Message from the President

This year is turning out to be a banner one for the Academy of Marketing Science. As most of your know 2011 is the 40th anniversary of the founding of AMS and we’re taking the opportunity to celebrate in many ways. In this issue of AMS Quarterly you will read about several initiatives in conjunction with the anniversary. On behalf of the AMS officers, I want to warmly welcome you as a member and friend of the organization and I hope you will find many ways for AMS to add value to you as well as many ways you would like to participate to add value to the organization. Any of the leadership team, listed on page 2, would like to hear from you at any time – don’t hesitate to reach out. AMS strives to be an inclusive, truly global marketing society that is member-centric. Speaking of our anniversary - let me provide just a few quick statistics really tell the story of high interest and inclusiveness in participation: 672 different individuals on the program (+32% versus last year) and 127 sessions (+52%).

On Wednesday morning there will be a special 40th anniversary plenary session titled “Q&A with the Marketing Gurus” chaired by George Day, V. Kumar, Tomas Hult (Michigan State University), along with an incredible group of track chairs and session organizers have created an event worthy of the occasion. A couple of quick statistics really tell the story of high interest and inclusiveness in participation: 672 different individuals on the program (+32% versus last year) and 127 sessions (+52%).

A preliminary program is now posted on the AMS website (www.ams-web.org) for the 2011 Annual Conference at the Biltmore in Coral Gables, Florida on May 24-27. This is the cornerstone event of the 40th anniversary celebration and conference co-chairs O.C. Ferrell (University of New Mexico) and Tomas Hult (Michigan State University), along with an incredible group of track chairs and session organizers have created an event worthy of the occasion. A couple of quick statistics really tell the story of high interest and inclusiveness in participation: 672 different individuals on the program (+32% versus last year) and 127 sessions (+52%).

On Wednesday morning there will be a special 40th anniversary plenary session titled “Q&A with the Marketing Gurus” chaired: moderated by Tomas Hult and Rich Lutz (University of Florida) as the moderator. Participants are Parsu Parasuraman (University of Miami), Stan Slater (Colorado State University), Jagdish Sheth (Emory University), V. Kumar (Georgia State University), Ruth Bolton (Marketing Science Institute), Rajan Varadarajan (Texas A&M University), George Day (University of Pennsylvania) and Rohit Deshpande (Harvard Business School). Like all AMS conferences, there will be no shortage of social events as well, including a reprise of the popular “interactive dinner” we’ve experienced the last two times we’ve been at the Biltmore and the AMS-Biltmore Golf Challenge Tournament (see page 7). Please make your hotel reservation right away in order to be sure to get a room at the Biltmore.

The 2011 AMS World Marketing Congress in Reims, France (July 19-23) is also in the final planning stages. Information can be found on the AMS website and on page 6. Conference co-chairs Barry Babbin (Louisiana Tech University) and Adilson Borges (Reims Management School) are working on every detail to ensure it will be an amazing experience for all who attend. As with the annual conference the activity updates.

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From the Editor

Welcome to the April 2011 issue of AMS Quarterly. This issue features notes on crafting theory by Vicky Crittenden and Bob Peterson, an exciting offer from Qualtrics for AMS members, upcoming events at the 2011 World Marketing Congress in Reims, and special information about JAMS. Rosann Spiro is our featured “Great Mind” where she is interviewed by Mignon Reyneke in our New Minds Meet Great Minds column.

Calls for papers, job announcements, and news about AMS members are also included in this issue. I encourage AMS members to send in a headshot in jpg format for our IN THE NEWS column and other stories.

For the next issue of AMS Quarterly, please e-mail news, photos, articles, and suggestions to me at clarketb@jmu.edu no later than June 10, 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.

Best wishes for a great semester.

~ Theresa B. Clarke, James Madison University clarketb@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.

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The Academy of Marketing Science and Qualtrics, a leader in survey software and marketing research, now offer members access to panel members at a reduced rate.

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Visit the AMS homepage [http://www.ams-web.org] for information about this exclusive offer and webinar training sessions especially for AMS members. In addition, look for Qualtrics at the AMS Annual Conference and World Marketing Congress.

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Notes on Crafting Theory

Victoria L. Crittenden and Robert A. Peterson

Pick up any issue of a tier-one marketing journal. Page through the articles. Note the section headings. Common section headings include “Theory,” “Theoretical Analysis,” “Theoretical Background,” “Theoretical Development,” and “Theoretical Framework and Hypothesis Development.” In spite of the headings, virtually none of these theory-labeled sections actually propose or contain “theory” as it is commonly construed. Consider the following illustrative definitions of theory:

• “An ordered set of assertions about a generic behavior or structure assumed to hold throughout a significantly broad range of specific instances” (Sutherland, 1975, p. 9)

• “A systematically related set of statements, including some lawlike generalizations, that is empirically testable” (Rudner, 1966, p. 10)

• “A statement of relationships between units observed or approximated in the empirical world” (Bacharach, 1989, p. 498)

What generally passes for “theory” in marketing articles has minimal resemblance to any of these definitions. Rather, “theory” as it appears in marketing articles seems to consist of literature reviews, conceptual frameworks, or discussions of prior research.

The purpose of this occasional column is to briefly opine on theory construction and development with the intent of offering some guidance and encouragement for efforts focused on producing theoretical contributions in marketing. To begin, it is instructive to remember that theory construction and development are distinctly different from theory justification. Theory construction and development involve the formation of new ideas or creative amalgamation of existing ideas, whereas theory justification uses data and analytical techniques to ascertain the plausibility of a theory (Yadav, 2010).

While theory justification procedures can be taught and empirically-based research methodologies tend to follow a accepted presentation format (with sequential section headings such as Introduction, Literature Review, Hypotheses Development, Methodology, Results, Discussion, and Conclusion), the “craft” of theory construction and development is difficult to teach. Indeed, it is neither straightforward nor linear. Even so, there are certain guiding concepts that are important for thought when crafting a theoretical contribution. In general, successful theoretical contributions will likely incorporate constructs, offer a conceptual map or diagram, and provide guidance for theory testing.

Constructs

The approximated units contained in a theory are generally referred to as constructs. Constructs are then operationalized as variables for theory testing purposes. MacKenzie (2003) notes that successful theorists wrestle with difficult conceptual issues in order to provide a clear sense of the meaning of the focal construct(s) whereas, unfortunately, too many would-be theorists abdicate their conceptual responsibility and move immediately to a discussion of hypotheses for theory testing purposes. Yet, because constructs are the building blocks of theory they must not be overlooked or trivialized.

According to Kaplan (1964), a construct cannot be observed directly or indirectly. Thus, a construct is “a broad mental configuration of a given phenomenon” (Bacharach, 1989, p. 500). Quoting MacKenzie (2003, p. 325), “…when you are having difficulty defining a construct, it is usually because you have not really decided what you want the construct to represent.” Variables in turn are derived measures used in testing of a theory. It is critical that constructs and variables not be used interchangeably; they are related but different and must be respectively isomorphic.

Conceptual Map

Since a theoretical contribution structures phenomena in a systematic format, a concept map or diagram may simplify and clarify the research domain at issue when crafting the theoretical contribution (Wicker, 1985). While a concept map or diagram in and of itself is not a theoretical contribution (Sutton & Staw, 1995), the provision of a conceptual map or diagram allows researchers to organize their thoughts and visually depict construct relationships in a coherent fashion. As a practical matter, according to Hair, Money, Samouel, and Page (2007), theoretical constructs are typically represented in a conceptual map or diagram as ellipses and are connected by either single- or double-headed arrows to demonstrate relationships. The pattern of relationships then allows inferences to be drawn about the domain under consideration (Wicker, 1985). Although a conceptual map or diagram is not necessary for theoretical explication, Liehr and Smith (1999) found that around 80 percent of the theory construction and development articles in their study provided a conceptual map or diagram to facilitate communication.

Research Guidance

A theoretical contribution should articulate implications for empirical research (Kilduff, 2006). The research implications depicted by the set of assertions or statements in a theory should depict the relationships among constructs. Often, the constructs are related to each by means of propositions (Bacharach, 1989). Propositions are particularly important for formal approaches to logical derivation (Kilduff, 2006).

Since constructs are abstract in nature, propositions are also abstract and all-encompassing. Hypotheses are then derived from propositions for empirical analysis at the theory testing stage. Thus, a theory construction and development article might have propositions (construct relationships), whereas a theory testing article would have hypotheses (variable relationships). According to Bacharach (1989), for a theory to be useful there should be more hypotheses than propositions.

In Conclusion

Despite numerous attempts at theory construction and development in marketing over the past century, scholarship in this arena remains in its infancy. But, keeping in mind that a literature review, conceptual framework, or discussion of prior research does not equate to theory construction or development is a first step in crafting theory. Once this all-too-frequent misconception is dispelled, it is then important to distinguish among constructs, variables, propositions, and hypotheses, and useful to incorporate a conceptual map or diagram when undertaking a theoretical contribution.

References


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The AMS Executive Committee is delighted to announce that G. Tomas M. Hult has been reappointed for a second term as Editor-in-Chief of the Journal of the Academy of Marketing Science. Under his leadership, JAMS continues to be a top journal choice for scholars seeking to publish their highest-quality, theoretically-sound, and managerially relevant research in marketing. A variety of journal rankings place JAMS among the top 5 marketing journals. JAMS received over 500 new manuscripts in 2010, with an average review time of 26 days (32 days for the first review), and expanded to six issues per year. Tomas Hult is the Eli Broad Professor of Marketing and International Business and Director of the Center for International Business Education and Research in the Eli Broad College of Business at Michigan State University. He was recently ranked as the 75th most-cited "scientist in economics and business" in the world (for 1997-2007), per the ranking provided by Thomson Reuters. Tomas' second term as Editor will be from June 2012 to June 2015.

JAMS Publishes Special Issue on Sustainability

Sustainability is a relevant and timely topic for marketing scholars, and the Journal of the Academy of Marketing Science is adding to the knowledge in this area with a special issue focused on sustainability, published in February 2011 (volume 39, number 1).

Sustainability is an appealing concept for a variety of fields, but marketing in particular has an opportunity to contribute significantly to understanding its boundaries, its merits, and its viability as a focus for firms’ future operations. Marketing has an opportunity to elevate its focus from managing relationships with customers (and select other stakeholders) to managing a broader set of marketplace issues involving economic, environmental, and social dimensions.

To address these issues, JAMS issued a call for papers for the purpose of advancing knowledge on sustainability and marketing and received a large number of submissions, resulting after several rounds of review in this ten-article issue.

The ten articles in the issue cover a variety of sustainability topics in marketing, such as RA theory and sustainability, mindful consumption, sustainability and consumption, intellectual structure of sustainability research, market-oriented sustainability, a sustainability theoretical toolbox, supply chains, corporate social responsibility, and green marketing. The issue includes contributions from scholars such as Shelby Hunt, Jagdish Sheth, Roland Rust, O.C. Ferrell, Stan Slater, David Closs, John Peloza, Joe Cronin, and many others.

AMS members have access to all JAMS content online, but through April, Springer has made the entire special issue contents freely downloadable for anyone. The issue can be found online at http://www.springerlink.com/content/0092-0703. For more information on JAMS, please visit www.springer.com/jam.

Tomas Hult, Editor
Anne Hoekman, Managing Editor
Journal of the Academy of Marketing Science
jams@msu.edu
www.springer.com/jams

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.
AMS UPCOMING EVENTS

The Countdown to Reims is On!

Reims, the capital of the kings of France and the capital of Champagne is proud to host the 15th World Marketing Congress – the 19th – 23rd July, 2011. We had over 500 academic contributions submitted to the Congress and over 300 papers presentations will comprise the program. The presentation authors represent over 50 countries so this is unquestionably a world congress. This conference is going to be a must be for marketing scholars in 2011. Many papers emphasize the Congress theme, “The Customer is NOT Always Right: Marketing Orientations in a Dynamic Business World.”

Beyond the quality of the sessions and the discussions, we are preparing many different social events to keep you busy and happy in the Champagne heart. Some quick previews for you:

We will have a quick walking tour to check out some of the most beautiful spots in Reims, including a complete visit of the Notre-Dame Cathedral.

Notre-Dame (Our Lady) is the Cathedral of the Kings: A masterpiece of Gothic architecture and a UNESCO World Heritage contains a great wealth of fine statues and some of the world’s most impressive stained glass windows. On this site, St. Remi (the name Reims comes from the Remi) baptized Clovis I in 496 A.D. and crowned him King of the Franks in the old Cathedral. The modern Cathedral dates to the 12th Century and following the tradition of King Clovis, the Cathedral was the site of the coronation of French kings and queens for centuries. Joan of Arc led French forces freeing communities from Orleans to Reims to deliver Charles VII to this very Cathedral where he was crowned King of France in 1429.

Pommeraye is one of the most famous Champagne houses. It is located in Reims in a beautiful castle. First, we will discover the unique champagne experience. There will be plenty of opportunities to hear the music of the opening of Champagne bottles! Second, we will have a banquet in a unique atmosphere accented by the world’s largest wine barrel. There will be plenty of opportunities to hear the magic blend of wines and bubbles to create the unique champagne experience. Second, we will have a banquet in a unique atmosphere accented by the world’s largest wine barrel. There will be plenty of opportunities to hear the magic blend of wines and bubbles to create the unique champagne experience.

And, there is more to come…

So, please register soon and take advantage of the special rates. The conference web page [http://www.ams-web.org/cde.cfm?event=305386] provides a link for online registration and for booking a hotel. The welcome video is also available there. A printed conference registration form is available in this issue of AMSQ as well for fax registrations. AMS and Reims Management School cordially invite you to attend and we look forward to seeing you in Reims.

~WMC Co-Chairs
Barry J. Babin, Louisiana Tech University
Adilson Borges, Reims Management School

Mark Your Calendar for Upcoming AMS Conferences:

2011 AMS Annual Conference
Coral Gables, FL
May 24 - May 27

2011 AMS World Marketing Congress (WMC)
Reims, France
July 19-23

2012 AMS Annual Conference
New Orleans, LA
May 15 – May 20

2012 AMS Cultural Perspectives in Marketing
Atlanta, GA
August 28 – September 1

2013 AMS Annual Conference
Monterey, CA
May 14 - 18
Academia is a knowledge-based industry, and it plays a dual role in the knowledge arena. It is both a consumer and producer of knowledge. Historically, knowledge creation has been driven by scholars from developed countries. As such, many of our more established marketing journals and institutions reside in the developed markets of North America, Europe, and Australasia. However, with GDP in emerging market economies expected to be at or above five percent and with close to 85 percent of the world population residing in these emerging economies, it is imperative that the marketing academy begin a process of knowledge exchange so that both developed and emerging economies engage in a scholarly dialogue that is mutually beneficial.

As a preeminent international society focused on marketing as an academic field, the Academy of Marketing Science (AMS) is pleased to announce the First Biennial Sheth Emerging Scholars Faculty Consortium. The intent of this faculty consortium is to bring together two groups of scholars—those who have distinguished themselves in the academic arena (Distinguished Scholars) and those university scholars from emerging economies who hold promise for the future of the global marketplace (Emerging Scholars)—in order to begin a knowledge-sharing venture with respect to both research and teaching.

This first faculty consortium will be held in Reims, France in conjunction with the World Marketing Congress (WMC) and the 2nd Biennial AMS Doctoral Consortium. The event will kick off on Thursday evening with a reception for the consortium delegates, followed by a one-half day program focused on research and teaching. In addition to the dedicated one-half day program, registration includes attendance at all WMC scholarly presentations and social events.

Emerging scholar consortium delegates will receive up to USD1000 from the Academy to attend the faculty consortium and the Congress (reimbursement via receipts submitted after the consortium). Registration for the WMC is also included in the consortium registration for delegates. Each delegate will be responsible for obtaining any required travel documents into France, and the program will be presented in English. A certificate of completion will be awarded to Emerging Scholars at the end of the program.

To apply for participation in the consortium as an Emerging Scholar, please forward the following materials (in English) to Vicky Crittenden, Consortium Chair (crittenden@bc.edu): a letter of intent to attend the consortium if invited, a letter of support from your dean or institutional colleague, a 500-750 word document briefly outlining your research and teaching interests, and a copy of your curriculum vita. Selection as a consortium delegate will depend upon a variety of factors, including research interests and inclinations, teaching diversity, and geographic representation. The deadline for consideration as a consortium delegate is April 1, 2011. Decisions will be made and notification sent to all applicants around the end of April.

For additional information about the 2011 World Marketing Congress, please click on the link on the AMS home page [http://www.ams-web.org]. Please contact Vicky Crittenden (crittenden@bc.edu) if you have any questions about the First Biennial Sheth Emerging Scholars Faculty Consortium.

Second Biennial AMS Doctoral Consortium

Continuing its tradition of commitment to Marketing doctoral education, the Academy of Marketing Science will host 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. Forty students from fifteen different countries have been selected to attend this event and will receive an $800 scholarship from AMS to go towards their expenses. 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.

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, Sandy Jap, Costas Katsikeas, Debbie MacInnis, Greg Marshall, Bulent Mengue, Vince Mitchell, Kent Monroe, Christine Moorman, Robert E. Morgan, A. Parasuraman, Linda Price, Bodo Schlegelmilch, Rajan Varadarajan, Martin Wetzels, and Jan Wieseke.

Consortium Co-chairs

Sharon Beatty (University of Alabama, USA)
John Cadogan (Loughborough University, UK)
Nick Lee (Aston University, UK)

**AMS Sponsored Biltmore Invitational Golf Challenge**

Attention all AMS Golfing Scholars! One of the many planned activities during the 40th AMS Conference is the AMS-Biltmore Invitational Golf Challenge Tournament. This tournament will be held 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 transplanted Scotsman 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 about the course, 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.

In 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.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 Ortizinau, Tournament Coordinator, at dortin@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.
New Minds Meet Great Minds
Rosann Spiro, is a Professor of Marketing and Executive Director of the Centre of Global Sales Leadership at the Kelley School of Business, Indiana University. She has also held positions at the University of Tennessee, I.E.S.E., Barcelona, Spain and the Institute of Management, University of Aarhus, Denmark. Professor Spiro has held various top administrative positions such as the Chairperson of the Board of the American Marketing Association as well as President of the World Marketing Association. Professor Spiro published numerous books and journal articles and has been widely recognized for her many teaching and research accomplishments. The American Marketing Association honored her with an Excellence in Research Award in 2002 and a Lifetime Achievement Award in 2007. She has also received the Exceptional Inspiration and Guidance Awards from the Kelley School of Business in 2004. We are delighted to feature Professor Spiro as the first female “great mind” in our new AMS Quarterly column.

Mignon Reyneke is a Ph.D student in Marketing at Lulea University of Technology, Sweden. Ms. Reyneke holds a B.Com in Marketing from the University of South Africa and an MBA from The Monash Business School, Australia. She returned to academia following experience in the fields of journalism and finance. Her research interests are in consumer behavior and branding with specific reference to luxury branding.

You started out your career in industry at Shell, what made you decide to return to academics?

I was in the oil industry where I started out as an economist, but later moved into sales as a sales rep. While in sales, the second oil crisis occurred and there really wasn’t anything to sell, and I decided it was a good time to go back to school. I had been encouraged to do a Ph.D. while I was doing my MBA, but I thought it was important to get some practical experience before teaching. I thought I might go back into industry after completing my Ph.D., but I really enjoyed the research. In order to survive at a good school, you really have to enjoy the research otherwise you will never do enough to get tenure.

You have been involved with various educational institutions at various levels of teaching. Which level of teaching do you prefer?

I have taught at the undergraduate level, MBA and the Ph.D. level. I actually like all three for different reasons. I like the undergraduates, just because they’re so bright eyed and untainted by the harshness of reality. The MBA’s can be very demanding, since they’re paying a lot for their education and they expect certain standards. I do like the Ph.D. level, but some of them are like graduate students in school. I really enjoy it when you get to teach upper level courses in research and you have that natural curiosity that is a lot of fun as well.

You have served on the board of directors and as Vice President of many marketing associations. How have these experiences affected your career?

The biggest thing that association involvement does is offer networking opportunities since you meet people from all over the world. It also gives you the opportunity to get involved in some really worthwhile endeavors as it is a service and it involves giving back to your profession. During my time as chairperson of AMA, it was a difficult time for AMA, it was a classic turnaround of the association but I also gained some valuable business experience. I think that early in your career associations are a way of getting involved, but later in your career it is a way of giving back.

The competition for publications is getting stronger and stronger among seasoned academics which makes it even more difficult for Ph.D. students who are relatively new to publications. Was this always the case or do you think it is getting tougher?

It’s changed. When I started out one publication, even in a second level journal was considered really good. Now, the ticket is more that you should have a publication in an A-level journal. People now expect Ph.D. students to be involved in research projects beyond their dissertations in order to get the top job. I don’t know if it’s made the programs harder, but I certainly think it’s made them longer.

In academic positions, there is a much stronger emphasis on publications than on teaching which is a particular challenge early in one’s career. What advice do you have for young academics in the MBA field?

Most schools today want somebody who is going to be a star researcher, but they also want a better than average teacher. Try to isolate the time to do your research, but also devote time to preparing for your teaching. The more time you put into your teaching, the better your evaluations will be.

When you do research, don’t do a little bit here and a little bit there. Do your best to isolate huge blocks of time for your research, and don’t do little bits of it, because it’s hard that way. Some people are very good at handling seven or eight pieces of research at once, but not everybody can do that. Closure is very important - always work first on that thing that is closest to publication.

When you’re the new kid on the block, you’ve got the latest training and the latest techniques and everybody wants to work with you. It’s good to initiate some new projects, but don’t try to do everything with everybody, if you have projects that require closure, start there. Also, not everybody is able to be a generalist; some people can but most people have their particular areas of research interest. If you want to make a mark and have an impact on your area, don’t do a lot of other things outside of your primary area.

You field of expertise is personal selling and sales management. How did this become your focus area?

First of all you have to go back to my practitioner career. I wasn’t in sales all that long, but I always wanted to be in sales. I started selling when I was fifteen at the retail-level and I always wanted to be a sales rep. I tried to get a sales job right out of my MBA program and I couldn’t, because I was kind of picky about what I wanted to sell. I wanted to sell things that I thought made the world go round. Unlike utilities like gas or oil. I was involved for the oil company and I convinced them to let me go into sales. I was the first female sales rep they had other than during WWII. When I went back for my Ph.D., I was still interested in sales so I continued. So it was really a natural extension of what I wanted to do in industry and what I eventually did.

You did a post doc degree at the University of Tennessee in Social Psychology. What made you decide to do that?

Most of our careers we spend solving problems which is all part of the research process. If you have the opportunity to learn more about your field, even from a different perspective it is really great. I would like to take more classes, even now. I think that the more you are exposed to ideas from a different paradigm, the richer your research can become.

Marketing is one of the biggest academic thieves in the world. We steal from economics and from psychology which are the two biggest, but certainly social psychology is there as well. Doing the post doc degree in social psychology was an opportunity for me to get more knowledge and more training.

You’ve taught at many American schools, but also in Denmark and in Spain. Did you find teaching at the European schools to very different than the American schools?

In Denmark the teaching was not that different, but the way that they test students is very different. The students cannot be tested on material that was not provided in some sort of hard copy form. Classroom discussions were not included in testing. Grading is done by you and by another person hired to assure fairness, and you both have to agree on the grade. The grading system is all about equity and fairness, which is all dictated by the government.

In Spain, the only difference was that I.E.S.E. is truly an international program. Some of the US schools are becoming more international, but I.E.S.E. is strategically positioned as an international program. They have more international students than Spanish students. This changes the knowledge and background and perspective of the students in class, since business practices vary across cultures. In terms of teaching cases and teaching in general, it was pretty similar though.

As a new Ph.D. student, what would be your advice for the first thing to do once you’ve graduated?

The most important thing is to hit the ground running. Don’t think that you have a year to get going on your research. If you think about it, you’ve got six years to get tenure, and probably it’s going to be what you have had accepted in your fifth year that will count towards tenure. Most of that would have to be submitted by your fourth year, which really gives you four years. You should have the goal of getting at least two if not three papers submitted in your first year. Not necessarily accepted, but at least submitted. So you really have to hit the ground running!

Thank you Dr. Spiro for taking the time to interview with us.

– Mignon Reyneke
– Rosann Spiro

– Rosann Spiro
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To find out more about Business Horizons please visit http://www.elsevier.com/locate/bushor

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New MSI Research Competition
Call for Proposals:
Communication and Branding in a Digital Era

Deadline: March 28, 2011

To stimulate new thinking, the Marketing Science Institute (MSI) is sponsoring a research competition on challenges of evolving marketing communications. 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.

Management of marketing communications is critical for firms today due to the proliferation of media and channels (including social media), well as an erosion of traditional business models and cost structures (e.g., for advertising). Research is needed to provide insights on how to manage an expanded marketing communications mix that includes multiple media and channels, rich marketing communications (including social media), and targetable messages.

Research proposals must address a novel problem within the realm of marketing communications and branding, with a balance of rigor and relevance. Topics appropriate for the research competition include (but are not limited to) the various impacts of new media/social media on marketing communications effectiveness and the appropriate allocation of resources, and the effects of a transformed marketplace on brands: A detailed list of topics of interest is available on the MSI website at www.MSI.org.

Proposals are encouraged to draw upon diverse theoretical perspectives and methodologies. Studies may be conceptual or empirical; and they may involve combinations of methodological approaches including literature reviews, comparative studies, observational and ethnographic studies, naturalistic, laboratory, or field experiments, and so forth. They may provide insights regarding customers, firms, markets, or contributions of marketing to organizational performance, consumer or societal welfare.

A panel of expert reviewers will evaluate submissions: Sunil Gupta, Harvard University (Chair), Rajeev Batra, University of Maryland, Susan Bronlarczky, University of Texas, Peter Danaher, University of Melbourne, Jacob Goldenberg, Hebrew University of Jerusalem, Donna L. Hoffman, University of California Riverside, Robert V. Kozinets, York University, Cornelia (Connie) Pechmann, University of California Irvine, and F. G. M. (Rik) Pieters, Tilburg University. Funding decisions will also be guided by an advisory committee of industry experts.

Proposals must be received by March 28, 2011. Funding decisions will be announced by May 31.

Details are available on the MSI website at http://www.msi.org/research/index.cfm?id=290

International Marketing, Strategic Orientations and Business Success
Special Issue, International Marketing Review (IMR)

Deadline: March 31, 2011

Over the last two decades, we have witnessed a rapid growth in research into strategic orientations in the main-stream, 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 possession 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, 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: researchers 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 would encourage submissions 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 marketing success.
- The environment and international strategic orientation choice.
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- 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, JVs), 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 March 31, 2011. Papers should be submitted via the Manuscript Central online submission system: http://mc.manuscriptcentral.com/imr.

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.

References


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; Birnm 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$4 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/imr.htm). 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 issues
- 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)

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References


Okazaki, Shintaro and Barbara Mueller (2007), “Cross-cultural advertising research: where we have been and where we need to go,” International Marketing Review, 24 (5), 499-518.


First Annual Special Issue on Managerially Relevant Logistics Models

International Journal of Physical Distribution & Logistics Management
Deadline: April 1, 2011

Analytical modeling research in logistics and supply chain management is published in a wide array of forums, but has often been criticized by both
SCHOLARSHIP AND RESEARCH

academics and practising managers as ‘detached from reality’, often due to researchers’ tendency to provide highly rigorous findings within a framework of overly restrictive assumptions that are not robust to violation, rendering the research practically valueless. In other words, though many published models are technically ‘correct’, they are often deemed unusable by practitioners due to their exclusion of many plausible real-world scenarios or conditions, lack of descriptive validation, and/ or guidance for implementation within meaningful managerial contexts. The logistics and supply chain management literature would benefit greatly from the addition of models that are both rigorously derived and relevant to business practice, especially in the areas of materials handling, transportation, inventory management and replenishment, warehousing, network design, and procurement. Such models would contribute to theory because theory explains and predicts phenomena. Models that are irrelevant do not contribute to theory.

IJPDLM therefore issues this first annual call for papers that provide answers to reality-based analytical problems in logistics and supply chain management. In particular, we encourage research that, first, defines and reflects on logistics/supply chain problems of significant managerial interest and, second, addresses the critical issues via rigorous analytical techniques that are validated and applied within one or more managerially relevant contexts. The contributions can be incremental improvements to existing models. Though the nature of logistics and supply chain management as fields of interest would seem to indicate that such models would necessarily adopt a macro-level perspective, there is also room for carefully designed individual level analyses. Papers selected for publication within an either tradition will be carefully judged for analytical thoroughness and ties to current theory, as well as applicability. With respect to external utility, minimum expectations will be the validation of the model within an appropriate human or simulated context, and a thoroughly descriptive managerial implications section that guides the implementation of the model within one or more realistic scenarios. A wide range of modelling perspectives and techniques is welcomed; questions related to appropriateness should be directed to the special issue editor.

Given the interest for research as described above within the practitioner and academic communities, it is expected that this special issue will become an annual feature of the IJPDLM knowledge portfolio for the foreseeable future. Future submission deadlines are expected to be set during early February in subsequent years.

Author guidelines

Manuscripts should comply with the scope, standards, format and editorial policy of the International Journal of Physical Distribution & Logistics Management. In the preparation of their manuscripts, authors are asked to follow the IJPDLM Manuscript Requirements closely, paying particular attention to the word count, which should be between 3,000 and 6,000 words. Equations should be offset with appropriate numbering, margins and call-outs, with lengthy proofs and/or lemmas removed to appendices. The final product should be a readable thesis that is both concise and thorough enough for managerial reference.

All papers will be reviewed through a double-blind peer review process. A guide for authors, sample articles and other relevant information are available at www.emeraldinsight.com/ijpdlm.htm

Submission guidelines

All submissions should be made through ScholarOne Manuscripts, following the guidelines below.

Registering on ScholarOne Manuscripts To submit your paper online you must create an author account:

• Log on to: http://mc.manuscriptcentral.com/ipdln
• Click on the “create account” link at the top right of the screen.
• Follow the on-screen instructions, filling in the requested details before proceeding
• Your username will be your e-mail address and you have to input a password of at least eight characters in length and containing two or more numbers
• Click “Finish” and your account has been created.

Submitting an article on ScholarOne Manuscripts

• Once registered, go to: http://mc.manuscriptcentral.com/ipdln with your username and password. This will take you through to the Welcome page.
• To consult the Author Guidelines for this journal, click on the Home Page link in the Resources column on the log-in page.
• Click on the Author Centre button.
• Follow the ’Click here to submit a new manuscript’ link, which will take you through to the Manuscript Submission page.
• Complete all fields and browse to upload your article to “Regular issue”. Please indicate in your covering letter that your submission is to be considered for the Modelling issue.
• You must upload a minimum of two files -- your article file (with no author details) and a separate title page (with all author contact details).
• When all required sections are completed, preview your pdf proof.
• Submit your manuscript. Guidance can be found on the Emerald ScholarOne Manuscripts Support Centre (http://msc.emeraldinsight.com).

If you are unable to find the answer for which you are looking, please e-mail: manuscriptcentral@emeraldinsight.com for assistance.

When your paper is successfully submitted you will receive an e-mail indicating that your paper has been received together with its unique identity number. If you experience any problems please e-mail: manuscriptcentral@emeraldinsight.com quoting the journal to which you are submitting and your article title.

Submission deadline: April 1, 2011

Special Issue Editor: Chad W. Autry, IJPDLM Systems Editor E-mail: autry@utk.edu

Challenges and Opportunities of Global Business in the New Millennium: Contemporary Issues and Future Trends

Deadline: April 1, 2011

Come to intriguing Poznan, Poland this summer. The 20th World Business Congress of the International Management Development Association (IMDA) devoted to “Challenges and Opportunities of Global Business in the New Millennium: Contemporary Issues and Future Trends” will be held in Poznan, Poland from July 3rd through 7th, 2011 in cooperation with Poznan University of Economics and in partnership with a number of state, provincial, and local government departments. His Excellency Mr. Waldemar Pawlak, Deputy Prime Minister and Poland’s Minister of Economy, will be the opening speaker along with a number of other important dignitaries.

Scholarly papers, panel/special session proposals, and case study exercises for presentation and subsequent publication in the refereed Congress Proceedings in book and CD form and in a number of scholarly journals are invited. Theoretical, conceptual, and empirical papers (using qualitative/ historical and quantitative methodologies) are solicited.

Manuscripts submitted must be complete papers, ready for blind review, to be considered for inclusion in the Congress proceedings. A work-in-progress may be reviewed and considered for presentation, even though not published in the Congress proceedings. In addition to sharing scholarship regarding global business topics, the Congress is designed to offer an excellent opportunity to meet colleagues from around the world and exchange information and ideas on a variety of global business topics. This is a great organization and a great venue. No visas are required for nationals of most countries.

Please note that the paper submission deadline is April 1, 2011. The manuscripts should be submitted to the appropriate track co-chairs according to the Congress Call for Papers. A copy of the Call for Papers and much more information about April 2011 AMS Quarterly 11
the Congress is available on the Association’s website: http://www.iamb.net
Any specific Congress related questions should be directed to Congress Program Co-chairs
Erdener Kaynak at Erdener.Kaynak@comcast.net or Ajay Manrai at manrai@udel.edu.

Society for Marketing Advances 2011
Annual Conference
Memphis, Tennessee
November 2 - 5, 2011
Deadline: April 1, 2011
The Conference Theme is Sensory Marketing... The Next Frontier.
The Program Co-Chairs for the SMA 2011 Conference are Joe Hair (Kennesaw State University--jhair3@kennesaw.edu) and Alvin Williams (University of South Alabama--awilliams@asu.edu).

The 10th
IAMB Summer CONFERENCE
Moved to Istanbul, Turkey (previously, Alexandria, Egypt)
New date: June 20-22, 2011
Deadline for Abstracts: April 10, 2011

Due to the recent political developments and possible political instability in Egypt, the upcoming IAMB summer conference was moved to Istanbul, Turkey. We regret this unfortunate decision.

IAMB is inviting scholars and practitioners to submit abstracts, extended abstracts (3 to 5 pages) or full papers for presentation. Proposals for symposia are welcomed. Topics of interest

• Organizational Studies
• International Business
• Strategic Management
• Marketing Studies
• Technology & Innovation
• Management of Social Issues
• Education Management
• Human Resource Management
• Management Studies

Best Student Paper Award
Students are encouraged to submit their paper for the Best Student Paper competition award. The winner will receive: award certificate, $250, public recognition and a publication in the International Journal of Management and Business, IJMB.

Please visit our web site www.iamb.net for guidelines and more details.
Submit abstracts for early considerations by March 27, 2011.
Deadline for abstract submission is April 10, 2011.

IAMB - International Academy of Management and Business
Website: www.IAMB.net
Email: submit@iamb.net

Call For Cases/
Chapters on Customer Value
Deadline: April 30, 2011

Art Weinstein, Nova Southeastern University

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I. CUSTOMER VALUE - BUILDING BLOCKS
Customers Want Exceptional Value!
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Service and Quality – The Core Offerings
Price and Image – The Communicators
III. EXCELling IN THE MARKETSPACE
*7. E-Commerce Strategy
*8. Integrated Marketing Communication and Social Media Networking
*9. Creating Value Through Customer and Supplier Relationships
IV. KEEPING AND GROWING CUSTOMERS
Customer Loyalty and Retention
*11. Customer Value Metrics and Models
V. CUSTOMER VALUE CASES (confirmed to date) – Citrix Systems Canada, Grateful Dead, Harrah’s Entertainment, Publix Super Markets and StatePride Industrial Laundry

Interesting, informative and current case studies on service, technology and Internet companies are sought for the 3rd edition of this text. Cases should be about 12-18 pages (including exhibits) and closely relate to one of the above chapter themes. Be sure to include 3 to 5 end-of-case questions as these teaching cases will be used in undergraduate and MBA marketing courses. Open to the possibility of chapter contributors/co-authors for chapters 3, 7-9, 11 (noted with asterisk).
Your work will be read as more than 10 copies of the first two editions of the book have been sold. http://www.amazon.com/Superior-Customer-Value-New-Economy/dp/1574443569/ref=sr_1_1?ie=UTF8&s=books&qid=1294511096&sr=1-1

If you are interested in participating in this project, please e-mail Art Weinstein art@huizenga.nova.edu a brief proposal no later than April 30, 2011. Call 954-262-5097 for clarification or additional guidelines. Completed work is due June 30th, 2011.

Internationalization Patterns of Small and Medium-sized Enterprises
Special issue: International Marketing Review
Deadline: June 30, 2011

Guest Editors:
Olli Kuivalainen, Sanna Sundqvist, and Sami Saarenketo,
School of Business, Lappeenranta University of Technology, Finland
Rod McNaughton, Concord Centre for Business, Entrepreneurship and Technology, University of Waterloo, Canada

Introduction
After more than two decades of research on the internationalization of small firms and new ventures, the literature characterizes several stereotypical patterns (or paths or pathways) of SME internationalization with respect to timing of entry, geographic range and intensity of commitment to foreign markets. These international patterns are the focus of this special issue.

Within the field of international marketing, the origin of literature on internationalization patterns is the notion of “stage models”, which characterize internationalization as an incremental and linear trajectory, during which firms progress from limited exploration of international markets through various stages of increasing commitment as they learn and gather resources (e.g. Johanson and Wiedersheim-Paul, 1975; Johanson and Vahlin, 1977, 2009). This incremental model describes one possible internationalization path. The phenomenon of “born-global” firms or other types of international new ventures, in which firms commit to international markets soon after founding, is frequently posited as a challenge to traditional stage models (e.g. Oviatt and McDougall, 1994; Knight and Cavusgil, 1996) and may be seen as another internationalization path. From an international marketing perspective the choice between these two ends-of-the continuum is clear: a firm either concentrates first on a few markets and conducts marketing activities in those markets, or rapidly diversifies into a large number of markets and conducts marketing activities in all of them (Mas et al., 2006).

However, internationalization is more complicated than a simple process of market selection: the level of internationalization does not necessarily steadily increase. Firms can retrench or “de-internationalize” (see Bejinto and Welch, 1997), they can internationalize rapidly after a long period of domestic focus (see Bell et al., 2001), and there may be several episodes of
Manuscripts are solicited on topics related to the theme of the special issue, which is to present internationalization pathways, is under-researched. Zahra and George (2002), for example, in their review focusing on international entrepreneurship, pose the question of “What happens after the internationalization?” and conclude that only a few studies look at this issue. There is still a paucity of empirical research on whether accelerated internationalization (or some other internationalization path) does, in fact, play a role in determining long-term survival, success and/or growth. The few studies that have been conducted often report findings that are contradictory or ambiguous (e.g. Bloodgood et al., 1996) or are based on small samples (e.g. Gabrielson et al., 2008).

Consequently, the objective of this special issue is to present studies that explicitly deal with the internationalization patterns (or paths/pathways) of internationalizing SMEs (e.g. international new ventures, born-global firms, born-again global firms), and to consider the antecedents and consequences/performance outcomes of internationalization patterns.

**Research questions**

Manuscripts are solicited on topics related to the issues described above and including:

- Longitudinal studies focusing on internationalization patterns, paths and pathways of SMEs, born-global firms, international new ventures and born-again globals
- Modeling and describing internationalization patterns, paths and pathways
- Typologies of internationalization paths
- Studies which focus on time and internationalization patterns, paths and pathways
- Studies that compare the characteristics and performance of SMEs that follow different internationalization paths/pathways
- Studies focusing on phases of firms’ international development and the growth of SMEs
- Studies focusing on which ways the path/pathway influences the performance of the firm
- Contributions to methodology for research on patterns, paths and pathways of internationalizing SMEs
- Multi-country comparative studies of internationalization patterns
- Marketing strategy implications of international pathways
- Internationalization pathways and strategic flexibility
- Causes of antecedents to internationalization pathway choice
- Requirements for successful internationalization via alternative pathways
- Contingency models of internationalization pathways
- Different internationalization pathways and the global recession.

Authors are not limited to these topics. Both conceptual and empirical papers are welcome.

**Guidelines for submissions**

All papers will be subjected to double-blind peer review. Author guidelines for prospective contributors are available at: www.emeraldinsight.com/imr.htm

Papers should be submitted via the Manuscript Central online submission system: http://mc.manuscriptcentral.com/imrev (select the correct special issue from the drop-down menu during submission).

For more information, or to discuss the potential fit of your research with the theme of the special issue, contact Olli Kuivalainen: olii.kuivalainen@lut.fi

**References**


**Call for Chapters**

**Review of Marketing Research**

Series Editor: Naresh K. Malhotra

Volume 9, Special Issue on: **Toward a Better Understanding of the Role of Value in Markets and Marketing**

Deadline: August 1, 2011

Special Issue co-editors:

- **Stephen L. Vargo** (University of Hawaii)
- **Robert F. Lusch** (University of Arizona)

Morris B. Holbrook in the mid 1980’s and throughout the 1990’s brought considerable attention to the importance of developing a deeper and richer understanding of the concept of value in marketing. Later, Richard Normann and Rafael Ramirez were among the first to signal to the business community that our conceptions of value were changing when they published their 1993 Harvard Business Review, “From Value Chain to Value Constellation: Designing Interactive Strategy”.

In 2004, in the *Journal of Marketing*, Vargo and Lusch called special attention to the role of value in markets and marketing by stating that the firm can only make value propositions; or, stated alternatively, firms cannot create value but only develop offerings that (hopefully) represent compelling value propositions. Hence, they signaled a shift in understanding of the primacy of value-in-use from value-in-exchange. Later, Vargo and Lusch, in the *Journal of the Academy of Marketing Science* (2008), called additional attention to value by stating that value is always co-created with actors (customers, suppliers, etc.) and that value is uniquely and phenomenological determined by the beneficiary of an offering. Some of their ideas built on the writing of C.K. Prahalad and Venkatram Ramaswamy on co-creation and co-opting customer competence. Further pointing the marketing discipline in the direction of focusing on value, the American Marketing Association...
SCHOLARSHIP AND RESEARCH

in 2007 redefined marketing “as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

To bring focused attention to the topic of value (including value-co-creation) in markets and marketing, the 9th volume of Review of Marketing Research (RMR) will be devoted to this topic. Manuscripts that primarily reflect conceptual and theoretical contributions as well as empirical research studies are equally welcome. Any topic that fits the broad rubrics of value or value creation is appropriate. A few are identified below; others are:

- The meaning and process of value co-creation
- The role of customer competence in value co-creation
- Cultural resources used in the co-creation of value
- Developing competitively compelling value propositions
- Understanding values and their influence on value perceptions
- The role of symbols in value co-creation and value propositions
- Value co-creation through resource integration
- Connecting customers, suppliers and other stakeholders through value propositions
- The role of brand in value creation.

All papers will be subjected to double blind peer review. In contrast to other research publications in the field that impose rigid limitations on the length of articles, RMR publishes longer chapters that are not only theoretically rigorous but also offer richer detail. For submission details prospective contributors should consult the series author guidelines that are available at: http://www.emeraldinsight.com/products/books/series.htm?id=1548-6435

Please submit completed manuscripts as Word document email attachments by August 1, 2011 to:

Stephen L. Vargo, Ph.D.  
Shidler Distinguished Professor  
Professor of Marketing  
Shidler College of Business  
University of Hawai‘i at Mānoa  
2404 Maile Way  
Honolulu, HI 96822  
808.956.8167  
RMVRvalue@hawaii.edu

Prospective contributors with questions concerning the potential suitability of topics, Guest Editors’ expectations, or additional requirements about this special issue are invited to contact the Guest Editors by email as above.

References


Applied Intelligent Systems in Business-to-Business Marketing
Special Issue: Industrial Marketing Management
Deadline: September 15th, 2011  
Guest Editors
Francisco J. Martínez-López,  
University of Granada (Spain)  
and Open University of Catalonia,  
Barcelona (Spain)
  Jorge Casillas,  
University of Granada (Spain)

Main Scope of the issue

A forthcoming issue of Industrial Marketing Management (IMM) will be devoted to the presentation of original, rigorous and significant contributions on Artificial Intelligence-based solutions, with a strong, practical logic and preferably with empirical applications, developed to aid the management of any of the marketing issues in a Business-to-Business context.

Rationale for the special issue

Basically, the AI core focuses on the development of valuable, automated solutions (i.e. intelligent agents/systems) to problems which would require the intervention of intelligence if done by humans (Negenbystv, 2004). In a business context, there are problems to be tackled that require this particular characteristic, which need human judgement and analysis to assess and solve these problems with guarantees of success. Furthermore, decisions and decisional situations frequently relate to strategic issues in firms, where problems are far from being well-structured. Developing and applying ad-hoc intelligent systems, due to their particular strengths to process data and provide valuable information either with a data-driven or, especially, with a knowledge-driven approach, might be of interest to managers in their decision-making (Martínez-López and Casillas, 2009).

However, in spite of their potentialities to contribute to companies’ strategic intelligence (i.e. business intelligence + competitive intelligence + knowledge management) (see Liebowitz, 2006), this research theme has received scarce attention in journals that deal with business and management. A basic search in Scopus (i.e. article title, abstract and keywords) reveals that the number of papers published on both business and artificial intelligence/intelligent systems is less than 150; the figure is below 50, when marketing, instead of business, is used as the searching term. In Wiengera (2010), some reflections are made on the motives that might explain the limited materialization of such potentialities; e.g. the hegemony of Operations Research (OR) and econometrics-based methods as the traditional techniques used by managers to support decision-making on quantitative problems, or the insufficient attention paid to marketing applications in the AI field, among others. In this regard, the overall number of published articles in more technical-oriented subjects (e.g. Computer Science, Decision Sciences, or Engineering, among others) treating issues on artificial intelligence/intelligent systems applied to marketing is below 300 (see Scopus).

There is also a lack of advanced research books with a clear focus on AI methods and applications for marketing, although there are some remarkable introductory books (e.g. Berry and Linoff, 1997; Mattatsinis and Siskos, 2002). By contrast, though specific books on the subject are scarce, there are books whose general scope touches on AI applications for management/business that contain chapters on the marketing issue (e.g. Aliev, Fazlollahi and Aliev, 2004; Bidgoli, 1998; Carlsson, Fredrizzi and Fuller, 2003; Prasad, 2008). Recently, we edited a book volume titled “Marketing Intelligence-based methods for marketing, as well as a collection of advanced research works devoted to a variety of marketing issues.

The main conclusions we draw (see, also: Casillas and Martínez-López, 2009) are that: the AI discipline offers real opportunities for advancing the analytical methods and systems used by firms to manage a variety of marketing issues. Furthermore, well-conceived and designed intelligent systems are expected to outperform OR or statistical-based supporting tools in complex, qualitative and/or difficult-to-program marketing problems and decisional scenarios; secondly, these opportunities still need to be truly materialized by researchers and practitioners. More interdisciplinary and applied contributions are necessary for this promising research stream to really take off.

With this special issue, Industrial Marketing Management aims to promote, stimulate and publish high-quality contributions on applied-intelligent systems to support the management of any B2B marketing issue. Some interesting areas of application might be, but are not limited to, the following:
  - Segmenting and targeting business markets.
  - Managing customers’ relationships.
  - Marketing channel relationships.

Please submit completed manuscripts as Word document email attachments by August 1, 2011 to:
SCHOLARSHIP AND RESEARCH

- Organizational buying and supply chain management processes.
- Business intelligence and knowledge management.
- Managing personal selling.
- B2B communications decisions.
- B2B pricing strategies.
- Product development, innovation and creativity.
- Services management in business markets.
- Web intelligence and B2B e-commerce applications.

Submission Guidelines

All submissions that are original, high-quality and unpublished elsewhere are welcomed. The managerial orientation of IMM requires all submissions to pay particular attention to their practical applicability. Thus, regardless of specific references to this subject in the manuscript, the submission should dedicate a section to discussing in detail the main implications of the application, tool or solution presented for management. Each manuscript that passes the initial screening review will be submitted to a blind-review process run by three referees.

General guidelines for submissions ("Guide for authors") can be found at the IMM website: www.elsevier.com/locate/indman. Each submission should be sent as an attached MS Word file to both guest editors, Francisco J. Martínez-López (fmartinez@ugr.es) and Jorge Casillas (casillas@decanos.ugr.es), with an additional copy sent to the IMM Editor-in-Chief, Peter Laplaca (plaplaca@journalimm.com). Please clearly indicate in your cover letter that your submission is for this special issue, with the following submission message: “Submission to IMM SI on Intelligent Systems”.

References


Liebowitz, J. (2006). Strategic Intelligence: Business Intelligence, Competitive Intelligence, and Knowledge Management, Taylor & Francis, Inc.


Special Issue

International Journal of Bank Marketing, Volume 30 Issue 2

Deadline: November 30, 2011

Guest Editor
Sharyn Rundle-Thiele, Griffith Business School, Griffith University

Some definitions of social responsibility (e.g. Carroll 1999, 1991) consider Friedman’s (1962) economic requirement a foundation suggesting that legal, ethical and philanthropic considerations be catered for once the economic responsibility of a firm is fulfilled. These views have been challenged. In particular, stakeholders suggest the true purpose of corporations is to make societies better off, and to create societal wealth (Cohan, 2002). This liberal stance is in stark contrast to the Friedman (1962) view suggesting there is little benefit in making a profit if it is not sustainable. The recent US credit crunch provides a case in point of the need for sustainability in the banking and financial sector. The US government resumed control of the two largest lenders in the United States (Freddie Mac and Fannie Mae) when hundreds of thousands of US families faced loan foreclosures and the banks threatened to collapse. The United States was not the only country faced with the need for government to rescue banks. Business practices involving extending unsustainable levels of credit created chaos with significant societal and economic implications across the globe.

The goal of this special issue is to bring together research that is theoretically innovative and well grounded to provide deeper insights into how the sector has and will continue to evolve. In line with the nature of the journal, the articles will provide insight for academics and practitioners alike so that understanding can be enriched. Contributions that would be welcome for this special issue include, but are not limited to:

• Sustainable banking practice
• Sustainable consumption
• Environmental regulation
• Social responsibility and banking
• Ethical banking practice
• Social banking practice

S-D logic challenges the traditional view of the primacy of goods, which are seen as operand resources, proposing instead the primacy of operand resources such as knowledge and skills. Goods are still important but are seen as

Special Issue

International Journal of Physical Distribution & Logistics Management

Applying Service-dominant (S-D) Logic to Physical Distribution and Logistics Management

Deadline: November 30, 2011

Service-dominant (S-D) logic has moved the focus of business from a goods-dominant view, based on tangible outputs, to one in which intangibility, relationships and service are central (Vargo and Lusch, 2004). Service is defined as the application of competences for the benefit of another entity. S-D logic proposes that the fundamental purpose of a business is value co-creation through service provision.

S-D logic challenges the traditional view of the primacy of goods, which are seen as operand resources, proposing instead the primacy of operand resources such as knowledge and skills. Goods are still important but are seen as
The scope of the special issue is the challenges in moving thought about the role of physical distribution and logistics management to facilitate a critical discussion and analysis of the extent are traditional theories in comparison with service-dominant logic. To what extent are traditional theories in comparison with service-dominant logic? A foundational premise of S-D logic is that goods are a mechanism, an “appliance,” for service provision. In advancing this premise S-D logic proposes that goods are not the fundamental basis of the exchange process. Instead, goods are important for the knowledge embedded within them, which serves to facilitate the provision of service. In other words, goods should be regarded as means rather than ends, being important not for their physical properties but for the service they provide.

While S-D logic has been evolving, changes have also been evident in the study and practice of logistics and supply chain management (Lusch et al., 2010). A focus on the supply, storage and distribution of physical products has moved to consider relationships and value creation as important factors in the provision of service to customers. The challenges for academics and practitioners engaged in the business of physical distribution and logistics is to engage with new thought processes and actions based around S-D logic. To what extent are traditional theories and practices, developed around goods conceptualized as static, operand, value-laden resources, able to address today’s challenges in comparison with service-dominant conceptualizations? Do current strategies used in logistics management represent a sound basis on which to plan and operate distribution and value-creation networks and their associated information systems, or can service-dominant theoretical approaches point toward more beneficial practices?

The objective of this special issue is to facilitate a critical discussion and analysis of the role of physical distribution and logistics management in embracing the challenges in moving thought and practice away from the management of tangible goods towards a goal of service provision. The scope of the special issue is designed to capture developments in the field that will help to overcome the many challenges associated with the application of S-D logic.

We encourage authors to submit manuscripts which address developments in this important field. Potential topics include, but are not limited to:

- Conceptual models for integrating S-D logic with existing models and frameworks
- Information systems for supply and logistics networks
- Logistics customer service performance
- Sense, anticipate, and respond systems
- Digital-intensive supply networks
- Business platforms and supply networks
- Gain sharing in supply networks
- B2B e-commerce
- B2B social media
- Strategic and tactical alliances
- Retail systems
- Recycling and dirt-to-dirt systems
- Food supply chains (global)
- Outsourcing, insourcing, offshoring
- Inventory management, planning and control
- Design science and logistics and supply systems
- Modes of transportation -- e.g. road, rail, shipping, air etc. with emphasis on intermodal systems and global systems
- Supply network (chain) security as a service
- Supply network (chain) resilience
- Natural disaster management and supply networks
- Value networks and service ecosystems.

Authors may wish to refer to the forthcoming IJPDLM article by Mert Tokman and Lauren S. Beitelspach, “Supply chain networks and service-dominant logic: Suggestions for future research” in the annual Supply Chain Management and Industrial Distribution Symposium Best Papers special issue. This article specifies several research gaps in relation to this special issue call. To receive a copy, please e-mail Jennifer Phillips at: jipdlm@cbu.edu

Additional information on S-D logic


Author guidelines

Manuscripts should comply with the scope, standards, format and editorial policy of the International Journal of Physical Distribution & Logistics Management (IJPDLM). In preparation of their manuscripts, authors are asked to follow the IJPDLM Manuscript Requirements closely, paying particular attention to the word count, which should be between 3,000 and 6,000 words. All papers will be reviewed through a double-blind peer review process.

A guide for authors, sample articles and other relevant information for submitting papers are available at: www.emeraldinsight.com/IJPDM.htm

Please submit a copy of your article to Guest Editor, Ron Fisher, via e-mail: r.fisher@griffith.edu.au

Please note that the review process for this special issue will be handled outside the ScholarOne Manuscripts online submission system. However, authors of accepted papers may be requested to upload their final articles. For submission instructions, please refer to the A Guide for Authors, Sample Articles and Other Relevant Information for Submitting Papers.

Guest Editors

Ron Fisher, Griffith University, Gold Coast, Australia E-mail: r.fisher@griffith.edu.au

Robert F. Lusch, University of Arizona, USA

Stephen L. Vargo, University of Hawaii, USA

Full paper submissions due: November 30, 2011

Send your CFPs by June 10, 2011 to Theresa B. Clarke at clarketb@jmu.edu for publication in the next issue of AMS Quarterly.
Aston Business School Professor in Marketing

Aston Business School is one of Europe’s leading business schools, with the majority of its research rated world-leading or internationally excellent in RAE 2008, QAA 24/24 for teaching quality and accredited by AACSB, AMBA and EQUIS. There is a thriving research culture and strong demand from well-qualified students for all undergraduate, postgraduate and post-experience courses.

We seek a motivated and high-quality individual to strengthen the academic leadership in the Marketing Group.

Candidates should demonstrate excellence in, and passion and enthusiasm for, their research, evidenced by an outstanding and sustained record of publications in leading international journals. The successful candidate will ideally have an exceptional track record of teaching and developing research programmes, postdoctoral research supervision, as well as a wide network in the international research community. Finally, we anticipate that the successful candidate will have a strong portfolio of external funding for research. Further information and application forms are available at: http://www1.aston.ac.uk/staff/hr/job-vacancies/current-vacancies/academicresearch/110026-advert/

If you have any questions, please do not hesitate to contact HR via recruitment@aston.ac.uk

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Trinity University, San Antonio, Texas, Visiting Assistant Professor of Marketing

Trinity University invites applications for a one year, non-tenure-track position of Visiting Assistant Professor of Marketing, within the Department of Business Administration, effective August, 2011. The position requires a Ph.D., D.B.A., or equivalent degree in marketing. ABDs will be considered. Evidence or promise of high quality teaching is expected.

Trinity University is a small, private, highly selective, primarily undergraduate institution with a liberal arts and sciences tradition and a commitment to strong programs in selected professional fields. The Department of Business Administration is the largest academic unit on campus in terms of student majors and is accredited by the AACSB. Trinity University has an attractive and architecturally coherent campus, highly qualified students, stable financial resources, and an outstanding library.

San Antonio, located at the edge of the Texas Hill Country, is an attractive city of one million people offering diverse cultural opportunities and an appealing year-around climate. It is the center of a diversified and vibrant South Texas economy.

Applicants should send a letter of interest, curriculum vitae, and a sample of teaching evaluations to Dr. Kim R. Robertson (krroberts@trinity.edu), Chair of Search Committee, Department of Business Administration, Trinity University, One Trinity Place, San Antonio, Texas 78212-7200. Review of applications will begin immediately, and the position will remain open until filled. We especially encourage applications from female and minority candidates. The University is an Equal Opportunity Employer.

Deadline: 05/22/2011

University of Missouri - Kansas City Assistant or Associate Professor of Marketing

The Henry W. Bloch School of Business and Public Administration at the University of Missouri-Kansas City (UMKC) invites applications for an Assistant or Associate Professor of Marketing for Fall 2011. Rank will be based on qualifications and experience.

We are looking for applicants with:
• Doctorate in Marketing and potential for publications in top tier marketing journals (e.g. JM, JMR, JCR, JAMS, and J of Advertising).
• Evidence of teaching effectiveness (quality and rigor), and willingness to work with student chapter of AMA.
• Flexible in teaching a variety of Graduate and Undergraduate Marketing courses (International Marketing, Services Marketing, Digital Marketing, Marketing Strategy (Capstone)).
• Familiar with various teaching pedagogies and tools such as case studies, simulations, experiential learning.
• Interest in working and nurturing relations with students and external constituency.

There are several benefits of working at the Bloch School:
• Working at a school that is ranked by the Princeton Review among the Top 25 Graduate Schools for Entrepreneurship.
• Opportunity to shape and develop the direction of the marketing program.
• The Kansas City metro area offers reasonable cost of living, enriched quality of life, and excellent elementary and secondary school options.

• Kansas City is headquarters for several major corporations including Sprint Nextel, Hallmark Cards, H&R Block, and American Century Investment Management.

UMKC enrolls approximately 13,000 students and is located in the historic Country Club District of Kansas City, moments from excellent dining and shopping. The Bloch School has approximately 1,200 students, 45 full-time faculty, and excellent technology resources. Its business and public administration programs are fully accredited by AACSB and NASPAA, respectively. More information about the Bloch School and the department may be found at http://www.bloch.umkc.edu.

To assure full consideration, applications should include a statement describing the candidate’s ability to meet stated qualifications for the position, a curriculum vitae, and the names and contact information of at least three references. References will not be contacted without permission of the candidate.

Apply online: http://www.umkc.edu/ads. It is the fundamental policy of UMC to provide equal opportunity regardless of race, creed, color, sex, sexual orientation, national origin, age, Veteran status or disability status in all education, employment and contracted activities. All final candidates will be required to successfully pass a Criminal Background Check prior to beginning employment.

The review of applications will begin immediately and will continue until the position is filled. For questions regarding the position, please e-mail Susan Mott: motts@umkc.edu

UMKC is an Equal Opportunity/ Affirmative Action Employer. Women and minority candidates are strongly encouraged to apply. Deadline: 06/01/2011
The Marketing Trends Award Committee selected Jean-Charles Chebat (HEC Montreal) as the 2011 Laureate for his pioneering work in cross-disciplinary research and marketing paradigms. The Marketing Trends Award is an international award that aims to honor researchers for their overall achievements in the field of Marketing.

Oxford announces The Oxford Handbook of Strategic Sales and Sales Management, Edited by David W. Cravens, Kenneth Le Mennier-FitzHugh, and Nigel F. Piercy. The Oxford Handbook of Strategic Sales and Sales Management is an unrivalled overview by leading academics in the field of sales management. Contributors have been drawn from leading business schools, including Columbia Business School, IMU - University of Bern, Kellogg School of Management, Neeley School of Business, and Warwick Business School. This Handbook is not a general sales management text, but fills a gap in the existing literature through consolidating the current academic research in the sales area. The book is structured around four key topics: Strategic positioning of the sales function within the modern organization; recent developments in sales management; the sales relationship with the customer; and the internal composition of sales within the organization. The Handbook provides a comprehensive introduction to the latest research in sales management, and is suitable for academics, professionals, and those taking professional qualifications in sales and marketing. For PR queries or to request a review copy contact Jennifer Clark at jennifer.clark@oup.com. For more information visit: http://ukcatalogue.oup.co.uk/product/9780199569458.do or http://www.us.oup.com/us/catalog/general/subject/Management/MarketingManagement/?view=usa&ci=9780199569458


The Journal of Personal Selling & Sales Management (JPSSM) announced Manfred Krafft as the next Editor. JPSSM is the leading journal worldwide in its area. An internationally composed admission committee chose Prof. Krafft to be the associate editor of JPSSM from January 2011 on. Two years later he will become the editor of the journal – the first non-US editor ever.

John R. Rossiter’s new text, Measurement for the Social Sciences, is now available from Springer publishers worldwide. Intended as an essential supplementary text for masters level and doctoral level research courses specifically covering measure design, the new book argues comprehensively for the author’s content-validity-based, non-statistical, C-OAR-SE approach (after detailing the fatal problems with the conventional psychometric approach). Suitable for research students in sociology, psychology, organizational behavior, management, and marketing, the book features examples of highly content-valid measures for all the major constructs in the social sciences. There are also end-of-chapter questions to provide researchers with practice in applying the new C-OAR-SE method. The book is available in hardcover through the Publisher’s web site and online retailers, and to students through Springer’s eBooks and paperback MyCopy programs (via SpringerLink, through participating libraries and institutions). Visit www.springer.com or e-mail service-ny@springer.com for more information.

Ramapo College of New Jersey has achieved initial accreditation of its business degree program by recent action of the Board of Directors of AACSB International - The Association to Advance Collegiate Schools of Business, joining an elite group of institutions representing less than 5% of schools of business worldwide.

Aston Business School, Birmingham, UK, is pleased to announce three new appointments to the Marketing Group: Heiner Evanschitzky, Greg Marshall, and Peter Leeflang. Welcoming the appointments, John Rudd, Head of the Marketing Group, said “Aston Business School is ambitious and continues to expand and develop our international reputation and reach. We see these key appointments as central to this strategy, and are excited about the contribution these distinguished scholars have already made to our supportive research community.” Professor Evanschitzky and Professor Graham Hooley, Aston University’s outgoing Senior Pro-Vice Chancellor, have in the past co-chaired and co-organized several conferences run by the Academy of Marketing Science. Professor Marshall presently serves as AMS President, and will continue in his principal faculty position at the Crummer Graduate School of Business at Rollins College in Florida. Aston Business School is one of the largest and most successful business schools in Europe, committed to leading and enabling transformation through teaching, research, and support and influence of organisations and their leaders. The School is among 1 per cent of business schools worldwide that hold triple accreditation from the Association of MBAs (AMBA), Association to Advance Collegiate Schools of Business (AACSB), and EQUIS.

DO YOU HAVE “IN THE NEWS” ITEMS TO SHARE? Send your news by June 10, 2011 to Theresa B. Clarke at clarketb@jmu.edu.
News from AMS Headquarters

The Academy of Marketing Science puts the 40th candle on its birthday cake this year. The celebration starts in Coral Gables, Florida at the 2011 Annual AMS conference. The conference will be held May 24th through May 27, 2011. Registration is now open online, but you can also fax or mail your registration form. To receive the early bird discount, you must complete the registration form along with full payment prior to April 24, 2011. To make your reservations at the Biltmore Hotel visit the conference page to obtain instructions as well as the group code.

The World Marketing Congress will be held in Reims, France and it’s slated to begin July 10 through July 23, 2011. To receive the early bird discount, you must register before June 19, 2011. Hotel information is available on the conference page.

To participate in either conference you must be an AMS member. Non-active members will be prompted to renew their membership prior to registering. As a reminder, make sure the contact information on your profile is up to date. If you need help registering online or editing your profile, contact me at (318) 257-02612. For more news, visit the AMS Web site at www.ams-web.org.

Message from the President - Continued from page 1

Participation numbers are very strong – over 500 academic contribution submissions and over 300 paper presentations planned. It’s not too early to look over the hotel selections and make your booking for a great trip to champagne country. The following two events are planned at Reims in conjunction with the WMC – more information on each can be found on page 7:

1) AMS is pleased to announce the First Biennial Sheth Emerging Scholars Faculty Consortium. The intent of this faculty consortium is to bring together two groups of scholars—those who have distinguished themselves in the academic arena (“Distinguished Scholars”) and those university scholars from emerging market economies who hold promise for the future of the global marketplace (“Emerging Scholars”)—in order to begin a knowledge-sharing venture with respect to both research and teaching. Vicky Crittenden (Boston College) is consortium chair.

2) In addition, the Second Biennial AMS Doctoral Consortium will be held at Reims. Sharon Beatty (University of Alabama), John Cadogan (Loughborough University), and Nick Lee (Aston University) did a fantastic job leading the inaugural doctoral consortium two years ago at WMC and AMS is grateful they are repeating that role this year.

Finally, the inaugural issue of our new journal -- *AMS Review* -- is in production and should be online within a few weeks with hard copy to follow. On behalf of AMS, many thanks to co-editors Bob Peterson (University of Texas) and Vicky Crittenden who, along with AMS VP for Publications O.C. Ferrell, worked tirelessly to turn the vision for this journal into reality. Congratulations!

On behalf of all the AMS officers, we look forward to seeing you at one or more of this year’s activities and please let us know if we can be of help in any way.

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

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Questions? Contact Florence Cazenave at 318-257-2612 or ams@latech.edu.
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.

With all of these benefits, AMS members receive a high value for their membership dues and ample opportunities to grow professionally. Your membership dues also support the AMS Foundation which offers scholarships and awards to advance scholarly research in marketing.

We hope you decide to continue your membership in the Academy!

Renew your membership in AMS today by visiting http://www.ams-web.org/registernewmembers.cfm or by sending your renewal to:

Florence Cazenave
Director of Marketing and Communications
Academy of Marketing Science
PO Box 3072
Ruston, LA 71272
(318) 257-2612
ams@latech.edu

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