AMS Quarterly

Dean AMS family,

The Academy of Marketing Science (AMS) does an extraordinary job in serving its members and the marketing discipline every day. Since Dr. Harold W. Berkman created this wonderful initiative more than 45 years ago, AMS has grown and developed into one of the most respected, internationally inclusive, and supportive professional marketing associations in the world. We stand on the shoulders of leaders like Dr. Berkman, Barry Babin, Joe Hair, Jay Lindquist, and all these incredible people who have served and continue to serve AMS as officers, on the board of governors, conference chairs, track chairs and in all other capacities fundamental to fulfilling our mission of developing and presenting rigorous and relevant research in a friendly and supportive atmosphere. I have no words to thank you all for your services to the AMS family.

Looking into the future, we have great challenges and opportunities ahead. The AMS will pursue its internationalization, increase the services we offer our community and improve the ways we engage with our members. The AMS is the most international professional marketing association today, and given the profound transformations coming from all over the world, we are in a unique position to help boost research that matters all over the world. Being the first international AMS president captures in a nutshell, the trust of all our members in the fact that tapping into the diversity that comes along with an increasingly international body provides a wonderful opportunity to help marketing academics and practice everywhere.

The AMS will also work on diversifying and creating new services to our members. We already deliver great value through our journals, conferences, workshops, and other initiatives that help and support our members during their research endeavors. We are now expanding these to think about other ways in which we can help you, and therefore the market discipline. For instance, we launched a certification initiative last year. In this initiative, our members can get deep insights through a special program designed to tackle one particular topic relevant to research and teaching. We ran a pilot of the certification initiative at our Annual Conference at Disney and it was very successful. We therefore will be working to expand this initiative during our

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OFFICERS

President
Adilson Borges
NEOMA Business School, France
+33 326 77 46 04
adilson.borges@reims-ms.fr

Executive Vice President/ Director
Harold W. Berkman
University of Miami, USA
Office: (561) 969-9047
Fax: (561) 969-2994
ams@latech.edu

President-Elect
O.C. Ferrell
Belmont University, USA
oc.ferrell@belmont.edu

Immediate Past-President
Linda Ferrell
Belmont University, USA
linda.ferrell@belmont.edu

Vice President for Publications
James S. Boles
University of North Carolina Greensboro, USA
(336) 334-4413
jsboles@uncg.edu

Vice President for Programs
Julie Guidry Moulard
Louisiana Tech University, USA
(318) 257-2127

Vice President for Development
Angeline Close
University of Texas at Austin, USA
(512) 788-2480
angeline@austin.utexas.edu

Vice President for Membership-International
Nicholas Paparoidamis
IESEG School of Management, France
+33 320 54 58 92
n.paparoidamis@ieseg.fr

Michel Laroche
Concordia University, Canada (2012-2018)

Rosann Spiro
Indiana University, USA (2012-2018)

Adel El-Ansary
University of North Florida, USA (2014-2020)

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

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

Bodo Schlegelmilch
Vienna University of Economics and Business Administration, Austria (2014-2020)

Director of International Programs
Jay D. Lindquist
Western Michigan University (616) 827-8553
jay.lindquist@wmich.edu

Janna M. Parker
James Madison University, USA parke4jm@jmu.edu

Journal of the Academy of Marketing Science Editor
Robert Palamati
University of Washington (206) 543-4348
jamsed@uw.edu

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

AMS Quarterly Editor
Nina Krey
Rowan University, USA
(856) 256-3314
krey@rowan.edu

AMS Quarterly Reviewer
Obinna Obilo
Central Michigan University, USA
(989) 774-1274
obilolo@cmich.edu

Central Office
Marianne Hooper
Office Administrator
Academy of Marketing Science
Louisiana Tech University
(318) 257-2612
ams@latech.edu

BOARD OF GOVERNORS (2014-2016)

Barry J. Babin
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AMS Officers and Staff

AMS Quarterly

Volume 17, Issue 1

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“Back to the Future: Using Marketing Basics to Provide Customer Value”

Providing customer value. That is the fundamental premise of marketing and will be the focus of this year’s conference. In recent years, both marketing scholars and practitioners have witnessed great advancements in technology and methodologies associated with big data, with location-based marketing centered on mobile apps and the real-time tracking of consumer behavior, and with innovations and enhancements in communications utilizing the continually growing presence of social media.

As WMC Program Co-Chairs, we invite and encourage AMS members and scholars across all disciplines within marketing and related fields to join us down under to attend the 20th AMS World Marketing Congress in Christchurch, New Zealand from 27 June to 1 July, 2017.

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THE CONGRESS

The 20th AMS World Marketing Congress takes place at the College of Business and Law at the University of Canterbury in Christchurch, New Zealand. Christchurch is the gateway to New Zealand's South Island. You can ski, bungy jump, hike, mountain bike, raft, surf, swim, see whales, dolphins, seals and penguins, visit wineries, shop, be entertained and awed, and so much more, all within two hours of Christchurch.

The Congress will take place at the University of Canterbury campus. Located in 87 hectares of park-like surroundings, the University of Canterbury offers a spacious, relaxed setting within which to work and associate. The congress will consist of presentations of peer-reviewed papers, special sessions, and panel discussions.

The theme of this year’s conference is Marketing Transformation - Marketing Practice in an Ever Changing World. From whether there is a need for transformation in our field; what methodological transformations are necessary; historical looks at how the field has transformed and continues to transform; how learning institutes are transforming and how marketing theory, practice, consumption practices and people are transforming as the world continues to change. It is by understanding changes and transformations that we seek to have better knowledge of both where we currently are as a discipline but also where we are headed. We encourage AMS scholars to join us in these discussions.

Paper presentations and special sessions explore the transformation of marketing communication through the rising use of social media, the transformation of global brands and brand communities, the role of macro-marketing in sustainability and the challenges brought by transformations in non-profit and NGO marketing, the myriad challenges facing marketers as we seek to address climate change, as well as many other topics. The WMC program offers marketing scholars opportunities to question the validity of accepted marketing theories, practices and methods in today’s rapidly changing global landscapes. We encourage you to review the 20th AMS World Marketing Congress full Call for Papers at the AMS website (ams-web.org) to see the full range of themes which our discipline is concerned with, as reflected in the many topics spanning the WMC tracks.

We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science and the World Marketing Congress.
THE 2016 AMS ANNUAL CONFERENCE, DISNEY WORLD, FLORIDA

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The 2016 AMS Annual Conference, Disney World, Florida continued from page 5
The 2016 AMS Annual Conference, Disney World, Florida  continued from page 6

“If you can dream it, you can do it…”
—Walt Disney

…and AMS did it! In what became the largest ever AMS conference in terms of submissions, registrations, and attendance level, Marketing scholars from around the world discussed how marketing practices help create and deliver value-packed and meaningful customer experiences that last on as memories. The cutting edge research presented helps in understanding and providing guidance into creating such experiences.

Keeping with the trends of a changing world, the theme of this conference was a focus on creating marketing magic, especially in terms of future trends. The location, Walt Disney World Resort, fit this focus of the conference perfectly: Walt Disney is among the true pioneers and legends in the domain of creating memorable customer experiences and the company he left behind continues to be on the forefront of entertainment and innovation.

In their welcome address at the awards luncheon, Conference Program Co-Chairs Dipayan (Dip) Biswas, University of South Florida, and Claas Christian Germelmann, University of Bayreuth, Germany, reminded the AMS audience that the magic would never have been possible without the dedication, the engagement, and the continuous work of the many people involved: the track chairs, the many reviewers, and Proceedings Editor Maximilian Stieler (University of Bayreuth, Germany) have to be mentioned first: They have provided their insights and contributed their experience in the process of assembling the program. Special thanks went to the AMS team: they were always there when advice or hands-on support was needed. But the most important magicians on the stage of course were everyone who presented their best work in Lake Buena Vista— what a magical bunch of marvelous scholars!

Speaking of the best work: As in the previous years, academic awards were a reflection of the outstanding academic excellence of the AMS scholars. The William R. Darden Award Best Research Methodology Paper went to Michael Czinkota and Rüdiger Kaufman for their innovative paper on “Curative International Marketing Construct”. Carl-Philip Ahlborn, Jens Nordfält, Anne Roggeveen, and Dhruv Grewal, received the Stanley C. Hollander Best Retailing Paper Award for their contribution “With or Without You: Playing Music in Grocery Stores”. Annika Lueth was awarded the Jane K. Fenyo Award for Best Student Paper titled “Hungry, Healthy, Happy! How Emolabeling with Smiley Faces Induces Healthier Food Choices for Children”. The prestigious M. Wayne Delozier Best Conference Paper Award went to Sara Hanson, Lan Jiang, and Darren Dahl for their manuscript “Knowing Your Role: Reputation Signals and their Influence on Participation in an Online Community”

A great asset of AMS is the successful AMS Doctoral Consortium. The Director of Consortia was Greg Marshall from Rollins College, aided by the two co-hairs Todd Donavan, Colorado State University, and Brad Carlson, Saint Louis University. Speaking of Doctoral Dissertations, of course the great support by Mary Kay Inc. since 26 (!) years now has to be mentioned. Mary Kay Inc. sponsored two awards: The Mary Kay Dissertation Proposal Award that went to Michael Jia, and the Mary Kay Dissertation Competition that was won by Sarang Sunder from Georgia State University with his dissertation “Measuring the Lifetime Value of a Customer in the Consumer Packaged Goods Industry” (Advisor: V. Kumar).

Together with the conference and the proceedings series “Developments in Marketing Science” edited by Springer, the main outlet for the research of AMS scholars is the Academy’s own journal JAMS. In 2016, the Sheth Foundation Best Paper Award for JAMS was awarded to Thorsten Hennig-Thurau, Caroline Wiertz, and Fabian Feldhaus for their article “Does Twitter matter? The impact of microblogging word of mouth on consumers’ adoption of new movies.

Marketing magic and innovations are not bound to research alone. It needs educators to spark the flame in students and young researchers. Thus, AMS is proud that former JAMS editor Tomas Hult (Michigan State University) received the 2016 AMS CUTCO/Vector Distinguished Marketing Educator.

What would AMS be without the great people on stage and behind the scenes? They are the ones who make AMS great. The Academy honors this engagement with two prestigious awards: The Harold and Muriel Berkman Award for Faculty Achievement and Development 2016 went to Nicholas Paparoidamis, IESEG Management School, France. David J. Ortinau (University of South Florida) received the Harold W.

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The recipient of the 2016 Harold W. Berkman Distinguished Service Award is David J. Ortinau from the University of South Florida. The Harold W. Berkman Distinguished Service Award is named after the AMS Founding Fellow, who continues to serve as the AMS Executive Vice-President and Director, this award recognizes individuals who epitomize selflessness in service to the AMS and to the marketing discipline in general. This prestigious award is given to an AMS Fellow who has stood out in terms of dedication and commitment to the Academy of Marketing Science and to the marketing discipline overall.

The recipient of the 2016 Harold & Muriel Berkman Faculty Development and Achievement Award is Nicholas Paparoidamis from IESEG Management School. The Harold and Muriel Berkman Faculty Development and Achievement Award recognizes initiative in service to AMS and achievement within AMS among developing scholars. Candidates must have a minimum of three consecutive years of AMS Fellow membership and have served in some official capacity in AMS programs. Preference is given to candidates within the first 15 years in academics.

The recipient of the 2016 AMS Outstanding Marketer of the Year Award is Walt Disney. The AMS Outstanding Marketer of the Year Award recognizes achievement and prominence through the practice of marketing. Winners have exemplified effectiveness in marketing and maintained high professional moral standards through all their actions.

The recipient of the 2016 Jane K. Fenyo award for the best Student Paper is Annika Lueth, with her paper “Hungry, Healthy, Happy! How Emolabeling with Smiley Faces Induces Healthier Food Choices for Children.”

The recipient of the 2016 William R. Darden award for the Best Research Methodology Paper are Michael Czinkota & Rüdiger Kaufman with their paper “An Integration of the Curative International Marketing Construct.”

The recipients of the 2016 Stanley C. Hollander Best Retailing Paper are Carl-Philip Ahlborn, Jens Nordfält, Anne Roggeveen & Dhruv Grewal with their paper “With or Without You: Playing Music in Grocery Stores.”

The recipient of the 2016 AMS Quarterly Volume 17, Issue 1 Berkman Service Award 2016. Congratulations, and thank you for everything you did and still do for AMS!

An AMS conference would not be complete without honoring the Marketer of the year. Who would be more worthy than the truly great Walt Disney to receive this award at this special place? By constantly innovating, he truly took service marketing to a new level. As he could not be with us, his best friend Mickey Mouse was there to accept the award. Mickey Mouse took the time to stay with us until everyone got a chance to take pictures with him. It was truly heartwarming to see distinguished and serious marketing scholars acting like children again. Magical!

What is up for the next conference? It’s “Back to the Future” for AMS! Come to Coronado Island, California, to join co-chairs Narongsak (Tek) Thongpapanl, Brock University, and Kate Pounders, University of Texas at Austin, in going “Back to the Future: Using Marketing Basics to Provide Customer Value”.

See you there!

Berkman Service Award 2016. Congratulations, and thank you for everything you did and still do for AMS!

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The recipients of the 2016 M.Wayne Delozier award for the Best Conference Paper are Sara Hanson, Lan Jiang & Darren Dahl with their paper “Knowing Your Role: Reputation Signals and their Influence on Participation in an Online Community.”

M.Wayne Delozier award for the Best Conference Paper all papers submitted to the conference were eligible for this award.

The recipient of the Mary Kay Dissertation Competition Award is Sarang Sunder (R) with his paper Measuring the “Lifetime Value of a Customer in the Consumer Packaged Goods Industry.”

The 2016 Mary Kay Dissertation Competition Finalists were Tatiana Fajardo (L) with her paper “Capitalizing on the Symbolic Value of Brand Assets” and Vamsi Kanuri (M) with his paper “Optimizing a Menu of Multi-format Subscription Plans for Advertising Supported Media Platforms: A Model and Application in the Daily Newspaper Industry.”

Mary Kay Dissertations and Dissertations Competitions started when the relationship between Mary Kay and AMS began 25 years ago. Mary Kay has been a tremendous supporter of AMS and of doctoral student research. For the past 22 years, Mary Kay has provided support for dissertation awards. Many prolific scholars in marketing have won the Mary Kay Dissertation Competition.

The recipients of the 2016 The Jagdish N. Sheth Award for the Best Paper are Thorsten Henning-Thurau from University of Muenster, Caroline Wiertz from Cass Business School & Fabian Feldhaus, BAT Business Services GmbH with their paper “Does twitter matter? The impact of microblogging word of mouth on consumers’ adoption of new movies.” (not pictured)

Selection of “Distinguished Fellow” designees is made by an appropriate committee of the Board of Governors, which in turn submits its selections to the Academy’s Executive Council for confirmation. The Officers and the Board of Governors proudly announce the designees of the “Distinguished Fellow” award: Adilson Borges, Neoma Business School, France Goran Svensson, Kristiania University College, Norway William B. Locander, Loyola University New Orleans, USA (received award at WMC in Paris)

In 1990 the Board of Governors of the Academy of Marketing Science recommended the establishment of the honorable designation of “Distinguished Fellow,” which would be available for award to a limited number of members (Fellows) in recognition of their exemplary service to the Academy over a sustained period of time. This designation is separate and distinct from the Academy’s annual “Outstanding Marketing Educator” award which emphasizes distinguished research and publication productivity, and which is open to members and non-members alike.

Tomas Hult has been named 2016 Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator

Professor Tomas Hult of Michigan State University has been named as the 2016 AMS/CUTCO-Vector Distinguished Marketing Educator by the Academy of Marketing Science (AMS). With this annual award, AMS recognizes the outstanding career achievement and tremendous global impact of a marketing scholar. Professor Hult will accept the prestigious honor at the 2016 AMS Annual Conference on May 19 in Orlando, Florida. Dr. Tomas Hult is the Byington Endowed Chair, Professor of Marketing and International Business, and Director of the International Business Center in the Eli Broad College of Business at Michigan State University.

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“The main criteria for selecting the award winner include: scholarly achievement and impact on the marketing discipline, possessing a global reputation as a representative of AMS and the marketing discipline, and a strong record of congeniality, collaboration and mentorship.”

Professor Tomas Hult received his Ph.D. in 1995. In addition to his roles at MSU, Dr. Hult has been the Executive Director of the Academy of International Business (AIB) and President of the AIB Foundation since 2004. He is also President and Board Member of the Sheth Foundation, and board member of the International Trade Center of Mid-Michigan and the Economic Club of Greater Lansing. The Mayor of Lansing also appointed Dr. Hult to the Lansing Regional Sister Cities Commission.

In research, Hult was ranked the 75th “most cited scientist in economics and business” (and 3rd in marketing) in the world by Thomson Reuters in their Essential Science Indicators covering a period from 1997 to 2007. In a 2012 study by Aguinis et al. (in the Academy of Management Perspectives), Hult was 6th among influential scholars who received their degrees since 1991 (he received his degree in 1995). Based on the Microsoft Academic Search, Tomas Hult is 3rd in scholarship in “business administration and economics.” Based on a University of Minnesota study, Tomas is also 14th in citations among the worldwide marketing professorate since 2013. Overall, his research has been cited more than 26,000 times per Google Scholar, which is top ranked in the word in the fields of “international marketing” and “marketing strategy”.

Professor Hult is an elected Fellow of the Academy of International Business (one of only about 85 scholars in the world bestowed with this honor and one of only 5 marketing scholars), and was Editor-in-Chief from 2009 to 2015 of the Journal of the Academy of Marketing Science. He has published more than 100 articles, with 60 of them appearing in top journals (Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, Academy of Management Journal, Strategic Management Journal, Journal of International Business Studies, Journal of Management, Journal of Operations Management, IIEEE, Decision Sciences, and Journal of Business Logistics). He is also the market-share leader with his textbooks (International Business 11e; Global Business Today 9e) with Charles W.L. Hill. More on Professor Tomas Hult can be found at: http://broad.msu.edu/facultystaff/hult/

2016 AMS Golf Tournament Recap

The 2016 AMS Golf Tournament was held at the Arnold Palmer designed Palm Golf Course at Disney World, following the Annual Conference. The competition was spirited as usual, and organized in a 2-person scramble format. The Champion AMS Golfers of the year are David J. Ortinau and Barry J. Babin, who bested the second place team of Obinna Obilo and Laurie Babin by a narrow margin. Thanks to all of the participants, and we look forward to another Tournament on Coronado Island in 2017.
THE 2016 AMS WORLD MARKETING CONGRESS, PARIS, FRANCE

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Academic research would be a lonely and impossible journey if it weren’t for convivial academic communities. In the marketing domain, few communities create events with the kind of collegiality and conviviality that the AMS does with the World Marketing Congress.

The AMS 19th World Marketing Congress, which took place in Paris-La Defense from July 19-23 2016, was, indeed, a very collegiate and convivial event. The congress itself took place at the IESEG Management School Paris campus in the historic building of the Grande Arche of La Defense. The more traditional side of Paris acted as a backdrop and context for leisure activities and hedonic stimulations, reminding us of the growing role of experiences and entertainment in consumers’ daily lives (which was the focus of the call for papers).

A broad range of topics were discussed among the 115 sessions spread over the three days of the academic program, ranging from brand placement and value, to consumers’ use of the internet, social media, and online communities across more devices and situations to pricing, online/offline word of mouth issues. They explored the rise of experiential and analytical capabilities that affects consumer and marketer behaviour, raising the question of how these new capabilities influence the creation of utilitarian and hedonic value, a growing concern in business-to-consumer, business-to-business as well as social media/marketing arenas.

Bringing together 450 delegates from every corner of the World, the 19th World Marketing Congress was the third largest attended AMS conference according to the AMS statistics. Over 350 papers were presented, alongside the debates that took place during the 14 special sessions devoted to the discussion of trending issues, the regular O.C. Ferrell moderated ‘Meet the Editors’ sessions, and the special AFM/AMS special session devoted to social marketing.

The AMS WMC Recognition Luncheon saw the award of AMS Marketer of the Year to Olivier Dexemple, Marketing Director (France) of Coca Cola Enterprises, who reflected in a really exciting way how rewarding it can be to have some marketing success with some lesser known brands like Capri Sun.

Closer to the AMS family, the deep contribution of Nina Krey, who has for several years masterminded the WMC registration operations, was acknowledged, as she has recently obtained her PhD and wishes to enjoy more of future congresses’ academic program.

For a sizeable number of delegates, this was their first Congress, and among them were many doctoral students who benefited from the special, supportive atmosphere of the Doctoral Colloquium which John Ford has created over the years. As one doctoral student acknowledged: “The AMS WMC doctoral colloquium is a wonderful occasion for a PhD student to get feedback from experienced researchers! These doctoral sessions are intended to help improve our research: comments are always very constructive and people are willing to share their knowledge. Getting to meet other PhD students from around the world is also great! Overall, the AMS WMC doctoral colloquium provides amazing opportunities for learning and networking, in a very supportive, friendly and relaxed atmosphere!”.

Delegates also took full advantage of the program of social events to continue the conversations started during the sessions, and to catch up with old friends. The Welcome Reception enabled delegates to taste a few French beverage specialties and delicacies in open air and within sight of both the Arc de Triomphpe and the Eiffel Tower. The social program enabled delegates to taste more aspects of the host city, with a guided tour of Paris’s covered passages, a cooking workshop, or a trip to Monet’s Giverny haven. However by most accounts, the climax was the gala dinner, during which we floated past the medieval sights and more recent landmarks that line up along the Seine River.

It was lovely that as co-chairs of the 2016 event, we had the opportunity to share our experience and enthusiasm face-to-face with Paul Ballantine, who is co-chairing the 20th AMS World Marketing Congress in Christchurch, New Zealand. We are sure that Paul and his co-chair Lucie Ozanne will put on a fabulous program in their inspiring city. What the co-chairing of this event enabled us to fully appreciate, is that the special atmosphere of the World Marketing Congress is due in no small part to the years of experience and depths of enthusiasm which the AMS officers pass along. We are immensely grateful to Barry Babin and Jay Lindquist for making the 18 months of planning feel so simple, to Adilson Borges for his enthusiasm and ideas, and to officers Linda Ferrell, OC Ferrell, Joe Hair, Julie Guiydra Moulard and Nicholas Paparoidamis for their constant support.
The Journal of Marketing Channels is pleased to announce and invite submissions for a Special Issue on “Channel Governance and Managing Channel Relationships in China.” The deadline for manuscript submission is December 31, 2017.

Special Issue Background Information

China, the world’s largest and second fastest-growing emerging economy, is immensely attractive to firms worldwide. Firms that operate in the China market must access their customers through local marketing channels (Su et al., 2009). However, it is very challenging for channel managers to manage their marketing channels in China, not only because of its unique cultural, legal, societal, and economic characteristics (Gu et al., 2008; Jia & Wang, 2013), but also because of its improving infrastructure frameworks (Herndon, 2008) and evolving channel structures.

In the past two decades, especially since 2001 when China entered the World Trade Organization (WTO), there have great changes in Chinese marketing channels. To keep WTO commitments, the Chinese government abolished restrictions on retailers’ expansion in 2004. Since then, many retailers expanded nationally and a variety of retail formats grew rapidly across China (Zhuang, 2013). For instance, Walmart, the world’s largest retailer, entered China in 1996, but as of 2004 had only 43 stores: by the end of 2015 Walmart had 433 stores in 169 cities, 9 warehouse distribution centers, and 11 fresh food distribution centers nationwide (cf. http://www.wal-martchina.com).

With this expansion and development of retailers, channel power is shifting from manufacturers to retailers and channel conflicts between retailers and suppliers are increasingly severe. The explosively growth of e-commerce in its various forms is also exerting dramatic effects on the structures of traditional Chinese channels and consumers’ buying behaviors. Both manufacturers and traditional distributors are facing the impacts of online channels and are struggling for survival with this radical change in marketing channel structures. Selecting effective governance strategies and managing channel relationships in the China market is increasingly challenging for the channel manager.

Marketing is a contextual discipline where “one or more of the numerous contextual elements surrounding it (such as the economy, societal norms, demographics ...) ... can have significant impact on the nature and scope of the discipline” (Sheth & Sisodia, 1999, p. 72). Unique contextual characteristics require scholars to address them by generating new constructs and developing or improving existing theory. Obviously, the China market with its unique cultural, legal, societal, and economic characteristics provide a rich context to test and develop channel theories. Despite some studies showing differences between Chinese and Western contexts in channel governance and management in areas such as the relationship between power and dependence (Zhuang & Zhou, 2004) and guanxi as a relational governance strategy in China (Gu et al., 2008), the literature about channel governance and management in China is still meager and largely disjointed (Jia & Wang, 2013).

This call for papers encourages submissions that explore the role of the unique Chinese contextual elements in channel governance and channel relationship management. Topics could include, but are not limited to, the following:

- How Chinese institutional environments influence channel governance and channel performance.
- How Chinese cultural elements influence channel governance and channel performance.
- How Chinese institutional and cultural elements influence firms’ channel behaviors.
- Opportunism in channel relationships in China.
- Managing the process of channel relationship development and termination.
- Managing supplier–retailer relationships in China.
- Managing multichannels with the inclusion of online channels.
- Comparisons of channel governance strategies and behaviors between Chinese and Western contexts in channel relationships.
- New constructs and theory development with unique Chinese characteristics for marketing channels.
- New challenges in channel governance and channel relationship management in China.

These examples are not intended to stifle the creativity of potential authors as papers concerning most issues related to channel governance and managing channel relationships in China are welcome. If in doubt about the suitability of a paper’s theme for this Special Issue, please contact either of the guest editors.

References

Submission Information

1. Submitted manuscripts should not have been previously published or 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 that can be found at http://www.tandfonline.com/WJMC. Click on the “Instructions for authors” tab. A complete Style Guide for Manuscript Submissions to the Journal of Marketing Channels can be downloaded at http://bit.ly/wjmc_styleguide.

3. Manuscripts should be received no later than December 31, 2017, with accepted papers published in late 2018 or early 2019. Please submit directly to either of the guest editors, preferably through e-mail as a Microsoft Word attached document.

Guijun Zhuang
Professor of Marketing
School of Management
Xi’an Jiaotong University
49 Xianning Western Road
Xi’an, Shanxi, People’s Republic of China
E-mail: zhgj@mail.xjtu.edu.cn

Chuang Zhang
Professor of Marketing
School of Business Administration
Dongbei University of Finance and Economics
217 Jianshan Street
Dalian, Liaoning, People’s Republic of China
E-mail: zhangchuang@dufe.edu.cn

Special Issue: “Retail Performance Measures, Metrics, and Models”

Guest Editors: Charles A. “Chuck” Ingene, University of Oklahoma
Lou E. Pelton, University of North Texas

The Journal of Marketing Channels is pleased to announce and invite submissions for a Special Issue on “Retail Performance Measures, Metrics, and Models.” The deadline for manuscript submission is April 30, 2017.

Special Issue Background Information

The business-to-consumer (“B2C”) and consumer-to-consumer (“C2C”) landscape is increasingly roiled by seismic shifts in consumers’ purchase patterns. Over the past decade e-tailing and other offline retailers have had a dramatic impact on conventional retailers, as has the growth of supercenters and warehouse clubs. Among the consequences is a shocking decline in the importance of department stores and major shopping centers. In short, intertype competition appears to be fiercer than it has been in at least 50 years.

As a consequence of this turmoil, retailers in all lines of trade are modifying their marketing channel strategies and tactics. However, in today’s technologically driven, globally connected marketplace, there appears to be reduced value in many traditional performance metrics (e.g., gross sales, average customer ticket [“spend”], gross margin per square foot, stock turnover rate, sell-through rates, etc.). Thus, there is a serious need for reliable and testable performance indicators that can be utilized by both marketing practitioners and researchers.

Although “Big Data” has drawn much attention, it is not clear that massive data warehouses seeking to improve retail bottom-line performance and to enhance customer satisfaction have been particularly successful—in part because the nature of intertype competition hints that different retail sectors may require somewhat dissimilar indicators. Accordingly, this Special Issue seeks both conceptual and empirical research contributions that address retail performance measures, metrics, and models to advance theory and practice across retail sectors. The Special Issue Guest Editors welcome quantitative, empirical, and qualitative manuscripts.

Some examples of the research that would be welcomed include the following:

- Developing or refining retail theory to provide descriptive or prescriptive insights on retail performance measures.
I invite you not only to come and enjoy great conferences in magical places, but also engage as a track chair, or suggesting a special session. Share your AMS experiences with your friends back on your school and if you think they can benefit from our supportive atmosphere for research development, invite them to come and join our family.

I invite you not only to come and enjoy the multiple actions AMS is carrying out to improve our publication skills (e.g. meet the editors sessions, publication panels, workshops on research tools, writing workshops…) but to engage by suggesting and leading a seminar or workshop that you can put together to serve our colleagues to improve their skills.

I invite you not only to enjoy reading the AMS Quarterly, but engage by proposing to write there as well as engaging with all other social media initiatives.

I invite you to engage with one of the Officers or with a member of the Board of Governors. We would love to not only hear your great ideas, but to point you to the right way to help us in actually implementing them. I invite you to make your ideas real alongside with us.

In one word: ENGAGE!

If you have any questions about how to do it, please get in touch with an Officer or with a Board of Governor member. You can easily find our names and emails on our website or right here in the quarterly. We are working on innovative ways to facilitate this engagement by for example creating participative sessions during our conference in which you can come and share your ideas. We had the first one in Paris last July, and it was very intense and rich. Keep an eye on these future sessions and attend, so we can work together on your initiatives to serve our community and our discipline.

Together we will continue serving AMS Fellows and the marketing discipline by developing and presenting rigorous and relevant research in a friendly and supportive atmosphere. I am looking forward to working alongside you.

See you at the Del.

Adilson Borges
AMS continues to play a leading role in advancing marketing thought and the marketing discipline. JAMS, with Robert Palmatier (University of Washington) as Editor, continues to be one of the most widely read marketing journals (315,956 article downloads yearly). Recognizing the Journal’s impact, JAMS was recently added to the Financial Times List of the Top 50 Business Journals. Manjit Yadav (Texas A&M University) Editor-in-Chief of AMS Review, continues to enhance that Journal’s position. Downloads and citations of AMSR articles are growing and the reach of the Journal is continuing to expand. Future issues will feature articles from key marketing thought leaders. As new Editors of the AMS Quarterly, Nina Krey (Rowan University) & Obinna Obilo (Central Michigan University) will keep us informed about important AMS news and events related to the Academy. We appreciate your support of our publications.

Journal of the Academy of Marketing Science

JAMS’ Strategic Initiatives: Expanding Reach and Impact

We are pleased to report that JAMS has been added to the Financial Times list of top journals used in business school research rankings for the 2017 MBA rankings and onwards. JAMS is one of only 6 marketing journals on the list, which was expanded to 50 business journals in the fall, with 4 journals being dropped and 9 being added. Thanks to all who supported JAMS in our efforts to be added to the FT list.

Having attained this major goal, we are now focusing on three strategic initiatives to improve the impact of JAMS: (1) organizing annual Special Issues and Thought Leaders Conferences, (2) inviting editorials, commentaries, and review/conceptual articles from leading scholars, and (3) continuing to improve the manuscript review process.

The first initiative is organizing Special Issues with corresponding Thought Leaders Conferences to bring in new authors and increase coverage in domains we feel are underrepresented in JAMS. In 2015 a conference was held in conjunction with MSI and HEC Paris, corresponding with the special issue edited by Tomas Hult and Rob Palmatier on “Understanding and Managing Customer Engagement Using Customer Relationship Management.” In 2016, Mike Brady, Todd Arnold, and Rob Palmatier organized a conference on Service Marketing Strategy at HEC Paris to complement the special issue they are co-editing on this topic. In May 2017, we will host a conference on “Consumer Journeys: Developing Consumer-Based Strategy” at Vrije Universiteit (VU) Amsterdam to accompany the special issue being edited by Rebecca Hamilton, Linda Price, and Rob Palmatier. Also in 2017, a conference and subsequent special issue on “Marketing Strategy in Digital, Data-Rich, and Developing Market (D3) Environments,” edited by Eric (Er) Fang, Shrihari Sridhar, and Rob Palmatier, will be held at University of International Business and Economics (UIBE) in Beijing in June. The open calls for papers are available for download from the sidebar on our website (www.springer.com/jams). These conferences and special issues bring leading scholars in these substantive domains and geographic areas together to help expand the reach of JAMS in these growing areas.

Our second initiative is to invite leading scholars to write editorials, commentaries, and review/conceptual papers that aim to increase the dialogue on targeted topics. We have already published editorials on “Consumer-based strategy: using multiple methods to generate consumer insights that inform strategy” by Rebecca Hamilton with commentaries from Darren Dahl and John Deighton (May 2016); “Is ‘strategy’ a dirty word?” by Mark Houston with commentaries from Christine Moorman and Leigh McAlister (September 2016); and “Interesting and impactful research: on phenomena, theory, and writing” by Gerard Tellis, accompanied by commentaries on the topic from John Hauser and Rajan Varadarajan (January 2017). In the lineup for 2017 are commentaries by O.C. Ferrell and Dave Stewart on a review/conceptual paper by Kelly Martin and Patrick Murphy, “The role of data privacy in marketing”; editorials by V. Kumar and Michael Ahearne on the role of university research centers; and an editorial by Donald Lehmann and Russell Winer on “The role and impact of reviewers on the marketing discipline.” Also in the works are high impact review papers on Strategy-focused Research Methods, Event Studies, and Survey Methods. To increase the reach of these pieces and further
the dialogue around these important topics, the editorials and commentaries are all available free to download from the JAMS SpringerLink page.

Lastly, we are working to increase the impact of JAMS by improving the review process. Many of these activities are described in the January 2016 editorial, but we have added a few additional ones: To identify and reward the most effective reviewers, we have begun rating individual reviews on their quality, and we will use this data to guide selection of reviewers for future submissions, additions/removal from the Editorial Review Board, and selection of Best Reviewer Awards. To improve the efficiency of the review process we have also streamlined the Area Editor process within our online system, added more AEs in domains with the highest activity, started creating reports for individual Area Editors to measure their timeliness and report quality, and created an annual Best Area Editor award. We are proud of our slate of JAMS AEs as they are often the key to successfully guiding a paper through the review process.

JAMS Area Editors
Michael Ahearne, University of Houston
Michael Brady, Florida State University
Dhruv Grewal, Babson College
Rebecca Hamilton, Georgetown University
Kelly L. Haws, Vanderbilt University
Mark B. Houston, Texas A&M University
John Hulland, University of Georgia
Satish Jayachandran, University of South Carolina
Constantine S. Katsikeas, University of Leeds
V. Kumar, Georgia State University
Martin Mende, Florida State University
Neil A. Morgan, Indiana University
J. Andrew Petersen, Pennsylvania State University
Linda Price, University of Oregon
Anne Roggeveen, Babson College
Shrihari Sridhar, Texas A&M University
Raji Srinivasan, University of Texas at Austin
Rajkumar Venkatesan, University of Virginia

AMS Review/Sheth Foundation Initiative for Marketing Theory
Although the marketing discipline continues to make progress 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.

The AMS Review/Sheth Foundation Initiative for Marketing Theory is aimed at addressing this issue. Its overarching objective is to help advance theory development in the marketing discipline. Given the significant role played by doctoral students in a discipline, the initiative is being launched in 2017 with a Doctoral Competition for Conceptual Articles that will be organized annually by AMS Review (AMSR). This competition seeks to:

• Encourage doctoral students to identify impactful conceptual ideas in their dissertation research and develop them into publishable articles
• Help doctoral students interested in conceptual work by connecting them with other marketing scholars, and providing feedback on their research.

For additional details, see: http://www.ams-web.org/?page=A4

AMS REVIEW:
CONTINUING AND NEW INITIATIVES

2017 Theory Forum
AMS Review’s Theory Forum, started with the inaugural program in 2014, 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.

This year we will host the 4th Annual Theory at the AMS Conference in Coronado, CA on May 26. As in previous years, the forum will feature the views of leading scholars on issues related to theory development in marketing. In addition, the forum will also include presentations by doctoral students whose submissions have been selected for recognition in AMS Review’s inaugural Doctoral Competition for Conceptual Articles.

December 2016 Issue
The December 2016 issue features seven articles, including four that focus on the topic of imagination and how it shapes theory development in marketing. The lead article in this series is by Gerald Zaltman (Harvard University):

continued on page 23
EUROPEAN INSTITUTE OF RETAILING AND SERVICES STUDIES (EIRASS)
EIRASS is organizing the 24th international conference on “Recent Advances In Retailing And Services Science”

June 26-29, 2017
Hilton Vancouver Metrotown, Vancouver, Canada
Conference Chairs:
Soora Rasouli & Harry Timmermans
Eindhoven University of Technology
P.O. Box 513, Vertigo 8.18
5600 MB Eindhoven, The Netherlands
Phone: +31 40 2473315; Fax: +31 40 2438488;
E-mail: eirass@tue.nl

EUROPEAN ASSOCIATION FOR EDUCATION AND RESEARCH IN COMMERCIAL DISTRIBUTION (EAERCD)
EAERCD is organizing the 19th international conference on “Research in the Distributive Trades”

July 4-6, 2017
Dublin Institute of Technology, Ireland
Full Paper Submission Deadline: February 3, 2017
Contact:
Edmund O’Callaghan edmund.ocallaghan@dit.ie

WINNING IN SERVICE MARKETS
Jochen Wirtz (National University of Singapore) just published Winning in Service Markets, which translates the current academic knowledge on how to effectively manage and market a service business for managers and makes it accessible and actionable.
AMS-AFM Call For Common Research Proposals Application

We are pleased to call for proposals for this initiative sponsored by the Academy of Marketing Science, the French Marketing Association and the Berkman Charitable Foundation.

Fill in the names of the:

Applicant/Primary Investigator (contact author) (PI): ____________________________________________

(PI) Applicant email address: ________________________________ Member: AMS _______ AFM_______

University/Business School Contact Information:

Name: ____________________________________________

Address: __________________________________________

City, State, Postal Code: ________________________________

Phone: ____________________________________________

Project Title: ____________________________________________

Coauthor: ____________________________________________ Member: AMS _______ AFM_______

Coauthor: ____________________________________________ Member: AMS _______ AFM_______

Coauthor: ____________________________________________ Member: AMS _______ AFM_______

Which term best describes the stage of this research:

☐ Research Development ☐ Research Implementation

Is the PI in the first four years of an academic career beyond leaving his/her doctoral institute?

☐ Yes ☐ No

Briefly describe the nature of the research (200 words maximum):

__________________________________________________________________________________________

__________________________________________________________________________________________

__________________________________________________________________________________________

Briefly describe how the work will contribute to the practice of marketing science and the improvement of marketing practices in general (150 words maximum –):

__________________________________________________________________________________________

__________________________________________________________________________________________

__________________________________________________________________________________________

Should your proposal be selected, do you agree to acknowledge publicly the generous support of the AMS-AFM Joint Initiative on all published papers, articles, presentations, and/or other publicly available dissemination outlets for this research?

☐ Yes ☐ No

Signature attesting to conditions of application: ____________________________________________ Date ____________
**JOIN OR RENEW MEMBERSHIP**

NAME: ____________________________________________

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Please check the appropriate lines below:

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Directory.

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Membership Directory.

_____ Only show my work address.

_____ Only show my home address.

_____ Do not send me any AMS e-mail.

**Total amount enclosed:**

Fellow Membership and Annual Subscription to
JAMS and AMS Review is $90.00

Student Membership and Annual Subscription to
JAMS and AMS Review is $60.00

Corporate Membership and Annual Subscription to
JAMS and AMS Review is $100.00

The Board of Governors recommends a
$25.00 donation to the AMS Foundation:

TOTAL $________

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

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Billing Zip: ________________________________

Billing Phone: ________________________________

Billing E-mail: ________________________________

Academy of Marketing Science College of Business
Louisiana Tech University, P.O. Box 3072 Ruston, LA 71272

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

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**BOARD OF GOVERNOR’S CORNER**

The AMS BOG remains an active participant in strategic initiatives and in overseeing AMS Awards. As we right, we are nearing the close of the call for nominations for 2017 AMS Annual Awards including the Outstanding Marketer, Outstanding Educator, and the Harold W. Berkman Distinguished Service Award. A description of the awards and awards processes can be found at the members’ page at:


Most of the Awards are given at the Annual Conference with one exception. The Global Marketer of the Year is typically awarded at the World Marketing Congress. Lists of previous winners can be found by following the link above.

In addition, the BOG is encouraging greater research outreach. Specifically, a subcommittee of the BOG chaired by Bodo Schlegilmich is advancing recommendations to get practicing marketers involved with AMS members in research aimed at having real practical input. Look for more announcements on this initiative in the near future.

In addition, the BOG is involved in an international outreach with the French Marketing Association. Jean-Luc Herrmann has worked particularly closely with colleagues from the French Marketing Association (AFM) and put together a proposal that has met all approvals and is being rolled out now. You will find the AMS-AFM Call For Common Research Proposals and application form that describe this terrific program aimed at putting an AMS and AFM member together onto a research team. This project also has the support of the Harold and Muriel Berkman Charitable Foundation. The BOG continues to explore new avenues by which AMS can accomplish its mission.

![Barry Babin](image1.jpg) ![Joe Hair](image2.jpg)
Marketing’s forthcoming Age of imagination

Abstract: Imagination is essential to marketing scholarship and practice. However, it is neither well understood nor sufficiently used. This paper encourages giving more attention to imagination by highlighting issues meriting further understanding. Readers are encouraged to ask questions such as: Why is imagination important? What job does it perform? Are people inherently imaginative? What forces enhance and dampen imagination? What do you have when you have an imaginative thought? Some initial observations regarding these and related issues are provided to stimulate the reader’s thinking.

This issue also includes three commentaries on Zaltman’s article:

What makes a good theory practical?, Bobby J. Calder (Northwestern University), Alice M. Tybout (Northwestern University)

Reflections on marketing and imagination, William L. Wilkie (University of Notre Dame)

From fragmentation to imagination: moving to Marketing’s next Era, Robin A. Coulter (University of Connecticut)

For details on these and other articles, see: http://link.springer.com/journal/13162/6/3/page/1

Membership Renewal

If you have not yet renewed your membership, we would like to take this opportunity to urge you to renew your AMS membership for the upcoming year and to remind you that your AMS membership offers you a unique set of benefits.

1. A subscription to JAMS and AMS Review are included in your membership price. In addition, free online access to JAMS and AMS Review are available to members through http://www.ams-web.org. AMS Review is increasingly regarded as a leading marketing journal and it is now in the ABS, the UK based ratings/groupings. Understanding that theory is the fuel for research, AMS Review publishes thoughtful commentaries that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena.

2. Professional networking through the annual AMS conference, other conferences sponsored by the Academy, and the membership directory. AMS conferences are known for a unique, friendly, and welcoming atmosphere. They are designed to offer interactive opportunities for sharing research and teaching ideas.

3. Opportunities to interact with academics on an international level. With its current diversity of membership, the World Marketing Congress, and a globally supported national conference, AMS is a truly international organization in its heart and soul.

4. The AMS Quarterly provides ongoing information on AMS programs, publications, and news.

With all of these benefits, AMS members receive a high value for their membership dues and ample opportunities to grow professionally as well as personally.

We look forward to an ongoing, mutually beneficial relationship with each of you! Renew your membership in AMS today by sending your renewal to the address at the top of the page:

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 AMS. More detailed information about AMS and membership can be found at http://www.ams-web.org. We sincerely appreciate your support!
AMS Quarterly

Dr. Obinna Obilo, Content Editor
Assistant Professor of Marketing
College of Business
Central Michigan University
100 Smith Hall
Mount Pleasant, MI 48859 U.S.A.