Sarstedt@ovgu.de, Christian M. Ringle at ringle@tuhh.de, or Joe Hair at jhair3@kennesaw.edu.

To register online visit:
http://www.ams-web.org/displayconvention.cfm?conventionnbr=12087

Announcing a Pre-Conference Workshop:
Mastering Writing for Peer-Reviewed Journal Publication in About a Day!
(Seriously . . . . No Kiddin'!)

Tuesday May 14, 1 – 5 PM

Session 1 - Avoiding Grammatical Errors that Lower Quality Perceptions
The Majordomo of All Marks of Punctuation: The Comma
(This mark of punctuation is used correctly about 30% of the time and incorrectly 80% of the time. Why doesn't this add up?)

Session 2 - Progressing in Getting the Structure Right
The Mark of Punctuation That Proves You're an Intellectual: The Semicolon
(And from your dissertation days, you probably thought it was the colon.)

Session 3 - Creating the Look of Sophisticated Writing
The "So What, Who Cares, and What Difference Does It Make" Marks of Punctuation: Hyphens, Dashes, Parentheses, Brackets, Apostrophes, Colons, Periods, Quotation Marks, and Ellipses"
(It's virtually impossible to make these marks of punctuation sexy, but they can come in handy on occasion.)

Wednesday May 15, 9 – 1 PM

Session 4 - Writing to the Appropriate Level
Writing to Impress (or at Least to Get Accepted)
(I know, it should have been "to be accepted.")

Session 5 - Saying Things Right
Selecting the Right Word
("The difference between using the right word and the almost right word is the difference between a lightning bolt and a lightning bug." Mark Twain)

Session 6 - Interactive Session
Questions?
(A penny for your thoughts. . . .)

Session 7 - Dealing with the Editors
Bonus Session: Time Permitting/Journal Styles
Resolved: Contemporary Research Should Always be Written in Past Tense (Unless, of Course, the Journal's Style States Otherwise.)

Pro: Joseph Pullis, *Louisiana Tech University*
Con: Barry J. Babin (Marketing Editor – Journal of Business Research)

To register online visit:
http://www.ams-web.org/displayconvention.cfm?conventionnbr=12061

World Marketing Congress, Australia, July 2013

This July (17-20) the *AMS* will again be heading 'down under' (for the 3rd time) for the 16th World Marketing Congress (www.2013wmc.org), hosted by Monash University. Held at The Langham Hotel on the south bank of the Yarra River in Melbourne, the Congress will bring together well over 300 marketing scholars to participate in bumper academic and social programs.

Special sessions include: Marketing in 2020 (hosted by the Australian Marketing Institute); Neuromarketing; Structural equation modelling; Ethics, CSR and corporate governance; Customer satisfaction as a strategic marketing asset; The 7 sins of social marketing; Entrepreneurial marketing; and Creating academic-industry interactions.

The social program includes a reception on the 89th floor of the Eureka Tower (www.eurekaskydeck.com.au - the tallest building in the southern hemisphere); a tour of the renowned Yarra Valley vineyards (www.wineyarravalley.com); a visit to the Healesville native wild life sanctuary (www.zoo.org.au/healesville); heritage walking tours and many other delights in the world's most liveable city. The Congress is further strengthened by the participation of some major industry partners, such as Kimberley Clark, Mars, Inc., Forethought Research and DDB. As with all AMS meetings, the Melbourne WMC will provide a warm, welcoming and friendly environment for attendees to connect and interact with scholars and industry guests in a collegial environment. We look forward to seeing you in Australia. Why not extend your stay and visit the Great Barrier Reef, the Great Ocean Road, Uluru or one of the many other major tourist destinations? Sign up now for the newsletter and up-to-date Congress information @ http://www.2013wmc.org/signup/

INSIGHTS FROM AMS JOURNALS

INSIGHTS FROM THE JOURNAL OF THE ACADEMY OF MARKETING SCIENCE

A Commentary on JAMS

Tomas Hult (JAMS Editor)

At this juncture, we are in to the first year of the second term as an editorial team of the *Journal of the Academy of Marketing Science*. The first term lasted from June 1, 2009 to May 31, 2012. The second term is from June 1, 2012 to May 31, 2015. Thankfully, Anne Hoekman has been our Managing Editor since we started on June 1, 2009 and we certainly plan on her being our liaison with authors for the balance of the second term. May 31, 2015 seems far away but – all you Editor aspirants – start thinking about JAMS as a very important and world-leading journal to potentially be the editor of in a couple of years! For potential editors and authors alike, along with our dedicated reviewer team, a few updates regarding JAMS may be valuable.

Social Media

We hope that you have taken the opportunity to interact with JAMS via our social media platform. We are on Facebook, Twitter, and LinkedIn. The FB page can be found at www.facebook.com/JAMSupdates, and you can add it as a group by clicking the "Like" button of course. We like to be liked, and since the FB page is the most recent addition to our assortment of social media outlets, we want more likes! The FB page also has all the upcoming places and dates where you can interact with the JAMS Editor. We want to be accessible in any way you want to interact with us – interaction is incredibly valuable, we think, to advancing the field and most importantly publishing top articles in JAMS. The Twitter feed can be found at www.twitter.com/JAMS_updates. On Twitter, we now have more than 400 "followers." And, perhaps most importantly, the LinkedIn group is a must-membership! We have some 2,200 "members" in the JAMS LinkedIn group (search on *Journal of the Academy of Marketing Science* when you are on LinkedIn).

Sales Issue

The first issue of JAMS in 2013 (Issue 1, Volume 41, 2013) was all focused on personal selling and sales management issues. This was not a special issue and we do not have an abundance of sales articles accepted for publication in the journal. Instead the contrary is somewhat true; we need more sales articles submitted for publication consideration (and articles on other fields in marketing that are perhaps getting too little exposure in our top journals). So, we decided to put all accepted articles on sales – at the time of our Springer publication deadline – into one issue. The result is seven articles targeting our friends in sales. The idea is that sales scholars have a nice collection of top level articles, in the same issue, to build off in advancing the field. We encourage all sales researchers to use, cite, and advance the thoughts presented in those articles. We may cluster other accepted articles into single issues in the future but, for now, we are using our colleagues in sales as the test market!

Review Articles

In the next few months – most likely in the latter part of 2013 or perhaps in Issue 1, Volume 42, 2014, expect to see one or more "review articles" in JAMS. In general review articles are intended to provide an integrative and valuable compilation, assessment, and/or agenda for future research on a theory or topic area that has been studied in the field. A few of these review articles have made it to advanced stages in the review process and I have high hopes that you will see one or more of them soon in the journal. My goal is to also have commentary from leading researchers on some of the review articles if we ultimately publish such article(s). Obviously we cannot tell you more since we do not know the ultimate publication outcomes yet but the reason for alerting the marketing community to the review articles at this stage is to emphasize that we want more of those types of articles in the journal.

Review Performance

We are fast and we strive for high-quality reviews on all submissions! For the three-year term that ended May 31, 2012, we received a total of 1,500 new submissions. We desk rejected 32.3 percent of the submissions. For papers that were sent out for review, first-round reviews took on average 31.8 days. Second-round reviews for papers that were invited to be revised took 28.1 days. We seldom asked for any major revisions beyond the second round, which also is reflected in the 8.9 days it took in third round. Our goal is fast cycle time, high-quality reviews, and the least number of revisions – with the ultimate goal being a published article that has high impact. What is also important to note in this context is that we have brought down the average days to final disposition for articles that were accepted from 374 days in 2009 to about 150 days now. For anyone who wants to ad hoc review for the journal, contact Anne Hoekman, JAMS Managing Editor, at JAMS@msu.edu and express your interest.

Pages Published

We assume the marketing professorate noticed that JAMS went from 4 to 6 issues published in 2010. Or more historically, JAMS published between 355 and 639 pages in the journal each year between 1990 and 2009 (the journal started in 1973). In 2010, we published 806 pages, followed by 941 pages in 2011, and then 844 pages in 2012. More articles and more printed pages we hope mean more value to the marketing profession. That said, I plan to rein in the somewhat drastic increase in pages published in 2013, and then evaluate the general sentiment in the marketing profession on what they want in future years. We clearly receive an amazing number of submissions so we have lots to choose from to publish in the journal.

Journal Impact

The impact score of JAMS has improved and placed it among the very elite in marketing and business. The five-year impact score (as reported in the widely used Thomson Reuters' Journal Citation Reports) places JAMS as the second ranked journal among the top marketing journals. The two-year score, self-citations, and all other data support JAMS as a top journal in the field of marketing and one of the most important journals in all of business scholarship. The top six journals clustered together with JAMS (and what authors in JAMS cite, for example) are *Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Marketing Research, Strategic Management Journal, Academy of Management Review, Journal of Consumer Research,* and *Academy of Management Journal* in that order. Nice company!

Special Issues

With the move from 4 to 6 issues being published in 2010, we also delved into more special issues being published. In 2010, we had an issue on supply chain management. In 2010, we had special issues on sustainability as well as organization theory. In 2012, we had a special issue on international competitiveness in addition to the amazing anniversary issue. We hope you read articles in each of those issues, but we especially encourage you to take a look at the fabulous set of articles by some of the field's most accomplished authors (the articles in the anniversary issue were invited). Given that we are over the hump of going from 4 to 6 issues, we plan to have fewer special issues in the second term of my editorship. At the same time, we want to be responsive and sometimes even proactive in providing leadership in marketing by announcing call-for-papers for special issues – none are planned at this time but stay tuned!

We Aim to Please

Our goal is to provide value to the marketing professorate and the marketing profession. We strive to find unique, sometimes hidden, gems in all papers that go out for review. We, of course, do not aim to please by accepting everyone's article but we aim to please by producing a journal that has the highest impact in the field. We like the "positive vibe" we are experiencing from the marketing professorate. But we are also mindful of driving innovation and newness in the field. So, please let us know (JAMS@msu.edu) about your ideas for innovation, how to advance the field, how to make JAMS even better, and anything else that comes to mind for us to serve you and everyone in the marketing professorate. Our ultimate goal is to publish the highest impact articles in the field but there are many ways to get to that goal, and we appreciate your input!

The Journal of the Academy of Marketing Science is positioned as a top journal choice for scholars seeking to publish their highest-quality, theoretically-sound and managerially relevant research in marketing.

INSIGHTS FROM AMS JOURNALS

INSIGHTS FROM THE AMS REVIEW

THE *AMS REVIEW*: LOOKING AHEAD TO YEAR 3

Victoria L. Crittenden, Co-Editor

The editorial in this last issue of the *AMS Review* provided an historical look at the first two years of the journal. The section, "The Culmination of Years 1 and 2," offered the following stats: (1) over 100 author teams had submitted to the journal by October 2012, (2) lead authors in the submission process represented the countries of Australia, Austria, Bosnia and Herzegovina, Brazil, Canada, Estonia, Finland, France, Germany, India, Iran, Ireland, Israel, Italy, Republic of Korea, Kuwait, Malaysia, The Netherlands, New Zealand, Nigeria, Pakistan, Portugal, South Africa, Sweden, Turkey, United Arab Emirates, United Kingdom, and the United States of America, and (3) the most downloaded article was "Stakeholder Marketing: A Definition and Conceptual Framework" by the author team of Hult, Mena, Ferrell, and Ferrell (2011).

With a solid first two years behind us, we are now looking ahead at a full Table of Contents for Volume 3 in 2013. Issue 1 will open with an article by Nick Lee, John W. Cadogan, and Laura Chamberlain, "The MIMIC Model and Formative Variables: Problems and Solutions." In this article, the authors suggest that the MIMIC model does not provide a valid method of integrating formative variables into empirical studies, and they go so far as to recommend that the MIMIC model be discarded as a formative model. Commentaries on this article are then offered by Roy Howell, Edward Rigdon, and Adamantios Diamantopoulos. Having read the article and the three commentaries, I can say that this has made for lively debate. So much so, that I can hardly wait to read the authors' response to the commentaries. Needless to say, not all of the commentators agreed with the authors.

Looking even further out, the *AMS Review* will have a special issue on theory as related to the field of ethics. I have previewed at least a couple of the forthcoming articles in this issue and, once again, readers can expect a great set of readings. Much appreciation goes out to O.C. Ferrell for taking the lead as the special issue editor! As if what you are hearing about is not enough, Volume 3 will also host a pricing issue. Kent Monroe and Lillian L. Cheng are the authors of "An Appraisal of Behavioral Price Research (Part I): Core Concepts and Numerical Cognition." This article will be followed by five commentaries. (As you can suspect by the title of Kent and Lillian's article, we are secretly hoping for the "Part II" in 2014!) Making the year ahead look even better, we already have one accepted manuscript in the queue for 2013 just awaiting an open slot, with a conditional acceptance offered on another submission.

While all members of the Academy receive the hardcopy of the *AMS Review*, remember that you can access upcoming articles via the member's portal on the AMS website: www.ams-web.org.

NEWS FROM AMS HEADQUARTERS

With the holidays, the Super Bowl, and everything this winter brought behind us, we are once again getting ready for another AMS annual conference. This year, the conference will be held in Monterey, California. If you haven't already done so, register now to take advantage of the "early bird" discount rate which ends April 24. To register online, visit the conference page which can be found on the AMS home page or send the registration form to the Central Office.

Monterey offers many exciting attractions, particularly of the outdoor kind. The Monterey Bay Aquarium is home to hundreds of species of marine life. But if you prefer to take a closer look at the fish, whale watching cruises are available daily. For great wineries and places to eat and shop, visit Cannery Row, a historic waterfront district made famous by American writer John Steinbeck. For a different cultural perspective visit the Monterey Museum of Art. The MMA mixes old-world elegance with contemporary galleries of work by the greatest artists of the twentieth century as well as emerging artists.

AMS members will have the opportunity to participate in a one-day workshop on the emerging method of Partial Least Squares Structural Equation Modeling (PLS-SEM) prior to the conference. The workshop will be held May 14 from 9 a.m. through 5 p.m. in Monterey and is presented by Joe Hair (Kennesaw State University), Marko Sarstedt (Otto von Guericke University of Magdeburg), and Christian Ringle (Hamburg University of Technology). The cost is $60 and participants must bring a laptop with the SmartPLS software loaded. For more information on how to register, visit the AMS homepage.

Members interested in mastering writing for peer-reviewed journal publications can attend the workshop held May 14 from 1 p.m. to 5 p.m., May 15 from 9 a.m. to 1 p.m. The session is presented by Joe Pullis from Louisiana Tech University. Inquiries can be sent to me.

Registration for the 2013 World Marketing Congress is open. The congress will be held July 17 -20 in exciting Melbourne, Australia. You name it, Melbourne has it; this city is Australia's sporting, shopping, cultural, culinary and coffee capital. To register for the conference, visit the conference page located on the AMS homepage (www.asm-web.org) under Upcoming Events.

Visit www.ams-web.org for further information about the Academy of Marketing Science

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

Send your news to dhaytko@fgcu.edu by May 1, 2013

NEW MINDS MEET GREAT MINDS

Doctoral student Julien Troiville from Université de Rennes served as the new mind, interviewing AMS Great Mind, Bodo Schlegelmilch of Vienna University of Economics and Business. The interview takes a global perspective of the professoriate—entailing teaching, research, culture, and service.

You moved from Germany to the UK for your PhD and first faculty position. Then you moved to the US, back to the UK and again to the US. Now you are working in Vienna. During your career, you have taught in some 20 countries. How has your international experience impacted your career and scholarship?

There are three points I would like to emphasize: First, teaching becomes more authentic. When I talk about international marketing or international strategy, I can often refer to examples I experienced. Second, I have been able to build an international network of friends and colleagues that can be used for collaborations in both teaching and research. Last but not least, international exposure provides a fertile ground for research ideas, as differences in approaches to marketing or strategic issues can be observed.

Do you see any major differences in the role of professors in the different countries you worked?

Of course, there are differences between universities operating in the same country. Moreover, differences may be stronger or weaker depending on the stage of your career, which is whether you are assistant, associate or full professor. I've worked as a full professor in the UK, the US and now in Austria and there are pluses and minuses in all three systems. In general, there are good opportunities to pursue research in the US. However, faculty members have little influence on their teaching schedules (teaching is either Mondays and Wednesdays or Tuesdays and Thursdays) and on the way their institutions are run. Professors in the US are very much employees. In Germany and Austria, where the systems are very similar, the professors are also employees but behave like owners. They have much more influence on schedules, formats and on managing the institution as a whole. The disadvantage: a very hierarchical system where assistant and associate professors have less freedom than full professors and lots of time is spent on administration, committee work, etc. Self-administration is the price of freedom. The lack of a strong professional administration at many universities in Germany and Austria also tends to slow down the rate of change in these counties. Professors are often able to pursue their own agendas to the detriment of institutional goals.

The UK, in comparison, represents somewhat of a middle ground. Lecturers and senior lecturers, roughly equivalent to assistant and associate professors in the US, have more freedom to develop their own research agendas than they would have in the German/Austrian system. Then again, they tend to be more teaching focused than their US colleagues. By and large, the opportunities to generate extra money through consulting are also not as good in the UK and the US than in Germany or Austria. To summarize, I think it is virtually impossible to say in which country the working conditions are best; it always depends on what aspect of the job one values most.

You have published in different fields, including marketing, management, strategy, education, and ethics. What experiences can you share about interdisciplinary collaboration? Do you recommend interdisciplinary research for marketing scholars?

From the perspective of developing a research career, I actually do *not* recommend it! It is presumably better to stay narrow and dig deep. On the other hand, I think it can be rather interesting and fun to work across disciplines. Similar to a CEO of a company who gets new ideas by looking at other industries; researchers are often getting new stimuli by looking at other disciplines. They may pick up different methodologies, look at problems from a different perspective or work at a different level of aggregation. At the end of the day this can be quite exciting.

A professor is required to do both research and teaching. Do you have any tips on how to integrate these two, or how to disseminate our research to undergraduate students?

Professors are often categorized as *either* good researchers *or* good teachers. This misses the point that we are on a two-by-two matrix: professors can also be good at both or bad at both teaching *and* research. To this end, it is possible for good professors to bring their research into the classroom. In fact, it can be good fun! Of course, communication has to be tailored to the target group. For example, if one conducts country-of-origin research, it is quite easy to talk to undergraduates about how consumers make decisions based on country-of-origin labels, and to PhD students about construct measurement and cross-country validation issues involved in this research. The ability to simplify complex research issues and make them accessible to students characterizes a good teacher.

You have also worked in the private sector for big companies like P&G and Deutsche Bank; what lessons did you learn from your industry experience?

The main lesson is that industry and academia are often not that different. Whether you manage a brand at Procter & Gamble or you manage an MBA program or a business school, is surprisingly similar. Second, I have learned from industry to communicate more concisely,   something academia tends to be weak at. Through our doctoral programs, we are trained to express even the smallest idea quite elaborately! In industry, people appear to focus on key issues more directly and succinctly.

You have been editor in chief of the *Journal of International Marketing* and you have served in many editorial boards of prestigious journals (incl. *JM, IJRM* or *JIBS*). How has your service to journals developed your career? In other words, what have you gained in return for your service?

As an editor or a reviewer you stay current, because you deal with many good manuscripts. And you really have to read them carefully and in-depth and then start questioning the assumptions the authors make, their methods, etc. It is a very different way of reading when the aim is to write a review. As an editor, one has an even stronger influence on the field, because editors also set research agendas (e.g. by commissioning special issues) and make the final manuscript selection decisions. To this end, these jobs carry a lot of responsibility.

You have published many books and book chapters. What are your thoughts on scholarly books versus journals? What is your advice to researchers considering books as outlets for their research?

It depends on the stage of your career. If you are trying to get tenure or trying to publish a lot to get promoted to full professor, you should *not* get side-tracked by writing books. Quite clearly, strong research papers count more! In contrast, when tenured it can be quite interesting to write books, as it is possible to adopt a more holistic approach to a subject. Books may also help in positioning yourself as a consultant or speaker to executive audiences.

You recently co-authored a book "Diversity in European Marketing". Can you tell me more about this new book?

First of all, it is a joint venture; my co-authors are all at different European business schools. The book attempts to capture how environmental changes, such as changes in demographics, retail structures, or immigration patterns, may influence consumer behaviour and trigger company responses. The book includes a lot of case studies. For example, we look at how diversity is managed in retailing. Take Kentucky Fried Chicken (KFC) in France: KFC's introduction of Halal food led to negative reactions by many French consumers and even politicians, who felt that Halal food is not in line with French cultural values. The book explores how such tensions can be managed and how companies can best take advantage of the growing ethnic diversity within Europe? There are, of course, also many other interesting topics, ranging from advertising and private labels, to retailing and organisational structures.

If there is one pearl of wisdom you can share with the community of marketing scholars, what would it be? And to marketing PhD students?

This is a tough question! First, I would advise PhD students to follow their interest. Focusing on research issues which are of personal interest to you is key! If you do not look forward every Monday to going to work, something is wrong. Second, you have to work hard in order to build a career in academy; put the hours in. Sitting on the beach waiting for a great new research idea hardly ever works! Finally, I would encourage young scholars and PhD students to take some risks. My career led me from Germany to the UK, then to the US, back to the UK, then again to the US and now Austria. I also teach regularly in Asia. Each move represented a risk! And yet, each move was rewarding and enjoyable and offered me opportunities to learn something new. Thus, I strongly encourage young scholars to think about career opportunities not only in their own country but on a global scale.

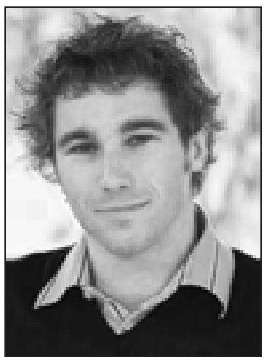
How has the field of marketing changed between when you started and today?

When I was beginning my career, online marketing was not an issue! Facebook, YouTube, eBay or Groupon did not exist. Everything that came with these technologies has influenced, and continues to influence, marketing in a tremendously forceful way. Another issue that continues to impact both companies and consumers is the shift toward sustainability and social responsibility. Since I started, these topics have moved into mainstream marketing, and my prediction is that they will continue to have a strong influence on our field for some time to come.

To conclude on a fun note, what is the best souvenir you have as a professor?

I really cannot say. It depends on who gives the souvenir, in which context it has been given, etc. Sometimes, a little plastic pen can be quite special! Ultimately, the best souvenirs are often the memories of certain people, events or places!

Thank you Bodo for sharing your views with the Academy.



Julien Troiville is a Ph.D student in Marketing at the University of Rennes 1, France, where he also received his B.S in Business ans his M.C in Marketing and Retailing. For his Master studies, Mr Troiville spent one academic year at the University College of Cork, Ireland. His research interests lie in consumer behavior and retailing, specifically retailer strategies as well as retail brands issues.

Bodo B. Schlegelmilch is Dean of the WU Executive Academy and Chair of the Institute for International Marketing Management at WU Vienna. Initially educated in Germany, he obtained two doctorates (Ph.D. and D.Litt.) from Manchester Business School (UK) and an honorary Ph.D. from Thammasat University (Thailand). Starting at Deutsche Bank and Procter & Gamble in Germany, he continued his career at the University of Edinburgh and the University of California, Berkeley. Appointments as British Rail Chair of Marketing at the University of Wales, Swansea (UK) and Professor of International Business at Thunderbird School of Global Management (USA) followed. Bodo holds/held various visiting appointments, for example at the Universities of Miami (USA), Keio (Japan), Leeds (UK), Sun Yat-Sen (China) and Cologne (Germany). He received numerous teaching and research awards and was granted a Distinguished Fellowship by the Academy of Marketing Science. He research has been published in a wide variety of books and journals, such as the *Strategic Management Journal, Journal of International Business Studies, Journal of Business Ethics and Journal of World Business.* He has been also been the first European Editor-in-Chief of the *Journal of International Marketing.*

President's Message continued from page 1

when she e-mailed you about the upcoming conference. Just think, she e-mailed you and your marketing academic colleagues on the west coast whether or not these academic colleagues are AMS members or not. Hmmm…sounds like quite a large database of marketing faculty on the west coast that the AMS now has (Julie does appreciate the assistance provided by some research assistants in finding and entering data into that database – but, someone had to build the framework and manage the process…). Has anyone checked out the AMS videos on YouTube? Go to http://www.youtube.com/user/AcadMktingSci?feature=mhee and then thank Colin for making this happen. Just this past week, I spent over an hour on the phone and online to learn the submission system for another one of our marketing organizations for which I am a track chair this year. As I was doing this (which was quite good, by the way, so no complaints), I was thinking about the YouTube videos that we have to show how the EasyChair system works. Now, granted, I think we still need to figure out how to get all track chairs to view those YouTube videos, but I think that is another story altogether. Yes, we are dipping our toes into the digital world, thanks to Colin. If you have looked at our videos, you will see the one starring our very own Angeline Close. Angeline has quite the professional reputation for being an advocate for doctoral students (some of you probably know her from the AMA DocSIG), and she is continuing that advocacy in her new role. Since she is a junior faculty member now, she is also taking the lead on coming up with ideas for how to bring (and keep) new blood into the Academy. I think I first met Angeline at the AMS doctoral colloquium in Washington D.C. when she was maybe a first year doctoral student, and she has made numerous contributions to the Academy. All three of these new officer/directors have already built a long history in AMS and are now in leadership roles to continue to build our great organization.

Finally, kudos to DIANA HAYTKO for being the AMSQ Editor. I cannot even imagine what it must be like to harness enough material to produce this publication multiple times each year! Just read this newsletter and remember that someone, somewhere (Diana in Florida) is pulling all of this together – from gathering the news to preliminary draft to final copy. To make the front-end of Diana's job easier, please send her news – don't make her come after you (like she has had to do to me).

In closing, the AMS is truly a members-run, volunteer organization. No degree of participation is too little and no degree of participation is too much! I only focused on a few of the individuals with whom I have interacted closely during this first six months of my presidency. There are many others, and we are always looking for more who are willing to volunteer their time and energy. Service to the profession is both fun and important.

FROM THE CLASSROOM

Dr. Tracy Suter

Associate Professor, Oklahoma State University

Academic Freedumb?

I was not taught how to teach. Well, I take that back. Beyond a half day seminar led by an Economics professor the Friday before the first semester of my doctoral program, I was not taught how to teach. Interestingly, I had already taught both in industry and as an MBA student before that half day seminar. By then, I thought I had it all figured out. Of course, I hadn't.

As I've talked with other faculty members and doctoral students over the years, I have yet to find a person who had or was pursuing a DBA or Ph.D. from a business school who had a doctoral seminar on teaching. We share experiences on multivariate analysis or marketing strategy seminars, but not teaching seminars. For most of us, it's trial by fire. Fake it until you make it, so on and so forth. Some of us are lucky enough to have had someone who helped us out; aids to accelerate our learning.

For me, it wasn't just a single person but several people. As an MBA student, and later a doctoral candidate, I had a Management professor who was an amazing mentor. He was so bright, so articulate; he made the complex simple regardless of the context. I fondly remember him saying, "Our responsibility as teachers is to get our students to the point where they no longer need us." What an incredibly profound comment. I repeated that line once at a doctoral consortium and felt like many people looked at me as if I was clueless. That statement is still a guiding teaching principle for me to this day. It is foundational to my teaching philosophy.

Others who have helped me immensely are those who have freely shared a course syllabus, a class exercise, an out-of-class assignment, or a semester-long project idea. Especially when asked to take on a new prep, people who have freely shared their tried-and-true teaching materials have been an incredible resource to help me establish the structure for the course. More often than not, I end up making wholesale changes to the course or creating my own materials as I gain more comfort and confidence with the topics therein. That doesn't make their initial help, or their shared resources, any less valuable.

Throughout various stages of my career I have been frequently impressed and amazed at so many people's willingness to share while seeking nothing in return. My experience is that I've interacted with countless givers. The Economics and Management professors volunteered their time. Marketing colleagues have offered resources free of charge without any request for reciprocity. I have done the same for anyone who has asked: a colleague, a doctoral student, an adjunct, anyone. If they have asked for any of my materials, I have donated them freely. I see it as paying it forward. I guess that's why a story in the September 24, 2012 issue of *Bloomberg Businessweek* resonated so strongly with me.

"Going for the Extra Credit" profiles Deanna Jump and the website TeachersPayTeachers.com. Jump, a kindergarten teacher from Georgia, earns more than $100,000 per month selling teaching units she's created. At the publication date of the article, Jump had earned 11 times her annual teaching salary on the Web site. While she is quite possibly the greatest TeachersPayTeachers success story, its founder, Paul Edelman, notes that about 10,000 of the 15,000 contributing teachers make money on a quarterly basis.

Jump and TeachersPayTeachers caused me to reflect on all those who have helped me and all those whom I have helped. It also caused me to ponder the discipline of marketing within the academy. Instead of simply giving me their resources, perhaps those who aided my classroom progress should have sought pay for their time and materials. Clearly what they provided to me was more valuable than the nothing they got in return. Perhaps I should have sold my materials instead of merely giving them away. After all, one of the initial principles we teach in marketing is that there should be an exchange of valuables.

This concept of freely giving prized intellectual property extends well beyond a course syllabus or a classroom activity. We practically beg journal editors and conference chairs to take our research studies, be they pedagogical or otherwise. This is consistent with the larger context of academic freedom and the communication of ideas while simultaneously inconsistent with the capitalistic underpinnings of the business principles we study and teach.

As I continually pondered this apparent juxtaposition – free sharing versus capitalism – I was torn. Should I enroll with TeachersPayTeachers, pay the $59 annual membership fee, then post my best in-class activities to see if I could replicate a fraction of Jump's success or continue to freely share? Was I stupid to give away valuable resources or just a good academic citizen? These are not necessarily easy questions to answer. After all, I'm a marketing professor and this kindergarten teacher is a better marketer than I am. In fact, she has a blog with more than 19,000 followers and is quoted as saying, "Every time I post a new product, an e-mail goes out to those people and, literally within an hour, I'm selling, selling, selling." Good plan, Mrs. Jump. You are one of Georgia's newest millionaires.

I was not taught how to blog. I was not taught how to lesson plan. I admire what Jump and others like her have accomplished. I do not know if it is better to continue to exercise the free sharing of ideas that is paramount to the larger system of academic freedom or if it is just plain dumb to give away valuable intellectual property. I thought I knew. I am fairly certain how most of my colleagues within the academy would respond. I also feel like I know how the business people with whom I interact would respond. This is quite a quandary. Just when I thought I'd figured it all out, of course I hadn't.

GOING INTERACTIVE

Dr. Debra Zahay
Professor of Interactive Marketing
Northern Illinois University

Integrating Digital Marketing into Marketing Thought

Going Interactive: Strategic Planning for the Interactive Age

Since we survived 2012 quite nicely, I am starting 2013 thinking about the 'big picture' in interactive marketing. As I stated in my first column last year, there seems to be a gap between what is being researched in interactive marketing and what is being asked for in practice. One of the big issues mentioned by practitioners I surveyed last year was that they seek a good organizational structure for interactive marketing. I think that this is an excellent place to start. For example, our own research suggests that organizational factors such as mission and vision and data sharing are critical to developing the good quality customer data that leads to performance benefits in online applications (Peltier, Zahay and Lehmann 2013). There are other issues worthy of research in terms of how to structure the organization to manage the many multiple channels that we have talked about in previous columns.

However, I would suggest that in this case both the practitioners and academics are thinking too narrowly. We need to redefine the basic process of strategy to incorporate the recent changes in marketing. Broadly speaking, marketing has evolved from push versus pull, with the customer taking more control over the marketing process. Yet strategy formation processes, in terms of what is being taught and researched, have not evolved.

For example, we know that b2c consumers and b2b customers start their purchase processes online, usually using a search engine. How many marketing strategy textbooks begin with the importance of search engine marketing? "Conventional" marketing wisdom states that wants become needs and then purchases. Isn't it now true that needs become searches and the results of searches become wants, which lead to more searches and ultimately to purchases?

This interactive marketing approach to marketing strategy and strategic thought means taking into account not only the customer process for finding information but also what the customer is searching for when they search. I recently did a consulting project for a small company and they told me what they were good at, what we would traditionally consider to be a 'core competencies' from a marketing point of view. Unfortunately, the search trends on Google Trends indicated that the number of searches for these products and services were declining, not increasing. Following a traditional process of identifying core competencies would not take into account what is happening with the consumer online and how they are looking for information. Looking at search trends is a quick and easy way to understand what the customer is looking for and can help refine the agenda for more detailed marketing research as the strategy process progresses.

In fact, as I think more about interactive marketing and the strategy formation process, I think that we as academics can help practitioners understand how to enrich and revamp their strategy formation processes for the digital age. For example, is it true that those firms that take into account how the customer searches for their product online are more successful than those who do not? How many CEO's really understand paid and organic search and are those who are more knowledgeable more likely to lead successful companies? How should we operationalize and measure successful implementation of search strategy?

Even more fundamentally and looking at the 'bigger' picture, which I said I would do in the beginning of this article, how has interactive technology changed the basic way we look at the marketing strategy framework: Instead of just thinking about digital strategy at the end of the process, or as another chapter, as many marketing strategy texts do now, should we not be thinking about completely revamping the process of marketing strategy formation for the digital era? I welcome your thoughts on this subject at zahay@niu.edu and look forward to seeing your theoretical frameworks and empirical research in this area.

Peltier, J., Zahay, D. and Lehman, D. (2013). Organizational Learning and CRM Success: A Model for Linking Organizational Practices, Customer Data Quality and Performance, *Forthcoming, Journal of Interactive Marketing*

SCHOLARSHIP AND RESEARCH

Call for Papers *Journal of Euromarketing*

Enlarged Europe is playing an increasingly more important role in the global economy. The purpose of the *Journal of Euromarketing* is to meet the needs of academics, practitioners, and policy makers in the discussion of marketing issues pertaining to Europe and European countries' trading relationship with other nations. It is a quarterly journal which will be in its 22nd volume in 2013. The purpose of this exciting journal is to increase our understanding of the strategic planning aspects of marketing management in Europe. As well, marketing and international business aspects of the trading relationship between European and foreign firms are also explored conceptually as well as analytically. The unique position of the region would provide fascinating reading material for practitioners, public policy makers and academicians. The articles submitted to the journal create a forum whereby a conceptual understanding of the European markets and marketing systems be operationalized, analytical insights obtained as well as the past, the present, and the future of European marketing be highlighted.

The manuscripts submitted should report the results of cross-cultural/ national and comparative studies conducted among countries of Europe. They can be based upon a single country of the region and/ or industry, with a concerted effort to contrast the results/findings and managerial implications with those obtained by international marketing scholars/practitioners elsewhere. Both thought provoking and well-developed and documented conceptual/theoretical as well as empirical contributions are sought. But every manuscript must have an applied, managerial orientation.

With its 27 full and 5 associate members, the EU is the world's largest internal market with a nearly $13 trillion economy. Its importance is constantly increasing. Currently, there is a vacuum in the marketing literature which needs to be filled by relating the Europe factor to the global marketing scene; emphasizing on an interaction mode – that is, the horizontal dimension as well as the inter and intra trade and marketing activities in Europe. As such, *Journal of Euromarketing covers the following areas of inquiry:*

a) Functional areas of marketing in Europe and comparison with the practices of those in other regions.
b) The dynamics that account for the linkage of European national markets into markets of the developing world, North and Latin America, the Far East and Africa.
c) Determine the best methods available for marketing goods and services in different socio-economic, demographic, cultural, competitive, and legal-political environments of Europe at national and regional levels.
d) The method by which European marketing institutions are linked together into viable and coherent business systems.
e) The type of environmental factors prevailing in different European countries of the region which force changes in the marketing structure of the area countries and industrial sectors
f) How efficiently does the marketing system perform its universal functions in the countries of Europe and how the weaknesses of the marketing system can be overcome in the region?
g) The various stages of market and marketing system development in Europe as a working device for generalizing and, possibly, predicting likely developments in marketing in individual countries of the region.

Both thought provoking theoretical/ conceptual and insightful empirical contributions containing most current and up-to-date knowledge which offer the greatest managerial insights are considered. Articles submitted must contain practical information for the marketing practitioners, public policy makers, classroom teachers and researchers with a major emphasis on European marketing. The Journal tries to appeal to a larger group of readers, so the articles should be written in such a manner that those outside the field can comprehend the expertise and attitudes of those who work within it. Hence, a major criterion is that the language used should be as simple as possible without altering in any way, form, or shape the quality of the information to be communicated. Although not exhaustive, the following topics are illustrative of the subject areas to be covered in the Journal:

- ❖ Cross-National Consumer Segments in Europe
- ❖ Export behavior of European Firms
- ❖ Marketing Strategies of European Multinationals
- ❖ Marketing Implications of Strategic Marketing Alliances of European Firms
- ❖ Markets and Marketing Systems of European Countries
- ❖ Marketing Practices of European Companies
- ❖ Public Sector Marketing in Europe
- ❖ Comparative Marketing Systems in Europe
- ❖ Diffusion of Product Innovations Among European Nations
- ❖ Transfer of Marketing Technology and Reverse Technology Transfer in Europe
- ❖ Buyer-Seller Interactions and Organizational Buyer Behavior Issues in European Markets
- ❖ Business Customs and Practices Among European Countries
- ❖ Marketing Interaction/ Interrelationships Between Europe and Other Trading Blocs
- ❖ European Corporate Cultures
- ❖ Legal-Political Aspects of Marketing in Europe
- ❖ Marketing Issues Pertaining to EU, EFTA, Council of Europe, European Members of OECD, and Associate Member countries of EU
- ❖ Marketing Research in Europe
- ❖ Communication/Promotion/ Advertising Strategies of European Firms
- ❖ Marketing Ethics and Social Responsibility Issues in European Countries
- ❖ Other Topics Directly Related to European Marketing

The Journal is published four times a year. Papers are blind reviewed by at least two members of the Editorial Review Board. Book reviews and special case study materials based on product/service, success and/or failure of European companies in global markets and industries shall also appear as regular items in the *Journal of Euromarketing*.

Prospective authors are requested to attempt to restrict their submissions to approximately twenty-five double spaced pages including figures, tables, and references. Authors should submit their manuscripts electronically along with a short abstract and a one-page executive summary to either Editor-in-Chief Erdener Kaynak at ek9@comcast.net or Associate Editor Ajay K. Manrai at manraia@udel.edu The IMDA Press style guidelines should be used in preparing manuscripts. If in doubt, prospective authors should either refer to the inside back cover of any IMDA Press journal or use The American Psychological Association style guidelines. For "Instructions for Authors" and for additional information, please consult with the journal's Web Page at http://journals.sfu.ca/je/index.php/euromarketing/index or contact the Editor-in-Chief.

Call for Book Proposals

Business Expert Press's focus is on producing concise, academically reliable, no-nonsense, applied books primarily for the business executive marketplace, an underserved market segment. We are looking for new manuscripts on important, applied marketing topics. A number of important marketing books have already been published (see http://www.businessexpertpress.com/).

These short books (75-150 pages) will be suitable for general executive readership. They might also be used in executive education, MBA programs, and advanced undergraduate classes. The books will be supplemented, as necessary, with cases, articles, newsletters and podcasts, and to this end BEP distributes its books through Study.net and Xanedu – the leading providers of course packs.

There are several reasons why you might want to consider publishing a book with BEP. You could use such a book in your teaching, both in traditional settings and executive settings. The book could enhance your consulting practice. It would give you an easy "underlined item" on your vita. Business Expert Press will sell the books both in print and in digital collections to the business school libraries of the world. The library market is large – 7000 libraries globally – and the prices paid for these one-time sales are relatively high when compared to one-time, direct-to-consumer sales. Thus they yield good royalty potential.

Naresh Malhotra, Marketing Collection Editor, will guide you through the topic selection, assist you in achieving an executive-oriented tone in your writing, and then support you through the production process. Professional editors will also help you polish the manuscript. Business Expert Press employs a quick, 120-day production timeline. All editors and operations are based in the United States.

Converting your expertise into actionable knowledge for executives is an important contribution that many of us in business education should make. If you have an idea for a book that would fit this business model, please contact me. I look forward to hearing from you further about this opportunity.

In interested, contact Naresh K. Malhotra, Georgia Tech, naresh.malhotra@scheller.gatech.edu

IN THE NEWS

Kevin Lane Keller Named 2013-15 MSI Executive Director

At the November 2012 Trustees Meeting, it was announced that Kevin Lane Keller will be MSI Executive Director for 2013-15. He succeeds John Deighton of the Harvard Business School, and will begin his MSI appointment in July 2013. As Executive Director, he will oversee the quality and content of MSI-sponsored research, and will facilitate the matching of research interests between MSI's corporate members and academics.

Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. He has also served on the faculties of the Graduate School of Business at Stanford University, the University of California at Berkeley, and the University of North Carolina at Chapel Hill. He is acknowledged as one of the international leaders in the study of brands, branding, and strategic brand management. His research has been published in the *Journal of Marketing,* the *Journal of Marketing Research,* and the *Journal of Consumer Research.* He also has served on the editorial review boards of those journals. With over sixty published papers, his research has been widely cited and has received numerous awards.

His textbook, *Strategic Brand Management,* in its 4th edition, has been adopted at top business schools and leading firms around the world. He is also co-author with Philip Kotler of the all-time best selling introductory MBA marketing textbook, *Marketing Management,* now in its 14th edition.

Keller's involvement with MSI is longstanding. He served as an MSI Academic Trustee from 2000 to 2006, and frequently speaks at MSI conferences. He is the author of *Branding and Brand Equity* (2002), "The New Branding Imperatives: Insights for the New Marketing Realities" (2010), and many MSI working papers. In 1984, he was a winner of the inaugural MSI Alden G. Clayton Dissertation Proposal competition. He has a bachelor's degree from Cornell University, an MBA from Carnegie-Mellon University, and a Ph.D. from Duke University.

MSI Announces Results of the 2012 Clayton Dissertation Proposal Competition

The Marketing Science Institute (MSI) is pleased to announce the results of the 2012 Alden G. Clayton Doctoral Dissertation Proposal Competition. Started in 1984, this annual competition is intended to encourage doctoral work on topics of importance to the marketing community.

Students submitted their dissertation proposals from August 2011 through July 2012, at a point when their dissertation work was no more than 50% completed. The finalists were selected from 82 high-quality submissions. Three blind evaluations of each submission were obtained from outside academic experts. We are grateful to the 147 marketing scholars who generously contributed their time to serve as reviewers.

WINNER

Jayson S. Jia, Stanford University
Experiences in the Form of Packets
Advisor: Baba Shiv

HONORABLE MENTIONS

Joshua T. Beck, University of Washington
Managing the Simultaneous Effects of Brand and Relationship Strategies on Performance
Advisor: Robert W. Palmatier
Eric M. Schwartz, University of Pennsylvania
The Attribute-Based Multi-Armed Bandit for Adaptive Marketing Experiments
Advisors: Peter S. Fader and Eric T. Bradlow

The competition winner receives $5,000, and each honorable mention receives $3,000. All are invited to attend MSI's spring Trustees Meeting, where their work will be acknowledged.

We congratulate the finalists as well as the authors and thesis chairs/advisors of the many other fine submissions received.

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 joural 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:

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Director of Marketing and Communications
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If you would like to help recruit new members for AMS, please share the above information with faculty and doctorial 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!

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