From the Editor

Wow! Two years does indeed go quickly. Vicky Crittenden did such a great job of providing a vision and strategies for growing your Academy. Under Vicky and Bob Peterson’s stewardship, the AMS Review is launched and is “taking off.” Assisting in the ongoing “lift off” is Manjit Yadev, who as the new editor, is championing the journal and helping to make it the perfect partner to the Journal of the Academy of Marketing Science that we know it will be. Tomas Hult continues to improve the reputation and quality of JAMS. The tireless work of people like Vicky, Bob, Tomas, and Manjit is what makes AMS the partnership and community that it is. AMS is also very unique in other ways as well. The Academy and its fellows are supported by the success of our journals. As a non-profit organization, AMS plows resources into its meetings and membership. Your registration costs for the annual conference are greatly supported by our journals. Through our conferences and programs we strive to offer the best networking opportunities for marketing academics in the world. It’s also time to say goodbye to some dedicated AMS officers and directors, including: John Ford, Michael Hartline, Costas Katsikas and Colin Campbell. Their contributions have significantly contributed to making AMS stronger and more ‘in tune’ with the membership.

This year’s annual meeting in Indianapolis during Indy 500 race week was a tremendous success. Todd Donavan and Brad Carlson did a fantastic job as program co-chairs. Their innovative approach to sessions and branding was exceptional. I would also like to welcome the new officers including Angeline Close, Nick Paparoidamis, Mike Ewing, as well as our new social media director, Tracy Suter, our new Director of Consortia, Greg Marshall, and our Associate Directors for Programs, Todd Donavan and Brad Carlson. In addition, the Board of Governors continues to provide oversight and leadership under co-chairs Joe Hair and Barry Babin. Without the support of Barry and Joe, AMS would not be as productive an organization as it is! AMS is a community and as you know, to be successful, it ‘takes a village.’ Another very important team member is your AMS Quarterly editor, Diana Haytko. Diana keeps us connected and well informed. As a volunteer organization, we really appreciate those who ‘step up’ and share significant time and insights for helping AMS flourish. Diana is a key partner to this end.

Next year’s meeting will be in Denver, CO. The ‘Mile High City’ has much to offer as a conference venue and as a vacation destination for you and your family either before or after the meeting. Denver is home to the Colorado Rockies baseball team and the Avalanche hockey team. If the Avs were fortunate enough to make it to the Stanley Cup playoffs, the games could be going on while we are in Denver. Dare to dream! Diana and Angeline Close are the co-chairs and we know this will be a great meeting! We encourage each of you to get involved. Submit a paper or special session, nominate a strong visible practitioner for the Marketer of the Year award or nominate an exceptional colleague for the Cutco/Vector Distinguished Marketing Educator Award.

Also, as we continue to grow and expand, I would like you to feel free to share your feedback with me as to how we can do an even better job going forward. Julie Moulard has reached out to the membership with a survey that is ‘listening’ to your ideas and desires for AMS. You can always feel free to email me (L.Ferrell@unm.edu) or call if you would like to talk about improvements or ideas for innovation in AMS (970-219-5613). Also, if you are interested in being more involved with AMS, think about co-chairing a track or serving in some other administrative position. This is how you can move into executive position with AMS. I have served as program co-chair, track chair and Vice President of Programs for two terms; Vice President of Development for two terms; Vice President for Membership; and most recently as President-elect. We are always interested in engaged and participatory colleagues to help. I am very excited and honored to be working with one of the best organizations with which I am affiliated. I know two years can fly by. Let’s all work together and see if we can increase the size of the AMS family and let others know what they are missing. Looking forward to working with all of you. These are the best of times!

Linda

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Marketing is ubiquitous; it doesn’t matter who you are, where you are or what you are doing, you cannot escape it. In these times of instantaneous news, information and entertainment, everyone is exposed to messages from the moment they awake until the minute they drift off to sleep. America spends the most money in the world on advertising and other marketing communication. So, it could be said that marketing IS America’s pastime, as much so as the classics: baseball, hot dogs, and apple pie.

As such, the theme for the AMS Annual Conference is “Celebrating America’s Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing!!?” Despite our field’s challenges, we have much to cheer. Let’s discuss all of the good things that marketing can do, as well as your research efforts and your results that will help us all move forward and focus on the positive that marketing can provide to consumers, stakeholders and society.

The conference is being held in Denver, Colorado – the Mile High City (at 5,280 ft), the Queen City of the Plains, and the Gateway to the West. The city was founded by outdoorsmen and entrepreneurs searching for gold, then silver, then cattle, then technology. These days, Denver is known for its sports teams, the Broncos in the Super Bowl seven times (winning twice), the Rockies in the World Series and the Avalanche having won the Stanley Cup twice. Denverites are passionate about their sports. The city is also known for its food and spirits - well beyond the Denver omelet are Rocky Mountain Oysters (if you have to ask, you probably do not want to try). Denver is a hub for craft breweries; Esquire magazine ranked it among the top seven cities in the country for microbrews, and it’s known as “the Napa Valley of Beer.” Many of you may be familiar with New Belgium Brewing. Ft. Collins, CO, which is the third largest craft brewery in the country and the maker of ‘Fat Tire’. The Rocky Mountains are a short drive away, with any outdoor activity you could imagine (yes, you can probably still ski in May). We hope that you will be able to enjoy your favorite pastime in this beautiful city. In fact, we have planned the conference in a way to allow you some time away from sessions to explore and study marketing in all its glory. It’s also primetime for the Colorado Rockies, and Coors Field is nearby…..easy to get your fill of baseball, hot dogs and more than a little marketing.
## Abbreviated Call for Papers

**2015 Academy of Marketing Science Annual Conference:**

**Denver, Colorado - May 12-15, 2015**

**Tracks and Track Chairs**

**Submission Deadline:** November 21, 2014

### New Products & Innovation

Philip Hartley, Georgia Gwinnett College, hartley@ggc.edu  
Luis Torres, Georgia Gwinnett College, torres1@ggc.edu

### B2B, Channels & Relationship Marketing

Lou Pelton, University of North Texas, pelton@unt.edu  
Stephen Wang, National Taiwan Ocean University, stephen@mail.ntou.edu.tw

### Integrated Brand Promotion & Marketing Communication

Kate Pounders, The University of Texas at Austin, kate.pounders@austin.utexas.edu  
Robert Lewis, The University of Texas at Austin, roblewis@utexas.edu

### Consumer Behavior & Services

Anjala Krishen, University of Nevada, Las Vegas, anjala@unlv.edu  
Ereni Markos, Suffolk University, emarkos@suffolk.edu

### Retailing & Pricing

Nancy Ridgway, University of Richmond, nridgway@richmond.edu  
Monika Kukar-Kinney, University of Richmond, mkukark@richmond.edu

### Sales & Sales Management

Jim Zboja, University of Tulsa, jim-zboja@utulsa.edu  
Ralph Jackson, University of Tulsa, ralph-jackson@utulsa.edu

### Social Media & Digital Marketing

Deb Zahay-Blatz, Aurora University, dzahayblatz@aurora.edu  
Janna Parker, Georgia College and State University, janna.parker@gcsu.edu

### International Marketing

James Kelley, St. Joseph’s University, jkelley@sjfu.edu  
Arne Baruca, Sacred Heart University, baruca@xacredheart.edu

### Marketing Education

Steve Hartley, University of Denver, steven.hartley@du.edu  
Don Bacon, University of Denver, donald.bacon@du.edu

### Ethics, CSR, & Public Policy

Andrea Tangari, Wayne State, andrea.tangari@wayne.edu  
William Jones, University of South Dakota, william.jones@usd.edu

### Marketing Strategy

Khaleed Aboulnasr, Florida Gulf Coast University, kaboulna@fgcu.edu  
Stephanie Geiger Oneto, University of Wyoming, soneto@uwyo.edu

### Experiential & Sport Marketing

Dipayan Biswas, University of South Florida, dbiswas@usf.edu  
Christian Germelmann, University of Bayreuth, Germany, c.c.germelmann@uni-bayreuth.de

### Marketing Research & Methodology

Kevin Shanahan, Mississippi State University, kshanahan@cobilan.msstate.edu  
Chris Hopkins, Clemson University, chopkin@clemson.edu

### Doctoral Colloquium

John Ford, Old Dominion University, jhford@odu.edu  
Altaf Merchant, University of Washington, Tacoma, altafm@uw.edu

### Mary Kay Inc. Doctoral Dissertation Competition

Lauren Beitelspacher, beitel@pdx.edu (chair)  
Mike Brady, mbrady@business.fsu.edu  
Mike Hartline, mhartline@business.fsu.edu

### Lamb-Hair-McDaniel AMS Outstanding Marketing Teacher Competition

Anne Roggeveen, aroggeveen@babson.edu (chair)  
Madhu Viswanathan, mviswanan@illinois.edu  
Curt Haugved, haugved@fisher.osu.edu

### Special Session Submissions

Adam Mills, Simon Fraser University/Babson College, adamm@sfu.ca
Mary Kay Doctoral Dissertation Competition

Committee Chairs:
Lauren Beitelspacher, Portland State University
Michael Brady, Florida State University
Michael Hartline, Florida State University

Please note that AMS has made changes to the Mary Kay Doctoral Dissertation Competition.

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

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

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

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

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

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

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

Doctoral students from programs at any recognized university, college of higher learning, business school or management school worldwide are eligible for the Mary Kay Doctoral Dissertation Competition.
Lauren Beitelspacher - beitel@pdx.edu
Michael Brady - mbrady@cob.fsu.edu
Michael Hartline - mhartline@cob.fsu.edu
AMS UPCOMING EVENTS

The 18th Academy of Marketing Science World Marketing Congress
July 14-18, 2015
Hosted by the Università degli Studi di Bari Aldo Moro
Bari, Italy
Submission Deadline: October 21, 2014
Rediscovering the Essentiality of Marketing
Conference Program Co-Chairs:
Luca Petruzzellis, University of Bari Aldo Moro, Italy
Russ Winer, New York University, USA

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

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

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

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

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

Visit www.ams-web.org for further information about the Academy of Marketing Science and Conference Information and Details
The 43rd AMS Annual conference in Indianapolis was a wonderful experience for all who attended. Brad Carlson and Todd Donavan put together a thought-provoking and enjoyable conference program with excellent attendance. It all started off with two amazing pre-conference events: a PLS-SEM advanced topics workshop and an AMS Review theory forum. These sessions were so engaging they went over time by at least an hour! That tells you how much all who attended enjoyed the discussions. Other highlights of the conference included O.C. Ferrell’s receiving the AMS Cutco-Vector Distinguished Marketing Educator Award, and Matthew Berry receiving the AMS Marketer of the Year Award.

A number of best paper awards were recognized at the conference. These included:

**The William R. Darden Award**

The William R. Darden Award for the Best Research Methodology Paper: for papers demonstrating outstanding research methods and submitted to the Research Methods Track. The winners of the 2014 William R. Darden Award were: George Franke, Woojung Chang, and Nick Lee, for their paper entitled: “Design Effects on Findings in Simulations Comparing Formative and Reflective Measurement Specifications”

**Excellence in Sports Marketing Research Award**

Sports Marketing Quarterly provided two awards for all papers submitted to the Sports Marketing or Event Marketing and Sponsorship tracks:

Excellence in Sports Marketing Research Award (sports marketing track) was awarded to Benjamin Boeuf for his paper entitled: “Building Brand Equity Through Combined Communicational Effects”

Excellence in Sports Marketing Research Award (event marketing and sponsorship track) was awarded to Colleen Harmeling and Brad Carlson for their paper entitled “Sports Sponsorship Effectiveness: The Impact of Transformational Consumption Experiences”
The Stanley C. Hollander Best Retailing Paper

The Stanley C. Hollander Best Retailing Paper for all papers submitted to the Services Marketing and Retailing tracks. The winner of the 2014 Stanley C. Hollander award was a paper entitled “Prioritizing Retail CSR Strategies: Developing and Applying the Kano Approach,” by Peter McGoldrick and Marzena Nieroda

Peter McGoldrick, Brad Carlson and Todd Donavan

The Jane K. Fenyo Award

The Jane K. Fenyo award for the Best Student Paper is for all papers authored or co-authored by doctoral students only. This year we were especially impressed by the high quality of work submitted by our PhD students, which bodes extremely well for the marketing discipline. The Winners of the 2014 Jane K. Fenyo Award for the Best Student Paper were Matthew M. Lastner, Stephanie Mangus and Patrick Fennell for their paper entitled “Salespeople and the Verification Process: The Critical Role Salespeople Can Play in Firm Verification Strategies.”

Todd Donavan, Stephanie Mangus, Patrick Fennell, Matthew M. Lastner and Brad Carlson

M.Wayne Delozier Award

The final and perhaps most prestigious award was the M.Wayne Delozier Award for the Best Conference Paper. All papers submitted to the conference were eligible for this award.

The 2014 M.Wayne Delozier award winners were Peter McGoldrick and Marzena Nieroda for their paper entitled “Prioritizing Retail CSR Strategies: Developing and Applying the Kano Approach.”

Additional Awards

2014 Harold W. Berkman Distinguished Service Award - James Lumpkin

This prestigious award is given to an AMS Fellow who stands out in terms of dedication and commitment to the Academy of Marketing Science and to the marketing discipline overall. James Lumpkin, Louisiana Tech University, is this year’s winner.

James R. Lumpkin has been an AMS Fellow since the 1980s and has served in multiple official capacities including President and on the Board of Governors. His leadership helped in establishing the World Marketing Congress and has strengthened our conference portfolio and helped grow our international diversity. James has published over 100 articles and papers including an impressive 18 journal articles in a two-year period during the 1990s. James played a key role in supporting the AMS home office from 2008-2014 while Dean of the Business College at Louisiana Tech University. He recently assumed the role of Dean at University of Texas-Tyler and we wish him all the best in his new endeavors.

Past Winners include: John Ford, Jay Lindquist, Robert A. Peterson, A. Coskun Samli, Tom Mentzer, Joseph F. Hair, Jr., Barry J. Babin, O.C. Ferrell and Chuck Lamb

Barry Babin, Joseph F. Hair, Jr. and James Lumpkin

The Harold and Muriel Berkman Award for Faculty Achievement and Development - Adilson Borges

Adilson Borges, NEOMA Business School, France was recognized as the second ever winner of the Harold and Muriel Berkman Award for Faculty Achievement and Development.

AMS hopes to give this award annually. The criteria to be considered include: no less than three years continuous membership as an AMS Fellow, participation in some official capacity in AMS programs and distinction through initiative in service to AMS. As the award is seen as promoting faculty development, preference is given to candidates with less than 15 years academic experience. The award is funded by the generosity of the Berkman Endowed Funds.

Adilson Borges has been active in AMS his entire academic career. Within his first years as a faculty member, he organized an AMS Special Retailing conference held at the RMS campus in Reims in 2005. Given the success of that event, AMS awarded the WMC to Reims and once again Adilson was instrumental in making that event one of the most successful conferences ever. He also served as co-chair of the 2012 Annual Conference in New Orleans and as VP of Programs. He is currently President-Elect of AMS. Julie Moulard was the first recipient of this award in 2013.

Adilson Borges, Joseph F. Hair, Jr. and Barry Babin
Outstanding Marketing Teacher Award Winners

The academy recognizes members who are outstanding teachers as nominated by the members. Each nominee has to put together a portfolio of best practices and information on their teaching careers. Brian Vander Schee was responsible for chairing the judging panel and process.

This year the winners were Anne L. Roggeveen, Babson College and Madhubalan Viswanathan, University of Florida.
NEW MINDS MEET GREAT MINDS

Doctoral student Cinthia Beccacece Satornino from Florida State University, served as the new mind, interviewing AMS Great Mind, Dr. Tomas Hult of Michigan State University. The interview focuses on the trinity of research success: research productivity, successful co-authorship, and publishing, from Dr. Hult’s unique perspective as a prolific and successful researcher who also serves as the editor to one of our more prestigious journals, the Journal of the Academy of Marketing Science (JAMS).

Hult: I like that you anchored the accomplishments as a “scholar” to this question since my proudest overall moments are really family oriented and not really scholarly oriented. I also have some great memories and proud moments playing tennis against Stefan Edberg and other former top players! But if we stick with scholarship, being elected as the second youngest member of the Fellows of the Academy of International Business has to be the one. Peter Buckley was elected a few decades ago when he was 35, and I was elected at the age of 42 in 2010. At this time, there are only about 80 AIB Fellows, each elected based on their “contributions to the scholarly development of the field of international business,” with a couple of them also being Nobel Prize winners (Oliver Williamson and Douglass North).

Satornino: You have provided meaningful contributions in terms of service to the discipline both at MSU, at the Academy, and in practitioner focused organizations, and you still find time to share with organizations dedicated to cultivating doctoral students, like the PhD Project and the Sheth Consortium. Yet, despite the heavy commitments, you have managed to remain extremely research productive. What is your secret?

Hult: That’s an intense question with lots of tangents! I appreciate your sentiment though about being able to provide service in various ways and also managing to consistently publish in top journals. As a former athlete, the cliché “best athlete” really resonates with me. By that, I mean that I strive to be productive in research while contributing at a high level in service to the field and in teaching as well. In some way, this strategy was also my tennis strategy on the court! My strokes (forehand, backhand, serve, and so on) were all pretty good. But since Swedish players at the time (in the 1980s and 1990s) were mainly baseline players with a preference for clay courts, my objective was to develop great strokes in all areas.

The same held true for scholarship when I first started; my goal was to develop a strong portfolio of research, service contributions, teaching of university students and business executives, and so-called outreach to the communities in which I lived. As it turned out, my research productivity, interestingly, to me, is a function of synergistically connecting the dots across research ideas, teaching of executives, and outreach to business and public policy communities. Basically, I think I have found a nice niche in research – combining international business, supply chain management, and marketing strategy – that carries well in research, executive training, and business outreach.

Hult: It has been a tremendous privilege and honor to serve as Editor of the Journal of the Academy of Marketing Science, and I’m sure you have experienced both the best (and the worst) of heading a premier marketing journal. If you could change anything about the process of publishing, what would it be, and why?

Satornino: You have been the long standing editor of the Journal of the Academy of Marketing Science, and I’m sure you have experienced both the best (and the worst) of heading a premier marketing journal. If you could change anything about the process of publishing, what would it be, and why?

Hult: First off, I am a bit odd here in that I don’t think anyone should transition completely into administration. It would be remarkably tough to come back to being a scholar later on, without keeping up with top-notch research. It may be that instead of several articles per year, a person does one or just a few, but totally moving into administration is not logical until you reach positions above deans to me. In fact, when I looked into being dean and was also offered opportunities to serve in that capacity, I stressed in the interview process that I thought it was very important that a dean could have continued credibility in research.

Now, fund raising is a unique aspect of the administrative positions that we have in academia – more so in the U.S. than other countries, but many countries are now stressing fund raising more and more. In some ways there are very few scholars that can develop high-level fundraising opportunities that are transferable to multiple universities. Instead, scholars that stick around the same university for a period of time, engage in the local/regional community, and develop win-win relationships with businesses and individuals in the community have a better chance of also being successful than scholars who seek out different university opportunities frequently. Sure, some corporate relationships are nationwide and worldwide but even then these relationships are partially tied to you as an individual and your university as a core competency issue. The key as always in fundraising is to make sure that potential donors are nurtured to give some periodically and ultimately more and more, while strategically jointly with the donor, over time, figure out how they can best leverage their wealth to leave a mark at Michigan State University commensurate with their interest.

Hult: What suggestions do you have for advanced scholars making the transition to administration and, therefore, being tasked with increasing fundraising responsibilities?

Satornino: Your fundraising track record is remarkable, especially in light of your service and research commitments.

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impact as an Editor, and it is time for the next period of the journal to start in 2015. In some ways, a lot has changed during my term since 2009. JAMS did not have any social media platforms in 2009 and now we are everywhere (e.g., Twitter, Facebook, and LinkedIn). The LinkedIn group has more than 3,000 members, and the level of transparency of the journal is uniquely high compared with most of our peers. Social media is used to communicate with authors, potential authors, reviewers, and other interested parties about acceptance rates, newly accepted articles, and lots of other issues. This also means that the cycle time from submission to the public knowing about an accepted article is now faster than ever. Review times for JAMS are now 30 days for first round reviews and much faster for subsequent rounds. And time to print is also remarkably fast after an article has been accepted.

That said, at about a seven percent acceptance rate in 2013 and forecasted rate of perhaps even lower in 2014, we are rejecting a lot of good articles (perhaps even great articles). The more an article gets rejected – say at journal A, then journal B, then journal C – the more outdated the paper becomes in the field. At the same time, most manuscripts have some unique (hidden) gem that can be brought out. Unfortunately, the potential for citations and impact of an article when it drops to a lower level journal is drastically diminished, and the newest studies coming in through the many cycles of reviews before acceptance. With the current structure of scholarly journals, there is not much a Journal Editor can do more than operate a fast, quality, and impactful review process. At the back-end of the process, there are numerous opportunities to promote published articles to various constituency groups, but at the front-end (i.e., review process) the options are somewhat limited.

As an author, I think it would be “fun” to be able to send your manuscript to multiple journals at the same time and, in essence, have the journals compete to publish your work! In some ways, it’s kind of silly that journals have a monopoly on your research until they decide they don’t want to publish it. Competition among Editors and journals may help in that Editors and reviewers really have to work hard to find and break out the (hidden) gem in every paper, if possible, and then make decisions faster with fewer review cycles and shorter review periods. Now, there are major drawbacks with such an approach obviously — the biggest being speed may adversely affect quality and ultimately impact.

Satornino: You have worked with many accomplished scholars throughout your career. What have you learned about navigating the intricacies of successful co-authorships, such as establishing deadlines, roles, and co-authorship order?

Hult: I think I have coauthored with more than 100 scholars over the years, but effectively there are only about a dozen or so that I have regularly engaged in research. One reason for the many coauthors is connected to the many doctoral students I have mentored over the years. In many cases, I do some publications with most of my doctoral students, which add to the totals of coauthors. The dozen or so of my regular coauthors are often a function of people in related or the same fields as I am interested in and at the same level or drive in publishing. In many cases, this means that these coauthors have progressed in the field at the same pace as I have. For example, I have most frequently coauthored with David Ketchen – 27 journal publications so far, and the majority in top journals. Dave and I graduated roughly the same years, got promoted roughly at the same time, and achieved various positions and accolades roughly at the same time. Another example is Stan Slater who I have published 11 articles with (seven jointly with Eric Olson); Stan is more senior in the field than I am but we share very similar interests and, as such, sought each other out because of those interests.

Given that my motivation for seeking out coauthors was based on similarity in interests and since the study is becoming older and older through its many cycles of reviews before acceptance. With the current structure of scholarly journals, there is not much a Journal Editor can do more than operate a fast, quality, and impactful review process. At the back-end of the process, there are numerous opportunities to promote published articles to various constituency groups, but at the front-end (i.e., review process) the options are somewhat limited.

Satornino: As a follow up to that question: What are the most unique qualities of your coauthors that you believe helped establish a successful team dynamic and led to successful publication?

Hult: Co-authors should have the same drive to publish in the level of journals you want to publish in; they should be deadline-setters themselves; and they should have a clear unique trait in publishing (i.e., great at theory, methods, methodology, and/or managerial implications). Personally, I have those characteristics as well… but the logic is that if a coauthor has an amazing ability or knowledge in one area, the “veto power” for that section of the paper can be mostly connected to that coauthor, and I can focus and be allowed to focus (i.e., have veto power) on other sections of the paper. The weakest coauthors are those who rely on you to make sure that each section is of the quality expected for the publication targeted; the second worst are those who are average in everything. Then the workload and burden falls squarely on you to make sure the paper is of high-quality, and this is a task that is difficult to stay motivated on for a long period of time. I rather work with a person who is rather weak in an area of the paper but has strengths in other areas.

Satornino: The marketing field has evolved greatly in the past three decades, with advances in methodological techniques, new theoretical insights, a rise in cross-national research and more. What advances or changes do you believe have made the biggest impact on the field to date?

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part of seminars, if not being dedicated seminars. Given my interests in international topics, it would also be easy for me to suggest that international marketing should be at the forefront of the field. But I also realize that data collection is difficult at the doctoral student stage (or any level) when it comes to international marketing. So, a better suggestion for a possible change in doctoral education is that all doctoral students should be trained in the pedagogical aspects of the profession as a component of their programs – some are but many still are not. And, doctoral students should be exposed to master level (e.g., MBA) teaching as a part of their training as well. Almost exclusively, the top universities hire new colleagues who have potential as MBA teachers and can also do premier research, with the assumption that new assistant professors will be good teachers in the MBA classroom within a couple of years after being hired (and in plenty of time before tenure). Actually figuring out who will be good in the MBA classroom is a much tougher task though, and any programmatic indication that a scholar will do well with MBAs would help the profession.

Satornino: Given your international ties and focus on international business issues via the International Business Center at MSU, you have a worldview perspective on marketing practice and scholarship. From that unique perspective, what do you see as the future of marketing in light of increasing globalization?

Hult: First, I really like what I see and what I think the trends are. Specifically, I think we are moving as a profession toward a more homogeneous set of research criteria around the world while also becoming more aware of the unique and great aspects of various forms of research. We can no longer say that Europeans publish only case studies; Latin Americans rarely publish in English-speaking journals (as also the French used to do!), and that Asian-based research is more modeling oriented than anything else. As a disclaimer, I may have used old stereotypes that in reality were not even true but let’s go with the ones I mentioned in the previous sentence for now. Assuming they were ever true, I don’t think this is the case any longer for the top researchers around the world. It may be that the second tier researchers in each of these areas still prefer certain ways of doing research but the submissions to JAMS, among others, indicate that worldwide researchers are very familiar with the state-of-the-art tool kit for doing research and select the appropriate focus, as needed, to contribute to the field.

In some ways, worldwide basketball has seen a similar transition from the U.S. “dream team” of 1992 that won each of their games by an average of 43.8 points and had no competition to subsequent (less than) dream teams that lost a lot of games to improved international competition. This is not to say that the U.S. approach to research is the best, it is simply to say that the game has been elevated to a level where homogeneity in contribution is a good thing instead of heterogeneity (which is often the case) being the preferred method. We will see more and better equipped researchers worldwide in the field of marketing in the coming years, and co-authorship across the globe will flourish even more.

Satornino: You were the third most cited marketing scholar in the world from 1997–2007, according to Thomson Reuters. After such an extraordinary track record, what is next for you?

Hult: All these rankings we have are interesting, aren’t they? Yes, apparently I was the number 75th “most cited scientist in economics and business” in the period from 1997-2007 based on the Thomson Reuter’s ranking (the outfit that does the journal impact scores). I had no idea until a couple of years after that ranking came out when Stan Slater sent it to me. I also like the ranking that Aguinis et al. (2012) did in the Academy of Management Perspectives that had me as the 6th most cited scholar who received their degrees since 1991 (I got my Ph.D. in 1995); the author team sent that paper to everyone who did in the Academy of Management Perspectives that had me as the best. Slater sent it to me. I also like the ranking that Aguinis et al. (2012) did in the Academy of Management Perspectives that had me as the best. Additionally, I had the chance to spend significant time with Geert Hofstede, our time’s leading scholar on culture in my capacity as Executive Director of the Academy of International Business. In my role as President of the Sheth Foundation, I was fortunate to spend time with Phil Kotler last summer when the Foundation awarded the inaugural Sheth Medal (real gold!) to Kotler for his “enduring and transformational contributions to marketing scholarship and practice.” Plus in my role as Editor of JAMS, I engaged with Oliver Williamson (who won the Nobel Prize in 2009) on an invited article he published in JAMS on transaction cost economics. These three scholars are amazing in what they have accomplished, how they approach their work, and how they handle themselves.

But I will pick my great friend and fellow Swedish citizen, Claes Fornell, as my role model. For one, since we regularly play tennis, have lunch, and see each other, he will get a kick out of my selection! But, more importantly, I really admire my 20-year senior Swede for his amazing high-quality research in both substantive (customer satisfaction) and statistical areas (structural equation modeling, PLS) while also having built several companies from scratch with hundreds of employees worldwide. And he did it using his “satisfaction formula,” which really illustrates that “there is nothing as practical as a good theory.” Fornell’s connecting the dots between theory, statistical rigor, practical relevance, and impact at individual, organizational, and country levels is remarkable and admirable. I appreciate the unique multi-level impact he has had in our field and profession, and I think he can serve as a great role model for many scholars including myself.

I truly appreciate the opportunity to be part of the “AMS Great Mind” Series!

Satornino Closing Thought: Our conversation included many other topics, such as the innovative ways that Dr. Hult and the JAMS team are using social media to bring academics together and promote both JAMS and the work of contributing authors, as well as the unique mentoring approach used for incoming new faculty at MSU. Dr. Hult is an insightful, friendly, and witty conversationalist, with a lot of experience in the field and a willingness to share those experiences. It was truly an honor to be given the opportunity to have one-on-one time with this “Great Mind!” Thank you to AMS, Dr. Angeline Close Scheinbaum, and Dr. Tomas Hult.

Cinthia Beccacece Satornino
Florida State University

Dr. Tomas Hult
Michigan State University

in June 2014, with interviews of scholars, business professionals, and policy makers focused on international business (to be housed on our world-leading globalEDGE.msu.edu site; #1 ranked worldwide for “international business resources” with users in all countries daily).

Satornino: To end on a fun note: So many scholars look up to you professionally, and admire your career – I personally witnessed many doctoral students “geeking out” at having an opportunity to interact with you at the Sheth Consortium. Do you “geek out” when meeting a scholar you admire? Who is your role model and why?

Hult: Absolutely! There are so many scholars I admire and “geek out” with when I have the chance! In international business, for example, I had the chance to spend significant time with Geert Hofstede, our time’s leading scholar on culture in my capacity as Executive Director of the Academy of International Business. In my role as President of the Sheth Foundation, I was fortunate to spend time with Phil Kotler last summer when the Foundation awarded the inaugural Sheth Medal (real gold!) to Kotler for his “enduring and transformational contributions to marketing scholarship and practice.” Plus in my role as Editor of JAMS, I engaged with Oliver Williamson (who won the Nobel Prize in 2009) on an invited article he published in JAMS on transaction cost economics. These three scholars are amazing in what they have accomplished, how they approach their work, and how they handle themselves.

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In this presentation, I propose five counterintuitive ideas for theory development in marketing. Although the marketing discipline as a whole is still in its early stages of growth, 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 specific 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.

An overview of the presentations delivered at the forum is provided below. Additional details (powerpoint slides and videos) will be provided on the AMS website (www.ams-web.org). Please also check the AMS website for updates regarding the 2015 Theory Forum, scheduled to be held in Denver.

**Keynote Presentation**
Shelby Hunt, Texas Tech University

"The Inductive Realist Model of Theory Generation: Seven Questions, Seven Answers"

The June, 2013 issue of *AMS Review* published my article entitled “The inductive realist model of theory generation: Explaining the development of a theory of marketing ethics,” which proposed a general model of how theories are generated. The article also showed how the model can be used to understand the development of a theory of marketing ethics that is frequently referred to as the “Hunt-Vitell, theory of ethics.” This presentation at the 2014 Theory Forum focuses on (1) reporting the seven most frequently asked questions concerning how the inductive realist model of theory generation should be interpreted and (2) providing (at least tentative) answers to the seven questions. The seven questions answered are:

1. Is the real world of marketing a theory generation as linear as the model depicts?
2. Is the model a causal model?
3. Is it positive or normative?
4. Is it testable?
5. Does all “problem recognition” start with “current disciplinary knowledge”?
6. Where is “theory status” (i.e., acceptance, working acceptance, and rejection)?
7. Where is the process of crafting a manuscript?

**Panel Session 1: A Critical Assessment of Theoretical Progress in Marketing**
Ajay Kohli, Georgia Tech

"Constructing Organic Theory"

It is important for the marketing discipline to develop organic (indigenous) theories. To this end, I delineate the key components of a theory, and the distinction between theory application (the application of a borrowed theory) and theory construction (the construction of an organic theory). This clarifies the different ways in which scholars can make organic theoretical contributions, and is a key requirement for being able to make such contributions. I submit that constructing organic theories is fun, impactful and builds the marketing discipline.

William L. Wilkie, University of Notre Dame

"The Fascinating Field of Marketing: Some Issues That Confront Us..."

Professor Wilkie’s talk raised four sets of issues for consideration by thinkers in the field of marketing today. First, he pointed to changes in the American Marketing Association’s official definition of the field of Marketing to show how our view of our field has been narrowing, leading finally to a controversy that changed the 2004 definition back to a broadened view in 2007. Second, he proposed that there is a pressing need for more aggregated perspectives in academic marketing, and explained the process of developing the concept of the “Aggregate Marketing System (AGMS)” with Elizabeth Moore (Wilkie & Moore 1999). Third, he raised concern about knowledge being systematically lost from our field, as the progress of knowledge development shifts in new directions. Here he summarized work on the history of academic thought in marketing, captured in the “4 Era’s” framework (Wilkie and Moore 2003). Fourth, he offered closing comments reflecting concerns about conceptions he sees as injurious scholarship in our field.

**Panel Session 2: The Art and Craft of Developing Impactful Theory**
Peter Golder, Dartmouth College

"The Art and Craft of Developing Impactful Theory"

In this presentation, I propose five counterintuitive ideas for theory development in marketing, outlining a process for building theory based on these ideas, and highlighting the danger to marketing’s academic standing if theory articles continue to be under-published. I’ll briefly describe the five counterintuitive ideas. First, philosophy of science is the wrong basis for evaluating marketing knowledge. Philosophy of social science and philosophy of history are closer to the domain of marketing. Second, research questions are the best approach to building theory. In areas of inquiry that truly lack understanding, research questions provide the best frame of thought to uncover unexpected relationships. Third, review articles are theoretical.

Many Maynard Award-winning articles have been review articles, which can help to formalize relationships and establish important boundary conditions. Fourth, descriptive results are theoretical. More than simple descriptive statistics, descriptive results can identify relationships that lead to building new theory. Fifth, the most novel theories come from the most unenlightened thinkers. Bringing a fresh perspective to a new problem makes it more likely that unconventional theory will be proposed and tested.

David W. Stewart, Loyola Marymount University

"Striving Toward More Impactful Theory Development"

A great deal of what is offered as theory in the marketing literature is theory borrowed from other disciplines or is not theory by most definitions of the term. This presentation considers the definition of theory and also suggests a number of things that theory is not. It also describes characteristics of theories that make them impactful including their being empirically accurate, general, parsimonious, and deductively fertile. The presentation concludes with a discussion of the relations between theory and method.

Manjit S. Yadav, Texas A&M University

"New Theory Development and Theory Maintenance"

In this presentation I make distinctions between new theory development and theory maintenance. These two endeavors, while interrelated, focus on a different set of scholarly activities. New theory development focuses on providing fundamentally new explanations for a focal phenomenon. This can include activities such as introducing new constructs, articulating the logic/rationale for new relationships, and developing a new nomological network of constructs. Theory maintenance critically examines the components of existing theories and identifies specific enhancements that can be made. Both types of theory development endeavors are essential for advancing knowledge development. However, I argue that more emphasis on theory maintenance is needed in the marketing discipline. Our relentless quest for "new" theories often results in a world of theory generating theories.

**Panel Session 3: Rethinking Doctoral Programs to Facilitate Theory Development**
Kent Monroe, University of Illinois, Urbana-Champaign & University of Richmond

"Knowledge Accumulation and Dissemination"

In this presentation, I outline the need to develop a methodology for accumulating knowledge from multiple individual studies within a research domain. An outlet such as *AMS Review* is necessary for the marketing discipline to synthesize and make sense of what we have learned from research in a specific area of inquiry, to be able to summarize what we do and do not know, and to provide direction for future research and theory development. Without such a methodology we might either have not given the issue of understanding the level of knowledge much thought, or we don’t have standards for judging the quality of substantive reviews in marketing. Not only is it difficult to train graduate students to do quality reviews as they embark on their research careers, it simply hinders our ability to synthesize knowledge from previous research. The ability to summarize current level of knowledge is fundamental for theory development, as we need to know what it is we are trying to explain with our theories. The goal of a review is to identify issues of substantive knowledge, research methodologies, as well as the state of theory development in each research domain.

Lisa Scheer, University of Missouri

"Cultivating Theory in Marketing Doctoral Programs"

This presentation suggests a number of approaches to advance the presence and relevance of theory in doctoral programs, including:

- establish faculty acceptance of theory’s role and importance
- develop program elements that require theory
- instill appreciation of theory’s impact, effectiveness and efficiency in doctoral students
- provides doctoral students with actionable guidance regarding how to use and develop theory
- promote discipline-based rewards to theory use and development

Manjit Yadav
Editor *AMS Review*
CALL FOR PAPERS

Service-Dominant Logic and Marketing Channels/Supply Chain Management

Special Issue:

Guest Editors: Stephen L. Vargo, University of Hawai’i at Mānoa and Birud Sindhav, University of Nebraska at Omaha

The Journal of Marketing Channels is pleased to announce and invite submissions for a Special Issue on “Service-Dominant Logic and Marketing Channels/Supply Chain Management.” The deadline for manuscript submission is December 31, 2015 with publication of accepted papers planned during late 2016 or early 2017.

Special Issue Background Information

Traditional marketing thought is based on a manufacturing-based, goods-dominant (G-D) logic (Vargo & Lusch 2004) and implies that the purpose of the firm is to make and sell units of output (e.g., goods). In this view, marketing channels and supply chains primarily support movement of goods from the suppliers to the manufacturers to the “consumers,” who then destroy the utility embedded in goods during the manufacturing process (value-in-exchange) in the process of consumption.

Service-dominant (S-D) logic (Lusch & Vargo 2014; Vargo & Lusch 2004, 2008) provides an alternative perspective by suggesting that actors exchange service (applied competences) for service. Instead of a linear marketing channel or supply chain, value-constellations integrate resources and make co-created value propositions. Value, in turn, is co-created with, and determined by, beneficial actors, rather than produced and delivered, and is understood as “value-in-use,” or, more generally, as “value-in-context.”

This alternative point of view, though evolutionary in nature, has profound implications for academics, practitioners, and policymakers. The original proponents of this view maintain that S-D logic is a meta-thesis that and that mid-range theories are necessary to flesh out full, managerial implications of its foundational premises. In the ten years since this meta-idea was proposed, a significant body of work has emerged around it, much of this work supporting and augmenting S-D logic, but some of it skeptical or even critical. Notably, this development and debate has extended beyond marketing and even business disciplines.

In recognition of the tenth anniversary of the publication of the Vargo and Lusch seminal work on SD-logic in 2004, we invite scholars worldwide from both the marketing channels and supply chain management areas to contribute to the proposed special issue. We seek manuscripts addressing the following topics and beyond. Of course, this list is only for illustration of suitable topics and is not intended to be comprehensive or exclusive.

The Sharing Economy and S-D Logic:

• Actor-to-actor exchanges, such as those being identified with “the sharing economy” (e.g., Airbnb, Lyft, RelayRides, etc.) have received a lot of attention in the business press recently. How does S-D logic help us deepen our understanding of these exchanges?

Institutional Theory, Channels, and S-D Logic:

• The current literature seems to increasingly focus on institutional theory to understand how channels evolve and change. How does S-D logic deal with this focus, particularly in light of the special role of institutions and resources in the S-D logic framework?

Emerging Economies, Channels, and S-D Logic:

• Most emerging economies are characterized by a gradual opening up of their markets. How do existing channels cope with the associated dramatic shift in the environment?

• How do new forms of marketing channels evolve as a response to the emerging opportunities and challenges of the liberalization of an economy?

• What implications does S-D logic have for understanding the evolution of marketing channels in emerging economies?

Marketing Channels and S-D Logic:

• How are different “flows” in marketing channels recast in S-D logic? What benefits accrue to practitioners and academics by doing so?

• While the political economy framework has fallen somewhat out of favor among scholars, realities like power imbalance in channel relationships cannot simply be wished away. How does S-D logic help or hinder understanding of the attendant constructs such as power, dependence, conflict, cooperation, opportunism, and satisfaction in channels (including franchising)?

• Internet-based channels have impacted productivity and created fertile ground for vertical and horizontal conflicts. How does S-D logic account for these?

Supply Chain Management and S-D Logic:

• What new ground can be covered in studies dealing with the antecedents, covariates, and consequences of relationships and contracting (including franchising) in supply chains?

• How does S-D logic help us understand the impact of technological innovations on supply chain productivity and other outcomes?

• How do we tackle the broad topic of sustainability when applying S-D logic to supply chains and reverse logistics?

References:


Submission Information

1. Submitted manuscripts should not have been previously published nor be currently under consideration for publication elsewhere.

2. All manuscripts will be double-blind refereed. Manuscripts must be submitted electronically in Word format, and must be consistent with the author submission guidelines of the Journal of Marketing Channels which can be found at http://www.tandfonline.com/WJMC. Click on the “Authors and Submissions” Tab. Manuscripts should be in APA style, and normally should be no longer than 30 pages in length.

3. Manuscripts should be received no later than December 31, 2015 with accepted papers published in late 2016 or early 2017. Please submit to bsindhav@unomaha.edu through email as a Microsoft Word attached document.

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The Role and Importance of the Board of Governors

In case you do not know, we, Barry and Joe, are the current Co-Chairs of the BoG. The BoG Chair is appointed by the AMS President. Typically there is only one chair, but Greg Marshall believed it would be beneficial to have leadership perspectives for the BoG from the more experienced (Joe) as well as individual tied to day-to-day operations (Barry) board members, so he appointed both as co-chairs.

If you have been to an AMS Conference, you have heard one of the Board of Governors (BoG) Co-chairs present an award, received an email asking for a nomination for an award, or been asked for officer participation. The AMS Board of Governors (BOG) serves several important functions. One important role is to advise the Executive Committee on strategic matters related to AMS, particularly those that are relevant to new initiatives and programs. A second important role deals with the AMS Bylaws. The Board initiates all changes to the bylaws. Most recently, the bylaws were amended to reflect new classes of membership. The new category of membership complements the Fellow and Student Fellow categories, as noted below:

Emeritus Fellows are individuals who retain their active membership following at least 10 consecutive years of active membership as an AMS Fellow and who are no less than 62 years of age. Emeritus Fellows are fully participating AMS Fellows in all regards. Emeritus Fellows also enjoy a reduced membership rate.

A third important role for the BoG deals with AMS awards. The BoG oversees all non-program related, official AMS awards. These include the Cutco/Vector AMS Distinguished Marketing Educator, the AMS Distinguished Marketer, the AMS Global Marketer of the Year and the Harold W. Berkman AMS Distinguished Service Award. The BoG recently has been involved in helping the Berkmans establish the Harold and Muriel Berkman Faculty Achievement and Development Award. Thus, the board serves as an independent group in selecting and recognizing award recipients.

The Board also is working on multiple other special initiatives. For example, the BoG is developing plans to implement a program for professional development of marketing researchers to be implemented in time for the 2016 Conference to be held at the Walt Disney World Magic Kingdom. The effort will involve professional development sessions presented at the AMS Annual Conferences.

We hope this has provided new insights to you about the role of the AMS BoG. If you have further questions please contact us. We value your feedback and participation.

Barry & Joe

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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.

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