FROM THE EDITOR

We are delighted to finally be in the swing of the things as the new editors of AMS Quarterly. And what a fantastic few months we’ve had at AMS! Firstly, our annual conference on beautiful Coronado Island was a success by whatever metric (attendance, submissions, engagement, fun-had) you choose. We certainly took President Borges’ charge to heart, by being engaged in: sessions, networking with colleagues from around the world, promotion AMS’ collegiality, and of course across social media platforms (#AMS2017CI).

AMS also continues to strive for internationalization, and our World Marketing Congress held in Christchurch, New Zealand represented a successful execution towards that continuing mission. Members from all around the world were not deterred by distance, as we all relished the wonderful culture of New Zealand, and were inspired by the resilient spirit of Christchurch. JAMS’ thought leaders’ conferences in Amsterdam and Beijing were also intertwined within this mission of internationalization. Let us keep on these paths by staying engaged with the academy. As we approach our 2018 conference in New Orleans, Nina and I can both honestly tell you all to expect the best conference yet! (bias disclosure statement). We certainly hope to once again break the submissions and attendance records.

In the next issue, we intend to bring novel and interesting columns on contemporary issues spanning topics on innovative teaching, research, and our interaction with industry. We also intend to continue the tradition of asking you to send us any news, photos, articles, or suggestions you deem to be relevant for the next issue to obilo1o@cmich.edu.

Have a fantastic rest of the summer!

Obinna O. Obilo, Central Michigan University
obilolo@cmich.edu
Nina Krey, Rowan University
krey@rowan.edu

AMS PRESIDENT’S COLUMN

Dear AMS family,

Thanks to your engagement, the Academy of Marketing Science (AMS) keeps serving its mission of developing rigorous and relevant research in a friendly and supportive atmosphere to boost the marketing discipline around the world. In my past editorial, I shared the three main priorities of my term as president: internationalization, services, and engagement. We are moving forward quickly on these three and I would like to share some initiatives with you.

The AMS keeps growing internationally helping scholars all over the world to reach the best of themselves. For example, our joint grant with the French Marketing Association funded 10 projects proposed by teams from both associations who will be presenting their research in NOLA. I invite you to engage by building other projects that involve international collaborations.

The second priority is to increase the services we offer to our community. For example, we started the AMS Certification Program in which the best scholars train their peers in a hot topic. This year the certification on “Social Media” was very well received and we will be offering a certificate on “Data Analytics” in next conference in NOLA. I invite you to engage by suggesting other services you could build to help boost our community.

The third priority is to find new ways to engage with our members. Social media are one way we are facilitating these interactions, and we increased our activity across the various platforms during the annual conference. We are also working on our new website to help facilitate these connections among our members. More initiatives are coming, and I would like to invite you to engage by interacting in social media using the #AMS, and by suggesting other actions that help us to keep connected.

Obviously, there are many other ways to engage and contribute. You can engage by being a track chair, suggesting a special session, leading a seminar or in any other way you believe your talent can be useful to our community. Together we will continue serving our discipline by developing rigorous and relevant research in a friendly and supportive atmosphere.

I am looking forward to engaging alongside you. See you in NOLA.

Adilson Borges
AMS Officers and Staff

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**Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces**

“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.”

—Jeff Bezos, Founder and CEO of Amazon.com

Consumers today do not simply demand engaging online or offline experiences anymore; they increasingly focus on one seamless experience throughout their journey across virtual and real spaces. While shopping in a physical store, consumers are checking their smart phones for customer reviews and competitive information, and catching a Pokemon or two at the same time. Online experience is no longer only about price shopping and convenience, and offline is no longer only about SKUs. Individual channels matter less and less; it is the omni-channel experience that is becoming main-stream. The fast pace of technological development, increasing peer customer and social influence, ever shifting customer tastes, and a tremendous diversity of customer needs signal the upcoming golden age of marketing as well as the challenges it brings. Marketers need to keep pace and continually adapt and contribute to the changing consumer landscape. Through countless touchpoints across different channels and media, marketers today can learn more about their customers and are better equipped than ever to provide them with a desired augmented experience: easy, fun, relevant, engaging, and efficient.

This year’s conference theme focuses on exploring how marketers can learn about customers through big data and integration of information from digital and other sources and utilize their knowledge to create an enhanced customer experience throughout the customer journey.

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**2018 Academy of Marketing Science Annual Conference**

May 23-25, 2018

**Hilton Riverside, New Orleans, Louisiana**

Conference Program Co-Chairs:

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AMS Upcoming Events continued from page 3

2018 Academy of Marketing Science World Marketing Congress
June 27-29, 2018
Universidade Lusíada-Norte, Porto, Portugal

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Finding New Ways to Engage and Satisfy Global Customers Conference

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 21st AMS World Marketing Congress in Porto, Portugal from June 27-29, 2018.

We look forward to seeing you and engaging in wonderful intellectual discussions and collegiality that are trademarks of the Academy of Marketing Science and the World Marketing Congress.
THE 2017 AMS ANNUAL CONFERENCE, CORONADO ISLAND
This year’s Annual AMS conference was a success at the iconic Hotel del Coronado. In what was one of the largest AMS conferences in terms of submissions, registrations, and attendance, marketing scholars came together from across the world to discuss the importance of marketing’s basic premise, providing customer value, even in the face of all of the technological advances and the ever-changing marketplace.

At the awards luncheon, Conference Program Co-Chairs Narongsak (Tek) Thongpapanl (Brock University) and Kate Pounders (University of Texas at Austin), explained that the conference would not be possible without the dedication, the engagement, and hard work of the many people involved: the track chairs, the reviewers, the proceedings editors: Nina Krey (Rowan University) and Patricia Rossi (IÉSEG), and the VP of Programs, Julie Moulard (Louisiana Tech University).

Additionally, a special thanks went to all authors and presenters. As a result of the caliber of accepted papers, the presentations were dynamic, engaging, and thought-provoking. 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 Emily Treen and Arthur Money for their paper titled: “Quantitative Insights from Qualitative Data: Using the Doubling Technique in Correspondence Analysis.”

• The Stanley C. Hollander Best Retailing Paper Award went to Gerrit Cziehso, Tobias Schaefers, and Monika Kukar-Kinney for their contribution: “Switching from Free to Fee: More than just a Price Increase?”

• The Jane K. Fenyo Award for Best Student Paper went to Adam Mills for his work titled: “The Stories Packages Tell: A Typology of Product Stories Told on Grocery Product Packages”

• The prestigious M. Wayne Delozier Best Conference Paper Award went to Lan Jian, Matthew O’Hern, and Sara Hanson for their manuscript: “The Company or the Crowd? Comparing Consumers’ Reactions to Peer-Provided and Firm-Provided Customer Support.”

We hope to see you there!

Best Regards,

Doctoral Students
Co-chairs Linda Ferrell, (Auburn University) and Brad Carlson (Saint Louis University) put on another successful AMS Doctoral Consortium. Mary Kay Inc. has offered AMS doctoral students their support for 25 years and sponsored two awards at the annual conference:

• The Mary Kay Dissertation Proposal Award went to Jeewon Brianna Choi for her work, titled: “Is this New Product a Hit or Miss? The Role of Screenplays.”

• The Mary Kay Dissertation Competition was won by Anita Pansari for her dissertation titled: “Engagement: A Source of Competitive Advantage.”

The primary outlet for the research of AMS scholars is the Academy’s own marketing journal JAMS. The 2017 Sheth Foundation Best Paper Award for JAMS was awarded to Tuck Siong Chung, Michel Wedel, and Roland T. Rust for their article “Adaptive Personalization Using Social Networks.”

Marketing Education
Marketing education is also paramount at AMS and AMS is proud that Venkatesh Shankar received the 2017 AMS CUTCO/Vector Distinguished Marketing Educator.

Service to the Academy
The Academy honors those who serve AMS with two prestigious awards:

• The Harold and Muriel Berkman Award for Faculty Achievement and Development went to Nina Krey.

• The Harold W. Berkman Service Award was awarded to Leyland Pitt.

Congratulations, and thank you for everything you did and still do for AMS! We appreciate you very much!

What is up for the next Annual conference? Please come to New Orleans, LA and join co-chairs Monika Kukar-Kinney (University of Richmond) and Lan Xia (Bentley University) for the conference themed “Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces.”
The recipient of the 2017 AMS Outstanding Marketer of the Year Award is Ben Lee. 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.

AMS was most pleased to welcome Ben Lee, CMO of Pierry, Inc. (Pierryinc.com), to the Annual Conference as the 2017 AMS Distinguished Marketer. Ben was selected by a subcommittee of the BOG chaired by Leyland Pitt, SFU. Ben spoke to the Delegation just prior to the 2017 AMS Banquet. He discussed Pierry’s rise from a small operation to one of the fastest growing technology firms in the world. He also emphasized that marketing is not about software, but more about service. Ben voiced the role of digital marketing today:

“Digital marketing presents a huge opportunity for companies to create deeper relationships with their customers, but the ability to fully understand and leverage it requires a whole new set of skills that many companies simply don’t have, or cannot afford to bring in-house. Pierry continues to add manpower and functional expertise that enable us to partner with marquee brands across a variety of sectors, and deliver the best possible results for our clients.”

AMS President, Adilson Borges, commented on Ben being named the 2017 AMS Distinguished Marketer:

“Ben and Pierry Inc. epitomize the spirit of the award in advancing the role of marketing through innovative and ethical practice. In particular, Ben’s belief that marketing must be leading strategic efforts of companies today because it is marketing’s responsibility to build and maintain an intimate relationship with customers. In this way, we can create truly valuable experiences for customers.”

We welcome Ben and Pierry Inc. to the AMS family and recognize that Ben joins a distinguished list of previous recipients.

The recipient of the 2017 Harold W. Berkman Distinguished Service Award is Leyland Pitt from Simon Fraser University. 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 2017 Harold & Muriel Berkman Faculty Development and Achievement Award is Nina Krey from Rowan University. 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 2017 Jane K. Fenyo Award for the best Student Paper is Adam Mills, with his paper “The Stories Packages Tell: A Typology of Product Stories Told on Grocery Product Packages.” The Jane K. Fenyo Award for the best Student Paper for all papers authored or co-authored by doctoral students only.

The recipients of the 2017 William R. Darden Award for the Best Research Methodology Paper are Emily Treen and Arthur Money with their paper “Quantitative Insights from Qualitative Data: Using the Doubling Technique in Correspondence Analysis.” 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 recipients of the 2017 Stanley C. Hollander Award for Best Retailing Paper are Gerrit Cziehso, Tobias Schaefers, and Monika Kukar-Kinney with their paper “Switching from Free to Fee: More Than Just a Price Increase.” All papers submitted to the Services Marketing and Retailing tracks were eligible for the Stanley C. Hollander Best Retailing Paper Award.

The recipients of the 2017 M. Wayne Delozier Award for the Best Conference Paper are Lan Jian, Matthew O’Hern, and Sara Hanson with their paper “The Company or the Crowd? Comparing Consumers’ Reactions to Peer-Provided and Firm Provided Customer Support.” All papers submitted to the conference were eligible for the M. Wayne Delozier Award for the Best Conference Paper.

The recipient of the 2017 Mary Kay Dissertation Competition Award is Anita Pansari (2nd L) with her paper “Engagement: A Source of Competitive Advantage.”

The 2017 Mary Kay Dissertation Competition Finalists were Yashar Atefi (M), with his paper “Selective Salesforce Training: A Field Experiment” and Chris Gu (2nd R) with his paper “Consumer Online Search with Partially Revealed Information.”

The recipient of the 2017 Mary Kay Dissertation Proposal Competition Award is Jeewon Brianna Choi (2nd L) with her paper “Is this New Product a Hit or Miss? The Role of Screenplays.”


Mary Kay Proposal and Dissertation Awards 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 25 years, Mary Kay has provided support for dissertation awards. Many prolific scholars in marketing have won the Mary Kay Dissertation Competition.

Venkatesh Shankar has been named 2017 Academy of Marketing Science / CUTCO-Vector Outstanding Marketing Educator

Professor Venkatesh Shankar of Texas A&M University has been named as the 2017 AMS/CUTCO-Vector Outstanding 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. Dr. Venkatesh Shankar is the Coleman Chair, Professor of Marketing, and the Director of Research for the Center for Retailing Studies in the Mays Business School at Texas A&M University.

“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.”

continued on page 10
2017 AMS Golf Tournament Recap

The 2017 AMS Golf Tournament was held at the beautiful 6300 yard, Par 72, Coronado Golf Course, following the Annual Conference. The competition was fierce but in the spirit of AMS, it was also friendly.

The usual two-person scramble format kicked off at noon with defending champions Barry Babin & David Ortinau teeing off. The fearsome twosome picked up a third member (Laurie Babin), and got off to a hot start of 1-under par through four holes. They played steady golf for the rest of the front nine to finish at 1-under par, 35. The newcomer team of Colleen Bee and Keven Malkewitz also started very well with three birdies on the front nine, but back-to-back bogeys also dropped them to a 1-under par, 35 finish. The 2012 championship team of Kevin James & Obinna Obilo finished the front nine with a 2-over par 38, tied for third place with the delightful couple team of Bob & Diane Peterson; a lack of birdies on the back nine sent both teams out of contention.

None of the close teams mounted a charge at the beginning of the back nine, leaving the Babin/Ortinau team to duke it out with the Bee/Malkewitz team. Through 15 holes, both leading teams were tied at 1-under par, with the closest team being four shots back at 3-over par. The tight finish got more exciting when team Babin/Ortinau birdied the 16th hole to go to 2-under par. However, the excitement waned as team Bee/Malkewitz bogeyed the 17th hole to go two shots back going into the final hole. The door was thus opened for Team Babin/Ortinau to repeat as champions with a score of 2-under par 70. Team Bee/Malkewitz finished with a fantastic score of even par for second place. We would like to thank all of the participants for a very exciting tournament, and we look forward to a fantastic tournament in New Orleans next year, where we all hope to prevent the 3-peat.

HMB Charitable Foundation® Announcement

The Harold & Muriel Berkman Charitable Foundation, Inc.® announces scholarship and research grant recipients for 2016. 66 students, representing 36 AACSB Accredited Universities, received a scholarship this year in a competition that was particularly competitive. Over 600 applications were submitted and reviewed by the Awards Committee. Among that list, the Foundation is particularly proud to announce that 27 U.S. Veterans from various branches of the U.S. services received scholarships. Included amongst the Veterans are several individuals who earned the Combat Infantryman Badge (U.S. Army Infantryman seeing combat action) or Combat Action Badge (combat badge for other branches) during their service. In addition, more than three dozen students pursuing a degree in marketing received $1,000 awards. In total, the Foundation has awarded 119 scholarships in the past three years. In 2014 the “Foundation” established an endowment for the Student Veterans Center at The University of Georgia. For a complete list of scholarship recipients, visit berkmanfoundation.org.

In addition, competitive research grants were awarded to three U.S. marketing faculty. The grants support the development of marketing science and marketing theory based on each applicant’s description of research aimed toward that end. In total, the Foundation has made $22,800 in awards aimed at advancing basic marketing research. This year’s recipients are Mei Rose (University of Alaska Anchorage), Anjala Krishen (UNLV), and Robert Moore (Mississippi State University).

The Foundation is happy to announce scholarship and grant opportunities for AY 2017-2018. Application materials will be due in August. Look for an application from your Dean or visit berkmanfoundation.org for more information.
The 2017 AMS World Marketing Congress, Christchurch, New Zealand continued from page 11
The 2017 AMS World Marketing Congress, Christchurch, New Zealand

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Although small, the 20th WMC was perfectly formed. Approximately 135 dedicated delegates joined us in Christchurch, New Zealand, braving the New Zealand winter. The conference was hosted by the UC Business School and held on the University of Canterbury campus from 27th June to 1st July, 2017. The weather mostly cooperated and delegates enjoyed the sights of Christchurch and the surrounding Canterbury area.

We began the conference with a welcome cocktail function on Tuesday evening at the Rydges Hotel. This provided a great opportunity to network with other delegates but also to enjoy some of the fine local wines. A highlight of the evening was a cultural performance by Nga Toi o Te Rangi Maori Cultural Group who mesmerized delegates with their song and traditional Maori dance and poi work.

This year’s conference theme was “Marketing Transformation —Marketing Practice in an Ever-Changing World.” We chose this theme to reflect the need for marketing theory, research and practice to transform, as consumers, consumption practices and the world continues to change and evolve. However, this theme was also reflected in the metamorphism of Christchurch as the city transforms after the devastating earthquakes of 2010 and 2011. This was noted by many delegates as they walked and toured the city; many were surprised at the length of time it has taken for the central city to recover.

The conference attracted over 200 competitive paper submissions this year resulting in 112 paper presentations and 43 sessions. Highlights included a standing room only Town Hall meeting with international journal reviewers providing insights and an understanding of why manuscripts fail the review process—a mystery many of us still ponder! A special Meet the Editors session was also a highlight. In addition, we were joined by many macro marketing scholars who had combined a trip to the Macro conference in Queenstown with attendance at the WMC. Our macro friends put on a special session that was also very popular with delegates.

A highlight for many of the Kiwis in attendance at the conference was honouring Rod Drury as the 2017 Global Marketer of the Year at the Thursday Recognition Luncheon. Rod epitomizes many of the values that make Kiwis unique. He’s got what’s known colloquially as a “No. 8 wire mentality,” or a belief that given our isolation we have to make do with what’s at hand and a piece of number 8 wire can be used in just about any job. More formally, Rod is one of New Zealand’s most successful and well known entrepreneurs. Rod is the founder and CEO of Xero, a leading international cloud accounting solution for small business. Rod was also a former director of Trade Me and started Glazier Systems and Aftermail. Well done Rod on this well-deserved honour.

After the luncheon, delegates joined us for a double decker bus tour of Christchurch, which included a visit to the Port Hills and a new retail establishment, The Tannery. At the Sign of the Takahe participants enjoyed spectacular views of the city, mountains and ocean. Some of the photos above provide glimpse of the afternoon spent visiting the city.

In writing the welcome to the conference, we had invited delegates to bring their dancing shoes to the Gala Dinner on Friday. I for one was dubious of how much dancing would actually occur! I was definitely proven wrong as Barry and Laurie Babin kicked things off and many others then joined them for some enthusiastic dancing that lasted well into the evening. We also enjoyed wishing Barry a happy birthday—sung in both English and Maori. I now understand why the WMC has such a collegial and friendly reputation.

This conference would have not have been possible without the enthusiasm and dedication of the track chairs, the commitment of the presenters, and the invaluable direction and guidance of the AMS Co-Directors of International Programs, Barry Babin and Jay Lindquist. We also would have struggled to get anything accomplished during the conference if it were not for the efforts of Christian Bushardt, who kept us all on our toes! We thank you all very, very much!

—The AMS World Marketing Congress 2017 Conference Co-Chairs, Paul W. Ballantine, Lucie K. Ozanne, and Ekant Veer
JAMS’ 2017 THOUGHT LEADERS’ CONFERENCES IN AMSTERDAM AND BEIJING

One of JAMS’ current strategic initiatives is to hold Thought Leaders’ conferences on targeted topics, to bring in new authors to the journal and increase coverage in domains we feel are underrepresented in JAMS. These conferences then have corresponding calls for papers for a special issue in JAMS on the topic.

Two of these conferences were held in 2017. The first, organized by conference co-chairs Peeter Verlegh, Francesca Sotgiu, Stefan Worm, and Rob Palmatier at VU Amsterdam, was on the theme of Consumer-Based Strategy. The aim of the conference was to bring together leading scholars working on consumer-based strategy to discuss emerging research in a highly productive environment. Attendees had the opportunity to present their research, participate in an academic panel, or just listen and network. The conference also featured two keynote speeches from outstanding scholars in this area: Darren Dahl (University of British Columbia) presented on “The Opportunities of Change,” and Bernd Schmitt (Columbia Business School) discussed “Future Experiential Worlds of Cyborgs and Robots: Dehumanized. Rehumanized.”

The second Thought Leaders’ Conference for 2017 was held in Beijing, hosted by University of International Business and Economics (UIBE) on the theme of “Marketing Strategy in Digital, Data-Rich, and Developing Market (D3) Environments.” Organized by Eric Fang, Rob Palmatier, and Yonggui Wang, this conference had 400 total attendees and featured 12 outstanding keynote speakers from around the world. While many of the presentations were made in English, the conference also had some sessions conducted in Chinese, and others in both languages, providing great value for all attendees.

The calls for papers for the JAMS special issues on these themes can be found at www.springer.com/jams. The submission deadline for “Consumer Journeys: Developing Consumer-Based Strategy,” edited by Rebecca Hamilton and Linda Price, is August 15, 2017. The deadline for “Marketing Strategy in Digital, Data-Rich, and Developing Market (D3) Environments,” edited by Eric (Er) Fang, Shrihari Sridhar, and Robert W. Palmatier, is March 1, 2018.
Overview and Purpose

The aim of the special issue is to develop knowledge and generate new insights and applications of the concept of positioning relevant to managers and scholars in industrial/B2B or business markets. This special issue builds on and extends researches published in *Industrial Marketing Management* in branding (see IMM vol. 40, issue 7, 2011), industrial marketing strategy and B2B management by SMEs (IMM vol. 40, issue 3, 2011), and corporate image and reputation (vol. 39, issue 5, 2010).

The global economy is increasingly confronted with the difficulty of maintaining credible brand differentiation in the face of imitation and homogenization of offerings (Hatch and Schultz, 2001) within overcrowded and fragmented markets (Fuchs and Diamantopoulos, 2010). As a result, firms can no longer pursue strategies based solely on operational efficiencies (Porter, 1996, 2001) and on stable and predictable customer markets (Zahay and Griffin, 2010). Rather, even with the strongest of brands, firms are challenged to examine/re-examine their marketing practices and positioning activities in order not to succumb to marketing myopia (Penttinen and Palmer, 2007). Firms have to remain competitive and superior among their rivals (Clancy and Trout, 2002; Porter, 2008) over time. To achieve competitive superiority, researchers (e.g., Bennion, 1987; Matthysens, Vandenbempt and Weyns, 2009) posit that in addition to a firm’s appealing offering(s), the firm must possess a distinct and difficult-to-imitate position in the minds of customers (i.e. reflecting favorable perceptions) which complements its offering(s) (i.e. product(s), service(s) or brands). Consequently, the firm enters the domain of positioning—the act of designing the firm’s offering(s) and brand image to occupy a distinct place in the minds of the target market (Kotler, 2003). Webster (1991) states that positioning is an important strategic concept developed in consumer marketing but equally applicable and relevant for industrial products and services.

One of the important assets that a firm carries is the intangible value represented by the brands’ purposes that are acknowledged by customers as in the case of Apple, Coca Cola, Boeing, Volvo, Caterpillar, Lockheed Martin, Honeywell, Martin Marietta Materials (formerly TXI—Dallas, Texas), and others. These brands capitalize on creating opportunities for positioning, premium pricing, and growth. An important step in the creation of brand value is the shaping of customers’ perceptions, which is enabled by the firm’s employment of positioning strategies (Park, Jaworski and MacInnis, 1986; Kalafatis, Tsogas, and Blankson, 2000; Porter, 2001). But, positioning decisions are too important to be determined at a tactical level, yet this is the reality across much of industrial marketing (Bennion, 1987; Kalafatis, Tsogas, and Blankson, 2000; Penttinen and Palmer, 2007).

Unfortunately, the sales-led culture of many industrial businesses leads them to overlook the implications of positioning for the whole business leaving both scholars and practitioners with insufficient evidence of positioning and its influence. Further, an investigation into positioning in the business to business domain should pave way for scholars to understand the role of the concept of positioning in industrial and B2B marketing management. In addition, scholars will have greater insight into how businesses position themselves in the marketplace. Despite the pivotal role played by positioning in consumer/B2C markets, positioning is not well understood and clearly requires further stream of studies (Bennion, 1987; Kalafatis, Tsogas, and Blankson, 2000; Penttinen and Palmer, 2007) to develop understanding in terms of theoretical development and managerial guidelines in industrial/B2B markets. As concluded by Kalafatis, Tsogas, and Blankson (2000), although there is clear indication of the relevance of positioning within the business domain, there is urgent need for research dealing with the topic. This is critical in that the image-led positioning strategies that are prevalent in consumer goods marketing do not translate well to the industrial marketing context. Notwithstanding this, what matters is that current and prospective customers see the merits in a firm’s positioning and that the firm links other brand strategies to the positioning strategies in order to deliver the “promise” implied by the positioning decision in a particular market (Hutt and Speh, 2007).

To that end, we seek manuscripts that draw on multiple methodologies including qualitative, quantitative, case study or triangulation of methods. All manuscripts should have clear relevance to the industrial/B2B or business market domain. As well, conceptual papers that focus on brand positioning, product positioning, and positioning issues and links with business market insights are welcome.

Possible topics include, but are not limited to:

- Positioning decision making approaches encapsulating suppliers and firm perspectives in the employment of positioning strategies
- Linking firm positioning strategies/activities and relationship with customers’ perceptions and outcomes in industrial/B2B markets
- Firm value propositions and positioning strategies and outcomes
Industrial Marketing Management continued from page 16

- Linking firm positioning strategies/activities and relationship with customers’ perceptions and outcomes in industrial/B2B markets
- Firm value propositions and positioning strategies and outcomes
- Application of positioning strategies and impact on firm performance in industrial/B2B markets
- Congruence between suppliers’ positioning strategies, firms’ positioning strategies and customers’ decision making (e.g., why customers buy) in industrial/B2B markets
- Evaluation of firm positioning initiatives and/or re-positioning and outcomes
- Relationship between market orientation and positioning in industrial/B2B markets
- Industrial characteristics and positioning strategies
- Measuring - development and validation of scale measuring positioning strategies in business markets
- Determinants and outcomes of positioning capabilities in industrial/B2B markets
- Branding and positioning interface in industrial/B2B markets
- Case studies of how firms create or acquire positioning capabilities in industrial/B2B markets
- Employment of positioning and branding strategies in SME within industrial/B2B markets
- How and why industrial/B2B firms develop or adapt, or change their positioning capabilities over time
- Marketing practices outcome following the employment of positioning strategies in industrial/B2B markets
- Positioning decision making characteristics and positioning strategies of firms in international marketplaces
- Firm positioning activities in the context of cross-national/cultural environments
- Issues about firm ethical and/or CSR pursuits and positioning strategies and impact on performance

Other topics are also welcome as long as they relate with positioning in industrial/B2B markets. Papers submitted to Industrial Marketing Management should be explicit about the contribution to industrial/B2B marketing or business markets.

Manuscript Preparation and Submission
To submit a paper please visit the IMM editorial site at https://www.evise.com/profile/#/IMM/register. Please login, register as an author, and submit the paper as the site will instruct you. Submissions are welcome no later than 1 April 2018. When you get to the step in the process that asks you for the type of paper, select SI: Positioning Strategies. All papers will be reviewed through the standard double-blind peer review process of IMM. In preparation of their manuscripts, authors are asked to follow the Author Guidelines closely. A guide for authors, sample articles and other relevant information for submitting papers are available at: https://www.elsevier.com/journals/industrial-marketing-management/0019-8501/guide-for-authors.

All queries about the special issue should be sent to the Guest Editors (see below).

Guest Editors
Charles Blankson, Associate Professor of Marketing, Department of Marketing & Logistics, College of Business, University of North Texas, Charles.Blankson@unt.edu
Stavros P. Kalafatis, Professor of Business Marketing, Kingston Business School, Kingston University, London, Kalafatis@kingston.ac.uk

References
AMS OFFICIAL PUBLICATIONS

Updates from the V.P. of Publications
James S. Boles

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) with an impact factor of 5.888.

JAMS continues to be represented on 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 the Journal’s position. Downloads and citations of AMSR articles are growing and the reach of the Journal is continuing to expand. The AMSR is also continuing with its mission of expanding the conceptual and theoretical domain of marketing, by partnering with the Sheth Foundation on a doctoral competition for conceptual articles. The goal being to foster conceptual thought in developing marketing scholars. Finally, as Editors of the AMS Quarterly, Nina Krey (Rowan University) & Obinna Obilo (Central Michigan University) will continue 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 Update: New Impact Factors and Special Issues

The latest JCR/ISI impact factor scores are out, and it’s good news for JAMS. Of the six marketing journals on the Financial Times 50 list, JAMS has the highest 2-year and 5-year impact factors, with and without self-citation. It is also ranked 5th of all journals in the Business category for the 2016 2-year impact factor.

This improvement in JAMS’ standing is not being driven by self-citation, as the gap between JAMS and next marketing journal (JM) is actually larger when self-citations are excluded (.85 > .57). We also have increased the number of papers published in JAMS this last year by 18%, so we increased both number of papers (breadth) and the citations per paper (depth). Below is the summary of the impact factors for the six journals on the FT50 list below.

We hope you as AMS members will help promote JAMS in your schools and departments by sharing this good news. We have also updated the JAMS Benchmark Report and our JAMS Factsheet with these new numbers; both documents are available on the JAMS website (www.springer.com/jams) and may be helpful to pass along to department chairs as they evaluate new journals for P&T or for your school’s “list.”

In other activities, JAMS has two special issues accepting submissions this year: Customer Journeys: Developing Consumer-Based Strategy (edited by Rebecca Hamilton and Linda Price; deadline for submission is August 15, 2017) and Marketing Strategy in Digital, Data-Rich, and Developing Market Environments (edited by Eric Fang, Shrihari Sridhar, and Rob Palmatier; opens for submissions on September 1, 2017 and deadline for submission is March 1, 2018). The calls for papers are available to download in the sidebar at www.springer.com/jams.

JAMS will also be publishing a special issue on Service Marketing Strategy edited by Michael Brady, Todd Arnold, and Rob Palmatier. The editors’ introductory overview is available online ahead of print now, so you can preview the issue before it comes out in November.

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<td>2-year</td>
<td>5.888</td>
<td>5.318</td>
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<td>8.971</td>
<td>5.159</td>
<td>5.310</td>
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Ranking of Business Category: 5

Table: Impact Factors for JAMS and Other Journals
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.

Report on the 2016-17 Competition

Ajay Kohli (Georgia Tech) and Manjit Yadav (Texas A&M University) served as Co-Chairs of the inaugural competition. We received 76 submissions from a broad global community of emerging marketing scholars. Approximately 25% of the submissions were from US universities; the remaining submissions were from a range of countries, mostly from Europe and Asia. Using AMSR’s Editorial Review Board as reviewers, the competition’s co-chairs selected the following six winners (the doctoral students are shown in bold, in alphabetical order):

- Dual-process model of identity-based motivation for ethical consumer behavior Ivan Fedorenko (Bentley University)
- Loyalty Program in Theory and Research: A Conceptual Model of Loyalty Program Effectiveness Jisu J. Kim (University of Washington), Lena Steinhoff (University of Paderborn) & Robert W. Palmatier (University of Washington)
- Frontline Knowledge Networks in Open Collaboration Models for Service Innovations Ozlem Ozko and Simon Bell (both University of Melbourne), Jagdip Singh (Case Western Reserve University) & Kwanghui Lim (Melbourne Business School)
- Idiosyncratic Commitment Effect: Early Experience to Usher in Commitment in Firms Shashank (Sash) Vaid & Michael Ahearne (University of Houston)
- Innovation as Emergence: Decomposing the Institutionalization Process Claudia M. Vaughan & Stephen L. Vargo (University of Hawai‘i at Mānoa)
- The Extended Self, Product Valuation, and the Endowment Effect Daniel Villanova (Virginia Tech)

These six winners presented their work at the 2017 AMS Annual Conference. Prior to the presentation, two leading scholars provided brief remarks (Jagdish Sheth, Emory University; and Don Lehmann, Columbia University). An Expert Panel (Barry Babin, Louisiana Tech University; Greg Marshall, Rollins College; Tomas Hult, Michigan State University) critiqued the presentations and provided feedback. Each winner received an award of $1000. These six winners were invited to develop papers for review and publication consideration by AMSR. All winners have accepted the invitation and we expect to receive their submissions by December 2017.

Planning work has now commenced for the 2017-2018 Competition. Details will be announced on ELMAR and the AMS website.

June 2017 Issue of AMS Review

The June 2017 issue features seven articles, including four that focus on the topic of market orientation. The lead article in this series is by Bernie Jaworski (Claremont Graduate University) and Ajay Kohli (Georgia Tech).

Conducting Field-based, Discovery-oriented Research: Lessons from our Market Orientation Research Experience

Bernard J. Jaworski (Claremont Graduate University), Ajay K. Kohli (Georgia Institute of Technology)

Abstract: The purpose of this article is to surface lessons we learned in course of doing our article on market orientation (Kohli and Jaworski Journal of Marketing, 54, 1-18 1990). These lessons are intended to provide specific guidance for scholars—particularly PhD students and junior faculty—interested in developing new constructs and theories related to them. We organize the lessons into four sections that reflect the end-to-end research process. Specifically, the paper is organized around issues relating to: (a) choosing whether and what to study, (b) with whom to study it, (c) doing the research, and (d) crafting the findings. For each section, we identify one or more lessons or principles that we believe generalize to a broader research context. We conclude with a set of ideas for future research on market orientation, especially those that could benefit from field-based studies.

continued on page 20
AMS Official Publications continued from page 19

The June 2017 issue features an Editorial (“Disciplinary Memory and Theory Development”) that focuses on the significance of such retrospective and prospective articles. It also includes three commentaries on Jaworski and Kohli’s lead article:

Market Orientation: Reflections on Field-based, Discovery-oriented Research
Gregory S. Carpenter (Northwestern University)

Disruptive Marketing Strategy
G. Tomas. M. Hult (Michigan State University), David J. Ketchen, Jr. (Auburn University)

Research on market orientation: Some Lessons Shared and Issues Discussed in a Doctoral Seminar
Rajan Vardarajan (Texas A&M University)

For details on these and other articles, see: https://link.springer.com/journal/13162/7/1/page/1

Note: AMS members can download AMSR articles from the AMS website: http://www.ams-web.org/ To facilitate additional access to AMSR content, please send a request to your university’s library.

The 2017 AMS World Marketing Congress, Christchurch, New Zealand continued from page 14

The AMS Global Marketer of the Year award is Rod Drury, CEO and Founder of Xero.

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

Rod Drury, CEO and Founder of Xero, one of the world’s largest suppliers of accounting software technology, received the 2017 AMS Global Marketer of the Year Award at the World Marketing Congress held at the University of Canterbury in Christchurch, New Zealand during the Recognition Luncheon held on Thursday, June 29. The Award nomination process was overseen by a subcommittee of the Board of Governors chaired by Adel El-Ansary, University of North Florida. Barry J. Babin, Louisiana Tech University, Co-Chair of the Board of Governors, presented Rod with the award along with WMC Co-Chairs, Paul Ballentine, Lucie Ozanne, and Ekant Veer, all of the University of Canterbury. Speaking on behalf of AMS, Barry commented on Rod: “The entrepreneurial spirit and drive he shows and his willingness to explore the cutting edges of marketing truly capture the spirit of the AMS mission we welcome Rod to the AMS family.” Rod provided very interesting and provocative comments about the ever-changing marketing tactics used to take Xero from a start-up New Zealand venture into a global player with ambitions toward upper double-digit, sustained growth. For more on the story, see the recent feature in IT Brief (https://itbrief.co.nz/story/xero-founder-wins-global-marketing-award/).
The Department of Management, Marketing, and International Business (MMIB) at Eastern Kentucky University has an opening for a one-year Visiting Professor/Instructor of Marketing for the 2017-2018 academic year.

Members of the department would like a qualified individual to start in the Fall 2017 semester, which begins August 21, though a Spring 2018 start may also be acceptable. The ideal candidate will have a Ph.D. in Marketing or related field from an accredited institution, though candidates who are ABD and/or have a Master’s degree will be considered. The candidate must have relevant teaching experience in marketing and be able to teach various marketing courses, including “Principles of Marketing” and “Consumer Behavior”, among others. It is also desirable the candidates can teach various marketing research courses, including “Marketing Research and Analysis,” “Qualitative Research in Marketing,” and “Experimental Design for Marketing.”

Qualified and interested candidates should send their vita and any other relevant information to weiling.zhuang@eku.edu
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Questions?
Contact the AMS office at 318-257-2612 or ams@latech.edu.

BOARD OF GOVERNOR’S CORNER

Barry Babin Joe Hair

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

The Academy of Marketing Science is seeking nominees for its most prestigious awards. If you wish to nominate someone for one of these awards, you may submit your nomination directly to the appropriate subcommittee at the email address indicated for each award or you can send to ams@latech.edu. In each case, individuals who accept the nomination to be considered for an award may be asked to provide documentation supporting their case. All nominations are due by December 1, 2017 unless otherwise noted or otherwise extended by the chair of the respective subcommittee. All nominations may be submitted via email to ams@latech.edu with the appropriate award title in the subject line. The nominating letter may be addressed to the subcommittee chair. Nominations are sought for the following awards:

The Harold W. Berkman Distinguished Service Award—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. A list of the previous recipients can be found at: http://c.ymcdn.com/sites/www.ams-web.org/resource/resmgr/Files/List_of_Winners.pdf
Include a brief statement of worthiness for the award given the criteria above. Subcommittee Chair: John Ford. Subcommittee Members: David Ortinau, Barry J. Babin, John Ford, and Joe Hair

The AMS/Cutco-Vector Outstanding Marketing Educator—the award recognizes achievement in marketing education within AMS and the marketing Academy. This award recognizes long-term achievement in advancing the discipline through teaching, research, mentorship and service in promoting and upholding professionalism in the marketing discipline. A list of previous winners can be found at: http://c.ymcdn.com/sites/www.ams-web.org/resource/resmgr/imported/legends/AMS_Marketing_Educators.pdf

Include a brief statement of worthiness for the award given the criteria above. Subcommittee Chair: John Ford. Subcommittee Members: David Ortinau, Barry J. Babin, John Ford, and Joe Hair
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!