Message from the President

Greetings from Winter Park, Florida. For those unfamiliar with Winter Park, we’re located just a few exits north of downtown Orlando on I-4—the other side of town from the theme parks. Winter Park is the home of Rollins College, which houses the Crummer Graduate School of Business (my school). Rollins is currently celebrating its 125th anniversary—it is the longest continuously operating college or university in Florida. This is my first official letter to the membership as President of the Academy of Marketing Science. It is a pleasure and a privilege to serve the Academy in this role. I want to thank Immediate Past President John Ford for the great job he did over the last two years as President. The organization is in great shape on all dimensions and is well-positioned for much future success.

Members of the newly elected officer team are listed on page 2. In addition to the officers, three Academy members are working with us on special projects. Colin Campbell (Simon Fraser University) has done an outstanding job in his role as AMS Director of Doctoral Student and Junior Faculty Initiatives and will continue in that capacity. David Ortinau (University of South Florida - Tampa) is working on a research project to provide input for future decision-making about our doctoral initiatives. And Dawn Deeter-Schmelz (Ohio University) will be working with us on Membership Vice Presidents (Addison Borger and Göran Svensson) on a project specific to North American membership.

Throughout this issue you will read about a variety of exciting initiatives in our programs and publications. Here I would like to focus on two particular items: the upcoming celebration of the 40th anniversary of AMS and a new strategic alliance with the Society for Marketing Advances (SMA).

40th Anniversary Annual Meeting

In celebration of our 40th anniversary the 2011 AMS Annual Conference takes us back to our roots in Coral Gables (Miami), Florida at the historic Biltmore Hotel. Co-chairs are O.C. Ferrell and Tomas Hult. Here are a few planned highlights:

1) A preconference event in conjunction with the Journal of Personal Selling & Sales Management and Baylor University to highlight the future of selling and sales management research.

2) A joint Marketing Science Institute (MSI) event in celebration of their 50th anniversary.

3) A session commemorating the 100th anniversary of the very first Principles of Marketing course (begun at the University of Wisconsin).

4) The Sheth Foundation has grown to be one of the leading journals in our field. A session dedicated to “An Interview with Jagdish Sheth,” conducted by Bob Peterson (UT Austin). Dr. Sheth’s influence on AMS (and the field) is significant and this session offers a rare opportunity to see and hear the scholar behind the numerous “Sheth Awards.”

5) There is no question that the Journal of the Academy of Marketing Science has grown to be one of the leading journals in our field. A panel of former JAMS editors will highlight the evolution of JAMS and its importance and contribution.

6) AMS is launching a new journal focused on marketing theory—the AMS Review. Co-editor Vicky Crittenden (Boston College) will lead this session highlighting the importance of theoretical work to the health of the field.

7) The highest honor the Academy can bestow on an academician is the title of Distinguished Fellow. Chuck Lamb (TCU) will lead a session that showcases AMS Fellows and their contributions.

8) Rich Lutz (University of Florida) will lead a plenary session of top-of-field academic marketing gurus in an open, Q&A format.

New Strategic Alliance with SMA

Starting at the Society for Marketing Advances (SMA) Annual Meeting in Atlanta in November 2010, AMS and SMA will team up to offer, as a joint member benefit, a recruiting forum for marketing faculty positions and candidates. A late fall date is ideal for faculty position recruiting since many schools will have more concrete budget knowledge than is available for the traditional August recruiting at AMA. The listing of faculty positions and candidates will be available online year round at a link from the Society for Marketing Advances (SMA).

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A session commemorating the 100th anniversary of the very first Principles of Marketing course (begun at the University of Wisconsin).

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In the spring. Thanks go to Barry Babin and Joe Hair, co-chairs of the AMS Board of Governors, for spearheading this initiative on the AMS side.

On behalf of the leadership of the Academy, thank you for being a member. Please don’t hesitate to contact me or any of the officers if we can be of service to you.

~ Greg W. Marshall, Rollins College gmars@rollins.edu

From the Editor

Welcome to the November 2010 issue of AMS Quarterly. This newsletter includes highlights from the recent Cultural Perspectives in Marketing (CPM) conference, exciting opportunities at upcoming AMS conferences, calls for papers, job announcements, and news about AMS members. Speaking of news, for future IN THE NEWS columns, I encourage you to send in a headshot of yourself in .jpg format along with your news item. As you have likely observed by now, I am a huge fan of photographs. Because I cannot possibly include all of my photos from the recent CPM conference in AMSQ, there is an online venue for sharing photos. Go to the AMS homepage at http://www.ams-web.org/ and look for the link on the right side of the page labeled “Photo Gallery.” To view the photos, you need to be logged in to the AMS web site using your AMS user name and password.

For the next issue of AMS Quarterly, please e-mail news, photos, articles, and suggestions to me at clarkeb@jmu.edu no later than February 27, 2011. Feel free to send a backup copy to my personal address at theresa.b.clarke@gmail.com as well. I will send a confirmation e-mail message within 48 business hours to acknowledge receipt of your electronic submissions. If you do not receive a confirmation message, please resubmit and/or contact me via phone at 1-540-568-3238.

On a final note, kindly take a moment to update your contact information in your records as I have a new name and e-mail address. Best wishes for a great semester.

~ Theresa B. Clarke, James Madison University clarkeb@jmu.edu

ACADEMY OF MARKETING SCIENCE OPTIONAL BENEFIT FORM

As an added membership benefit, the Academy of Marketing Science is pleased to offer you the option of purchasing any of the following journals at a very reduced price. If you want to take advantage of this offer, please return this Optional Benefit Form with your completed membership form. Make sure to provide your name and address for each selected journal. The Academy will then advise the publishers of your membership status and you will be billed directly by the journal publishers.

JOURNAL OF RETAILING

( ) Yes, I would like to subscribe to the Journal of Retailing for the special annual rate of $45.00. (Regular price $131.00). I understand that I will be billed later by Elsevier. Please send the journal to (please print clearly):

Name: ____________________________________________

Address: __________________________________________

(First)    (Last)

JOURNAL OF BUSINESS-TO-BUSINESS MARKETING

( ) Yes, I would like to subscribe to the Journal of Business-to-Business Marketing for the special annual rate of $55.00. (Regular price $118.00). I understand that I will be billed later by Taylor & Francis Group. Please send the journal to (please print clearly):

Name: ____________________________________________

Address: __________________________________________

(First)    (Last)

JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT

( ) Yes, I would like to subscribe to the Journal of Personal Selling & Sales Management for the special annual rate of $45.00 (US) $55.00 (INT'L). (Regular price $60.00 US, $76.00 INT'L). I understand that I will be billed later by M.E. Sharpe. Please send the journal to (please print clearly):

Name: ____________________________________________

Address: __________________________________________

(First)    (Last)

Return this form to:

Academy of Marketing Science
PO Box 3072
Ruston, LA 71272
The 2010 Cultural Perspectives in Marketing Conference

The 2010 Academy of Marketing Science Cultural Perspectives in Marketing (CPM) Conference was hosted by the IESEG School of Management in Lille, France. IESEG School of Management, whose historical campus is located in Lille, is the only French Business School to offer courses which are totally taught in English.

Over 115 conference participants experienced Lille, located in the heart of Europe with over 1.5 million inhabitants. It is the third largest urban area in France and serves as a dynamic center connecting higher education and business in Northern Europe. AMS conference participants enjoyed Lille’s rich cultural diversity through unique experiences such as the Museum of Fine Arts, a walking tour of Old Lille, a Lille city tour, conference receptions, and a Gala Banquet at the Hotel Alliance Couvent des Minimes, an ancient 17th century monastery converted into a luxury hotel.

Ruben Chumpitaz (IESEG School of Management), Michel Laroche (Concordia University) and Nicholas Paparoidamis (IESEG School of Management) are to be commended for their dedicated service and leadership as CPM Conference Co-Chairs. Over two hundred authors from 40 countries contributed to the CPM multicultural program covering contemporary cross-cultural and global marketing issues. Numerous reviewers, track chairs, session chairs, presenters, and AMS officers contributed to making the CPM conference such a rewarding event.

Jean-Philippe Ammeux (Director of IESEG), Eric Dor (Director of Research), and Monika Marin (Head of Local Arrangements) deserve special recognition for their conference support. Finally, a very special thanks is extended to the local arrangements team for their outstanding service: Tristan Crombet, Philippe Geoffroy, Jean-Claude Drolez, Caroline Werny, Mai Castaing, Selim Bahsoun, Cecilia Ramires-Mejia, Charles Lams, and Corentin Claudin.

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AMS Officers and Staff
Nicholas Paparoidamis (CPM Co-Chair), Greg Marshall (AMS President), Barry Babin (Co-Chair AMS Board of Governors and Co-Director of AMS International Programs), Michel Laroche (CPM Co-Chair), Jean-Philippe Ammeux (Director of IESEG), Ruben Chumpitaz (CPM Co-chair), Joe Hair (Co-Chair AMS Board of Governors), Jay D. Lindquist (Co-Director of AMS International Programs), and John Ford (AMS Immediate Past President).

Nicholas, Ruben, and Michel reviewing the conference program.

Jean-Philippe Ammeux (Director of IESEG) welcoming guests at the President’s Reception.

Eric Dor (IESEG Director of Research) at the AMS Luncheon.

Monika Marin and the Local Arrangements Team from IESEG.

John Ford (AMS Immediate Past President) chairing the Presidential Special Session on Data Quality in the E-Survey Era.

Presidential Special Session Panelists: Chris Adams (Qualtrics Survey Systems), Barry Babin (Louisiana Tech University) and Joe Hair (Kennesaw State University).

The 2010 CPM Conference Co-Chairs: Nicholas Paparoidamis, Michel Laroche, and Ruben Chumpitaz.
The 2010 AMS Cultural Perspectives in Marketing Conference
The President’s Reception and Banquet
New Minds Meet Great Minds

Stanley Slater is the Charles and Gwen Lillis Professor of Business Administration at Colorado State University. From 1996-2002 he was a Professor and the Director of the Business Administration Program at the University of Washington’s Bothell Campus. Stan’s major research interests are in the areas of the role of a market orientation in organizational success and marketing’s role in business strategy implementation. He has published articles on these and other topics in Journal of Marketing, Journal of the Academy of Marketing Science, Strategic Management Journal, and the Academy of Management Journal, among others. He has won “Best Paper” awards from the International Marketing Review and the Marketing Science Institute. Stan serves on several editorial boards. Prior to entering academia, Stan held professional and managerial positions with IBM and with the Adolph Coors Company. He has consulted with units of Hewlett-Packard, Johns-Manville, Monsanto, United Technologies, Cigna Insurance, Qwest, Philips Electronics, and Weyerhaeuser.

Stephanie T. Gillison is a doctoral student in Marketing at the University of Alabama. She also received her B.S. in Management from the University of Alabama and M.S. in Marketing from the University of Alabama. Her research interests are in retail strategy, specifically in shopper behavior and front-line employee issues.

Special thanks to Dr. Slater for taking the time to interview with us, Ms. Gillison for conducting the interview, and O.C. Ferrell and Thresa B. Clarke for their guidance on this column. Any Ph.D. students interested in acting as an interviewer in the “New Minds Meet Great Minds” series are encouraged to contact me by e-mail.

—Colin Campbel

Instructor and Ph.D. Candidate in Marketing, Simon Fraser University and AMS Director of Doctoral Student and Junior Faculty Initiatives

You had a very successful career with IBM and Coors, what made you decide to return to school and get your Ph.D.?

I didn’t particularly enjoy working for IBM so that’s when I first started thinking about getting my Ph.D. and going into teaching. My mom was a junior high school teacher and she always thought I would end up in the teaching profession someday. I didn’t know it was going to be the book end time of my career, but it was going to never be the same. I just about always have something at some stage in the pipeline, but rarely do I have more than two projects on my desk at one time.

What was the most challenging thing you faced early in your career?

As a doctoral student, because I had stated that I wasn’t really interested in doing research, it was challenging to convince faculty members that it was worth spending time with me. With the coursework, while it was challenging, it was fun and I enjoyed it. During the first term that I was in the Ph.D. program, after coming out of almost ten years in industry, the philosophy of science material didn’t really resonate with me. So I think developing an understanding of the necessity of being well acquainted with the philosophy of science was a hurdle for me to overcome. As a junior faculty member, I was at a small school where the expectations weren’t particularly high for research and the support wasn’t very good. However, this is where I started finding colleagues to work with and I enjoyed doing the work, so it came very easily for me at a place that didn’t have as high expectations for me as I did for myself. Getting resources, getting the time, and not having any substantial grants or research assistants made it challenging for me. But I was still able to be productive because I enjoyed my research and I had great colleagues.

If there was just one message you could give to the community of marketing scholars, what would that be?

Well, I think it’s to listen to the community of practitioners. I think that the MSI is a great way to gain insight into the issues that practitioners face. Working with a consulting client is how John and I came up with the research project on market orientation. In my Ph.D. program, strategic management was my primary area and marketing was my secondary area. Aside from the doctoral seminars, we also had to take some MBA classes. I took an MBA marketing strategy class from John. He asked me to interview some of the students and I vividly remember all of us being influenced by our interviews.

What is your favorite thing about working in academics? Least favorite?

I enjoy teaching and research both, and the service is important too. This is the most memorable experience in your career?

Even though this was an administrative experience, it was when I was appointed as Acting Chancellor for the University of Washington’s Bothell campus. I spent a lot of time in the legislature lobbying, I gave speeches to community groups, and I reorganized the Office of the Chancellor. I felt that, for having been in the position for only a year, I had made a mark on the Chancellor’s Office and on the campus. I also enjoyed being the Director of Business Development and the Business Program, which included the enrollment and faculty, and getting some new degree programs off the ground. So, although those were both administrative experiences, I could see very tangible results.

On the research and teaching side, there is nothing quite like getting an acceptance faculty, and getting some new degree programs off the ground. So, although those lot of time in the legislature lobbying, I gave speeches to community groups, and I as Acting Chancellor for the University of Washington’s Bothell campus. I spent a

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Announcing the 2nd Biennial AMS Doctoral Consortium

July 19 – 21, 2011 ~ Reims, France

Consortium Co-chairs:
Dr. Sharon Beatty (University of Alabama, USA)
Dr. John Cadogan (Loughborough University, UK)
Dr. Nick Lee (Aston University, UK)

Continuing its tradition of commitment to marketing doctoral education, the Academy of Marketing Science proudly announces the Second Biennial AMS Doctoral Consortium – a truly global doctoral consortium – held in conjunction with the 2011 AMS World Marketing Congress (July 19-23) in Reims, France. Doctoral students worldwide, who will not have collected their full data sets for their dissertation before the conference begins, are invited to apply. The event kicks off with a joint reception with the AMS World Marketing Congress delegates on Tuesday evening, July 19th, followed by a full-day program on Wednesday July 20th and a half-day program on Thursday, July 21st. Attendees are encouraged to stay for the remainder of the AMS World Marketing Congress (which runs until July 23rd).

Eminent scholars from the U.S., Europe, and Australasia will provide feedback on students’ dissertation research efforts, present cutting-edge research ideas, and provide guidance on building a successful career as a marketing scholar. Participating Doctoral Consortium faculty members include: Barry Babin, Simon Bell, Bill Bearden, Rod Brodie, Heiner Evanschitzky, Sandra Jap, Costas Katsikeas, Debbie MacInnis, Greg Marshall, Bulent Menguc, Vince Mitchell, Kent Monroe, Christine Moorman, Robert E. Morgan, A. Parasuraman, Linda Price, Bodo Schlegelmilch, Rajan Varadarajan, Martin Wetzels, and Jan Wieseke.

In order to achieve the intended concentrated faculty/student interaction, attendance is strictly limited to 40 students, chosen on a competitive basis. To qualify, students need to complete an application online, enclose up to two letters of recommendation from their professors, and include a one-to-two page (double spaced) abstract (maximum: 500 words) indicating their current dissertation ideas, plans, where they are in the process, and its likely contribution, along with a current vita. These materials should be submitted by Dec. 15, 2010. Students chosen to attend the consortium will be notified by February 10, 2011. Note that a follow-up five-page, double-spaced, paper (maximum 1250 words) and a digital color photograph will be due April 15, 2011.

All doctoral students who are invited to attend the consortium will need to register for the AMS World Marketing Congress. All students who attend the consortium will receive up to an $800 scholarship from AMS to help offset their AMS conference registration fee and travel expenses. Students are encouraged to obtain additional funding for this prestigious event from their schools and departments. There will also be two $500 awards for best dissertation ideas.

A link to the consortium application and needed materials is on the home page of the AMS Web site (www.ams-web.org). Also on the AMS home page are links to information on hotel accommodations and the 2011 AMS World Marketing Congress including the Call for Papers. Inquiries in regards to the consortium should go to one of the consortium co-chairs: Sharon Beatty at sbeatty@cba.ua.edu, Nick Lee at n.j.lee@aston.ac.uk, or John Cadogan at J.W.Cadogan@lboro.ac.uk.

AMS Sponsored Biltmore Invitational Golf Challenge

Attention all AMS Golfing Scholars! One of the many planned activities during the 40th AMS Conference to be held at the beautiful historic Biltmore Hotel in Coral Gables, FL May 24- May 27 2011 is the AMS-Biltmore Invitational Golf Challenge Tournament. This tournament will be in a team-scramble format played on the recently renovated Donald Ross Golf Course located on property at the Biltmore Hotel.

The Biltmore Golf Course was originally designed in 1925 by Donald Ross, a transplant from Scotland who was the pre-eminent golf designer of his era. Its 2007 restoration by architect Brian Silva again embodies the original characteristics that made it one of the finest resort layouts in the South. To learn more, go to http://biltmorehotel.com/golf/about/overview.php and check out this beautiful course.

All AMS members are invited to participate in this unique golfing experience, regardless of their golfing skill level. Tentatively, the tournament is being designed to handle 40 to 60 players on a first come basis. If there is greater interest, the field will be expanded to accommodate all players.

At this writing, the green fees per person have not been determined.

If anyone needs to rent clubs (rather than bring their own) rentals are available through the Pro shop at the Biltmore or a player could make club rental arrangements through GolfClubsAway at [GolfClubsAway.com] for $39 per day plus taxes.

Anyone interested in playing in the AMS-Biltmore Invitational Golf Challenge Tournament during the AMS Conference must email David Ortiznau, Tournament Coordinator, at dortinnaus@usf.edu as soon as possible but no later than April 20, 2011. This date is very important to remember because tournament arrangements and green fee negotiations must be finalized with the hotel before May 1, 2011. When you email your intentions, please use “AMS-Biltmore Golf Tournament” as the email subject line. Once the number players is known, Dave will contact each player with specific information regarding the day and time of the tournament, green fees, and club rental cost from the Biltmore Pro Shop. There will be prizes and give-a-ways.

Do not forget about the planned golfing activities at the 40th AMS Conference. Contact Dave and reserve your spot in the tournament.

The 15th World Marketing Congress in Reims, Champagne

The 15th World Marketing Congress is already generating a lot of excitement and enthusiastic interest. The Congress will be held between July 19th and 23rd 2011, at Reims Management School. Reims is the Champagne capital, and it is located 30 miles East Paris using the French Fast Train (TGV).

The conference theme will be “The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World”. Many special sessions and events will make this event an academy “must be” in 2011.

The conference will also be an opportunity to celebrate the 40th anniversary of the Academy of Marketing Science. Many social events will be organized to build an unforgettable experience. Many special events are planned around the culture and history of the region including a Gala Dinner at Champagne Pommery.

We prepared a welcome video showing some of the locations you will be visiting. For more information please log on the AMS website at http://www.ams-web.org or view the welcome video at http://bit.ly/9FD4C3. Please consider participating by submitting a paper, a structured abstract, a workshop proposal or in some other way.

We look forward to seeing you in Reims, Champagne.

Barry J. Babin, Louisiana Tech University, USA
Adilson Borges, Reims Management School, France
What makes some organizations more competitive than others in the international marketplace? Is the “international competitiveness” of these organizations driven by structural properties, strategic elements, tactical implementation, opportunistic behavior, or a combination of one or more of these and/or myriad other potential components? Marketing’s contribution to the scholarly dialogue about what makes some organizations internationally competitive is important and potentially unique. In a global marketplace which is converging in tastes and market segments in some respects and diverging in others, marketing has an opportunity to be in the forefront of scholarship.

The special issue on international competitiveness aims to publish papers that will shed greater insights into how marketing can help describe, explain, and predict issues within the scope of organizations being internationally competitive. Firm competitiveness in an international context can be assessed at various levels where marketing phenomena can be of strong influence. Some examples of these levels include: unit, profit center, firm, venture, strategic group, industry, country, and world region. The special issue target any level(s) of international competitiveness, as long as the core focus is marketing phenomena which are related to a firm’s competitiveness in the international marketplace (including organizational units, profit centers, etc.).

To address these issues, the Journal of the Academy of Marketing Science is issuing a call for papers for the purpose of advancing marketing knowledge on firm competitiveness in the global marketplace. In terms of content, papers may be either conceptual or empirical in nature and pursue either theory-building or theory-testing. In terms of methodology, papers may be based on empirical techniques (e.g., case, survey, archival research) or on modeling techniques (i.e., optimization or simulation). Papers that integrate multiple perspectives and/or multiple methodologies are especially encouraged.

Papers targeting the special issue should be submitted using the JAMS submission system (www.edmgr.com/jams) and will also undergo the same review process as regularly submitted papers. The deadline for submission is February 1, 2011. Questions pertaining to the special issue should be directed to:

G. Tomas M. Hult, Editor
Anne Hoekman, Managing Editor
Journal of the Academy of Marketing Science
Michigan State University
East Lansing, MI 48864-1121, USA
Phone: +1-517-353-4336
Email: jams@msu.edu

AMS Review Now Accepting Manuscripts

The AMS Review publishes thoughtful contributions that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena. The Review is receptive to different philosophical perspectives and levels of analysis that range from micro to macro. Especially welcome are manuscripts that integrate research and theory from non-marketing disciplines such as management, sociology, economics, psychology, geography, anthropology, or other behavioral sciences. Submissions now being accepted: http://amsr.edmgr.com.
The 11th International Conference on Arts and Cultural Management (AIMAC 2011)
Antwerp, Belgium
July 3-6, 2011

Deadline: October 18, 2010

Researchers are invited to submit proposals for paper presentations. Proposals from any relevant discipline will be considered, provided they make an original academic contribution to the study of cultural management. This scientific conference will address various sectors of the arts and cultural industries (performing arts and festivals, heritage, museums and visual and film production and distribution, book publishing, recording, broadcasting, audiovisual media and multimedia, design).

Papers are welcome on all arts and cultural management areas, including:

- strategic marketing (including fundraising and sponsorships)
- consumer behavior
- product and brand management
- strategic management and planning
- organizational behavior
- governance
- leadership
- human resource management
- finance/control
- organization of creative industries
- Corporate Social Responsibility
- corporate finance strategies
- corporate communication strategies
- cultural entrepreneurship
- creative and cultural industries
- creativity and innovation
- the creative city/region
- business models
- cultural diversity and management
- internationalization

We welcome all research that utilizes the arts and cultural industries as a context of study for examination of broader business research questions. All those wishing to present a paper at the conference must submit an abstract of 1,500 – 2,000 words. Abstracts can only be submitted via the website, in English or French and must include:

- Objectives of the research
- Brief description of the Model used (if appropriate)
- Hypotheses and/or Research Questions
- Methodology
- Main or expected conclusions
- Main references

Deadline for abstracts is 18 October, 2010. Abstracts will undergo a double blind review process, and authors will be informed of acceptance by early January 2011.

There will be awards for Best Paper in each research track, Best Paper for the conference, and Best Doctoral Research.

For more information and submission of the abstract, visit the conference website: http://www.aimac2011.org. Email questions to aimac@ua.ac.be

ACRA 2011 CONFERENCE
BOSTON, MA: March 3-5, 2011
Sponsored by the American Collegiate Retailing Association

Deadline: October 31, 2010

The conference will be held March 3-5, at the Embassy Suites, Logan Airport. The Embassy is a short, two-block walk from the MBTA train to Downtown Boston.

Competitive sessions will consist of presentations of papers that have been accepted following a blind-review process. The deadline for paper submissions is October 31, 2010. A number of special sessions will also be presented.

Conference fees and hotel rates will be posted in the full conference announcement, forthcoming soon on the ACRA website.

Best Papers to be published in a Special Issue of The International Journal of Retail and Distribution Management

Each track chairperson will recommend 1-3 papers in his/her track as suitable for inclusion in a special issue in IJRD. The guest editors of the special issue: Rodney Runyan and Irene Foster, will review each track chairperson’s recommendation and select 4-6 papers for inclusion in this special issue. Authors of these articles must agree to fulfill the editorial requirements of the guest editors and to submit their revised paper in a timely manner as necessary for publishing deadlines by IJRD.

Special Sessions

Meet the Authors: A meet the book authors panel session will be held, with ACRA members Barry Berman, Susan Frioett, Myron Gable, Michael Levy and Brenda Stemquist discussing the “ins and outs” of textbook writing, including navigating the publishing industry. Don’t miss this if you have ever thought of authoring a textbook!

Meet the Editors: A meet the editors panel session will be held, with editorial members from the Journal of Business Research, JAMS, IJRD and the International Review of Retail, Distribution and Consumer Research and Journal of Retailing, discussing strategies for publishing your research in their journals. Don’t miss this!

Special Tours: TIX, Co, Framingham, MA. Come tour and lunch at the headquarters of this growing off-price company. BJ’s Wholesale Club headquarters—see the new headquarters. Come find out why these companies grew in these economic times.

Special Doctoral Paper Session:
A special track for doctoral student papers will be held on Saturday afternoon, featuring journal editors as track discussants. This track will be highly competitive, with only 3-4 papers selected for inclusion. Editors will each review the selected papers, and provide in writing and verbally, a critique of the paper, with the aim of helping the doctoral student improve his/her skills at preparing a publishing-worthy manuscript.

General Rules for Competitive Papers
These rules apply:
(1) Please submit your paper as a WORD attachment to the appropriate track chair or before October 31, 2010. The paper’s cover page should indicate the contact author & all contact information.
(2) Papers should not exceed 25 double-spaced typed pages, including exhibits, references, and appendices.
(3) Competitive papers will be double-blind reviewed. Name(s) of the author(s), their affiliations, and the title of the paper should only appear on the title page. Authors should not reveal their identities in any way in the manuscript.
(4) The title of the paper – but not the name(s) of the author(s) – should be at the top of page 1 followed by a single-spaced abstract not exceeding 100 words. The body of the paper should be double-spaced and follow APA style.
(5) To be considered for acceptance, the paper or a similar version of it MUST NOT: a) have been previously published, b) have been accepted for publication elsewhere, c) be under consideration for publication elsewhere, or d) be submitted for review elsewhere during the conference review process.
(6) At least one author of an accepted paper MUST agree to: a) pre-register for the conference upon acceptance; b) appear at the conference to present the paper.
(7) Authors whose papers have been selected for inclusion in the Special Issue of International Journal of Retail and Distribution Management agree to have their article published in the Special Issue.

Special Doctoral Track: Papers for this session may be on any topic, including those from the listed tracks. Send your manuscript for this special session only to: Ann Fairhurst, Department of Retailing, Hospitality and Tourism Management, University of Tennessee, aimac2011.org

2nd International Colloquium on Consumer Brand Relationships
www.consumerbrandrelationship.com
March 17-19, 2011
Rollins College, Winter Park (Orlando), Florida, USA

Deadline: November 15, 2010

According to the AMA definition, the creation and management of customer relationships is fundamental to the practice of marketing. Marketers have long maintained a keen interest in...
relationships: what they are, why they are formed, what effects they have on consumers and the marketplace, how they can be measured, and when and how they evolve and decline. While marketing research has a long tradition in the study of business relationships between manufacturers and suppliers and buyers and sellers, attention in the past decade has expanded to the relationships that form between consumers and their brands such as branded products, stores, celebrities, or communities or countries. As the recently published Handbook of Brand Relationships (2009) and our upcoming book Consumer Brand Relationships: Theories and Applications (2011) both attest, consumer brand relationships stand as a vibrant and fast growing research area with roots that span across disciplines and theoretical traditions. Still, basic relationship theory is in its early stages, and there remains much to be learned.

The aim of this colloquium is to advance knowledge about consumer brand relationships by disseminating new research and best company practices and by encouraging the evolution of new research ideas and their applications. We invite both works in progress and full papers which have as a focal point consumers’ relationships with brands. Empirical and theoretical contributions are encouraged.

Topics of interest include but are not limited to:

• Consumer celebrity relationships
• Consumer retailer relationships; Consumer company relationships; Consumer country relationships; and specific brand relationships such as those with store or luxury brands
• Cultural diffusion in brand relationship behavior
• Brand communities and their brand relationships
• Brand relationship typologies and relationship space mapping
• Metrics for the measurement of brand relationship strength
• Brand relationship evolution and process dynamics
• Brand relationship goals, needs, and motivations
• Attachment theory and brand relationships
• Brand love, commitment, interdependence, conflict, and other relational constructs
• Drivers and psycho social cultural moderators of brand relationship behavior
• Brand personality and other brand specific moderators of relationship effects
• The consequences and outcomes of brand relationships
• Status of and trends regarding consumers’ relationships with brands
• The effectiveness of marketing programs in building consumer brand relationships
• Shareholder, company, and marketplace effects of brand relationships

• Organizational systems and structures for consumer brand relationship management
• New theoretical perspectives for understanding consumer brand relationships

The colloquium provides an ideal opportunity for accomplished scholars, as well as young faculty members and Ph.D. students to share and discuss their most recent high quality work with other experts in this field of research. Depending on the quantity and quality of the papers received, a special issue in a journal and/or an edited book is also planned by the organizers.

Important Dates & Deadlines:
• Submission deadline: November 15th, 2010
• Notification of acceptance: January 10th, 2011
• Registration deadline: February 1st, 2011
• Colloquium dates: March 17-19 2011

All participants should register and pay the registration fee of 345 USD before February 1st, 2011. The registration fee includes attendance to the colloquium, welcome reception, breakfast, lunch, coffee breaks, a gala dinner and conference material.

Paper Submission:
Authors are invited to submit non published (1) full papers or (2) works in progress papers which have as a focal point consumers’ relationships with brands.

• Full paper submissions must not be published, accepted for publication, or be under consideration for publication elsewhere. All papers are limited to maximum 6,000 words (including tables and figures) excluding the cover/title page and references. In preparing for the full papers, please reference the author’s guidelines for the journal International Marketing Review (www.emeraldinsight.com/ imr.htm). Full papers which are not formatted accordingly will not be considered or reviewed.

• Work in progress papers. Please provide an extended structured abstract of about 1,000 words, single spaces, that provides a summary of the paper, including the following: purpose, methodology/approach, findings, research limitations/implications, and originality/value. A reference list is required. Tables or figures should be placed in the appendix after the reference list if needed. At least one author of each accepted paper must attend the colloquium and present the paper. All papers are double blind reviewed. By submitting a paper all authors agree to review up to three papers. Authors are requested to submit their paper(s) electronically before November 15th, 2010 to our online submission system (https://www.easychair.org/ account/signin.cgi?conf=chr2011).

Any questions regarding the paper submission should be addressed to Michael Breazeale (mb2992@msstate.edu).

Colloquium Chairs:
• Marc Fetscherin, Rollins College, USA; mfetscherin@rollins.edu
• Michael Breazeale, Indiana University Southeast, USA; mb2992@msstate.edu
• T.C. Melewak, Zurich University of Applied Sciences, Switzerland; melewak@zhaw.ch
• Susan Fournier, Boston University, USA; fournism@bu.edu

All paper submission and program related queries, email Michael Breazeale to mb2992@msstate.edu

All administrative questions (e.g., hotel, payment, registration), email Marc Fetscherin to mfetscherin@rollins.edu

More information about the colloquium, visit our website: www.consumerbrandrelationship.org

MSI Call for Research Proposals on Innovation

Deadline: November 29, 2010

To stimulate new thinking, the Marketing Science Institute (MSI) is sponsoring a research competition on challenges related to Innovation. We anticipate awarding 8-10 research grants ranging from $3,000-$20,000 to support high-quality empirical research on critical questions in this area.

Innovation encompasses new business models, processes, and products—where products refer (broadly) to goods, service, solutions, and processes and can create markets, disrupt markets, shift product-market boundaries, or alter competitive structures. New products are the engine of growth and the basis for competitive advantage.

Innovation has become especially important to firms due to dramatic changes in the business landscape—including substantial growth in emerging and under-served (e.g., rural) markets, unanticipated shifts in consumer preferences, behavior, and values, a proliferation of technologies that enable new value propositions, and new government regulations in many nations. These changes present new managerial and academic questions about how firms (and managers) identify, evaluate, and realize new market opportunities and successfully innovate and create value for customers and shareholders. These changes also raise questions about how consumers participate in innovation processes, as well as how they learn and respond to innovations.

Research Proposal Competition

Proposals must be received by November 29, 2010. Funding decisions will be announced by January 17, 2011. All proposals are to be submitted to Ross Rizley, Research Director, Marketing Science Institute, 1000 Massachusetts Avenue, Cambridge, MA 02138, USA; Telephone: 617.491.2060, E-mail: Rizley@msi.org. Please indicate that your submission is in response to this call.

Topics: Research proposals must address a novel problem within the realm of innovation, with a balance of rigor and relevance. Topics appropriate for the research competition include (but are not limited to) the following:

Social Networks
• How can firms predict and leverage global social network effects when they introduce new products?
• What are the implications for business models and organizational design of the rise of online social networks?
• What platforms, processes, systems, and tools enable firms to innovate by collaborating and co-creating with customers, networks, or communities?
• How can firms mine web chatter to design new products?
• How can firms integrate internal (employees) and external (consumer) suggestions to improve products?
• What information is valuable in the long tail of network ideation?
• What tools and methods yield key dimensions of new product space from user-generated content?

Global Strategy
• How should firms introduce new products globally? Why are some multinational firms better and innovating across borders than others? How do windows of opportunity in entry timing differ for big firms vs. small firms (or other firm characteristics and capabilities)?
• How should firms integrate and manage market information to innovate in complex and turbulent global environments?
• Online changes in economic and social conditions, how should diverse innovation opportunities in global markets be prioritized? How do opportunities differ in emerging versus established markets and what are ways for firms to address them?
• How can firms develop products that serve the needs of the “bottom of the pyramid”?
• What demand and supply factors inhibit innovation adoption by low-income, global consumers?
• How can firms understand and exploit the phenomenon of reverse
innovation (that is, innovation seen or used in the developing world before spreading to the industrialized world)?

• What are new approaches to identifying product concepts and forecasting their global market potential at a very early stage—while accounting for post-launch factors such as market, category, competitor, channel, and retailer responses?

• How does a multinational firm organize manage globally dispersed teams?

Organizational Capabilities, Design, and Creativity

• How can organizations foster creativity within the firm?
  What are theory-based effective methods to generate ideas for new business models, processes, products, and services?

• What is the role of marketing creativity and innovation (especially new marketing processes and practices) in the organization and when do they create the most value for the firm?

• What role does product design best play in the innovation process? What factors influence a firm’s ability to gain competitive advantage through product design?

The Role of Affect in Personal Selling and Sales Management

Journal of Personal Selling and Sales Management, Special Issue

Deadline: November 30, 2010

Special Issue Editor, Sunil Erevelles, University of North Carolina

There has been rapid growth in the study of the role of affect in marketing over the past two decades. This growth has been fueled by the realization that cognitive models, by themselves, have been inadequate for understanding many marketing phenomena. An area in marketing where the potential for a more comprehensive understanding, through the study of affect, is considerable is “personal selling and sales management.” Virtually all aspects of personal selling and sales management inherently have an affective element. Yet, challenges in the observation, identification, measurement and classification of affective processes and outcomes in personal selling and sales management may have hindered expansion of the body of research in the area. In addition, critical intervening affective processes in personal selling and sales management may not have sufficiently been studied thus far.

Manuscripts are invited for a special issue on “The Role of Affect in Personal Selling and Sales Management.” All research approaches and methodologies are welcome. Innovative methodological approaches are especially encouraged. Papers should be both theoretically well grounded and managerially relevant. Possible topics include, but are not limited to:

• Affective determinants of selling effectiveness
• Affective incentives and motivation in sales management
• Anxiety and other negative emotions in personal selling
• Affective routes to salesperson co-operation
• The emotional intelligence of sales managers and salespeople
• The role of affect during initial and subsequent sales encounters
• Affect and the sales manager-salesperson dyad
• Emotional satisfaction and sales force turnover
• Affective versus cognitive selling approaches
• The role of affect in selling to novice versus expert buyers

Submission Information:
The new submission deadline is November 30, 2010. Papers will be reviewed in accordance with JPSSM guidelines. See http://jpssm.org/submission_initial_submission.htm for further details. Papers will be reviewed and decisions made in a timely manner as they are received. At least one author of the accepted manuscripts will be required to present his or her paper at a conference associated with the special issue. For further information, please feel free to contact the special issue editor.

1st International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR): Mapping and Expanding the Scope of Corporate Marketing

15th and 16th February 2011, Swissôtel, Zurich, Switzerland

Abstract deadline November 30, 2010

The best papers will be submitted for review to a special issue of Marketing Intelligence and Planning (for corporate branding and identity perspective) (Guest Editors) T.C. Melewar and Abimbola and T C Melewar

Corporate Reputation Review (for corporate image and reputation papers) Guest Editors: Mireille Troesch-Jacot, Temi Abimbola and T C Melewar

The theme of the special issue is on the integrative role of corporate branding, identity, image and reputation in organisational marketing. We conceptualise organisational marketing as integrative deployment of competitive policy of differentiation such as branding, reputation, image etc. designed to create, develop, nurture and maintain a firm’s ability to serve its customers and constituent profitably. The foci of the special issue are a comingle of themes on corporate branding and organisational identity. It aims to bring together researchers examining the increasing role of corporate and organisational identity - external and internal in determining what and how customers seek to engage with organisation and its offerings. Brand embodies with images, signs and significations designed to assert, consolidate and maintain particular identities to match those internal capability and competence with the external identity of the same. Branding and reputation building plays a crucial role in firms’ ability to link and articulate their identity through branding practices as competitive strategy of differentiation. This enables organisations to create and constantly attempt to influence and shape the impressions of their corporate body among their various constituencies.

Customers engage with brands through various social network and word-of-mouth and personal value, hence the confidence level and sophistication of the average consumer increases, further strengthening the customer driven influences on brand management. As the economic environment become more customer-driven, corporate and brand identity, become an essential aspect of organisation strategy driven by customer demands for value co-creation. Hence brands - corporate, products, service - today are collectively defined by their customers, based on personal or business requirements for economic, emotional or experiential value, derived from personal experiences, word-of-mouth, research and multiple marketing tactics. In terms of organizational identity, a model of organizational attributes emerged that consisted of organization’s core attributes - its central purpose and distinctive philosophy - constitute organizational identity. Organisation’s need to create an identity that defines their existence in terms of what they are and what they are not in time and space. The themes of this special issue therefore, are to be interpreted broadly and submissions from multidisciplinary papers, that engage with literature and ideas from corporate (external) and organisation (internal) identity perspectives as they relate to brand management, corporate reputation and marketing communications are sought and welcome. The special issue would welcome papers based on original research (empirical, conceptual, practical, as well as multidisciplinary approach).

We are particularly eager to attract substantial number of international participants submitting high quality research capable of influencing new ideas on brands, branding, organisational identity and reputation. Hence, initial submissions will be as abstracts of no more than 500 words describing the proposed re-search. This will be followed by presentation at a conference to be held at Swissôtel, Zurich, Switzerland, on 15th and 16th February 2011. Participants will be expected to submit full papers after the conference.

Suggested topics from which papers are invited for the special issue:

• Corporate branding, reputation, image and identity
• Organisational identity and corporate marketing
• Aesthetic, design and visual dimensions of branding
• Corporate identity and its management
• Consumer research and corporate marketing
• Creating and sustaining ethical corporate identities
• The management of corporate brands and identities
• Place, nation branding and the world order in a global marketplace
• Impact of Web 2.0/3.0/Twitter and emerging media on global brand management
• Corporate social responsibility and branding
• Digital, ‘emerging’ media and the brand
• The impact of user-generated reviews on brand equity internal brand and employee engagement
• B2B branding: organisation Identity and corporate strategy
• The negative impact and evaluation of brands
• Research methods for branding
• Luxury, symbols and identity

Abstract deadline: November 30, 2010

Deadline for submission of full papers: April 30, 2011

Prospective contributors with queries concerning the potential suitability of topics or other matters con-cerning contributions are invited to contact the Colloquium Chair and Director, Professor T.C. Melewar of ZHAW. The best papers will be recommended to Marketing Intelligence and
SCHOLARSHIP AND RESEARCH

Planning, and Corporate reputation Review for publication after going through the blind peer review process. Colloquium Chair and Director: Professor T.C. Melewar PhD _Center for Marketing Management_School of Management and Law_Zurich University of Applied Sciences (ZHAW) _Stadthausstrasse 14 _CH-8400 Winterthur_Switzerland Email: tc.melewar@zhaw.ch

Honorary Director:
Dr Temi Abimbola PhD _Associate Professor of Marketing _Warwick Business School_Uiversity of Warwick_Coventry CV4 7AL _United Kingdom _Email: temi.abimbola@wbs.ac.uk

Associate Directors:
Dr Cary Steinmann PhD _Professor Michele Troesch-Jacot

Please direct all enquiries, abstracts, papers to:
Mr Armin Ledergerber_Email: armin. ledergerber@zhaw.ch

Please visit the following website for more information:
www.zmm.zhaw.ch/cobiir

Advertising Ethics Special Issue, Journal of Advertising Research

Guest Editor, Richard F. Beltramini, Wayne State University

Deadline: December 1, 2010

The Journal of Advertising Research invites practitioner and academic authors to submit papers for review and potential publication in an upcoming issue with a theme devoted to advertising ethics. The primary goal of this special issue is to build upon prior research in the JAR and others enhancing our understanding of ethical business practices, and to evaluate the new ethical challenges facing the advertising business. The deadline for submission of completed papers, not previously published nor currently under consideration for publication elsewhere, is December 1, 2010.

Both theoretical and empirical papers from various disciplines/theoretical perspectives and utilizing various research methodologies are welcome, emphasis will be placed on high quality conceptual papers based solidly on theoretical foundations, and empirical papers based on generalizable samples that have significant practical, managerial, and/or public policy implications. Authors are strongly encouraged to elaborate specifically on the contributions to learning/practice based on their findings.

Previous research on advertising ethics has addressed a wide range of issues, including advertising "creep," commercial spamming, regulatory perspectives, technological advances, teaching advertising ethics, and future challenges anticipated. While papers on these topics are certainly welcome, much remains to be learned, and several suggested areas of inquiry are included below as a starting point only.

- Do consumers today trust advertising? To what extent has this changed over the years, and what can be expected in the future?
- What are the key ethics challenges of online and other "new media" advertising?
- What self-regulatory practices are needed to encourage ethical practices in the advertising industry? What additional regulatory actions are needed?
- How do “free speech” versus privacy concerns need to be balanced in evolving social media applications? Do “do not call” and opt in/opt out policies work?
- Advertising and minors: What impact (e.g., violence, obesity, smoking/drinking, etc.) has been reliably linked to such targeting? What ethical implications and/or additional oversight are warranted regarding “kidnapping,” “social media/ buzz marketing,” etc.?
- Are specific areas (e.g., political advertising, stealth advertising, viral marketing, etc.) more prone to ethical violations? What should be done?
- Do implied (versus overt) product performance claims circumvent truthfulness in advertising? Does the provision of disclosures provide sufficient clarification in setting appropriate consumer expectations?
- Is the advertising industry sufficiently sensitive to sustainability/ecological concerns?
- How do domestic advertising ethical concerns compare to those in other countries? What regulatory differences exist, and how do they work in comparison?
- How should advertising ethics be addressed in schools and universities and within advertising agencies? Can ethical practice be taught? What innovative approaches have worked?

Manuscripts must be received no later than December 1, 2010. Dr. Richard F. Beltramini, R. BELTRAMINI@WAYNE.EDU

Sustainability in Marketing Colloquium

The Von Allmen Center for Green Marketing is pleased to announce the second annual Sustainability in Marketing Colloquium. The conference will be held at the University of Kentucky in Lexington, Kentucky at the Center Theatre on December 3, 2010.

The goal of this conference is to support research and education of green marketing and sustainability in the academic and business communities. Sustainability refers to development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Increasingly, pursuit of sustainability addresses a triple bottom line with respect to performance. This triple bottom line includes the pursuit of economic, social, and environmental returns. The research presented at this conference will offer new insights into efforts to enhance performance on all three fronts. The presenters represent a wealth of vantage points and diverse theoretical perspectives examining green marketing.

This year’s program includes a series of studies illustrating a diverse set of issues endemic to green marketing and sustainability. Our keynote speaker, Dr. Matthew Sleeth, is a former emergency room physician. Dr. Sleeth felt like he was straightening deck chairs on the Titanic saving one patient at a time while the whole ship (Earth) was going down. Together with his wife and two teenage children, he began to bring his lifestyle in line with his values, cutting back on their fossil fuel by two thirds and electricity use by nine tenths. Following a new calling, Dr. Sleeth resigned from his position as chief of the medical staff and director of the ER to teach, preach, and write about faith and the environment throughout the country. Dr. Sleeth is a graduate of George Washington University School of Medicine and has two post doctoral fellowships. He is the author of Serve God and Save the Planet: A Christian Call to Action (Zondervan, April 2007), The Introduction to the Green Bible (HarpersOne, 2008), and a third book, The Gospel According to the Earth: Why the Good Book is a Green Book (HarpersOne, 2010).

In addition to the keynote speaker, Naresh Malhotra will provide an intriguing talk examining sustainability-sensitive market segments and social media. Dr. Malhotra has published more than 100 papers in major refereed journals, including the Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Management Science, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Health Care Marketing, and leading journals in statistics, management science, information systems, and psychology. His book, Marketing Research: An Applied Orientation, Fifth Edition, has been translated into Chinese, Spanish, Russian, Portuguese, Hungarian, French, Bahasa Indonesia, and Japanese. In addition to the eight translations, this book also has several English editions including North America, International, Europe, India, and Australia & New Zealand. The book has received widespread adoption at both the graduate and undergraduate levels with more than 144 schools using it in the USA.

The conference is open to the public. University faculty and marketing managers interested in green marketing research will find the conference sessions to be highly informative. For more information, please go to visit the Center for Green Marketing home page at http://gotogreen.uky.edu/

Management Theory and Practices in China

Special Issue in International Journal of Business and Emerging Markets (IJBEEM)

Deadline: December 15, 2010

Guest Editor(s): Dr. Eric Wang, Athabasca University, Canada, Dr. Jun Yang, Acadia University, Canada, Dr. George Ye, Saint Mary’s University, Canada, and Dr. Lan Lan Huang, Shandong University, China

China’s unprecedented growth and the opportunities are evident. As China’s economic reform and open door policy are entering the fourth decade, its economy is claimed to have shifted from a central-planned to a primarily market-based one. As a result of the shift, it is time to examine the development and status of prevailing management theory and practices (MTP) in China.

Further, the growing importance of China’s contribution to the world economy suggests that understanding of the current MTP is critical to an organization’s success. Keeping this in mind, this special issue is dedicated to China, and provides researchers and managers with the insight as to specific characteristics of the current Chinese MTP.
Specifically, the aim of the special issue is to explore the impact of the economic reforms policies on MTP in the context of the emerging market of China. Therefore, the guest editors welcome conceptual, empirical and experimental submissions that have not been previously published or submitted for publication consideration.

Subject Coverage
The suggested subject coverage includes but is not limited to:

- Evolution of Chinese management thought
- Management theory and practices in state owned companies and private sectors
- Effectiveness of China’s management theory and practices
- Agency relationship versus stewardship theory in China
- Gender, diversity and management
- Stakeholder, social responsibility and environmental issues
- Management education and education management
- Strategic management and risk management issues facing Chinese companies
- Economics, management and decision sciences
- Current management issues and trends in China
- Other management issues in China

Notes for Prospective Authors
Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. (N.B. Conference papers may only be submitted if the paper was not originally copyrighted and if it has been completely re-written).

All papers are refereed through a peer review process. A guide for authors, sample copies and other relevant information for submitting papers are available on the Author Guidelines page

Important Dates
Paper submission: 15 December, 2010
Reviewers’ comments: 15 April, 2011
Revised paper submission: 15 June, 2011

Editors and Notes
You may send one copy in the form of an MS Word file attached to an e-mail (details in Author Guidelines) to the following:

Dr. Eric Wang
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Capabilities, Innovation and Competitive Advantage

Special Issue of Industrial Marketing Management_Guest Editors: Jay Weerawardena, The University of Queensland, Australia and Felix Mavondo, Monash University, Australia

Deadline: December 31, 2010

Innovation is frequently acknowledged as the source of organizational renewal and growth. It is cited as the primary source of competitive advantage (Porter, 1990; Hurley & Hult, 1998; Day & Wensley, 1998) and central to marketing strategy (Varadarajan & Jayachandran, 1999). Although there is general consensus in the literature that innovation should be conceptualized broadly to capture all forms of innovation (Porter, 1990) literature has primarily focused on product innovation. There is growing evidence to suggest that firms use both technical (product, process) and non-technical (marketing, managerial) innovation to gain competitive advantage suggesting the need to examine the role of all forms of innovation in a firm’s competitive strategy. Similarly, although the capability-based view of competitive strategy suggests that firms possessing distinctive capabilities gain competitive advantage, research examining the role of capabilities in innovation-based competitive strategy is limited. This special issue aims at bringing together, on an international scale, research on capabilities, innovation and competitive advantage in Industrial or Business-to-Business markets. As applicable to this theme the topics of interest include, but are not limited to:

- Conceptualization and measurement of organizational innovation (technical and non-technical)
- Different types of innovation and how they interact and relate to competitive advantage
- The degree of innovation (incremental & radical) and competitive advantage
- The capabilities driving organizational innovation
- How does a firm’s absorptive capacity interact with external learning in innovation-competitive advantage relationship
- R&D and marketing interface, innovation and competitive advantage
- Different contexts in which the individual innovation types will be separately and jointly effective in a firm’s competitive advantage
- Environmental sustainability in the innovation-based competitive strategy
- The influence of contingency factors such as the industry structure on innovation-competitive advantage relationship

Authors should check the Guide for authors on the IMM web site for details on formatting all submissions: http://www.elesevier.com/wps/find/journaldescription.cws_home/505720/authorinstructions

Guest Editors: Jay Weerawardena, The University of Queensland, Australia, j.weerawardena@business.uq.edu.au , and Felix Mavondo, PhD, Monash University, Australia - Felix. Mavondo@buseco.monash.edu.au

Creating Values through Optimal Decision Making in Experience Economy

The 11th International DSII and the 16th APDSI Joint Conference

July 12 – 16, 2011
The Grand Hotel, Taipei, Taiwan

Deadline: January 1, 2011


Organizers: Center for Service Innovation and Department of MIS, National Chengchi University, Taiwan and Asia Pacific Decision Sciences Institute

Co-Organizers:
- Chinese Institute of Decision Sciences
- Chang Gung University
- Feng Chia University
- National Central University
- National Cheng Kung University
- National Chiao Tung University
- National Sun Yat-Sen University
- National Taiwan University
- National Tsing Hua University
- Yuan Ze University

Program Chair: Eugenia Huang, National Chengchi University, Taiwan

Important Dates:
- Deadline for submitting papers or abstracts: Jan. 15, 2011
- Notification of acceptance: Feb. 15, 2011
- Camera-ready papers: Mar. 15, 2011

For more information about the conference, please contact:
Mr. Thomas Chang, Conference Secretariat of IDSSI 2011, Department of Management Information Systems, National Chengchi University. Tel: +886-2-23933091 ext 85005 or 85006. Fax: +886-2-2938-7684. E-mail: idsi2011@gmail.com

Call for Chapters: Advances in International Marketing

Volume 22: Measurement and Research Methods in International Marketing
Edited by Marko Sarstedt, Manfred Schwager and Charles R. Taylor

Deadline: January 15, 2011
Any empirical analysis can only be as good as the data and the measures it is based on. Even though this has long been an acknowledged fact, it is nevertheless often problematic to follow required quality standards in concrete research situations. This is because potential sources of error are usually unknown, methods to ensure data quality are unavailable and existing methods for scale development, index construction, data collection and data analysis are insufficient or erroneously applied. This especially holds for international marketing research which often makes great demands on data and measures used as well as research methodology applied. Specifically, researchers are often faced with the prospect of making cross-cultural comparisons between
SCHOLARSHIP AND RESEARCH

individuals or firms, which involves using scales and indices developed in one country in a culturally different context. Consequently, issues such as sampling, response styles, and measurement need to be considered with even greater caution compared to national studies. For example, the importance of establishing measurement equivalence prior to making substantive model comparisons has long been acknowledged in international business research. With recent efforts to convey Steenkamp and Baumgartner’s (1998) seminal work to formative measures (Diamantopoulos and Papadopoulos 2010). However, the question whether conceptual definitions are universally applicable has received much less attention.

Similarly, the advent of novel research methods such as multi level analyses in structural equation modeling or latent class procedures have allowed researchers to better analyze international marketing actions within a comprehensive and integrative framework. Still, there is an ample need to narrow the gap between theoretical considerations and empirical applications in international marketing research.

As a consequence, this special issue seeks to promote issues pertaining to research methodology in the field of international marketing. All rigorous and thoughtful conceptual papers, literature reviews, and empirical studies in the context of international marketing and cross-cultural research are encouraged. Possible topics that will be suitable for this special issue include (but are not limited to) the following:

- Extension and advancements of existing measurement concepts
- Issues of scale development and index construction
- Response styles
- Advancements and applications of novel data analysis procedures
- Best practices in conducting cross-cultural and international marketing research


All submissions must be sent to the Guest Editors by 15 January 2011.

Expected publication: August 2011

Prospective contributors with questions concerning the potential suitability of topics, Guest Editors’ expectations, or additional requirements about this volume are invited to contact directly by e-mail the Guest Editors:

Marko Sarstedt _Institute for Market-based Management_ Ludwig-Maximilians-University Munich _Kaulbachstr. 45 _80539 Munich, Germany_ Tel: +49 (0) 89 2180 – 5634 Fax: +49 (0) 89 2180 – 5651 _Mail: marko.sarstedt@lwmlmu.de Manfred Schwaiger _Institute for Market-based Management_ Ludwig-Maximilians-University Munich _Kaulbachstr. 45 _80539 Munich, Germany_ Tel: +49 (0) 89 2180 – 5634 Fax: +49 (0) 89 2180 – 5651 _Mail: schwaiger@lwmlmu.de

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References:

- Emerald Group Publishing Limited, Registered Office: Howard House, Wagon Lane, Bingley, BD16 1WA United Kingdom. Registered in England No. 1080056, VAT No. GB 665 3593 06

Sales Management 2.0: Future Prospective for Selling and Sales Management 9th Sales Management Research Conference May 5, 2011

Conference Organizing Committee:

Sandra Holte, University of Paris Est Créteil, and Madeleine Besson, Institut TELECOM, TEM

Deadline: January 25, 2011

The 9th Sales Management Conference is sponsored by AFM (French Marketing Association), University Paris Est and Eiffel School of Management (IAE Gustave Eiffel). The Eiffel School of Management is ranked among the best public business schools in France. Faculty renowned for their research, career professional status, selective admissions, and successful alumni combine to provide an excellent learning environment. The campus is located in Créteil, 25 minutes by metro from the heart of Paris, France. Papers on any major issues that concern the general field of selling and sales management are welcome. Topics of special interest include:

- Relationship selling
- Service Selling
- Sales Force Automation
- Enhancing Selling Process
- Forecasting and control systems
- Human Resource Management
- Compensation Systems and Sales Contests
- Marketing-Sales Interface
- CSR and environmental issues

The European Management Journal will consider for quick submission and evaluation top papers presented of this conference that emphasize managerial issues.

For the first time in France, the Selling and Sales Management Conference will hold an international plenary session with Pr Jay Prakash Mulki, Northwestern University, Pr René Yves Darmon, ESSEC Management School and Pr Paolo Guenzi, Università La Bocconi.

Submission Deadlines:

Submission deadline : January 25th, 2011

First notification : February 25th, 2011

Deadline for the revised version : March 10th , 2011

Final acceptance : March 15th, 2011

Submission Guidelines:

- The 2011 Selling and Sales Management Conference is pleased to have electronic submission for submitting manuscripts. Electronic submission should be sent to Sandrine Holte-Hauderbert (holtet@u-pec.fr) or Laure Lavorrata (lavorrata@u-pec.fr).

A word or pdf document containing the manuscript should be sent as an attachment to an e-mail communication. Please be sure to include complete contact information for the contact person. An e-mail response will be sent to the contact author once the manuscript has been received in a readable format by the chair. All communications will then occur electronically. Manuscripts must follow the style guidelines of the European Management Journal (http://www.eoljeve.com/locate/emy/).

Manuscripts should not exceed 20 pages for full papers. Submissions will be double-blinded reviewed. Please do not identify any authors in the text of the manuscript. Submission of a manuscript for review indicates that it or a similar version has not been previously published or is not under simultaneous review elsewhere. The conference will accept papers and allow authors to decide whether to publish the complete paper in the Proceedings or to publish an abstract only. Upon acceptance, the author(s) agree to that at least one author will present the manuscript at the conference and will pre-register as a condition for acceptance and publication.

Fees : 75 € including conference registration, proceedings, lunch, coffee breaks.

Marketing in China: Opportunities with Challenges to Traditional Western Marketing Theory and Practice

Journal of Marketing Channels, Special Issue

Deadline: January 31, 2011

Guest Editor: Neil Herndon, Hong Kong Baptist University

The importance of the People’s Republic of China (PRC) as a marketing partner continues to grow for Western retailers and business-to-business marketers. However, it appears that there are many areas where marketing theory and practice, largely developed in the West, does not seem to fully apply to these consumers or to their distribution channels, despite efforts at adaptation by all concerned. The Journal of Marketing Channels is planning a special issue on Marketing in China: Opportunities with Challenges to Traditional Western Marketing Theory and Practice that will open a new dialogue focused on cross-cultural issues surrounding these fundamentally different Western and Chinese marketing environments.

Overall, in light of aspects of the cultural, social, legal, regulatory, and infrastructure frameworks that presently exist in the PRC, how might Western or Chinese retailers adapt their practices to better meet the needs of Chinese consumers, whether those consumers are in larger metropolitan areas with well-developed infrastructures or in more rural settings where fully modern channel structures may be lacking? Generally, what do managers and consumers expect of a distribution system in the PRC need to consider when designing an effective consumer response (SCR) focused on helping channel members work together to reduce total system costs while improving consumer choice and meeting stakeholder needs in a cost effective, ethical, and socially responsible manner?

More specifically, how can we adapt Western/Chinese marketing theory and practice to help ensure that channel members work together to develop better products faster and less expensively, find methods of more cost-efficient coordination and use of promotion mix tools aimed at consumers and other channels, improve store assortments and infrastructure frameworks that are well-developed or in more rural settings where fully modern channel structures may be lacking? Generally, what do managers and consumers expect of a distribution system in the PRC need to consider when designing an effective consumer response (SCR) focused on helping channel members work together to reduce total system costs while improving consumer choice and meeting stakeholder needs in a cost effective, ethical, and socially responsible manner?
Global marketing managers are at the heart of effective strategy execution. Unfortunately, limited research exists to understand the skills, knowledge and strategies that make managers effective, most notably as they face changes brought forth by the changing global economy.

The global economic crisis has highlighted the importance of managerial skills in re-balancing the global economy. For example, how does one pursue increased output in consumption-driven economies coupled with the pursuit of consumption stimulation in export-oriented economies. These changes require new skills, knowledge and roles of global marketing managers.

Similarly, the changes in the global economy may create a need to rethink managerial approaches to issues such as risk, profit, competition, and ownership for instance, (1) whereas managers were traditionally willing to take on risk and ownership, the global economy managers may work for return, (2) how have global marketing managers re-adjusted strategies as profits are exposed to selective taxation? (3) how have global marketing managers adjusted newly evolving competitive conditions? and (4) how do global marketing managers adapt strategies to compete against new, government directed competitors?

Manuscripts may be conceptual or empirical. All manuscripts should have direct practitioner relevance. Topics could include, but are not limited to:

* Global marketing manager perspectives and approaches to the re-positioning of issues in the new global economy (i.e., risk, profit, competition and ownership)
* Identification of the skills making global marketing managers effective
* Psychological characteristics of effective global marketing managers in changing times
* Judgment and decision making aspects of global marketing managers
* Strategies for developing and retaining effective global marketing managers
* The influence of the organization on the effectiveness of global marketing managers
* Executive Insight articles pertaining to global marketing managers
* Case studies of the changes faced by global marketing managers and strategies for effectively overcoming these challenges

Tourism and Leisure

Co-editors: Ken Hyde, Auckland University of Technology, Chris Ryan, University of Waikato, and Arch G. Woodside, Boston College

Deadline: February 15, 2011

This Call for Papers invites your submission for a planned book focusing on case study theory and practice with 30 case study reports in field settings in tourism, hospitality, and leisure behavior. Authors are asked to include a “lessons learned” section at the end of their contributions. Papers 8 to 35 pages in length, double-spaced, in MS-WORD are requested. The objectives for the book include reporting studies using one or more of the many different available methods in case study research (direct research that includes several long trips to field settings; the long interview method; means-end chain research; storytelling research; system dynamics; fuzzy-set QCA; participant observation; forced metaphor elicitation technique; ethnographic decision tree analysis; decision systems analysis; degrees of freedom analysis of competing theories; tipping point and FLAQ modeling). The aim is to include contributions applicable from all of these available methods in case study research as well as additional methods.

The FIELD GUIDE will be published in the ADVANCES IN CULTURE, TOURISM & HOSPITALITY RESEARCH book series (Emerald Publishers). For relevant research theory and practice using case study methods for ethnographic case study research, see Arch G. Woodside (2010), CASE STUDY RESEARCH: Theory, Methods and Practice, Bingley, UK: Emerald Publishers. Submit your tourism, hospitality, or leisure case study report for the Field Guide project to all three co-editors: Ken Hyde, Auckland University of Technology, (ken.hyde@aut.ac.nz), Chris Ryan, University of Waikato (cyryan@wmgt.waikato.ac.nz), and Arch G. Woodside, Boston College (arch.woodside@bc.edu).

If possible, please send a two-page synopsis on your study by February 15, 2011; deadline for the complete paper is June 30, 2011.

Examples of relevant literature in case study research in tourism, hospitality, and leisure contexts include the following contributions:


The 5th Annual Global Sales Science Institute Conference

Sales: Bridging the Gap Between Theory and Practice

SDB Bocconi School of Management, Milan, Italy

June 22-24, 2011

Deadline: February 21, 2011

The GSSI 2011 Conference is co-organized by SDB Bocconi School of Management, Bocconi University, Italy, The Center for Global Sales Leadership, Kelley School of Business, Indiana University, USA, and the Marketing Science Institute. GSSI (Global Sales Science Institute) is an international network formed in 2007 by both academics and practitioners involved in sales & sales management. Its intent is to unite the study and practice of sales & sales management around the globe. It brings together scholars and practitioners from across the world to further advance global collaboration in sales research, practice, and education.

Sales is the lifeblood of business. Tough competition is always along with dynamically changing interconnected global markets make the need to understand and improve the sales process more important and challenging than ever before. The scope of this challenge is not limited to sales practice but includes the sales education (how future sales people and managers are educated) and sales science (new theories and methods). The 5th annual GSSI conference, the theme of which is “Sales: Bridging the Gap between Theory and Science,” will bring together practitioners and academics to foster an interesting dialogue to address these challenges. The conference will provide a forum for discussing and sharing innovative sales practices, sales research and sales education.

The conference will have presentations of peer reviewed papers, as well as panel discussions and invited key note addresses by noted practitioners. All topics related to sales management and personal selling are invited. The papers can range from theory development to concepts for measuring and modeling to testing propositions in empirical or experimental studies. Papers based on cross cultural studies and having international implications are particularly welcome. The specific topics for papers can be related (but not limited to) the following:

- Sales Planning: forecasting and budgeting sales, setting sales quotas
- Sales Force Management: recruiting and motivating sales force, sales force compensation, coaching and leadership
- Selling Process and Sales Techniques
- Sales Performance Evaluation: determinants of sales performance, measuring sales, sales performance metrics
- Technology in Sales: CRM, internet-based interfaces with customers, sales force automation
- Sales strategy and intra-organizational sale: sales and marketing cooperation, multichannel sales strategy, sales function within organization

Papers and proposals submissions

Deadline for papers: Please submit papers electronically to conference@gsii2011.org by February 21st, 2011. After peer reviews are complete the author(s) will be notified of acceptance or rejection for presentation at the conference by March 29th, 2011. For details on authors guidelines please see the relevant paragraph the conference web site listed above.

Best Paper Award: The best paper as determined by the reviewers will receive special recognition at the conference.

Papers and proposals submissions

Deadline for papers: Please submit papers electronically to conference@gsii2011.org by February 21st, 2011. After peer reviews are complete the author(s) will be notified of acceptance or rejection for presentation at the conference by March 29th, 2011. For details on authors guidelines please see the relevant paragraph the conference web site listed above.

Best Paper Award: The best paper as determined by the reviewers will receive special recognition at the conference.

Panels/Special Sessions:

Deadline for proposals: panel discussions or special sessions of 30 or 45 minutes duration will also be reviewed for acceptance. Proposal needs to be emailed to conference@gsii2011.org by February 21st, 2011. Notification of acceptance or rejection will be done electronically.

Deadline for registration: April 12th, 2011.

Venue: The GSSI Annual Conference will be held at SDB Bocconi School of Management located in Milan, Italy.

A specific list of hotels available for participants will be published on conference website in November, 2010.

AMS Quarterly

Volume 11, Issue 3

International Marketing, Strategic Orientations and Business Success

Special Issue, International Marketing Review

Deadline: March 31, 2011

Over the last two decades, we have witnessed a rapid growth in research into strategic orientations in the mainstream, the non-international, and the strategic marketing literatures. For example, researchers have published hundreds of papers on the topic of market orientation, and numerous studies have focused on constructs such as learning orientation, innovation orientation, entrepreneurial orientation, technological orientation, sales orientation, and various stakeholder orientations. The culmination of much of this research indicates that the position of certain strategic orientations is often beneficial for businesses. However, research into strategic orientations within the international marketing literature is less well developed. Questions abound regarding the benefits for international marketers of adopting various strategic orientations, and the ways in which firms can go about managing their strategic focus in their international operations. Likewise, serious questions have been raised about the universal utility of various strategic orientations for marketers operating in different countries (e.g., Ellis 2007; Cadogan et al. 2009).

The purpose of this special issue is to shed new light on strategic orientations within the international marketing literature and their consequences and antecedents, within the international marketing arena. We invite researchers to submit papers on any issue that deals with international marketing and strategic orientations. We do not expect submitted papers to deal with all types of strategic orientation simultaneously: research could focus on just one orientation (e.g., export market orientation, international innovation orientation), or could focus on specific components of a strategic orientation (e.g., export customer orientation). That said, there are also important research questions that require consideration of more than one orientation. The following topics provide a flavor of the subjects about which we encourage you to submit papers to the special issue. Authors are not limited to these topics, of course:

- Defining strategic orientations in the international marketing arena.
- Measurement of strategic orientations in the international marketing arena.
- International strategic orientations and their consequences (e.g. international marketing performance, innovation success).
- Moderators of the relationships between international strategic orientations and international...
SCHOLARSHIP AND RESEARCH

marketing success.
- The environment and international strategic orientation choice.
- Antecedents to and conditions facilitating the adoption of international strategic orientations.
- Managing multiple international strategic orientations.
- How many international strategic orientations can a firm meaningfully manage?
- Trade-offs between international strategic orientations.
- Intra-firm differences in strategic orientations across domestic / international market operations.
- The reach of strategic orientations: how does internationalization strategy interact with international strategic orientations?
- Conceptual and empirical overlaps and distinctions between international strategic orientations.
- Profiling firms based on the constituent elements of an international strategic orientation (e.g., forms of export market orientation).
- Profiling firms based on multiple international strategic orientations.
- Strategic orientations within the context of international partnerships (e.g., distributors, suppliers, JV’s), alliances, and networks.
- Marketing strategy (e.g., standardization) and international strategic orientations.
- Strategic types and international strategic orientations.
- Improvisation, creativity, strategic flexibility, and international strategic orientations.
- Internationalization issues and international strategic orientations.
- Entry mode issues and international strategic orientations.
- Cross-national comparisons of the antecedents to and/ or consequences of strategic orientations.
- National culture and strategic orientations.
- Levels of analysis issues in international strategic orientation research.
- Mode of entry and international strategic orientations.
- Organizational memory and international strategic orientations.
- Information use and international strategic orientations.

We welcome conceptual and empirical pieces.

Please submit papers to the IMR special issue on “International Marketing, Strategic Orientations and Business Success” by 31 March 2011. Papers should be submitted via the Manuscript Central online submission system: http://mc.manuscriptcentral.com/imrev.

We will be looking to publish accepted papers early on in 2012.

If you have any questions about the special issue, or would like clarification on whether your paper is suitable for the special issue, contact John Cadogan, the special issue editor: J.W.Cadogan@Lboro.ac.uk.


International Marketing Theory, Strategy and Implementation: Insights from Latin America

International Marketing Review

Deadline: March 31, 2011

Despite the fact that the body of research on international marketing focused on emerging markets is growing, the attention paid to the Latin American context continues to be very limited (Samiee and Athanassiou 1998; Birnim and Bowman 2007; Fastoso and Whitelock 2007; Okazaki and Mueller 2007; Fastoso and Whitelock 2010). While the region has received some attention in the more general area of management – as shown, for example, by the Strategic Management in Latin America (SMLA) conferences and the special issues deriving from them in the Journal of Business Research (Vol. 63, Issue 7, Vol. 62, Issue 9; Vol. 61, Issue 6) – research in international marketing in the Latin American context remains neglected. This is surprising given the substantive economic importance of a region with a population of over 550 million and a GDP of approximately US$1 trillion. The International Marketing Review therefore seeks to publish a special issue titled “International Marketing Theory, Strategy and Implementation: Insights from Latin America”.

Authors are encouraged to submit papers of both an empirical and conceptual nature presenting insights from the Latin American context which advance our knowledge and understanding of international marketing from a theoretical, strategic or implementation perspective. Papers should follow International Marketing Review’s editorial guidelines, especially those related to the international nature of the work published in the journal (www.emeraldinsight.com/imrev). As such, papers on aspects of marketing within a specific country in Latin America are not encouraged, unless they demonstrate a clear contribution to international marketing knowledge.

Possible topics include (but are not limited to):
- Cross-national market segmentation
- Foreign market entry forms (e.g., exporting, FDI, licensing, franchising)
- Global and regional products, brands, and branding strategies
- Pricing and distribution strategies
- Standardization vs. adaptation strategies
- Regionalization/semi-globalization strategies
- Research design challenges in international marketing in the Latin American context
- Validity and validation of constructs developed elsewhere in a Latin American context
- Retail internationalization
- Country of origin effects
- International advertising strategy and implementation
- The internationalization of Latin American multinational enterprises (MNEs)

Please submit papers by 31 March 2011 via the Manuscript Central online submission system: http://mc.manuscriptcentral.com/imrev. Accepted papers will be published in 2012.

Queries should be directed to the special issue co-editors:

Prof. Dr. Jeryl Whitelock, Bradford University School of Management, UK
Tel: +44 (0)1274 234262
E-mail: J.Whitelock@Bradford.ac.uk

Dr. Fernando Fastoso, Bradford University School of Management, UK
Tel: +44 (0)1274 234262
E-mail: F.Fastoso@Bradford.ac.uk

References


Did You Know?

AMS members have online access to the Journal of the Academy of Marketing Science, the Journal of Business Ethics, the Journal of Business and Psychology, and Marketing Letters? Visit http://www.ams-web.org/msmindex.cfm to get started.

Keep up to date and network with JAMS:
http://www.linkedin.com/groupRegistration?gid=1961842
http://twitter.com/JAMS_updates

DO YOU HAVE “IN THE NEWS” ITEMS TO REPORT?
Send your news by February 27, 2011 to Theresa B. Clarke at clarketb@jmu.edu.

Don’t forget to send a headshot of yourself as a .jpg file.
Institution: Curtin University, School of Marketing
Title: Senior Lecturer/ Associate Professor/ Professor in Marketing/ Advertising.

Curtin University: Curtin University is Western Australia’s largest university with the main campus based in Perth. The University attracts over 40,000 students and offers undergraduate and postgraduate courses. Curtin has a strong international reputation for its excellent teaching programs, innovative and applied research and professional courses. http://www.curtin.edu.au/.

School of Marketing: The School of Marketing has a strong reputation for its undergraduate and postgraduate programs in marketing, and the School enjoys a high ranking among other Australian and international institutions. The School offers a comprehensive range of courses, including bachelor, master and Ph.D. programs. The School is known for its strong research focus and for attracting high-quality students from around the world.

Perth: Perth, the capital of Western Australia, has a population of over 1.6 million. Perth is Australia’s fastest growing city (also the sunniest). It is Australia’s western gateway to Asia and is Australia’s largest university, which articulates its research and scholarship through partnerships that link the University to the economic, educational and cultural life of the state of Maryland and the mid-Atlantic region. Towson enrolls approximately 21,000 undergraduate and graduate students in 63 undergraduate majors, 38 master’s programs and four doctoral programs. Located on a rolling 328 acres, the campus is eight miles north of downtown Baltimore and 45 miles from Washington, D.C. The campus and its surrounding cities provide an excellent environment for teaching and supporting the academic pursuits of the 805 full-time faculty who work here.

Application Process: Review of applications will be conducted until the position has been filled.

Interested candidates should submit a letter of application, current vitae, official transcripts, recent teaching evaluations (where applicable), a sample syllabus, evidence of scholarly productivity, and three letters of reference to the contact listed below.: Upon submitting your Curriculum Vitae to indicate your interest in this position, please be sure to visit http://www.towson.edu/odeo/applicant/login.asp to complete a voluntary on-line applicant data form. The information you provide will inform the university’s affirmative action plan and is for statistical purposes only and shall not be used to illegally discriminate for or against anyone.

Towson University invites applications for a tenure-track position as Assistant Professor in Marketing for Spring 2011. The Department of Marketing and Economics: The College is accredited by AACSB for both its business and accounting programs. It conducts undergraduate business programs and offers doctoral programs in management. The College has the distinction of offering the only undergraduate E-Business Program in the University System of Maryland and plays a prominent role in providing leadership to local/ regional/ governments and non-profit organizations in the integration of e-business and technology in their strategic planning and implementation. The college also has affiliated foreign business programs in several countries.

TOWSON UNIVERSITY: Founded in 1866, today Towson University is recognized by U.S. News & World Report as one of the top public universities in the Northeast and Mid-Atlantic regions. Towson is nationally recognized for its programs in the liberal arts and sciences, business, education, communication arts, health sciences, and the fine and performing arts. The University places a strong emphasis on service learning and civic engagement through such activities as internships, practices, clinical placements, courses assignments and student events. As the Baltimore area’s largest university and Maryland’s Metropolitan University, Towson articulates its research and scholarship through partnerships that link the University to the economic, educational and cultural life of the state of Maryland and the mid-Atlantic region. Towson enrolls approximately 21,000 undergraduate and graduate students in 63 undergraduate majors, 38 master’s programs and four doctoral programs. Located on a rolling 328 acres, the campus is eight miles north of downtown Baltimore and 45 miles from Washington, D.C. The campus and its surrounding cities provide an excellent environment for teaching and supporting the academic pursuits of the 805 full-time faculty who work here.

POSITIONANNOUNCEMENTS

SUMMER 2011 CfP: 2nd Annual Summer Workshop on Sustainability in Business and Economics (SB&E 2011) July 19-23, 2011, Brisbane, Australia

Institution: Griffith University
Title: Marketing - Professor and Head of Department

Griffith University: Griffith University is located in sub-tropical Queensland, Australia. Griffith Business School is accredited by AACSB International. As Professor and Head of Department you will provide high quality academic leadership of the Marketing discipline, establish a collegial culture across the University’s campuses, mentor and develop a shared leadership model within the Department, contribute to and foster research excellence, and enhance the profile and reputation of the Department, both nationally and internationally.

Your appointment as Head of Department will be for an initial period of five years. In addition, you will be offered an ongoing appointment as a full Professor within the Department of Marketing.

Further information: A detailed information package is available from Michael Toohey at UniRecruit michael.toohey@uni-recruit.com.au or 163 (0) 418 883 807 Applications to be forwarded to: Michael Toohey at the address above.

Applications close: October 25, 2010

Institution: Towson University College of Business & Economics
Department of Marketing
Title: Assistant Professor in Marketing

Location: Towson, MD, USA

Qualifications/Job Description: The Department of Marketing at Towson University invites applications for a tenure-track position as Assistant Professor in Marketing for Spring 2011.

QUALIFICATIONS: Of particular interest are individuals with competency in international marketing, personal selling/sales management and/or marketing research. Complementary interest in strategic marketing and/ or consumer behavior is a plus. A Ph.D./ D.BA or equivalent professional marketing from an AACSB accredited university is required (ABD’s with significant progress will be considered if completion of the degree is achieved by February 1, 2012).

Applicants must possess a strong commitment to excellence in teaching, show scholarly research potential, and have a willingness to pursue external funding opportunities. The position requires a teaching load of nine credit hours per semester for the first three years. This position is contingent on availability of funds at time of hire.

Institution: California State University, Fresno, Marketing and Logistics Department
Title: Marketing and/ or Logistics Faculty Position

Location: Fresno, CA, USA

Qualifications/Job Description: Marketing and/or Logistics Faculty Position

The Department of Marketing & Logistics, California State University, Fresno, seeks a candidate available for the Academic Year 2011-2012, for the tenure track rank of Assistant or Associate, with the interest and academic background to teach undergraduate and graduate courses in Marketing, Logistics, or Supply Chain & Distribution. Faculty responsibilities also include research and publication, directing graduate projects and theses, participating in student recruitment and interacting with the business community.

For additional information, please see our full job posting at:

http://www.academiccareers.com/cei-wm/jobsdb/exec/ACO/277754 or
http://www.academiccareers.com/ and use the applicant search engine.

Contact: Search Chair, www. AcademicCareers.com
Contact Email: info@academiccareers.com
Deadline: 11/18/2010

POSITION Start Date: Fall 2011

Institution: Towson University College of Business & Economics
Department of Marketing
Title: Assistant Professor in Marketing

Location: Towson, MD, USA

Qualifications/Job Description: The Department of Marketing at Towson University invites applications for a tenure-track position as Assistant Professor in Marketing for Spring 2011.

QUALIFICATIONS: Of particular interest are individuals with competency in international marketing, personal selling/sales management and/or marketing research. Complementary interest in strategic marketing and/or consumer behavior is a plus. A Ph.D./D.BA or equivalent professional marketing from an AACSB accredited university is required (ABD’s with significant progress will be considered if completion of the degree is achieved by February 1, 2012).

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Institution: Towson University College of Business & Economics
Department of Marketing
Title: Assistant Professor in Marketing

Location: Towson, MD, USA

Qualifications/Job Description: The Department of Marketing at Towson University invites applications for a tenure-track position as Assistant Professor in Marketing for Spring 2011.

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Applicants must possess a strong commitment to excellence in teaching, show scholarly research potential, and have a willingness to pursue external funding opportunities. The position requires a teaching load of nine credit hours per semester for the first three years. This position is contingent on availability of funds at time of hire.
The Marketing Research Special Interest Group (MRSIG) is pleased to announce that Robert P. Leone of Texas Christian University is the 2010 Churchill Award winner. The Churchill Award for lifetime achievement in the academic study of Marketing Research is given each year by the AMA Market Research Special Interest Group to an outstanding research scholar for lifetime contribution to the academic field of marketing research.

The AMA Marketing Research Special Interest Group (MRSIG) is pleased to announce that Andrew Petersen of the University of North Carolina, and co-author, V. Kumar of Georgia State University, are the recipients of the 2010 Lehmann Award. The Lehmann Award is given every year to the best dissertation based article published in the Journal of Marketing or Journal of Marketing Research in the previous two years. The winning article, “Are Product Returns a Necessary Evil? Antecedents and Consequences,” (Journal of Marketing, 73 (May 2009), 35-51) is the first to link marketing communications to buying behavior to product return behavior both conceptually and empirically.

In recognition of her contribution to sales education, Beth Rogers has been appointed to the Academic Senate of the Chartered Institute of Marketing (CIM). Professor Rogers is a lecturer at the University of Portsmouth Business School and runs the MA Sales Management programme. She will join the body of 20 which advises CIM on education and research. Other members of the CIM Academic Senate include many of the UK’s leading Professors in Marketing, including members of the 2008 Business and Management RAE Panel, as well as senior business and industry representatives.

Roland Rust was named a Fellow of the INFORMS Society for Marketing Science. He is one of only 16 people to have been named a Fellow of the organization, which began as the TIMS College on Marketing in 1967. The Rutgers Board of Governors unanimously approved the appointment of Jerome D. Williams to the $3 million Prudential Chair in Business. Dr. Williams joins Rutgers Business School – Newark and New Brunswick’s Department of Management and Global Business and The Center for Urban Entrepreneurship & Economic Development (CUEED) as Professor and Research Director. Dr. Williams will be focusing his research on entrepreneurship and social justice in the marketplace as well as teaching a class this fall on how entrepreneurs can reach multi-cultural customers.


The 2010 Cultural Perspectives in Marketing conference held this past July in France proved to be productive, successful, and fun for all involved. The quaint city of Lille served as backdrop for the conference, hosted by AMS and the IESEG School of Management. Aside from the scheduled presentations, participants were treated to tours of the city, sampled local cuisine, and enjoyed the warm climate, compliments of July weather in Europe. My initial concerns regarding the language barrier proved unwarranted as the people in France seem to be linguistically gifted when exposed to my limited French.

There are a few events to keep in mind. Next year, AMS will be celebrating its 40th anniversary. The annual conference will be held May 24 through May 27 in Coral Gables, Florida. The Call for Papers is available on the conference page. This should be an exciting event not to be missed so start marking calendars. Also coming up is the 2011 World Marketing Congress. It will be held in Reims, France July 19 through July 23. If you are interested in participating, the Call for Papers shows ways to get involved. Doctoral students are invited to participate in the second biennial AMS Doctoral Consortium, held in conjunction with the World Marketing Congress. Participants should be in the early stages of research and will be required to submit an application forms, up to two letters of recommendation, current vita as well as dissertation ideas. For more information, visit the doctoral consortium page on the AMS web site.

As a reminder, be sure to update your profile and check the website for the latest news. On the bottom of the AMS homepage you can find other upcoming events and conferences that may strike your interest. If you are not receiving renewal reminders or e-mails please contact me.

Florence Cazenave
AMS Director of Marketing and Communications
ams@latech.edu

AMS Director of Marketing and Communications
MEMBERSHIP RENEWAL:

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

1. A subscription to *JAMS* and *AMS Review* are included in your membership price. In addition, free online access to *JAMS* and *AMS Review* is available to members through www.ams-web.org. *JAMS* is increasingly regarded as a premier marketing journal and it is now included in the Social Sciences Citation Index as well as in other recognized publication indices. Understanding that theory is the fuel for research, *AMS Review*, the Academy’s new journal publication, publishes thoughtful commentaries that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena.

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

3. Opportunities to interact with academics on an international level. With its current international membership dues close to 30% of the total, and its biennial World Marketing Congress and multicultural conferences, the Academy is a truly international organization for marketing academics.

4. This quarterly newsletter from AMS that offers notification of upcoming conferences, academic and people news, and announcements of competitions and awards.

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If you would like to help recruit new members for AMS, please share the above information with faculty and doctoral students who are not currently members of the Academy. More detailed information about the Academy and membership forms are available at www.ams-web.org. THANKS FOR YOUR HELP!