Message from the President

As I write this letter, I am, like too many of our AMS members, staring out at snow banks several feet high. I’m doing the best I can to recall the beautiful weather in Monterey last year and the walks along the water. Knowing that the next AMS annual conference is a mere 2 ½ months away helps me imagine that spring truly is just around the next snow pile! It is hard to believe that we will soon be in Indianapolis for the 2014 AMS annual conference. This will be an exciting time in Indy, as the Indy 500 folks will be literally everywhere. The excitement in the air is something that will add a wonderful atmosphere to an academic conference, that’s for sure!

Speaking of races, the Academy is just days away from the race for officers – who will be elected? While maybe not as exciting an event as the Indy 500, I was recently reviewing some literature, including popular press reports, on the role of officers in voluntary, nonprofit organizations. While this review was completely unrelated to the Academy of Marketing Science, it did make me stop and think about the importance of our elected officers in the Academy. As a voluntary group, without staff assistance, the officers are truly the coordinators of all that we get to enjoy with our membership. As an example, since we know that conferences are the hallmark of the AMS, think about the importance of the Vice President for Programs position. The person elected to serve in this position manages everything with regards to our conferences – from site selection to what we eat at our luncheons and dinners and drink at our receptions. I won’t go into detail with the job descriptions for all of the officers, but all have important roles to play in the maintenance of our wonderful organization. For now, I’ll just encourage everyone to log in to the member’s portal on our website (www.ams-web.org) and review the descriptions of each one of the officers of the Academy (login via the Members link, go to the Members Portal, click on AMS Policies, and then click on AMS Bylaws).

My hope is that, when you review the officer descriptions, you will more clearly understand your role as a voting member of the AMS. It is the officer selection/election process that steers the Academy toward the future (while ensuring that tactical issues are taken care of). As I write this letter to the membership, the slate of officers for 2014-2016 has been finalized and the voting will soon open. My hope is that every member of the Academy will take a few minutes to make his/her voice heard! The names on the ballot have been vetted by a nominating committee according to the Bylaws of the association. Important, those names were suggested by you, an AMS member. Thus, the entire election process begins with the membership via the nominations that were solicited several months ago.

Unfortunately, we have, historically, had a very low voter response to our officer ballot. With the online process, voting is very easy and takes only a few minutes to do. So, my plea to all of you is to help make this year the highest voter turnout in the history of the AMS! Unlike Tony Kanaan (Indy 500 winner in 2013), who had to work hard to win the race (on his 12th attempt), the AMS members on the slate of officers must rely upon you to do the work by voting in the election. The only preparation that the nominees have had is active participation in the Academy over a course of many years.

With the excitement of races in air, I look forward to seeing everyone in Indianapolis. If you haven’t purchased your ticket for the Indy 500, I encourage you to do so ASAP. While not a race car fan, personally, I have to confess that attending the Indy 500 a couple of years ago was an exciting event and one that I am so glad that I had the opportunity to experience. I can’t recall much about the race itself, but I certainly remember the environment – which, in and of itself, was well worth the day spent in that wonderful Midwestern USA sunshine! If not on your bucket list, put it on there now and then check it off in May.

Victoria L. Crittenden
vcrittenden@babson.edu

From the Editor

Welcome 2014! I never thought I’d be so happy to begin again with a new year. I want to thank all of you who sent me cards and emails wishing me well for my recovery. I can happily report that I had eye surgery in late November, and while I’m still not 100%, I am well on my way. It meant a lot to me to know so many colleagues and friends cared.

What a year this will be for AMS. We start off with a conference in Indianapolis that culminates with the running of the Indy 500 and move on to the first World Congress to be held in South America. I’m sure you will be even more excited to hear where we go from here. Just read Jay Lindquist’s update on international programs for the good news.

I must say that these conferences are a nice way for all of you (up north) to say goodbye to what has been a very harsh winter. Luckily for me in South Florida, winter never arrived (not even one freeze). I am eternally grateful for that as well.

I look forward to catching up with you all in Indy, and the fact that I will be able to really SEE your faces and smiles.

If you have news to share with the members, please send it to me for the next issue by May 15th, 2014.

Dr. Diana L. Haytko, Editor
dhaytko@tgcu.edu

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Angeline Close, Director of Doctoral Student & Junior Faculty Initiatives

Looking forward to seeing you in Indy in May!

Angeline
Angeline Close, Director of Doctoral Student & Junior Faculty Initiatives
angeline@austin.utexas.edu

Initiatives

The Academy welcomes applications for Doctoral Student Travel Awards. These awards honor emerging scholars who demonstrate a bright future in the Academy as a scholar, leader, and professor. Winners receive a conference registration reimbursement of $235.

Eligibility/Screening Criteria
Applicants must:

✓ Be currently enrolled in a doctoral program in marketing. (If you are going to the conference representing your new job or receiving funding from your new job, then you are not considered a doctoral student.)
✓ Be a doctoral student member of AMS at the time of application.
✓ Have a paper that you will present at the conference, or be involved on the conference program.

Evaluative Criteria
A subcommittee of AMS officers and directors (lead by Angeline Close-Director of Doctoral Student and Jr. Faculty Initiatives with Julie Moulard-VP Membership, Barry Babin, and Linda Ferrell, President Elect) select winners based on the following criteria:

✓ AMS member sponsor
✓ Role on the conference program
✓ Completeness of application

To Apply
Go to the online form:
http://utexascomms.qualtrics.com/SE/?SID=SV_cROl3Y1IunIJa8l

All applications must be received by midnight EST on April 24, 2014. If selected, you earn a reimbursement of the early-bird conference registration rate (value of $235) after attendance at the AMS Annual Conference. The way that the reimbursement works is:

1. Register for the conference as a doctoral student (early bird rate is good until April 24, 2014 at midnight)
2. Once you have attended/participated in the conference, Nina at the Central Office (ams@latech.edu), will mail you the $235 reimbursement check in mid June to your address on file (the one you registered for AMS with).

Looking forward to seeing you in Indy in May!

Angeline
Angeline Close, Director of Doctoral Student & Junior Faculty Initiatives
angeline@austin.utexas.edu

Overview of the Theory Forum
The AMS Review Theory Forum brings together leading and emerging marketing scholars to share their perspectives on theory development in marketing. Although the marketing discipline remains vibrant and progress continues to be made on multiple fronts, there has been growing concern in recent years about the lack of emphasis on conceptual/theoretical contributions. This is detrimental to long-term knowledge development in our field and significantly diminishes its impact and influence. To address this issue, the Theory Forum has the following objectives:

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

Confirmed Speakers
Keynote address:
Shelby Hunt, Texas Tech University
Panelists:
Peter Golder (Dartmouth College)
Tomas Hult (Michigan State University)
Ajay Kohli (Georgia Institute of Technology)
Robert Lusch (University of Arizona)
David Stewart (Loyola Marymount University)
William Wilkie (University of Notre Dame)
Manjit Yadav (Texas A&M University)

Program Overview
Keynote Address
Panel Session 1: A Critical Assessment of Theoretical Progress in Marketing
Panel Session 2: The Art and Craft of Developing Impactful Theory
Panel Session 3: Rethinking Doctoral Programs to Facilitate Theory Development

Venue
JW Marriott Hotel, 10 S. West St. Indianapolis, IN. This is also the venue of the Academy of Marketing Science (AMS) 2014 Annual Conference (May 21–23, 2014). For additional details about the conference and venue, see: www.ams-web.org

Who Should Attend?
The Theory Forum is aimed at a broad spectrum of participants—from senior scholars who have well-developed research programs to new scholars who are just starting on this journey. With this diverse set of participants, we hope to create a flourishing scholarly community to facilitate debate and discussion related to theory development.

Registration
All participants must register for this pre-conference event at the
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. 2012a, 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 growing application of PLS-SEM is accompanied by a broad range of methodological research that extends the method’s toolbox. Examples of these extensions include advances in multi-group analysis techniques, PLS-SEM-specific segmentation approaches, and methods to empirically test the measurement model mode (i.e., whether reflective or formative). This pre-conference workshop provides an introduction to the following advanced concepts of PLS-SEM:

- Mediation
- Moderation
- Treating unobserved heterogeneity using finite mixture PLS (FIMIX-PLS)

After a short introduction to PLS-SEM, the workshop will deal with the basic principles of these concepts and will illustrate their implementation, estimation, and evaluation of results. Practical applications and the use of the software program SmartPLS (http://www.smartpls.de) are an integral part of the workshop. Please also visit the following webpage for a short video introduction to the workshop: http://www.youtube.com/watch?v=5RBRXergvkU

**Place:** JW Marriott Hotel, 10 S. West St., Indianapolis, IN
(Location of AMS 2014 Annual Conference that follows May 21-23)

Note: The conference ends on Friday, May 23 after the Presidential banquet and Sunday, May 25 is the famous Indianapolis 500 (the greatest spectator sport in the world): http://www.indianapolismotor speedway.com/indy500

**Date:** Tuesday, May 20, 2014
**Time:** 1 pm – 6 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 2.0 software. The SmartPLS 2.0 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 covered.

**Requirements:** Prior exposure to PLS-SEM is recommended but not required. Participants must bring a laptop with the SmartPLS 2.0 software readily installed. The software is available free of charge from http://www.smartpls.de. Participants need to install the software several days prior to the workshop as it needs to be activated by the SmartPLS administrator.

**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:**
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, International Journal of Research in Marketing, MIS Quarterly, Organizational Research Methods, Journal of Business Research, Journal of Marketing Theory & Practice, Journal of World Business,* and *Long Range Planning.* Marko 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

Christian M. Ringle is a Full Professor and Managing 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 mainly addresses the management of organizations, strategic and human resource management, as well as quantitative methods for business and market research. His research in these fields has been published in well-known journals such as *International Journal of Research in Marketing, Journal of Marketing Theory and Practice, Journal of Service Research, Journal of the Academy of Marketing Science, Long Range Planning, MIS Quarterly,* and *Organizational Research Methods.* Christian 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 partial least squares structural equation modeling (PLS-SEM) method. More information: www.tuhh.de/hrmo.

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 40,000+ 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, Journal of Academy of Marketing Science,* *Journal of Business/Chicago*, *Journal of Advertising Research,* *Journal of Retailing, Long Range Planning,* and *Journal of Marketing Theory & Practice.* 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. Specific inquiries should be directed to Marko Sarstedt at Marko.Sarstedt@ovgu.de.
AMS World Marketing Congress in Lima, Peru, August 2014

The 17th Academy of Marketing Science World Marketing Congress will be 5-8 August 2013 in Lima, Peru on the campus of the Escuela de Administracion de Negocios Para Graduados (ESAN). This was the first graduate school of business administration in South America when it was founded in 1962. Jay Mulki, Northeastern University (USA), Nicholas Paparoidamis and Ruben Chumpitaz, both from IESEG School of Management (Lille, France) are the Program Co-Chairs. Nancy Matos and Yabeled Contreras of ESAN have been doing an excellent job as the Local Arrangements Co-Chairs. We had 334 competitive paper submissions of which 249 were accepted. Submissions came from 58 nations. This number included seven South American countries and Mexico. This is the first AMS WMC held in South America. By March, all authors had been notified of their acceptance status and the program posted to the 2013 AMS WMC website that can be accessed through the Academy of Marketing Science website at www.ams-web.org/. Also, you may go to this site, click through to the congress site, to find information about local side trips before and after the congress and of course to also visit such world class places as Machu Picchu, the City of Cuzco, Sacsayhuaman, and to fly over the Nazca lines. I have been fortunate enough to have experienced all of these and highly recommend a visit if feasible for you. Be aware that traveling around the city of Lima is best done by cab. We are making special arrangements for travel to and from the airport by cab at your expense and this information will be put up on the congress website. We will have some hotel options downtown near the sea. Each congress day, prearranged transportation will depart from the hotel areas for ESAN in the morning and return to the hotel area after sessions in the afternoon. Please check the website periodically for updated information.

Update on other International Programs

Barry Babin and I would like to catch you up on what’s happened and happening in the International Programs area over the past 12 months and what the future has in store. The 16th Academy of Marketing Science World Marketing Congress was held in Melbourne, Australia, 17-19 July 2013 at The Langham (hotel). Mike Ewing of Monash University (Australia) and John Ford of Old Dominion University (USA) were the Program Co-Chairs, for this, another great professional and cultural event. Paul Loughran of Monash served as our Local Arrangement Chair and was ably assisted by an outstanding cadre of Monash colleagues. Mike and his local team also found a strong group of sponsors adding much to the variety of activities available to the delegates. There were 381 registrations (285 fellows and 96 students). A total of 397 competitive papers were submitted for review and 282 were accepted for presentation. We also had 17 special sessions. Scholars from 34 countries were on the program. John Zeigler, Chairman and CEO, DDB Group, Asia Pacific, India, Japan, was honored as the Academy of Marketing Science 2013 Global Marketer. Culturally, we enjoyed the sunset over the city at a reception Level 89 Eureka Tower, the tallest building in Melbourne and second tallest in Australia. Then after the professional program ended we offered a tour of the Yarra Valley that included the Healesville Sanctuary with its many native Australian wildlife and stops at wineries including lunch at Rochford Winery.

Last September I did a site visit to Bari, Italy in Puglia located in the “heel of the boot” of Italy. It is a coastal town on the Adriatic with a history of much activity since the time of the Roman Empire. It is a wonderful walkable city with a modern downtown and an excellent historical part. We will be having the 18th Academy of Marketing Science World Marketing Congress from 14-17 July 2015. Luca Petruzelli, University of Bari Aldo Moro (Italy) will serve with Russell Winer, New York University (USA) as the Program Co-Chairs. The Local Arrangements Chair is Pierluigi Passaro, University of Bari Aldo Moro (Italy). The congress venue will most likely be a modern hotel with easy access to the new and old parts of the city. We have already established a website for the congress that can be accessed through the Academy website. The Call for Papers plus some other information of interest is on that site.

We have also committed to going to Paris in 2016 for the 19th Academy of Marketing Science World Marketing Congress. Our host school will be IESEG. Barry will be doing a site visit this spring and we will have more to report to the members of the Academy sometime in the future.

Stay tuned.

Jay D. Lindquist, Ph.D.
Co-Director of International Programs

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

The Department of Marketing Management at the University of Johannesburg (South Africa) invites applications for Postdoctoral Fellowships to be taken up in 2014 or 2015. The fellowships are for a period of one year and can be renewed for another year subject to satisfactory progress. This is a full-time position offering the successful candidates the opportunity to work on research projects that are in line with the Departmental research focus areas of Services Marketing, Relationship Marketing (which include Internal Marketing and CRM), e- and m-Marketing, Branding, Social Marketing and Personal Selling.

The value of the Fellowship is set at ZAR200 000 per annum.

- Both South African and foreign candidates are eligible to apply.
- Applicants must have a Doctoral degree in Marketing or related field completed within the last three years and must be under the age of 45.
- Successful candidates will be expected to work closely with a mentor within the Department and undertake agreed research work.
- Successful candidates may undertake limited teaching responsibilities as part of their professional development.
- Successful candidates will be expected to work towards enhancing the research output of the Department by publishing an agreed number of papers in accredited peer review publications.

Candidates will be required to sign a Postdoctoral Fellowship agreement with UJ before commencement of the Fellowship.

Interested candidates should send their applications to Dr. Mercy Mpinganjira by e-mail: mmpinganjira@uj.ac.za

Application packs should include the following:

- Letter of motivation
- Research proposal (maximum 15 pages)
- Certified copies of academic transcripts
- Certified copies of academic qualifications.
- Detailed CV

Further information can be obtained by contacting Dr. Mpinganjira on Tel. +27 (0) 11 559 2129, Fax +27 (0) 11 559 4943 or via e-mail at mmpinganjira@uj.ac.za.

CALL FOR PAPERS

Journal of Advertising

Special Issue: Re-Inquiries in Advertising Research

The Journal of Advertising is inviting submissions to a special issue on “Re-Inquiries in Advertising Research.” Advertising research is dominated by single studies that are based on small sample sizes and imperfect measures. In order to test the findings in these studies, re-inquiries are needed. The mission of this special issue is to publish research that either corroborates, qualifies, or questions the robustness of previously published insights in advertising research. The most common type of submission expected will be replication studies. The replication should be performed for an important and interesting phenomenon in advertising research. Authors can submit both exact replications and conceptual replications. An exact replication is a study that re-investigates a previously published effect in advertising research and measures the same independent and dependent variables, uses the same procedures, and has equivalent samples. A conceptual replication is a study that re-investigates a previously published effect in advertising research with a predefined deviation (e.g., modified product category, other cultural context, one or more new variables to assess boundary conditions). Broad generalization studies (i.e., large scale single studies that cover multiple products, advertisements, and/or countries) and meta-analyses will also be considered. These studies are expected to generalize or differentiate previously reported findings on a broad empirical basis.

Replication studies should clearly describe the effect or study to be replicated and – if applicable – the difference between the original study and the replication, followed by a detailed report on procedure, findings, and discussion. Replication and generalization studies need to report any descriptive statistics (e.g., means, standard deviations, correlation matrices) that can be potentially used in subsequent meta-analytical studies. All studies should clearly describe and explain the effect to be studied, procedure, findings, and discussion. Corroborative findings as well as conflicting, marginal, and even null findings will be acceptable, given that the outcomes are trustworthy. Submissions to the special issues will be evaluated based on their importance and relevance and the study’s achievements in examining robustness. In the cover letter, authors can explain why they think their replication is important and relevant. If authors are unsure about the importance and relevance of a replication study, they may contact the special issue editors early in the process.

Guidelines for Paper Submission

Authors are encouraged to draft papers that are as condensed and to-the-point as possible. Papers should be no longer than 20 pages in length (including references, tables/figures, and appendices). Authors should follow the other format guidelines on the Journal of Advertising website. Please visit www.journalofadvertising.org and click on the “Authors and Submissions” tab. Submissions will be subjected to double-blind peer review. The special issue editors will oversee the process.

The deadline for submissions is December 31, 2014. All manuscripts should be submitted through the Journal of Advertising online submission system, ScholarOne (http://mc.manuscriptcentral.com/joa), during December 1-31. Authors should select “SPECIAL ISSUE: Re-Inquiries in Advertising Research” at “Manuscript Type.” Please also note in the cover letter that the submission is for the special issue on Re-Inquiries in Advertising Research.

For additional information, please contact the Guest-Editors for the Special Issue.

Special Issue Co-Editors (in alphabetical order):

Martin Eisend, European University Viadrina, Germany, email: Eisend@europa.uni.de
George R. Franke, University of Alabama, U.S.A., email: gfranke@cba.ua.edu
James H. Leigh, Texas A&M University, U.S.A., email: JLeigh@mays.tamu.edu

Journal of Marketing Channels

Call for Papers

Special Issue: “Dynamics of Marketing Channels in BRICS (Brazil, Russia, India, China, and South Africa) Economies”

Guest Editors: Rajiv P. Dant, University of Oklahoma, and Marko Grunhagen, Eastern Illinois University

The Journal of Marketing Channels is pleased to announce and invite submissions for a Special Issue on “Dynamics of Marketing Channels in BRICS (Brazil, Russia, India, China, and South Africa) Economies”. The deadline for manuscripts is December 31, 2014 at submission of accepted papers planned during late 2015 or early 2016.

SCHOLARSHIP AND RESEARCH

The Department of Marketing Management at the University of Johannesburg (South Africa) invites applications for Postdoctoral Fellowships to be taken up in 2014 or 2015. The fellowships are for a period of one year and can be renewed for another year subject to satisfactory progress. This is a full-time position offering the successful candidates the opportunity to work on research projects that are in line with the Departmental research focus areas of Services Marketing, Relationship Marketing (which include Internal Marketing and CRM), e- and m-Marketing, Branding, Social Marketing and Personal Selling.

The value of the Fellowship is set at ZAR200 000 per annum.

- Both South African and foreign candidates are eligible to apply.
- Applicants must have a Doctoral degree in Marketing or related field completed within the last three years and must be under the age of 45.
- Successful candidates will be expected to work closely with a mentor within the Department and undertake agreed research work.
- Successful candidates may undertake limited teaching responsibilities as part of their professional development.
- Successful candidates will be expected to work towards enhancing the research output of the Department by publishing an agreed number of papers in accredited peer review publications.

Candidates will be required to sign a Postdoctoral Fellowship agreement with UJ before commencement of the Fellowship.

Interested candidates should send their applications to Dr. Mercy Mpinganjira by e-mail: mmpinganjira@uj.ac.za

Application packs should include the following:

- Letter of motivation
- Research proposal (maximum 15 pages)
- Certified copies of academic transcripts
- Certified copies of academic qualifications.
- Detailed CV

Further information can be obtained by contacting Dr. Mpinganjira on Tel. +27 (0) 11 559 2129, Fax +27 (0) 11 559 4943 or via e-mail at mmpinganjira@uj.ac.za.

CALL FOR PAPERS

Journal of Advertising

Special Issue: Re-Inquiries in Advertising Research

The Journal of Advertising is inviting submissions to a special issue on “Re-Inquiries in Advertising Research.” Advertising research is dominated by single studies that are based on small sample sizes and imperfect measures. In order to test the findings in these studies, re-inquiries are needed. The mission of this special issue is to publish research that either corroborates, qualifies, or questions the robustness of previously published insights in advertising research. The most common type of submission expected will be replication studies. The replication should be performed for an important and interesting phenomenon in advertising research. Authors can submit both exact replications and conceptual replications. An exact replication is a study that re-investigates a previously published effect in advertising research and measures the same independent and dependent variables, uses the same procedures, and has equivalent samples. A conceptual replication is a study that re-investigates a previously published effect in advertising research with a predefined deviation (e.g., modified product category, other cultural context, one or more new variables to assess boundary conditions). Broad generalization studies (i.e., large scale single studies that cover multiple products, advertisements, and/or countries) and meta-analyses will also be considered. These studies are expected to generalize or differentiate previously reported findings on a broad empirical basis.

Replication studies should clearly describe the effect or study to be replicated and – if applicable – the difference between the original study and the replication, followed by a detailed report on procedure, findings, and discussion. Replication and generalization studies need to report any descriptive statistics (e.g., means, standard deviations, correlation matrices) that can be potentially used in subsequent meta-analytical studies. All studies should clearly describe and explain the effect to be studied, procedure, findings, and discussion. Corroborative findings as well as conflicting, marginal, and even null findings will be acceptable, given that the outcomes are trustworthy. Submissions to the special issues will be evaluated based on their importance and relevance and the study’s achievements in examining robustness. In the cover letter, authors can explain why they think their replication is important and relevant. If authors are unsure about the importance and relevance of a replication study, they may contact the special issue editors early in the process.

Guidelines for Paper Submission

Authors are encouraged to draft papers that are as condensed and to-the-point as possible. Papers should be no longer than 20 pages in length (including references, tables/figures, and appendices). Authors should follow the other format guidelines on the Journal of Advertising website. Please visit www.journalofadvertising.org and click on the “Authors and Submissions” tab. Submissions will be subjected to double-blind peer review. The special issue editors will oversee the process.

The deadline for submissions is December 31, 2014. All manuscripts should be submitted through the Journal of Advertising online submission system, ScholarOne (http://mc.manuscriptcentral.com/joa), during December 1-31. Authors should select “SPECIAL ISSUE: Re-Inquiries in Advertising Research” at “Manuscript Type.” Please also note in the cover letter that the submission is for the special issue on Re-Inquiries in Advertising Research.

For additional information, please contact the Guest-Editors for the Special Issue.

Special Issue Co-Editors (in alphabetical order):

Martin Eisend, European University Viadrina, Germany, email: Eisend@europa.uni.de
George R. Franke, University of Alabama, U.S.A., email: gfranke@cba.ua.edu
James H. Leigh, Texas A&M University, U.S.A., email: JLeigh@mays.tamu.edu

Journal of Marketing Channels

Call for Papers

Special Issue: “Dynamics of MarketingChannels in BRICS (Brazil, Russia, India, China, and South Africa) Economies”

Guest Editors: Rajiv P. Dant, University of Oklahoma, and Marko Grunhagen, Eastern Illinois University

The Journal of MarketingChannels is pleased to announce and invite submissions for a Special Issue on “Dynamics of MarketingChannels in BRICS (Brazil, Russia, India, China, and South Africa) Economies”. The deadline for manuscripts is December 31, 2014 at submission of accepted papers planned during late 2015 or early 2016.
Special Issue Background Information

This Special Issue of the Journal of Marketing Channels is dedicated to marketing channels research in the BRICS countries (i.e., Brazil, Russia, India, China, and South Africa). Spanning the four continents of Asia, Africa, South America, and Europe, the BRICS offer a wide range of economic, political, and social contexts within which various distribution system models and retail types coexist. The Special Issue seeks contributions that reflect the colorful tapestry that is represented by these emerging countries which have accounted for most of the significant rapid growth over the past decade in the global economy. Some examples of research that would be welcomed include:

- Reactions of local and small retailers to the entry of foreign competitors.
- Relationships among marketing channel members.
- The economic power within BRICS marketing channels.
- Challenges and opportunities of e-tailing in BRICS economies.
- BRICS supply chain organization and management.
- Issues related to global and domestic competitors in BRICS economies.
- Legal issues unique to operating in BRICS economies.
- Horizontal retail networks and franchising issues in BRICS economies.
- Consumer behavior with respect to new channels or new retail outlets.
- Meta analyses of research on channels topics in BRICS economies.

The above examples are not intended to stifle the creativity of potential authors, as papers concerning most channels issues related to BRICS economies are welcome. If in doubt about the suitability of a paper’s theme for this Special Issue, please contact either of the editors.

Submission Information

1. Submitted papers 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 31st, 2014 with accepted papers published in late 2015 or early 2016. Please submit to either of the guest editors, using the vehicle of email as a Microsoft word attached document.

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Journal of Marketing Channels

Call for Papers

Special Issue: “Ethics and Social Responsibility in Marketing Channels and Supply Chains”

Guest Editors: O.C. Ferrell, University of New Mexico, and Linda Ferrell, University of New Mexico

The Journal of Marketing Channels is pleased to announce and invite submissions for a Special Issue on “Ethics and Social Responsibility in Marketing Channels and Supply Chains”. The deadline for manuscripts is December 31, 2014 with publication of accepted papers planned during late 2015 or early 2016.

Special Issue Background Information

The relationships embedded in marketing channels and supply chains create ethical issues and dilemmas. The impact on diverse stakeholders requires strategic social responsibility decisions. Ethics and social responsibility can be viewed from the perspective of trust and long term relationships to enhance performance. It can also be viewed from the perspective of stakeholder orientation and societal responsibility. Both conceptual and empirical contributions on these topics are welcomed. While there is growing concern with ethics, social responsibility, and sustainability, the current state of the field is fragmented with the majority of articles focusing on specific issues rather than a more holistic approach. While papers are welcomed that relate to ethical issues, also of interest are marketing practices that could diminish ethical conflict including topics such as trust, managing conflict, relationship marketing, and opportunism. Social, political, and economic institutions structure ethical issues and considerations in the supply chain. Therefore, topics related to the legal, political, and economic environment are acceptable. This special issue is designed to specially address how ethics and social responsibility relate to effective and productive ethical decision making and corporate responsibility. The unique nature of marketing channels places responsibility on leaders to monitor and demand compliance on standards of appropriate conduct from all participants. The spider web of relationships creates the need for oversight of conduct to maintain the integrity of the entire supply chain.

Some examples of research that would be welcomed include:


and compliance programs.
- Sustainability issues and frameworks for marketing channels and supply chains.
- Social issues associated with marketing channels and supply chains.
- Consumer protection issues.
- The role of trust in reducing ethical conflict.
- Opportunism and inter-channel conflict.
- Conflict of interest in supply chains.
- The role of power in developing trust.
- Cooperation and collaboration in developing high integrity relationships.

Submission Information

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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, 2014 with accepted papers published in late 2015 or early 2016. Please submit to either of the guest editors, preferably through email as a Microsoft Word attached document.

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E-mail: ocferrrell@unm.edu

Linda Ferrell
Phone: 505-277-7056
E-mail: lferrell@unm.edu
welcomed include manuscripts:

- Encouraging scholarly interest in the growing complexity and dangers that underlie global F&B supply chains.
- Examining the implications of these dangers for the firm and the public at large.
- Learning more about the role of increasing global interdependence among supply chain members.
- Uncovering best practices to assure the integrity of products in the F&B industries.
- Uncovering the type of processes/practices other industries employ to ensure safety and security which may be transferable to the F&B industries.
- Considering relevant performance metrics.
- Examining the differential effects of key practices on relevant performance metrics.
- Studying how firms might recover from crisis attributed to F&B safety/security breaches.
- Examining whether the cultural and ethical environment at the firm level and/or at the country level play a role in F&B safety and security.
- Studying whether organizational structure plays a role in F&B safety and security.
- Researching the role of international standards, such as ISO, in promoting F&B safety and security.
- Considering if and how government regulations impact F&B safety/security over time.

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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. Manuscripts should be in APA style, and normally should be no longer than 30 pages in length.

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- Encouraging scholarly interest in the growing complexity and dangers that underlie global F&B supply chains.
- Examining the implications of these dangers for the firm and the public at large.
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- Uncovering the type of processes/practices other industries employ to ensure safety and security which may be transferable to the F&B industries.
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3. Manuscripts should be received no later than December 31, 2014 with accepted papers published in late 2015 or early 2016. Please submit to either of the guest editors, preferably through email as a Microsoft Word attached document.

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Once again, we are readying for a stimulating AMS Annual Conference which will be held in Indianapolis from Wednesday, May 21, 2014, through Friday, May 23, 2014. If you register by midnight of April 24, you will take advantage of the discounted, Early Bird admission price. To register online, visit the conference site located on the AMS home page (www.ams-web.com). If you prefer, you may print the registration form to fill out, and send it with payment to the main office in Ruston.

A half-day preconference PLS-SEM workshop will be held Tuesday, May 20, from 1-5 pm. Current AMS members may attend for a $90 fee. Instructors for the workshop will be Marko Sarstedt, Joe Hair and Christian Ringle.

The conference will be held at the J.W. Marriott Indianapolis Downtown in the heart of the flourishing city. Of the many attractions in the area, the most well-known of course, is the annual Indianapolis 500 located at the Indianapolis Motor Speedway. This year the event will be held on Sunday, May 25, making it a possible destination for those able to extend their stay. Other local attractions include the Indianapolis Zoo, the NCAA Hall of Champions, the Indianapolis Museum of Art and much more. Dining options are at hand for whatever you have a taste for.

Registration is open for the 17th AMS World Marketing Congress to be held at ESAN University in Lima, Peru. Information can be found on the AMS website. We are looking forward to a thought-provoking conference and an enjoyable time spent in this culturally diverse capital city.

*As a reminder, if you lose your username and/or password for your account, rather than creating a new account, please contact us. We will be happy to provide you with your information so your original account can remain in use. We would not want you to lose any of your membership information as we have special benefits that members can take advantage of once they have been with AMS for 25 years.

Nina Krey
ams@latech.edu

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Nina Krey
ams@latech.edu
This year’s January issue of JAMS is a unique one, featuring the first review article published in my editorial term, on the resource-based view in marketing. Given the significance of the RBV to business research in general and to marketing specifically, we have included with it a series of commentaries by leading RBV scholars.

The review article, by Irina V. Kozenkova, Stephen A. Samaha, and Robert W. Palmatier, offers a comprehensive review of resource-based theory, including, as the authors write in their abstract, “a contemporary definitional foundation for relevant terms and assumptions and a synthesis of empirical findings from marketing literature.” The article is a great and innovative take on the RBV in marketing, a theory which has been used in numerous marketing strategy papers.

To complement this review article and further explore RBV’s use in marketing strategy research, we have commentaries written by three of the leading minds on the subject: Birger Wernerfelt, Jay Barney, and George Day. Their famous RBV-related articles (Wernerfelt 1984; Barney 1991; Day 1994) collectively have nearly 55,000 cites on Google Scholar.

Their JAMS commentaries are superb collections of thoughts related to one of the most important theories we use in marketing strategy. Wernerfelt links resources and strategy, Barney defines strategic resources, and Day stresses inside-out and outside-in capabilities.

The remaining four articles in the January 2014 issue (Gruner et al., Wei et al., Johnson and Sohi, and Ruuvio et al.) involve both established scholars and up-and-coming leading minds; they make interesting contributions in the areas of online brand communities, emerging markets, salespeople, and traumatic stress consumption.

As editor, I try to create unique tables of contents for each issue, and place additional emphasis on the first issue each year to create momentum among the marketing professorate to read and cite JAMS. We hope you enjoy the unique lineup in this particular issue!
**IN THE NEWS**

Professor Mike Ewing has been named Pro Vice-Chancellor (Business and Law) at Deakin University. Ewing joins Deakin from Monash University where he is currently Deputy Pro Vice-Chancellor and Head of Business and Economics at Peninsula Campus.

“We are delighted to welcome Professor Ewing to Deakin University to lead our Faculty of Business and Law,” Deakin Vice-Chancellor Professor Jane den Hollander said. “Mike has an outstanding record as a teacher and researcher and has made a significant contribution as an academic leader nationally and internationally. This is a pivotal role for the University, leading a Faculty with students who are highly valued by employers and academic staff who are engaged in applied research and focused on issues relevant to government, business and community organisations. I very much look forward to the positive contribution Professor Ewing will make to the ongoing success of the Faculty of Business and Law and, as a member of my Executive, to our aspirations for continual improvement in everything we do.”

Professor Ewing has held his current position since 2012 and prior to that was Head of the Department of Marketing in the Faculty of Business and Economics for six years.

**MSI Announces Results of the 2013 Clayton Dissertation Proposal Competition**

The Marketing Science Institute (MSI) is pleased to announce the results of the 2013 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 2012 through July 2013, at a point when their dissertation work was no more than 50% completed.

The finalists were selected from a record-high 97 submissions. Three blind evaluations of each submission were solicited from outside academic experts. We are grateful to the 92 marketing scholars who generously contributed their time to serve as reviewers.

**WINNERS**

Jonathan Berman, University of Pennsylvania, Advisor: Deborah Small

Moralized Consumer Choice

Clarence Lee, Harvard Business School, Co-Advisers: Sunil Gupta and Vineet Kumar

Designing Freemium: A Model of Consumer Usage, Upgrade, and Referral Dynamics

Hongshuang (Alice) Li, University of Maryland, Advisor: P.K. Kannan

Attribution Modeling and Optimal Resource Allocation in Online Environments

Adithya Pattabhiramaiah, University of Michigan, Advisor: Sriram Srinivasan

Rising Prices under Declining Preferences: The Case of the U.S. Print Newspaper Industry

**HONORABLE MENTIONS**

Yufeng Huang, Tilburg University, Advisors: Bart Bronnenberg and Tobias Klein

Evolution of Consumer Expertise and the Demand for Advanced Products

Niket Jindal, University of Texas at Austin, Advisor: Leigh McAlister

Three Essays on the Shareholder Value of Marketing Decisions

Dan Nguyen, University of Chicago, Advisor: Jean Pierre Dubé

Leaving Holes in the Net: Variety Seeking Consumers Effect on Product Lines

The competition winners receive $5,000, and each honorable mention receives $3,000. All are invited to attend MSI’s spring 2014 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.

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Questions? Contact Florence Cazenave at 318-257-2612 or ams@latech.edu.
I understand that pictures will be taken during the conference. I give permission to the Academy of Marketing Science (AMS) to use any including myself in its communication media (e.g. social media, AMS Quarterly, etc.).
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](http://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](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](http://www.ams-web.org). THANKS FOR YOUR HELP!