Message from the President

I hope your summer is off to a great start! The Academy of Marketing Science kicked off the summer with its 40th anniversary Annual Conference at the historic Biltmore Hotel in Goral Gables, Florida (May 24-27). With a record-setting registration of over 425 delegates and many special events created under the leadership of conference co-chairs O.C. Ferrell (University of New Mexico) and Tomas Hult (Michigan State University), it was a resounding success. Throughout this issue of AMS Quarterly you have the opportunity to read stories about and view pictures from the conference.

Next we have our sights set on Reims, France – location of the 2011 World Marketing Congress (WMC) to be held July 19-23. Co-chairs Barry Babin (Louisiana Tech University) and Adison Borges (Reims Management School) have developed an outstanding program that includes over 500 academic contribution submissions and over 300 paper presentations. Reims is in the heart of champagne country and also harbors an intriguing history all its own. All of this guarantees that all who attend will have a wonderful time. At the event AMS will be presenting the First Biennial Sheth Emerging Scholars ("Emerging 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. In addition, the second Biennial AMS Doctoral Consortium will be held at Reims in conjunction with WMC 2011, co-chaired by Sharon Beatty (University of Alabama), John Cadogan (Loughborough University), and Nick Lee (Aston University). As you may know, for many years during “off-years” for WMC (WMC has been a biennial offering), AMS has held its Cultural Perspectives in Marketing (CPM) Conference at various locations around the globe. By action of the AMS Executive Committee, beginning in 2012 the CPM conference will begin to be branded under the overarching WMC brand (think of it as sub-branding), and will continue to be held biennially between the regular WMC events. In 2012, the first World Marketing Congress/Cultural Perspectives in Marketing will bring the conference back to its roots in the U.S.—to the Backhead section of Atlanta, Georgia. More information on this event will be available very soon. Also, the 2012 AMS Annual Conference will be held May 15-19 at the Hilton New Orleans Riverfront, co-chaired by Barry Babin, Eli Jones (Louisiana State University), and Adison Borges. Initial information on this event can be accessed through the AMS home page.

Finally, I need to share with you that our wonderful editor of AMS Quarterly, Theresa Clarke (James Madison University), has completed her three year term of service. I know I speak for the entire AMS leadership team in saying how much we will miss working with Theresa. The quality of the AMSQ issues under her leadership has been consistently outstanding. Her vision for integrating words and pictures in a way that captures the spirit of the Academy of Marketing Science is something we need more of. We certainly hope to continue this vision for future issues of AMS Quarterly. In your own words, Theresa, please tell us about your AMSQ editor experience! And….I am delighted to announce that the publication will continue to be in very capable leadership hands, as Diana Haytko (Florida Gulf Coast University) will be assuming the role of editor and Pia Albinsson (Aston University) will be serving as associate editor. Congratulations, Diana and Pia—we look forward to working with you.

Have a great summer — if there is any way that I or any of the AMS officers can be of service to you please let us know.

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

From the Editor

Welcome to a very special issue of AMS Quarterly. What makes it so special? It includes all of our regular columns that you usually see, but it focuses on the celebration of the 40th anniversary of the Academy of Marketing Science. My goal for this issue is to commemorate the people, history, and events that make AMS such a great organization. I am so excited about this issue and I hope it is one that you decide to keep rather than recycle.

As most of you know by now, I truly enjoy taking photos of everyone at our conference events. In 2010, the AMS Executive Council (EC) has made it possible to share photos with our members. Simply visit the AMS homepage at http://www.ams-web.org to access the “members-only” photo link. Look for the Photo Gallery link in the upper-right corner of the AMS home page. If there is a photo that you do NOT want made publicly available to our membership, please send an e-mail request to ams@latech.edu. Include your first and last name, e-mail address, and the photo number that you want removed (e.g., photo 26 of 446). Photo numbers can be found by clicking on the photo and then looking in the upper-left-hand corner. A very special thanks is extended to Pia Albinsson (Appalachian State University) for providing some of the photos found in this issue.

Continued on Page 19

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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- In the News .........................................................................................35
The 2011 Annual Conference celebrates 40 years of Academy of Marketing Science (AMS) conferences. AMS began at C. W. Post Center at Long Island University in 1971 under the directorship of founder Dr. Harold W. Berkman. Since its inception, AMS has grown to become a premier and truly global society of marketing academicians. The original vision of Harold Berkman has been advanced over the years by scores of conference volunteers, authors, reviewers, officers, and others and today the AMS stable of value-adding offerings is truly world class.

The theme for the 40th celebration conference – The Sustainable Global Marketplace – is a play on words that befits AMS and the marketplace in which we operate as marketers.

- **Sustainability** represents the longevity and, by extension, importance of AMS in the marketing profession, and especially for the marketing professorate (e.g., 40 years in operation, all with Dr. Harold Berkman at the helm as Executive Director).
- **Global** represents the scope and reach of AMS; the Academy is global with far-reaching goals and accomplishments (e.g., JAMS has more submissions from authors globally than it does in the U.S., the World Marketing Congress is a biennial conference of AMS with a strong scholarly brand).
- **The Marketplace** represents the focus of the research and activities by most, if not all, members of AMS and the worldwide marketing professorate (e.g., from AMS’ support of doctoral students to thought leadership in developing both an understanding of the marketplace for the benefit of its diverse stakeholders).

There were myriad learning opportunities at the AMS 40th anniversary conference, from the featured plenary session of marketing gurus to some 25 high-profile sessions covering the gamut of the marketing discipline. Overall, with more than 700 individuals on the program in some 130 sessions, everyone found intellectual value, fun, and networking throughout the conference.
Thank you to the many fantastic individuals who participated in the celebration of the 40th anniversary of the Academy of Marketing Science.

O.C. Ferrell, 40th Anniversary Conference Co-Chair and Vice President of Publications and Tomas Hull, 40th Anniversary Conference Co-Chair and Journal of the Academy of Marketing Science, Editor. O.C. and Tomas built the entire conference theme around important historical and contemporary marketing issues. Thank you to the Conference Co-Chairs for such a unique, inspiring, and value-added set of sessions and activities.

Greg Marshall (AMS President), Harold Berkman (AMS Founder and Executive Vice President/ Director), and Muriel Berkman at the Interactive Dinner Experience.

Conference Co-Chairs pictured with some of the Track Chairs. There were 38 Track Chairs and Special Session Organizers involved in the 40th anniversary conference.

Carl Crittenden, Dave Locander, Barry Babin (Co-Chair Board of Governors), David Ortinau, Obinna Obilo, and Boris Toma at the AMS Sponsored Biltmore Invitational Golf Challenge.

Richard Lutz, Deborah Goldring, and Vicky Crittenden (AMS President-Elect and AMS Review Co-Editor) enjoying the beautiful weather and scenery at the "Celebrating Milestones Reception" in Biltmore’s Country Club Courtyard.

Thank you to our sponsors and exhibitors for strong and continuous support. Sarah Baker Andrus (Vector Marketing Corporation), Kerry Tassopoulos (Mary Kay Inc.), and Robin Diamond (Direct Selling Education Foundation). For a complete listing of AMS Sponsors and Exhibitors, please see page 15 of this issue.
Before I begin my overview comments, I’d like all of you who read this to know that what is being offered is based on my personal experience and memory. Some of the dates may not be quite accurate since I did not pour through the archives of the Academy of Marketing Science (AMS) to confirm them. I did attempt to contact all of the other 13 living past presidents asking them when they first became involved in the Academy, how they would describe AMS during their term in office and what changes occurred during their tenure. All but four provided input.

I may have inadvertently or through lack of knowledge omitted the names of some key players as I attempted to summarize 40 years. Further, because of my 32 years in AMS and almost 30 years of continuous service across a wide variety of positions of responsibility my name pops up in a number of instances in this history. Please be assured that this is not done with any self-aggrandizing motivation. I just was often “there” when things occurred.

I have organized this partially fact-based and partially anecdotal history into four, sometimes overlapping, streams of thought: 1) organization history, 2) JAMS and other publications, 3) conference history and 4) what I termed, “faculty development and recognition plus”.

Obviously none of this would have happened if Harold Berkman had not laid the foundation through inspiration and lots of plain hard work for the creation of the Academy of Marketing Science to be “A business world of substantial competence and judicious professional dignity and high moral persuasion,” with the motto “Fiat lux” which means “Let there be light.” So this is our beginning. I venture to say that no one, including Harold, would have fully envisioned that the small regional professional group he and a few colleagues worked to start would become the organization of prominence among professional marketing organizations it is today.

Further, the Journal of the Academy of Marketing Science (JAMS) (1972) was created and edited by individuals who had no experience in marketing journal production or publication. The first editor, Jane Fenyo, was a teacher of English at the C. W. Post Center of Long Island University where the Academy and JAMS were born and the rest, as we say, “is history.”

If I were to pick a key watershed moment in the history of AMS it would be the decision by the Executive Council (EC) to have the Board of Governors (BOG) during 1986-87 to develop positioning dimensions for AMS. The BOG developed positioning dimensions were: 1) (focus) on marketing academics for membership, 2) seek broader membership profile (across schools, standing in the discipline), 3) (increase) international membership, 4) members (to be) held in high regard, 5) freedom of expression of ideas, 6) fellowship among members, 7) commitment to excellence (JAMS, conferences, programs/projects), 8) (high level of) scholarship and 9) (commitment to) innovation. Though these perceptions came from a survey of the EC and BOG members – they turned out to be insightful guidelines for action through to the present. So how is this positioning in evidence today?

The Academy has become a premier organization focusing on marketing academics as the membership core. Our membership includes representation of a broad cross-section of scholars at various stages in their professional development and accomplishment from “thought leaders” and “gurus” to doctoral students in the embryonic stages of their development. Also, we find members from a wide variety of academic institutions, large and small, regional, national and international.

Our membership today stands at almost 50% North American and 50% from other nations around the world. This is really brought home when we look around the rooms in sessions or at receptions at our annual and other conferences. Attendance at international conferences is primarily not from North America and the ratio of international to domestic conferences has gone from 0 of 5 in the seventies to 5 of 19 in the nineties to 12 of 28 in the 2000-2011 years.

We wanted members (called “fellows”) to be held in mutually high regard within the body. Notice how people interact with others, do you feel that sense of the organization being “nonhierarchical” and “non-oliclud?” Colleagues at various places along their professional highway freely interact and we see the same with regard to academic institutions, native country, etc.
We certainly have a free flow of ideas as people interact, attend sessions, and present their work and viewpoints on a wide range of professional topics. We hear from members that they feel the enfolding spirit of AMS and the intentional warm atmosphere of collegiality that the leadership and membership strive to be a part of and create.

The Academy leadership and membership commitment to excellence is evidenced in the increased quality and standing of *JAMS* over the years. This top tier journal is a result of the decision in 1986 to bring William (Bill) Darden on board as the first in a string of very experienced, discipline-recognized, journal editors and to create a “new look” redesign for the publication to coincide with this action.

The quest for increasing excellence in the quality, innovation and scholarship of the work presented, special sessions and plenary sessions of the annual conferences, special conferences and our international conferences, particularly the World Marketing Congress, is being realized. I’ve been a part of many of these conferences over the years as a reviewer, track chair, program chair, proceedings editor or VP for Programs, and now, Co-Director of International Programs with Barry Babin. This experience truly confirms that we have come a long way with great success in approaching our excellence goal. Certainly we have had some “ups and downs” and there is always room for improvement. But we can look back with pride on the conference path we have followed to this point.

We have become more structured and efficient over the years and have responded to changing leadership and organizational challenges. The Academy is more international in membership, as noted earlier, and in leadership. Currently one-half of the BOG and 20 percent of the elective officer slots are held by non-US scholars. We have begun publishing a new theory journal, *AMS Review*, filling an important void.

The Academy has been holding dissertation competitions for nearly 20 years and in the early 21st Century began increasing support for minority and other doctoral students in the way of travel grants, doctoral colloquia and more recently doctoral consortia at international conferences. We are beginning to work with emerging scholars and will have the first Sheth Emerging Scholars Consortium in Reims, France this summer. The AMS takes great pride in being an organization that seeks out and rewards colleagues who demonstrate excellence in research, scholarship, teaching, marketing practice, and service to AMS and the discipline.

The members of the Academy understand that we have special responsibilities as researchers, teachers, and colleagues to “bring light” to the marketing arena and to act in ethical and socially responsible ways as we go about our professional lives. Finally one of the Academy’s goals is to promote actions among its members so that “marketing (will continue to) contribute to society in significant and substantive ways.”

Thanks for the opportunity to share my thoughts on the history of the Academy.

Jay D. Lindquist, Ph.D.
Professor Emeritus of Marketing, Western Michigan University
Past-President, Distinguished Fellow, Co-Director of International Programs, and “One of the Old Timers”
Reflections on 100 Years of the Principles of Marketing Course

O.C. Ferrell (University of New Mexico), Joe Hair (Kennesaw State University), and Greg W. Marshall (Rollins College)

The panel on reflections on 100 years of the principles of marketing course at the 40th Anniversary AMS Annual Conference in Coral Gables, Florida celebrated a milestone in the principles of marketing course. The objective was to better analyze the trends and provide a framework for understanding the evolution of this important symbol of the marketing discipline. Exhibit 1 suggests five major periods of development with a descriptive term to represent each period. More time was spent discussing the defining period from 1910 to 1960 because this provided the foundation for our panel presentation.

Exhibit 1 Development Periods for Principles of Marketing

- **Defining Period** (1910-1960)
- **Refining Period** (1960-1975)
- **Tweaking Period** (1975-1990)
- **Enhancing Period** (1990-2005)
- **Streamlining Period** (2005-?)

**Defining Period**

It was 1910 before the term “marketing” was first used to explain the integration of selling, distribution, advertising, and commerce. When Ralph Starr Butler attempted to organize a course integrating distribution, personal selling, advertising, and pricing at the University of Wisconsin, he used the term “Marketing Methods” for his 1911 class pamphlets that were also published and became the very first principles of marketing teaching materials. Ralph Starr Butler’s six pamphlets evolved into a book titled *Marketing Methods*, Volume 5, 1918. The book is easy to find online for free at www.archive.org. It includes many of the topics in today’s principles texts, including the concepts of exchange, channels, retailing, pricing, product, purchasing, branding, and advertising. For example, some of the chapters were “Study of the Product,” “Study of the Market,” “The Complete Campaign,” and “The Cost of Competitive Selling” – not dissimilar to many chapter titles today. It is also interesting that at 21 chapters, Butler’s book has about the same number of chapters as found in today’s principles of marketing texts. Almost every topic we discuss in class today was at least touched on briefly in Butler’s book. For example, he commented that marketing ethics involves “honesty and the desire to give the consumer a little bit better than a square deal are characteristics of modern successful merchandising…No business can continue to make large sales on the basis of misrepresentation… and dissatisfied customers” (Butler, 115). This was possibly an early conceptualization of the marketing concept. Although services marketing did not emerge as a major topic in the field until the 1980s, Butler discussed service competition and related this topic to price competition.

Butler graduated from the University of Michigan in 1904 at the age of 22. He engaged in an early academic career before entering the business world in 1917, first as director of marketing research at U.S. Rubber and later as vice-president of General Foods Corporation. This career pattern is the exact reverse of academic scholars today.

The first textbook actually titled *Principles of Marketing* was by Paul Ivey in 1921, although this book was never revised. Fred Clark followed in 1922 with the second book titled *Principles of Marketing*, and his book was revised in 1932, 1942, and 1962 (today books are typically revised every two years!). The first co-authored book titled *Principles of Marketing* was by Maynard, Weidler, and Beckman in 1927. One of the most successful early texts was Converse’s *Elements of Marketing*, published in 1930. Early marketing principles textbooks focused on commodities, institutions, and functions. According to Stanley Hollander, these early authors believed that descriptive knowledge about marketing structure and activities was necessary to learn the vocabulary. He also observed that the early textbooks were written by individuals that grew up with rural backgrounds. Therefore, commodities and institutions were very important in this environment. But as we moved into the 1950s, these descriptive approaches fell out of favor. Hollander points out that the movement from macro descriptions to micro management was the most basic evolution of general marketing texts over the first 50 years of marketing.

**Refining Period**

The “Refining” period of marketing, from about 1960 to 1975, witnessed the emergence of the more managerial approach moving from macro to micro organizational strategies. By the 1950s, the concept of managerial marketing was taking the lead when Jerome McCarthy’s *Basic Marketing* was released in 1960. The marketing functions and activities described in the previous period changed little but the organization of how they were approached and managed in the organization changed. The managerial approach sought to describe the process of planning and executing marketing activities under four categories, referred to as the marketing mix. The most popular organizational description of the marketing mix was the four Ps – product, place, price, and promotion. The term “marketing mix” was coined by Neil Borden in his 1953 American Marketing Association presidential address. During this period the earlier concepts from the defining period were refined and discussed as part of the marketing mix.

**Tweaking Period**

The third period is referred to as the “Tweaking” period, and it lasted from about 1975 to 1990. Prior to this period textbooks and teaching methods were simple and consisted of mostly lectures, with students required to memorize lists of marketing functions and activities. Textbooks were black and white and contained few diagrams, pictures, or other visual representations. The tweaking period was the first deliberate effort to revise textbooks and teaching to be truly student oriented. Boone and Kurtz’s first edition of *Contemporary Marketing* was one of the first textbooks to be student friendly in terms of design and illustrations, and had a very “mod” cover – quite a departure from the standard blue and black Irwin style book covers. Coincidentally, it also was the period when the student evaluations of teaching first became widespread and coordinated. Textbooks added color, visual enhancements, and even cartoons in order to be more student-friendly. The Pride and Ferrell text was the first text based on a survey of student expectations of textbooks and offered the first computerized assisted learning for students as well as the first computerized test bank for instructors.

**Enhancing Period**

The fourth period, from 1990 to 2005, is referred to as “Enhancing” because the fundamental efforts to make teaching and textbooks student oriented became the center of attention in book development. Much of this effort was driven by the textbook publishers that sought to gain market share by producing numerous supplements for their books. These supplements included not only test banks and instructor’s manuals, but videos, simulation games, interactive exercises, teaching ideas, color overheads (and later
Presentation of material. Solomon, Marshall, and Stuart’s demanding constant updates for currency and more engaging as a significant increase in demand for accountability of student facilitated customization of content delivery approaches as well developments in computer and communications technology that refer to this period as “Streamlining” because its foundation was straddle the fence between serving both of these populations.

Streamlining Period

The fifth period began around 2005 and is still evolving. We refer to this period as “Streamlining” because its foundation was developments in computer and communications technology that facilitated customization of content delivery approaches as well as a significant increase in demand for accountability of student performance by AACSB and others. Professors and students are demanding constant updates for currency and more engaging presentation of material. Solomon, Marshall, and Stuart’s Marketing: Real People, Real Choices positioned to focus on people doing marketing and making requisite decisions in the process as opposed to a focus on marketing things. Magazine texts such as Lamb, Hair, and McDaniel’s MKTG and Pride and Ferrell’s

Marketing Express found ways to use fewer pages and a magazine styled design to efficiently provide content highlights to students, backed by technology via a log-in key provided with each edition. Marketing content can now easily be delivered to students via Web sites individually or in groups, and review and practice is available on demand, as is software that can monitor student involvement and participation. Publishers are continuing to invest in the refinement of their online platforms, aiming at full integration of the electronic and the printed elements of knowledge delivery. To this day, principles of marketing content is still generally organized around the marketing mix and the four Ps, but coverage of related areas such as planning, global approaches, and ethics are treated as integral to the entire course.

Gaining certainty about what lies ahead for the principles of marketing course is impossible, but there are clear emerging trends that provide clues as to where the course needs to go. Here are several important hot buttons impacting its future:

- The emergence of social media and other technological developments, particularly in the area of marketing communication, are already having a high impact on the field. As was also the case when the Internet and e-commerce came on the scene in the 1990s it is likely that the basic tenets of good marketing will stay the same but the application and functionality of the field will adjust to the social media capabilities. Today’s students ‘live’ in the media world of the digital, virtual, and social – the course has to better address them where they live.

- The Millennial Generation comes to us as educators with its own uniquely different set of values, capabilities, and expectations. As professors of business, our job in part is to socialize students so that they will have maximum opportunity to attain the jobs and career tracks to which they aspire. The level of academic preparedness with which students enter the principles of marketing course in 2011, in aggregate, is likely quite different from that of students of prior generation, and their learning preferences are clearly different. Delivery of content – both by publishers and by professors within the confines of the classroom – continues to evolve accordingly. It will be fascinating to see what a great marketing principles class looks like in about 5-10 years, given the ubiquitous nature of the field and the nearly unlimited access to information by students via multiple platforms. Millennials grew up “Googling” everything they think they need to know – getting them beyond that information acquisition mechanism can be a challenge!

- Marketing’s overall role in an organization, including its relationship with other areas of the firm, continues to evolve. The notion of “marketing as strategy” popularized by Nirmalya Kumar in his book of the same name means that marketing is becoming more of a true boardroom topic in firms today, complete with the understanding that the analysis needed to be able to make the best decisions about investments of precious firm resources toward the development of products and markets for the future is likely the most important strategic decision a firm’s leadership can make. For the huge majority of principles of marketing students that are not marketing majors and will never take another marketing course, the challenge for the publishers and professors is how to convey the important strategic role of marketing in a course that traditionally is very tactically focused. Our marketing of the importance of marketing to non-marketing majors is critical to their future success! Interestingly, other business course areas such as accounting, MIS, operations, finance, and strategy have not “dumbed down” their courses to an equivalent degree as is perceived in marketing. Students think marketing is inherently easy and straightforward, when the reality is that it is subtle and complex.

- And finally, multiple stakeholders are continuing to ramp-up expectations that professors demonstrate concrete outcome deliverables from courses – ROI in business education. Just as there is pressure on marketing in industry to better demonstrate its ROI, we have to do a better job of demonstrating the worth of the principles of marketing course within the overall milieu that is business education in the 21st century. This implies a partnership among textbook authors, publishers, industry leaders, and college administrators to ensure that the course continues to be fresh, relevant, and presented in ways that stimulate today’s students to become the great marketers of the future.

Sources:


One of the most popular and well-attended sessions at the anniversary conference was the **Question and Answer Session with the Marketing Gurus**. Organized by Tomas Hult and facilitated by Richard Lutz, this exemplary panel included Rajan Varadarajan, Jagdish Sheth, A. “Parsu” Parasuraman, V. Kumar, Rohit Deshpande, George Day, Ruth Bolton, and Stanley F. Slater.

AMS members interacted with some of the most respected marketing educators in the world today. Panelists shared career experiences and gave advice such as “find colleagues who are different than you but with complementary skills in order to challenge your thinking”.

**Thank you** to the organizers and participants for such a memorable and informative anniversary session.

Tomas Hult (Organizer) is the Eli Broad Professor of Marketing, International Business, and Strategic Management at Michigan State University and Editor, *Journal of the Academy of Marketing Science*.

Richard J. Lutz (Facilitator) is the J.C. Penney Professor of Marketing at University of Florida. His main interests are in consumer behavior, advertising response, and services marketing.

Ruth Bolton is the Executive Director of the Marketing Science Institute. Most recently her research interests focused on high technology services sold to business-to-business customers.

George Day is the Geoffrey T. Boisi Professor at the Wharton Business School. His interests focus on competitive strategies in global markets, market structure and competitive analysis, strategic planning processes and methods, and organizational capabilities.

Rohit Deshpande is the Sebastian Kresge Professor of Marketing at the Harvard Business School. His interests are in corporate culture, customer focus, ethics, and international marketing.

V. Kumar is the Richard and Susan Lenny Distinguished Chair at Georgia State University. His interests focus on customer loyalty and customer lifetime value.

A. “Parsu” Parasuraman is the James W. McLamore Chair in Marketing at University of Miami. His main interests are in services and technology-based products and services.

Jagdish Sheth is the Charles H. Kellstadt Professor of Marketing at Emory University. His main interests are in marketing theory, global competitive strategy, relationship marketing, and demographics.

Stanley F. Slater is the Charles and Owen Lillis Professor of Business Administration at Colorado State University. His main interests are related to the role of market orientation in organizational success and marketing’s role in business strategy implementation.

Rajan Varadarajan is Distinguished Professor of Marketing and Ford Chair in Marketing & E-Commerce at Texas A&M University. His main research interests are in marketing strategy.
AMS “Legends” Video Series Available Soon  
O.C. Ferrell, V.P. Publications-AMS  
University of New Mexico

The Academy of Marketing Science is launching its “Legends” video series in the near future. The videos include distinguished scholars that have provided significant contributions and service to the discipline. The purpose of the videos is to share these leading scholars’ insights about their personal perspectives on the discipline, research, and their career. Each scholar discussed assessments of their contributions to the discipline, insights about key areas for future research, as well as advice for young scholars. The first videos released will include Gerald Albaum, University of New Mexico; Barry Babin, Louisiana Tech University; O.C. Ferrell, University of New Mexico; Dhruv Grewal, Babson College; Joseph F. Hair, Jr., Kennesaw State University; Charles Lamb, Texas Christian University; Robert A. Peterson, University of Texas-Austin; Leyland Pitt, Simon Fraser University; Linda Price, University of Arizona; Bodo B. Schlegelmilch, Vienna University of Economics and Business Administration; Jagdish N. Sheth, Emory University; Stanley Slater, Colorado State University; Rosann Spiro, Indiana University; and Rajan Varadarajan, Texas A&M University. The videos are approximately 12-20 minutes in length.

The “Legends” series was displayed at the 40th anniversary AMS conference in Coral Gables, FL, and will be displayed at the World Marketing Congress in Reims, France in July. The “Legends” series will be available on the AMS website to members. Additional videos will be made in Reims this summer and will include some leading international scholars. The Academy of Marketing Science sincerely appreciates the support of the Sheth Foundation in the development of the “Legends” series.

Awards from the Anniversary Conference

Joe Hair (Co-Chair of the AMS Board of Governors) presenting the 2011 AMS Distinguished Marketer Award to Robbie Brozin (Co-founder of Nando’s).  
James Stitt, President and CEO, CUTCO/Vector and Barry Babin (Co-Chair, AMS Board of Governors) presenting the 2011 AMS CUTCO/Vector Distinguished Marketing Educator Award to Joe Hair.  
Joe Hair presenting the Harold W. Berkman Distinguished Service Award to O.C. Ferrell (VP for Publications)

Torsten Bornemann (University of Mannheim), winner of the Mary Kay Doctoral Dissertation Competition and Kerry Tassopoulos, VP of Government Relations and Compliance at Mary Kay Inc., Dallas TX.  
Mary Conway-Dato-On (Proceedings Editor) with Greg Marshall (AMS President).

O.C. Ferrell presenting the Jane Fenyo Award for Best Student Paper to Jason Flores (University of Texas – Pan American).

Best Conference Paper Award  
As selected by Track Chairs and Program Chairs (and consistent with the conference theme):  
Competition-Motivated Sustainability: When Corporate Social Responsibility Increases Marketing’s Effect on Firm Performance  
Jan Kemper, RWTH Aachen University  
Martin Reimann, University of Southern California  
Oliver Schilke, University of California, Los Angeles  
Andreas Engelen, RWTH Aachen University  
Xuyi Wang, Tongji University  
Malte Brettel, RWTH Aachen University

William R. Darden Best Research Methodology Paper Award  
As selected by Roger Calantone and Sengeun Yeniyurt:  
Modeling the Influence of Changes in Consumer Reservation Price Structure on Inter-Tier Retail Competition  
K. Sivakumar  
Lehigh University
Robbie Brozin, co-founder of Nando’s may have been born in a small country town, but that certainly didn’t stop him from thinking and dreaming big. After completing a B.Com degree followed by two years of articles for a leading accountancy firm in Johannesburg, Robbie decided accountancy was not for him and joined his father at his electronics company, Teltron. As Teltron’s sales and marketing manager, Robbie relished the opportunity to be innovative, but he felt he wanted to make a contribution to society and build a people-centric business that would deliver a unique product in a unique way.

When colleague and friend Fernando Duarte introduced him to Chickenland – a Portuguese café in the south of Johannesburg, he began to realize his dream. It was at this humble eatery, after tasting the best chicken he’d ever tasted, that Robbie envisaged building a global brand – one that would not just be built on the delicious traditional Portuguese-style chicken, but one where people would be the cornerstone of the business strategy.

Robert’s influence was most visible in formulating the marketing strategy and ensuring that staff members are treated as family members. Nando’s values, pride, passion, courage, integrity and family, are evident in each country in which the company trades. The marketing strategy has always been to be seen as irreverent, fun and topical, and even though each country operates and markets independently, these guidelines reflect a common thread.

Early on in Nando’s history, Robert commented that he would not wear a tie to work, wouldn’t sit in traffic for hours each day, and most importantly people within the company should “have fun and make money”. With this in mind, opportunities have been given to numerous staff members who, prior to their Nando’s jobs, had very little to look forward to.

Today Nando’s is one of the most visible high street retailers to have emerged from South Africa and the unique taste of flame-grilled Peri-Peri chicken is, after only 24 years, served in some 950 restaurants in 32 countries such as the UK, USA, Canada, Australia, South Africa, numerous African and Middle Eastern countries, by over 26 000 Nandocas (the special name given to a member of the Nando’s Family).

Nando’s was proclaimed the “Best company to work for” in the UK. Advertising Age magazine – Adage Insights Global Report (published in the USA and China) named Nando’s a member of the elite club “Top 30 Hottest Marketing Brands in 2010”. In addition to these mentions, Nando’s was also recently voted the winner of the prestigious “European Foodservice Award” in Hamburg, Germany.

On the humanitarian side, Nando’s has, under Robert’s leadership, embarked on a number of initiatives to improve the lives of the underprivileged in Africa. Nando’s is involved, in conjunction with the Global Fund, in the distribution of mosquito nets to pregnant women in sub-Saharan Africa. This is done through the sale of hand-made, beaded bracelets in the restaurants. Bracelets sell for the equivalent of $3, one dollar for beads, one dollar for the unemployed person making the bracelet, and one dollar for the Global Fund. Mosquito nets are distributed by Kingsley Holgate, an explorer and adventurer who travels extensively throughout Africa. Holgate’s association with Nando’s is a long-standing one, and had grown from strength to strength with each successive expedition.

Nando’s has also pioneered an internal initiative to raise awareness of HIV/AIDS among the 7000 South African staff members. HIV/AIDS is rife in Southern Africa, and Nando’s has an annual cycle ride over a six day period, ending on December 1st each year (World Aids Day). The cyclists (of which Robert is one) cover approximately 200 kms per day, and visit Nando’s restaurants en route, encouraging staff members to find out their HIV status, live responsibly and to take counseling and medication should they prove to be HIV positive. This ride is also a fundraising effort which enables Nando’s to pay for Anti-Retro-Virals for staff members, and any necessary hospitalization they might require. To date, almost 100 lives have been saved by the annual Aids Ride. Robbie, who is married with three children, lives in Johannesburg, South Africa.
Joe Hair is Professor of Marketing and DBA Director at Kennesaw State University. Prior to joining Kennesaw State University, Joe served the Osrbo College of Business at Louisiana State University as a marketing professor, Department Chair, Copeland Endowed Chair of Entrepreneurship and Director of the Entrepreneurship Institute. He earned his Ph.D. in Marketing in 1971 at the University of Florida and has made an indelible impact on the marketing profession through his leadership, teaching, research publications, and textbook authorship. His scholarship contributions include the authorship of over 40 books, including Multivariate Data Analysis, Prentice-Hall, 7th edition; Marketing, South-Western Publishing Company, now in its 11th edition; Marketing Essentials, 6th edition, MKTG, 5th edition, South-Western Publishing Company; Essentials of Business Research Methods, M.E. Sharpe, 2nd edition, 2011; Research Methods of Business, Wiley, UK, 2007; Marketing Research, McGraw-Hill/Irwin, 4th edition, Essentials of Marketing Research, 2nd edition, and Sales Management: Building Partnerships; HM/Cengage, 5th edition.


Joe has generously given his time and leadership talents in service to the AMS in practically every way imaginable. He has served as Program Chair, President (1996-1998), Chair of the Board of Governors, and helped shape AMS strategy and grow the Academy in size and prestige internationally.

Joe’s leadership and welcoming spirit also helped shape the AMS to ensure its friendly culture developed through camaraderie, collegiality, high quality programs and fun. AMS formally recognized his achievements with the title of Distinguished Fellow and as the 2009 recipient of the Harold W. Berkman Service Award.

Joe epitomizes the Outstanding Educator. Through Joe’s career as an educator, mentor and author he has touched countless thousands of students through his textbooks, and perhaps his best known work, Multivariate Data Analysis, has made a lasting contribution to research across all the social sciences. He has chaired and served on dissertation committees too numerous to mention and his students have in turn produced hundreds more if not thousands of publications. Perhaps nothing speaks more to Joe’s accomplishments than the many of us glad to call him a friend.

A Few Remarks from Joe Hair

Notes from the Editor: Joe Hair was selected as the 2011 AMS Outstanding Marketing Educator. This is the most important and prestigious recognition bestowed by AMS. The Outstanding Marketing Educator award is reserved for marketing scholars who have made sustained contributions to the academic discipline of marketing over an extended period of time. The selection committee considers the following priorities in selecting the recipient: (1) distinguished as a scholar; (2) global reputation; (3) impact on the discipline of marketing and (4) collaboration and mentoring. I asked Joe to share a few remarks from his acceptance speech. Thank you Joe!

Life is a journey. And it is a real pleasure that my journey has brought me to this point. I first want to thank my friends, colleagues and students who have helped me to reach this point. I also want to thank my family for their support and encouragement over the years.

But there is one individual in particular I would like to recognize because without his vision and persistence none of us would be here today. Forty years ago Harold Berkman and a small group of colleagues recognized the need for a scholarly organization dedicated to academicians – and their efforts began the journey to our meeting here in Coral Gables. When you see Harold you should all go up to him, introduce yourself if you do not know him, and shake his hand and say “Thank You for starting and continuing to support AMS over the years.”

Just as AMS was being founded 40 years ago, I too was beginning my career. In fact, my first job in academics was also 40 years ago at Ole Miss. I earned my Ph.D. from the University of Florida and those of you who know the university today would likely think a degree from there would prepare me well for an academic career but that is far from true. Not to be critical of the University of Florida but 40 years ago academics was changing rapidly – just as it is today. Indeed, none of my professors at in college or even presented a paper at a conference. In short, I had just graduated and my skill set certainly did not prepare me for a career that emphasized publishing.

Most of you likely know me for the multivariate book and as a result probably think I have a strong stats or math background. In fact, that is not true at all. I have had only one calculus course and one statistics course, both at the undergraduate level and both of which I was glad to get out of with a C grade.

You are likely asking then “How did I become the lead author of the multivariate data analysis book?” Well the previous year the University of Florida hired three new marketing professors from prestigious universities – UCLA, Penn State, and Harvard. Their task was to convert the U. of F. marketing department from a teaching emphasis to a research emphasis. They knew a lot about research, but not so much about marketing. In fact, the one from UCLA had a degree in psychology and did not even know about the 4Ps. In addition to emphasizing research, one of the things these three young experts did was to mandate that all the marketing Ph.D. students must use multivariate statistics in their dissertation.

The problem was none of us had had a course in multivariate statistics, did not know what it was, and probably could not even spell it! We certainly had never heard of homoscedasticity or parsimony or even factor analysis. To us, a varimax rotation sounded like a new version of the twist! Perhaps it’s too bad not to know that multivariate statistics when you are in your first semester of the doctoral program, but not knowing it at the end of the program and yet being expected to do it was quite shocking.

So how did I end up writing the multivariate book? Ralph Anderson, one of my coauthors, was a Ph.D. student at Florida at the same time and we both were very frustrated with the textbooks on this topic. They were full of formulas and Greek symbols. We were inspired by another colleague here today, Bob Peterson, who wrote a working paper on Canonical Correlation Analysis with Mark Alpert. Their paper demonstrated how someone could write about these methods in a way that would be understood by someone with limited knowledge of math and statistics, and provided a template to guide us in writing the book.

We started writing the multivariate book in 1972 but did not get the first edition published until 1979. Faculty at Ole Miss then were not known for their scholarly accomplishments. Indeed, Ole Miss was much better known for Miss America winners than for anything else. So it took us a long time to convince a publisher to publish the book. The other likely reason it took so long to get the initial edition published was that as naïve authors we included in the preface the phrase that “Just as you do not need to be an automobile mechanic to drive a car you do not need to be a statistician to apply multivariate data analysis!” Of course the problem was that the reviewers of the book were statisticians and not marketing professors and they considered this an insult. Fortunately we learned a lot about getting things published over the years.

That small beginning had a major influence on my career, my pursuit of knowledge on research methods, and certainly on my selection for this award. Today the multivariate book is in the 7th edition, has sold almost 300,000 copies, and been cited more than in 21,000 times. I am pleased that so many of you have found the book useful and wish you similar success in your own careers.

Thanks again for your confidence and support in selecting me for this award. I have enjoyed knowing, working with and learning from many of you in the past . . . and hope to have many more productive years as a marketing scholar and member of AMS.

AMS Quarterly 40th Anniversary Issue
O.C. Ferrell Receives the 2011 AMS Berkman Distinguished Service Award

Each year a committee of the Board of Governors of the Academy of Marketing Science considers candidates for the Harold Berkman Service Award. This award is one of the most prestigious honors that can be bestowed on a member of the Academy and is reserved for individuals who have distinguished themselves through exemplary long-term service. The recipient will have demonstrated his/her accomplishments through their actions and statements, and will have at all times acted with integrity and high ethical standards. By unanimous vote, O.C. Ferrell of the University of New Mexico has been named recipient of the 2011 AMS Harold Berkman Service Award. Congratulations, O.C., for this well-deserved honor.

The 2011 Berkman Distinguished Service Award was presented to O.C. Ferrell at the fortieth anniversary of the annual AMS conference in Coral Gables, Florida. O.C. Ferrell is a Professor of Marketing and Bill Daniels Professor of Business Ethics in the Anderson School of Management at the University of New Mexico. Dr. Ferrell has been active in the Academy of Marketing Science for over 30 years. His service includes co-program chair of the 1999 and 2011 conferences. He has been active as track chair and panel organizer for many conferences. From 2000-2006, he served on the Board of Governors. He became a Distinguished Fellow in 2008. More recently, he served as Vice President of Publications since 2007 providing support for AMS publications. In this role, he has provided coordination and leadership for the Journal of the Academy of Marketing Science and AMS Review that was launched in 2011, and AMS Quarterly. The AMS Review is the new theory journal that publishes thoughtful contributions that offer insights and perspectives on extending knowledge and understanding of marketing-related phenomena.

In his remarks at the 2011 annual AMS conference, he emphasized the importance of service in an academic career. He pointed out that service roles permit collaboration and networking that can be very supportive of research and teaching. Service is not only a responsibility but an opportunity to advance your career. Good ideas often emerge from working with others. Dr. Ferrell also recognized the importance of service in Dr. Harold Berkman’s career. Not only did he found the AMS, but he also engaged in distinguished service to his country in World War II.

Dr. Ferrell’s academic research focuses on ethical decision making, stakeholder relationships, and social responsibility. He is published in the Journal of Marketing, Journal of Marketing Research, Journal of Public Policy & Marketing, the Journal of the Academy of Marketing Science, and AMS Review; as well as other journals. His 1985 Journal of Marketing article, “A Contingency Framework for Understanding Ethical Decision Making in Marketing,” is the most cited article in marketing ethics literature over the last 50 years. He is co-author of several leading textbooks, including Marketing (16th edition).

The 20th Anniversary of the Sheth Foundation

The Sheth Foundation [http://www.shethfoundation.org] is a not-for-profit organization whose mission is to develop and recognize scholars and scholarship in marketing globally and further the development of marketing thought. The Academy of Science congratulates the Sheth Foundation for 20 years of advancing the field of marketing and related areas through the promotion of knowledge, sustained academic scholarship, and research innovation.

Happy 30th Anniversary to the Journal of Personal Selling & Sales Management

The Academy of Science congratulates the Journal of Personal Selling & Sales Management (JPSSM) on its 30th Anniversary. JPSSM [http://www.jpssm.org] commemorated this milestone with a pre-conference Anniversary Session at the AMS annual conference. Over 40 sales experts, from academe and industry representing nine countries, summarized the current state of our knowledge and mapped out directions for future research ensuring a viable future for sales research. As a benefit of AMS membership, fellows and doctoral students can purchase JPSSM at a reduced price (see page 1 of this issue of AMSQ for an order form).
The 2011 Mary Kay Doctoral Dissertation Competition

For more than 20 years, Mary Kay Inc. has supported marketing research by sponsoring the dissertation competition with the Academy of Marketing Science. This year’s winners of the Mary Kay Doctoral Dissertation Competition were recently recognized at the AMS Annual Conference by Kerry Tassopoulos, VP of Government Relations and Compliance at Mary Kay Inc. Marketing doctoral students from around the world submitted dissertation abstracts that were subjected to a blind review. Torsten Bornemann of the University of Mannheim received the top honor and was recognized as the 2011 winner. Doug J. Chung, Yale University, was selected runner-up and William Bolander, University of Houston, and Rom Y. Schrift, Columbia University, both received honorable mentions.

Torsten Bornemann (University of Mannheim) was the winner of the Mary Kay Dissertation Award. Torsten’s dissertation was chaired by Christian Homburg at the University of Mannheim. He examines design-related aspects of new product preannouncements from the preannouncing company’s as well as from the consumers’ perspective. He shows that, to increase new product success, preannouncements for pioneering products should focus on reducing consumers’ perceived risk, whereas preannouncements for followers should emphasize the product’s relative advantage over already existing alternatives. Furthermore, motivated by construal level theory, findings of several experimental studies show that consumers are more likely to purchase a high-priced product at launch when the product price was already mentioned in a preannouncement well in advance of the actual product launch.

Doug J. Chung (Yale University) was the runner-up for the Mary Kay Dissertation Award. In his dissertation chaired by K. Sudhir, he builds and estimates a structural model of how the sales force responds to alternative compensation instruments and their levels in order to help design a compensation plan that optimizes sales force performance. Overall, he found that bonuses improve sales productivity, relative to straight commissions. Furthermore, he found that quarterly bonuses act as pacers and help the sales force to be on track with their annual targets, specifically more for the low ability sales people.

Rom Y. Schrift (Columbia University) received honorable mention for the Mary Kay Dissertation Award. Rom’s dissertation titled “Complicating Choice” is co-chaired by Ran Kivetz and Oded Netzer of Columbia University. The dissertation examines why, how, and in what situations consumers make their decisions harder than they actually are. More specifically, the dissertation suggests that when confronted with important consequential decisions, consumers’ motivation to conduct a diligent decision process sometimes leads them to artificially create a more effortful choice, and essentially, complicate their decision. Rom Schrift received his PhD in Marketing from Columbia University and is currently an Assistant Professor at The Wharton School.

William Bolander (University of Houston) received honorable mention for the Mary Kay Dissertation Award. William is a member of the Florida State Faculty and his dissertation was chaired by Michael Ahearne at the University of Houston. His dissertation explores how key account managers influence the implementation of a new key account strategy. Specifically, he explores how key account managers simultaneously influence individuals within both the key account customer firm (i.e., a push strategy) and the selling firm (i.e., a pull-through strategy), despite not having the authority to direct these individuals. Furthermore, his dissertation focuses on the effectiveness of different influence strategies over time and considers whether a key account manager should focus influence effort on salespeople within his/her own firm or on individuals at the buying firm and on the interdependencies that arise between push and pull-through strategies over time.
The Academy of Marketing Science is dedicated to enhancing the professionalism of its members and the marketing discipline at large. The AMS Outstanding Marketing Teacher Program was initiated in 1999 and is sponsored by Cengage/Lamb-Hair-McDaniel. This year, AMS recognized and rewarded four colleagues based on their pedagogical excellence, teaching philosophies, and classroom success.

**Nominees for the Cengage/Lamb-Hair-McDaniel Outstanding Marketing Teaching Awards**

**Luke Kachersky** never gets too comfortable in the classroom. His approach to teaching marketing involves the execution of strategies. Dr. Kachersky argues that since marketing is an ever-changing, ever-growing discipline, marketing educators should be constantly striving to keep up with it and to continuously bring new information in new ways to students. Part of this is not settling for the norm in the classroom and embracing the difficulty attached to exploring and executing new teaching content or methods, as Dr. Kachersky did in developing and launching a Consumer Social Responsibility course at Fordham University, in association with its Center for Positive Marketing.

**Angela Paladino** gets personal in her teaching, even in classes of hundreds of students. She believes that learning is enhanced when material is presented to students in a way that has high personal relevance to them. She fosters such relevance with a number of dynamic and innovative methods. For example, she runs what she calls “Oprah” sessions, in which student volunteers are called for in class and provided with a microphone to participate. Students enjoy these sessions and become more personally motivated to engage in readings prior to class. Dr. Paladino also believes in research-led teaching and application of theory, finding that she really resonates with her students at the University of Melbourne when she discusses her own cutting edge research and how it is applied in practice.

While **Bruce Robertson** has taught a variety of classes at the undergraduate and graduate level, he chose to center his presentation on a large-section hybrid Principles of Marketing class developed in 2001. His innovative approach to the introductory class uses a combination of in-person and online activities to create a menu of learning opportunities allowing each student to choose an approach to the class that best meets his/her learning style and goals. With no physical limits to enrollment, Dr. Robertson has been able to reach more than 18,000 students in his 10 years as an academic, increasing the visibility of and student involvement in the marketing discipline at San Francisco State University.

**Contributions to marketing pedagogy that are transportable to other instructional settings or institutions will be weighed more heavily than other evidence of outstanding teaching excellence. Evidence of teaching excellence may include descriptions of teaching techniques, examples of classroom creativity and the application of technology in teaching environments, evidence of student learning and achievement, student evaluations, and letters of support from present or former students. Nominees or nominators may submit any material** (subject to the specified page limits) that they believe to provide evidence of teaching excellence.

2012 AMS Outstanding Marketing Teacher Awards

**CALL FOR NOMINATIONS**

Nominations Due: November 28, 2011

Complete Award Application Materials from Nominations Due: December 19, 2011

Program Overview: The Academy of Marketing Science is dedicated to enhancing the professionalism of its members and the marketing discipline as a whole. The AMS Outstanding Marketing Teacher Program was initiated in 1999 to recognize and reward pedagogical excellence, and to provide a forum for outstanding teachers to share the philosophies and strategies behind their classroom success with colleagues. The award program is sponsored by Cengage/Lamb-Hair-McDaniel.

Nominations Process: The program is open to all AMS members in good standing who have not received the award within the last ten years. Members may self-nominate or nominate other AMS members to vie for this distinguished award. To be considered, the Academy of Marketing Science must receive all nominations no later than November 28, 2011. The nomination should consist of an email to the Academy of Marketing Science that includes complete contact information for the nominee. Nominees or nominators may submit any material (subject to the specified page limits) that they believe to provide evidence of teaching excellence.

Submission Process: Nominees who wish to be reviewed for consideration for an AMS Outstanding Marketing Teacher Award must submit the following items electronically to the Review Committee no later than December 19, 2011:

1. A statement of teaching philosophy (limited to one page).
2. A condensed curriculum vita (limited to two pages).
3. One or two current course syllabi.
4. Two letters of support from academic colleagues (candidates or nominators must solicit these letters and send them along with the other submission materials). A supporting letter from the candidate’s department head, dean or equivalent (candidates or nominators must solicit this letter and send it along with the other submission items).
5. Supporting evidence of teaching excellence (limited to four pages).

Evidence of teaching excellence may include descriptions of teaching techniques, examples of classroom creativity and the application of technology in teaching environments, evidence of student learning and achievement, student evaluations, and letters of support from present or former students. Nominees or nominators may submit any material (subject to the specified page limits) that they believe to provide evidence of teaching excellence.

Contributions to marketing pedagogy that are transportable to other instructional settings or institutions will be weighed more heavily than other evidence of outstanding performance.

Nominations not selected as AMS Outstanding Marketing Teachers who wish to be considered the following year may re-use letters of support from academic colleagues one time in the year following when the letter was originally written.

Review Process: A committee will review application materials and select up to three individuals to honor at the AMS Annual Conference held May 15-19, 2012, at the Hilton Convention Center in New Orleans, LA. The committee will forward their recommendations to the AMS Executive Committee for approval. All applicants will be notified of the outcome of the review process by February 20, 2012.

Recognition: Recipients of the AMS Outstanding Marketing Teacher designation must agree to attend the 2012 AMS Annual Conference, where they will:

1. Receive a framed certificate and official recognition at the AMS annual awards luncheon.
2. Make a 10-15 minute presentation on teaching philosophies and strategies in a special session at the conference along with the other award winners.
3. Publish a one-page abstract on teaching philosophies and strategies in the conference proceedings.

Send nomination and materials electronically to the Academy of Marketing Science at: amss@fitch.edu. Please make sure to include the name of the award in the subject line: 2012 AMS Outstanding Marketing Teacher Awards Nomination. If there are any questions, you can contact Bruce Robertson at rebberbc@sfu.ca or 415-338-6288.
Wine Marketing: An AMS Tradition

In 1996 at the Biltmore Hotel in Coral Gables, an AMS tradition was started. Joe Hair asked Barry Babin to create a conference session on wine marketing, complete with a wine tasting, to help AMS members learn about and enjoy some wine. The rest is history…

Ever since that conference, the wine marketing session has become a regular part of AMS events. This session often kicks off the conference to a great start as the first social gathering. This year, Barry was joined by panelists Leyland Pitt and David Ortinau. He has had a number of other panelists over the years such as Don Robin, Michel Laroche, Mitch Griffin, Joe Hair, and Heiner Evanschitsky.

While it is a lot of fun, the wine marketing sessions are always an opportunity to learn. The session is a great way to get colleagues who share a common interest together and to discuss the various marketing and consumer behavior angles related to wine.

According to Barry, “one of the highlights of the event was in San Diego when AMS members blind tasted two wines (ostensibly) that turned out to be the same wine. However, the panel had described each wine differently and the result was a dramatic difference in opinion with half the room believing wine #5 was the best all night and wine #6 the worst while the other half had exactly the opposite opinion. Consumer psychology is indeed interesting.”

AMS to Co-Sponsor the International Marketing Conference

The Academy of Marketing Science will co-sponsor the International Marketing Conference organized by the Indian Institute of Management, Lucknow, India. The conference will be held January 12-14, 2012. For more information visit: http://www.iiml.ac.in/IIML_marketing.
Special session panelists on AMS Distinguished Fellows’ Reflections on AMS Contributions to the Marketing Discipline.
Harold Berkman, Gerald Albaum, Charles Lamb (Session Chair), Jay Lindquist, and Robert Peterson.

Panel members for the session on Marketing Orientation: Past, Present, and Future: George Day, Stanley Slater (Session Chair), Rohit Deshpande, and Ahmet Kirca.

Question and Answer Session with the Marketing Gurus.
George Day, Tomas Hult (Organizer), Jagdish Sheth, Rajan Varadarajan, A. “Parsu” Parasuraman, Stanley F. Slater, Richard Lutz (Facilitator), V. Kumar, Ruth Bolton, and Rohit Deshpande.

Joe Hair, Greg Marshall, and O.C. Ferrell (Session Chair) sharing a retrospective and future perspective on 100 Years of the Principles Marketing Course.

Barry Babin, Victoria Crittenden, O.C. Ferrell (Session Chair), Tomas Hult, Greg Marshall, Michael Ahearne, and Charles Hofacker presenting in a Meet the Editors session.

Janee Burkhalter and Brent Smith presenting during the session on Innovative Approaches for Teaching the Marketing Curriculum.

Minas Kastanakis, Yi Zhang, and Iman Naderi before their presentations in the Consumer Self-Concept competitive session.

Panelists in a special session on understanding, constructing, and testing marketing theory from a doctoral student perspective: Anjali Bai, Chris Archer-Brown, Colin Campbell (Session Chair), Kelli Crickey, and Paul Barretta.
AMS Annual Conference


Robert Peterson (Interviewer) interviewing Jagdish Sheth, Charles H. Kellstadt Professor of Marketing from the Goizueta Business School at Emory University.

Anniversary session on the Contributions of the Sheth Foundation to the Marketing Discipline. Richard Lutz, Tomas Hult, Ruth Bolton, and Naresh Malhotra (Session Chair).

Victoria Crittenden (AMS President-Elect) chairing the session on Telling Telling Stories: Creating Impactful Marketing Theory.

Richard Lutz, Jagdish Sheth, and K. Sivakumar (Session Chair) sharing insights on the opportunities and challenges regarding the future of marketing academia.

Linda Ferrell (VP for Programs) presenting in the panel session on Direct Selling in the 21st Century.

Charles Ingene (Session Chair) introducing David Ortinau, A. “Parsu” Parasuraman, and Bodo B. Schlegelmilch at one of the Meet the Reviewers Sessions.

Scott Vitell speaking in a special session on corporate social responsibility.

Joe Hair (Session Chair) speaking at the special session on Partial Least Squares (PLS): Past, Present and Future.
Happy 50th Anniversary to the Marketing Science Institute

During 2011, the Marketing Science Institute (MSI) celebrates 50 years of generating and disseminating knowledge—based on rigorous research—that advances the theory, science, and practice of marketing. We are celebrating with activities designed to stimulate global conversations about marketing challenges and opportunities in the years ahead.

We are pleased to announce some special anniversary activities and plans relevant to academics. First, our anniversary provides an opportunity to recognize MSI’s unique history and achievements. We have launched a 50th anniversary website at http://50.msi.org/, which traces that history in words and photos, and offers insight from thought leaders on the next half-century of marketing challenges.

Second, MSI has launched—and seeks submissions for—an unusual new initiative, called an “Ideas Challenge,” which offers funding and support for innovative activities that have the potential to invigorate scholarship on marketing topics. See our Call for Submissions at http://bit.ly/fq8ux. You can also learn about our current research priorities at http://bit.ly/g1Fcb6.

Third, we invite you to attend anniversary celebrations that will take place at MSI-sponsored special sessions at many academic conferences around the world this year. They are listed at http://bit.ly/e0vPyb.

In addition, we encourage you to register for our next MSI conference, “Sources and Uses of Customer Insights,” which will take place at the Conrad Hilton in Chicago on June 23-24. This conference is our typical “50/50” conference—that is, half of the speakers are from industry and half from the academia. Presentations are designed to be accessible to practitioners, as well as academics. For more information, please visit http://bit.ly/c7bijg.

Fourth, during 2011, MSI is sponsoring a series of articles about priority topics connected to future of marketing, written by MSI thought leaders. Topics include the future of branding, services, innovation, and marketing communications in a digital era. These articles will appear in Marketing Management, an AMA journal, edited by Gordon Wyner.

Last, if you have not already done so, you may wish to become a registered academic on the MSI website (www.msi.org). Registered academics are entitled to substantial discounts on conference fees, free access to MSI publications, notification of research proposal competitions, and other benefits.

Our anniversary theme—MSI 50: Years Ahead—captures MSI’s role in generating insights that advance the theory and practice of marketing. It is a role MSI will play in the years ahead. We encourage academics everywhere to participate in our anniversary activities—with the goal of advancing our discipline.

~Ruth Bolton
2009-11 Executive Director
Marketing Science Institute

Mark Your Calendar for Upcoming AMS Events

• 2011 AMS World Marketing Congress (WMC)
  Reims, France
  July 19-23
  Co-Chairs: Adilson Borges (Reims Management School) and Barry J. Babin (Louisiana Tech University, USA)

  Join the LinkedIn Group for news and information about the upcoming 15th Annual World Marketing Congress.
  http://www.linkedin.com/groups/15th-AMS-World-Marketing-Congress-3905759

• 2012 AMS Annual Conference
  Conference Theme – Market Dynamism & Sustainability: The More Things Change, the More They Stay the Same...
  New Orleans, LA
  Hilton New Orleans – May 15-20
  Co-chairs: Barry J. Babin (Louisiana Tech University, USA), Adilson Borges (Reims Management School), and Eli Jones (Louisiana State University, USA)

  Check the AMS Website for conference event information. http://www.ams-web.org/

Conference Co-Chairs (Eli Jones, Barry Babin, and Adilson Borges) toasting to the success of the next two AMS events.
From the Editor, continued from page 1

Creating this issue was a bittersweet experience for me. I felt excited to be covering the 40 year celebration of AMS. Out of all the AMS conference events I have ever attended, the anniversary conference in Coral Gables was definitely one of the most memorable. It was a celebration of scholarship, teaching, service, traditions, and friends at an absolutely beautiful venue. Yet, this conference was somewhat sad for me because it marked the end of my three-year term as AMS Quarterly Editor.

After this issue, I will be turning over the reins to Diana Haytko (Florida Gulf Coast University) as the next Editor of AMS Quarterly with Pia Albinsson assisting in the newly created position of Associate Editor of AMS Quarterly. Diana and Pia are extremely talented colleagues and I am confident they will perform as a fabulous team.

As my editorship comes to close, I wish to thank a number of very special individuals who helped along the way. On the operational side, Sally Sultan, Brian Miller, and Florence Cazenave were instrumental in providing timely support, resources, and information from AMS Headquarters. In addition, each issue would not come together so well without the assistance of Carolyn and Robert “Bink” Yager from Misty Graphics and Chris Moss from Good Printers. I am grateful to Robert D. Reid, Dean of the James Madison University College of Business, for funding my travel to AMS conferences during difficult economic times. All of the AMS Officers were very helpful and supportive in so many ways. Most notably, a heartfelt thanks is extended to O.C. Ferrell (Vice President of Publications) for his leadership, kindness, support, and encouragement. I truly enjoyed getting to know O.C. and was so appreciative of his commitment to quality, ethics, new ideas, and professionalism. In addition, O.C.’s inspiration and insight helped establish the “New Minds Meet Great Minds” column, currently managed by Colin Campbell (AMS Director of Doctoral Student and Junior Faculty Initiatives). I wish to thank John Ford for believing in my work and recommending me for this wonderful service opportunity. When I began the AMSQ Editorship in 2008, John was the AMS President and Barry Babin was the Immediate Past President. During my first few issues, when I was still learning the ropes, John and Barry were always available to answer questions, give assistance, and evaluate each issue. Speaking of Presidents, I thank Greg Marshall (Current AMS President) and Vicky Crittenden (AMS President-Elect) for their responsiveness in providing content, reviews, and valuable feedback. Finally, to everyone who has contributed information and ideas to the Quarterly during the past three years, thank you for your time, thoughts, and support.

The AMSQ Editorship has allowed me to meet and interact with so many talented individuals in our field, the family and friends of AMS, and our dedicated sponsors. It has been a true honor to serve our organization as Editor of the Quarterly and I thank you for entrusting me with this important publication.

The most rewarding part of my experience was capturing your warm and genuine smiles for the camera. Never stop smiling because you never really know how far that smile will take you. Best wishes!

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

40 YEARS OF AMS LEADERSHIP

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Charles W. Lamb 2004-2006
Barry J. Babin 2006-2008
John B. Ford 2008-2010
Greg W. Marshall 2010-2012

*deceased
40th Anniversary Issue
New Minds

Kirk Plangger is a Ph.D. student in Marketing at Simon Fraser University. Mr. Plangger holds a BA in Honors Economics from the University of Western Ontario as well as an MBA from the Simon Fraser University. He returned to academia following international experience in human resources and general management roles. His research interests are in brand marketing with specific reference to consumer engagement, in addition to both consumer and corporate generated online communities.

Carolyn (“Casey”) Findley Musgrove is a recent Doctoral graduate from the University of Alabama and will be starting as an Assistant Professor at Indiana University Southeast. Her primary research interests are in retailing and services, although she also works in several other areas. Her work has appeared in Services Marketing Quarterly, the Journal of the Global Academy of Marketing Science, the International Journal of Nonprofit and Voluntary Sector Marketing, the International Journal of Pharmaceutical and Healthcare Marketing, Health Marketing Quarterly, the International Journal of Sports Marketing and Management, and the Berkshire Encyclopedia of Extreme Sport. Casey has also received several fellowships, scholarships, and teaching awards. Special thanks to Professors Kotler and Hunt for taking the time to interview with us, Mr. Plangger and Ms. Findley for conducting the interviews, and O.C. Ferrell and Theresa B. Clarke for their guidance on this column. Any Ph.D. students interested in acting as an interviewer in the “New Minds Meet Great Minds” series are encouraged to contact me by e-mail.

An Interview with Philip Kotler…

In celebration of the 40th Anniversary of the Academy of Marketing Science, we are featuring in the New Minds Meet Great Minds column two of the greatest minds in the marketing discipline: Philip Kotler and Shelby Hunt.

Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at Kellogg School of Management at Northwestern University. Professor Kotler has been widely recognized for his contributions to the field of marketing and was the first recipient of the American Marketing Association’s (AMA) “Distinguished Marketing Educator Award” (1985). He has published over 150 articles in prestigious journals and numerous books among which is Marketing Management, the most widely used graduate level marketing textbook in the world. Dr. Kotler has received numerous honorary doctoral degrees from leading universities and regularly advises corporate executives and national presidents on marketing policies.

Shelby D. Hunt is the Jerry S. Rawls and P.W. Horn Professor of Marketing at Texas A&M University. A past editor of the Journal of Marketing, he is the author of numerous books, including Foundations of Marketing Theory: Toward the General Theory of Marketing (M.E. Sharpe, 2002), Controversy in Marketing Theory: For Reason, Realism, Truth, and Objectivity (M.E. Sharpe, 2003), and A General Theory of Competition: Resources, Competences, Productivity, Economic Growth (Sage Publications, 2006). One of the 250 most frequently cited researchers in economics and business (Thompson-ISI), he has written numerous articles on competitive strategy, theory, macromarketing, ethics, relationship marketing, channels of distribution, philosophy of science, and marketing theory. Three of his Journal of Marketing articles won the Harold H. Maynard Award for the “best article on marketing theory.” His 1994, “Commitment and Trust,” Journal of Marketing article, with Robert M. Morgan, was the most highly cited article in economics and business in the 1993–2003 decade (Thomson-ISI). For his contributions to theory and science in marketing, he has received other distinguished awards.

Our two “new minds” for this issue are Kirk Plangger and Carolyn Musgrove.

From an education in economics and mathematics, to countless honors, awards, and recognitions by prestigious institutions for your contributions to the field of marketing and to academic thought as a whole, you have had a very successful and accomplished career. What first interested you in marketing and drove you to become a marketing professor and scholar?

I was trained as an economist at the University of Chicago (MBA) and M.I.T. (Ph.D.). So the question becomes, “why didn’t I teach, write, and consult in economics?” The simple answer is that economic theory didn’t seem to deal much with the real marketplace. Economic theory tended to emphasize price as the main or only driver of demand, ignoring the impact of advertising, the sales force, sales promotion, product design, warranties, distribution channels, and so on. This created a great mathematical tractability for model building but it left out real world factors and forces. So I rebelled by becoming a “market economist” instead of a “macro-economist” or “micro-economist.” Marketers are actually “market economists” or “demand economists.”

Recently, you have written extensively about social networks, how marketers can better use them, and how this new social phenomenon plays an important role in influencing actions and changing consumer behavior. What direction do you see the field of marketing going in the next few years?

I foresee a shift of marketing funds from traditional media to more use of the new social media. Traditional media still remains an economical way to produce mass awareness of a new offering, but it doesn’t quite produce preference or purchase. Preference and purchase are increasingly influenced by consumers researching information on the Internet and reaching and passing on word-of-mouth information in social media. The new social media offers an opportunity to produce targeted consumer involvement and engagement. It is engagement and involvement that capture and keep customers. The social media increase the possibility of achieving a degree of customer intimacy.

Conceptual articles in the top journals in our field (such as JM) generally get cited more often, and also win more awards than empirical papers. Yet there has been a significant decline in the number of conceptual papers published, especially in journals such as JM. Do you have any advice for the discipline as a whole in this regard, and any particular advice to new scholars and PhD graduates?

I agree with you that conceptual articles that offer a new view often receive more citations than most empirical papers. Conceptual articles that are accepted and published and acknowledged as a new offering, but it doesn’t quite produce preference or purchase. Preference and purchase are increasingly influenced by consumers researching information on the Internet and passing on word-of-mouth information in social media. The new social media offers an opportunity to produce targeted consumer involvement and engagement. It is engagement and involvement that capture and keep customers. The social media increase the possibility of achieving a degree of customer intimacy.

My advice to new scholars and PhD graduates is to first carry out empirical studies to establish your scholarly abilities. But if your research leads to a new point of view about marketing phenomena, it might be time to submit a conceptual paper to JM. The most welcome type of conceptual paper is one attacking an existing marketing framework or set of assumptions. Another welcome type of paper is one that forms new connections among formerly unrelated disciplines or phenomena.

You have lectured at university campuses around the world and have been featured in teaching companies and national governments. What experience do you most fondly remember?

During my speaking engagements abroad, I often am introduced to the ministers in a country or even the country’s leader. In Indonesia, the largest country in the world by population, the ministers of trade, tourism and education sat in on one of my seminars. I was then introduced to President Yudhoyono of Indonesia who told me that he had read my book, Marketing for Nations, three times, each time as he ascended to a higher government position on his way to becoming the President of Indonesia. This gave me great satisfaction.

Whether it be through online resources, instructor blogs, Podcasting, or new devices such as the iPad, technology is gaining a stronger foothold in the classroom. As someone who has written extensively on both creating classroom resources and also teaching, how have you seen technology impact learning and what tips do you have for professors attempting to integrate it into their courses?

New Internet software enterprises (Google, Amazon, and others) and new technological devices (smart phones, iPad, and others) provide a level of information to the students never before seen in history. In pre-Internet times, instructors in the classroom were largely passing on information to the students. This is becoming less necessary. The classroom now needs to become more of a discussion and reporting forum. The case method becomes more important because students have to take and debate positions. The instructor has to create teams that research topics of interest to them and make presentations to the other students. The instructor becomes more of a listener, critic, moderator, summarizer, and inspirer.

Many of us enjoy, of course, listening to a great lecturer, a role that not many instructors can fulfill. I anticipate that the great marketing lecturers will be available on videotape, much like the great instructors on the Teaching Company series. The instructor can show a number of these tapes during the course where appropriate. The instructor can also invite well-known experienced marketers to be addressed by the students on an audio or video live basis. The students can hear a brief presentation from the guest and then pose questions to the guest.

Over the last few decades, America has increasingly become more multicultural. In your opinion, what are the additional challenges that marketing practitioners and academics face in nations with a culturally heterogeneous population?

Marketers have already learned to move from mass marketing to target marketing. Each cultural group—African Americans, Hispanic Americans, American Muslims, and others—need to be approached in terms of a deep cultural understanding. Even here, further refined target marketing is necessary in each category; thus Hispanic Americans differ culturally as between Mexican, Puerto Rican, Cuban, Colombian, and other Hispanic groups. Now a company will not normally have experts on these different groups on its staff. Here is where the company and its advertising agency need to hire specialists in designing product and service offerings and advertising campaigns. The cost of this expertise will be justified as long as the target group is large enough to yield a return.

Thank you Dr. Kotler for taking the time to interview with us.
To marketing theory and research, I adopted an eclectic blend of logical empiricism and realism, which I referred to as “contemporary empiricism.” Two years' labor resulted in “The Nature and Scope of Marketing” (Hunt 1976b) and the first edition of Marketing Theory (Hunt 1976a).

The foundations for the Three Dichotomies Model were laid in my doctoral program, which stressed the importance of both the micro and macro aspects of marketing. Therefore, in my early days at the University of Wisconsin, on the first day of each class I taught the “two halves” of marketing, micromarketing and macromarketing. That changed after I heard a presentation by Phil Kotler at the 1972 meeting of the American Marketing Association, in which he argued that marketing did not just have the two halves of micro and macro. Rather, as did economics, marketing also had its positive and normative dimensions. Accordingly, I changed my first-day lecture to refer to these additional dimensions of marketing. Sometime in early 1974, I came to the conclusion that the differences between profit sector marketing and nonprofit sector marketing should also be incorporated into my first-day lecture on the scope of marketing. One day, while doodling at my desk, I drew an eight-celled model that incorporated all three dichotomies.

It seemed to me that the model might be useful in analyzing debates concerning the broadening concept of marketing and whether marketing is a science. Over a period of several months, I developed drafts of a manuscript that ultimately became the “Nature and Scope of Marketing” article. I also decided to use the model in the first chapter of drafts of the marketing theory monograph that I was working on. The article was accepted by the Journal of Marketing, and the “little green book.” Marketing Theory: Conceptual Foundations and Research in Marketing, was accepted for publication by Grid, Incorporated. The publication of the “Nature and Scope” article and Marketing Theory were key steps in developing my research program on marketing theory and the philosophy of science.

You have taught a variety of classes throughout your career, including Marketing Theory, Marketing Management, Marketing Strategy, Basic Marketing, Marketing Research, Marketing Environment, and Macromarketing. Do you integrate your research into your classes? If so, how?

My research and teaching are always related. For example, the general theory of ethics that Scott Veilley and I authored (Hunt and Veilley 1986) had its beginnings with a simple model of ethics that I used in teaching macromarketing. Also, recall that the very first article developing R-A theory, that is, Hunt and Morgan (1995), used market orientation as an example of how R-A theory can contribute to understanding strategic decision making. From that point, I gradually began to use R-A theory in my classes to teach strategy, using the framework that Carolie Deruzor and I developed (Hunt and Derouer 2004). Since then, I continued to use the theory to research issues germane to marketing strategy and I continue to develop ways to use the theory in the classroom (Hunt and Madhavaram 2006). It is commonplace in academe to claim that research impacts on teaching and teaching impacts on research. That’s the way it has always worked for me: there has always been a close connection between what I teach in class and my research.

You mentioned ethics. It is commonplace to claim that it is important to bring ethical issues to the forefront in all courses. How do you get your students to think about ethics in your classes?

On the first class day of class, I advise students that two themes will be recurring throughout the semester. First, making decisions in an ethical manner is important in business. Second, success in business does not require one to act unethically. Indeed, I point out, one of the objectives of the course is to provide an education that will help keep them out of prison. Citing recent scandals reported in the press, I tell them that way too many managers who have MBAs are engaging in behaviors that ultimately land them in jail. Prisons, I explain, are not nice places. Furthermore, students should learn that prisons are not nice places vicariously, not experientially. The first day’s “mini-lecture” on ethics seems to get their attention.

Finally, what parting comment would you like to make to the marketing field in general?

Over the last few decades our discipline and especially our discipline’s major journals have gone from an emphasis on macro-marketing, then to micro-marketing, and now to nano-marketing. That is, our discipline’s major journals have gone from focusing on marketing systems and their effects on society to an emphasis on the problems of the marketing manager, and now to an emphasis on incredibly narrow—and, let’s be frank about it—inimportant issues. This is not a trend that is healthy for the marketing discipline. The founding of the Academy of Marketing Science Review is an encouraging sign. Let’s hope it is successful.

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Meet Great Minds

An Interview with Shelby Hunt...

Your article, “The Commitment-Trust Theory of Relationship Marketing” (JIM, 1994, with Robert M. Morgan) has been identified as the most frequently cited article for 1993-2003 in the marketing literature (Thomson-Reuters, 2003). Currently, over 6,000 Google Scholar citations to it. What do you think has made this article so widely cited?

Several factors, I believe, contributed to the article’s success. First, though relationship marketing had been investigated prior to the Morgan and Hunt (1994) article, the commitment-trust article (hereafter C-T) was the first to expand the scope of relationship marketing to all four types of partnerships, that is, supplier-partnerships, lateral partnerships, buyer partnerships, and internal partnerships. Prior to C-T, the most common usage of “relationship marketing” was to restrict it to firms and their ultimate customers.

Second, although many authors had investigated the roles of commitment and trust in various types of exchanges, C-T was the first to specifically hypothesize that commitment and trust were key variables that moderated the effects of relationship termination costs, relationship benefits, shared values, communication, and opportunistic behavior on such key outcomes as acquiescence, cooperation, and uncertainty. In short, the C-T model integrated a vast body of literature into one, cohesive model.

Third, the C-T model is contrasted with the power-conflict model, which had been the predominant way of studying the relationships among members of channels of distribution. Many researchers believed that the power-conflict approach had unnecessarily focused on dysfunctional aspects of channel relationships. In contrast, the C-T model seemed to me more relevant to understanding successful relationships in channels of distribution.

Fourth, the C-T article positioned relationship marketing as being a part of the developing “network paradigm,” which recognizes that global competition occurs increasingly between networks of firms. That is, the C-T article positioned relationship marketing within the corporate strategy literature. As such, it stressed the somewhat paradoxical nature of relationships as both the antithesis and effects of professional buyers and not to reduce the “talking past” each other, rather than engaging in truly productive interaction. The reasons for the frequently unproductive discussions were not apparent to me.

A neighbor, a doctoral student in philosophy, showed me that a major reason our contemporary marketing theorists. Class discussion still suffered. After graduating from Michigan State University in December of 1968, I joined the faculty at the University of Wisconsin, Madison, and was assigned the marketing theory course. For the first time, I found that my seminars could illuminate issues in marketing theory. At that time, philosophers of science were debating the merits of three rival philosophical isms: logical empiricism, scientific realism, and historical (“Kuhnian”) relativism. Believing that historical relativism offered little
Understanding of it in several important ways: theory can provide application of such theories to a phenomenon often provides greater Organization theory offers a variety of useful perspectives, and the application of organizational theories varies significantly in the marketing field. To address this, the Journal of the Academy of Marketing Science issued a call for papers that shed greater insights into how organization theories can help describe, explain, and predict marketing phenomena. The resulting special issue, to be published in August 2011 (volume 39, number 4), includes nine articles that integrate organization theory mechanisms and effects on channel cooperation in China Expanded understanding of service exchange and value co-creation: a social construction approach

**JAMS Publishes Special Issue on Organization Theory**

Organization theory offers a variety of useful perspectives, and the application of such theories to a phenomenon often provides greater understanding of it in several important ways: theory can provide description of relationships between variables, enable prediction of important outcomes, and provide explanation of why variables are related in certain ways. However, the consistency and depth of the use of organization theories varies significantly in the marketing field. To address this, the Journal of the Academy of Marketing Science issued a call for papers that shed greater insights into how organization theories can help describe, explain, and predict marketing phenomena. The resulting special issue, to be published in August 2011 (volume 39, issue 4), includes nine articles that integrate organization theory and marketing. As described in special issue co-editor David Ketchen and Tomas Hult’s introduction to the issue, the articles in the issue “individually identify important synergies between marketing and organization theory while collectively advancing knowledge about marketing.”

The special issue articles apply a number of organization theories to aspects of marketing, including institutional theory, organizational identity, and agency theory; the article by JAMS Editor Tomas Hult derives marketing implications from 31 different organization theories. All content for the special issue can be accessed online for free by AMS members by logging in through the AMS website; this issue and the rest of the JAMS archive is on SpringerLink at http://www.springerlink.com/content/0092-0703.

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**Journal of the Academy of Marketing Science**

**Volume 39, Number 2**

April 2011

Protecting relational assets: a pre and post field study of a horizontal business combination
Robert F. Lusch, James R. Brown and Matthew O’Brien

An investigation of the cross-national determinants of customer satisfaction
Forrest V. Morgeson, Sunil Mithas, Timothy L. Keiningham and Lezann Aksoy

Proactive customer orientation and its role for creating customer value in global markets
Christopher P. Blocker, Daniel J. Fintel, Matthew B. Myers and Stanley F. Slater

The effects of customer acquisition and retention orientations on a firm’s radical and incremental innovation performance
Todd J. Arnold, Eric (Er) Fang and Robert W. Palmatier

Market orientation and performance of export ventures: the process through marketing capabilities and competitive advantages
Janet Y. Murray, Gerald Yong Gao and Masanobu Kotabe

An examination of consumer sentiment toward offshored services
Shawn T. Thelen, Boonheekoo Yoo and Vincent P. Magnini

Customer relationship management and company performance—the mediating role of new product performance
Holger Ernst, Wayne D. Hoyer, Manfred Krafft and Katrin Krieger

A taxonomy of control mechanisms and effects on channel cooperation in China
Yadong Luo, Yi Liu, Leinan Zhang and Ying Huang

Expanding understanding of service exchange and value co-creation: a social construction approach
Bo Edvardsson, Bård Tronvoll and Thorsten Gruber

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**Journal of the Academy of Marketing Science**

**Volume 39, Number 3**

June 2011

Managing rewards to enhance relational worth
Joanna Phillips Melancon, Stephanie M. Noble and Charles H. Noble

The influence of redemption time frame on responses to incentives
Michelle L. Roehm and Harper A. Roehm

Productive play time: the effect of practice on consumer demand for hedonic experiences
Kyle B. Murray and Steven Bellman

Brand personality appeal: conceptualization and empirical validation
Traci H. Freling, Jody L. Crossno and David H. Henard

Drivers of sales performance: a contemporary meta-analysis. Have salespeople become knowledge brokers?
Willem Verbeke, Bart Dietz and Ernst Verwaal

Breaking bread with Abraham’s children: Christians, Jews and Muslims’ holiday consumption in dominant, minority and diasporic communities
Elizabet C. Hirschman, Ayalla A. Ravio and Mourad Touzani

Multiple emotional contagions in service encounters
Jiangang Du, Xiacheng Fan and Tianjun Feng

Benefits and challenges of conducting multiple methods research in marketing
Donna F. Davis, Susan L. Golicic and Courtney N. Boerstler

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**Journal of the Academy of Marketing Science**

**Volume 39, Number 4**

August 2011

Special Issue: Organization Theory
Co-editors: David Ketchen and Tomas Hult

Editorial
Marketing and organization theory: opportunities for synergy
David J. Ketchen Jr. and G. Tomas M. Hult

Articles
Markets as networks: implications for strategy-making
Jan Johanson and Jan-Erik Vahlne

Marketing and the multinational: extending internationalisation theory
Peter J. Buckley and Mark Casson

Toward a theory of the boundary-spanning marketing organization and insights from 31 organization theories
G. Tomas M. Hult

Where is the opportunity without the customer? An integration of marketing activities, the entrepreneurship process, and institutional theory
Justin W. Webb, R. Duane Ireland, Michael A. Hitt, Geoffrey M. Kistruck and Laszlo Tihanyi

The impact of product market strategy-organizational culture fit on business performance
Larry Yarbrough, Neil A. Morgan and Douglas W. Vorhies

Institutional pressures and marketing ethics initiatives: the focal role of organizational identity
Kelly D. Martin, Jean L. Johnson and Joseph J. French

Exploring CRM effectiveness: an institutional theory perspective
Bas Hillebrand, Jurriaan J. Nijholt and Edwin J. Nijssen

The trade-off of servicing empowerment on employees’ service performance: examining the underlying motivation and workload mechanisms
Kimmy Wu Chan and Wing Lam

Franchise branding: an organizational identity perspective
Miles A. Zachary, Aaron F. McKenny, Jeremy C. Short, Kelly M. Davis and Di Wu
JAMS Sheth Foundation Best Paper Award

Each year, the *Journal of the Academy of Marketing Science* presents its annual best paper award, sponsored by the Sheth Foundation, at the AMS Conference. The winning paper is selected out of all papers published in the previous year’s volume by votes from the journal’s Editorial Review Board.

This year’s winner, for volume 38, was Rajan Varadarajan’s paper, “Strategic marketing and marketing strategy: domain, definition, fundamental issues and foundational premises” (vol. 38, no. 2, April 2010).

A conceptual/theoretical piece, the article defines “strategic marketing” as a field and discusses issues fundamental to it. Varadarajan describes strategic marketing’s domain as the study of phenomena regarding how organizations behave and interact with groups like customers and competitors, as well the management responsibilities of the marketing function in terms of its boundary-spanning role in organizations.

In the paper Varadarajan also suggests a definition for “marketing strategy,” described in the abstract as “an organization’s integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities and marketing resources in the creation, communication and/or delivery of products that offer value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives.”

Questions pertaining to *JAMS* should be directed to:

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Email: jams@msu.edu

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Congratulations to Victoria Crittenden and Robert A. Peterson for Co-Editing the first issue of *AMS Review*. *AMS Review* is a new theory journal that publishes thoughtful contributions that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena. Submissions now being accepted: http://amsr.edmgr.com.

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**AMS Review**
Volume 1, Number 1
2011

The AMS Review
Victoria Crittenden and Robert A. Peterson

Entrepreneurship in global innovation ecosystems
Shaker A. Zahra and Satish Nambissan

Resale price maintenance and free riding: insights from multi-channel research
Gregory T. Gundlach, Kenneth C. Manning and Joseph P. Cannon

Marketing strategy: discerning the relative influence of product and firm characteristics
Rajan Varadarajan

Stakeholder marketing: a definition and conceptual framework
G. Tomas M. Hult, Jeannette A. Mena, O. C. Ferrell and Linda Ferrell
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) and 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 C.K. Prahalad and Venkatram Ramaswamy on the writing of C.K. Prahalad (2008), called contextual value in-exchange perspectives on markets and marketing.

The role of brand in value creation.

Applying Intelligent Systems in Business-to-Business Marketing Special Issue, Industrial Marketing Management
Deadline: September 15, 2011

Guest Editors: Francisco J. Martínez-López, University of Granada (Spain) and Open University of Catalunya, Barcelona (Spain) and 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 (Negnevitsky, 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. These 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 strategic drivers approach, might be of interest to managers in their decision-making (Martinez-Lopez 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 Wiengeng (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 notable introductory books (e.g. Berry and Linoff, 1997; Matsatsinis 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; Bigdoli, 1998; Carlson, Fredrizi and Fuller,
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 systems are expected to outperform 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/imdarmam. Each submission should be sent as an attached MS Word file to both guest editors, Francisco J. Martínez-López (fjmlopes@ugr.es) and Jorge Casillas (casillas@deeas.ugr.es), with an additional copy sent to the IMM Editor-in-Chief, Peter Laplaca (plaplaca@journalism.com). Please clearly indicate in your cover letter that your submission is for this special issue, with the following submission message: “Submission to IMM Special Issue Intelligent Systems”.

Interfirm Relationships in Russia: Responding to New Challenges

Special Issue, Journal of Business & Industrial Marketing

Deadline: October 31, 2011

Guest Editor: D.Sc. Olga Treytak, (olga@ihse.ru), National Research University ‘Higher School of Economics’, Faculty of Management

Topic of the Special Issue

Interfirm relationships in Russia recently turned into an important research topic – there are many reasons why. On the one hand, the country has regained some of its economic influence, and many international companies established relations with local firms. On the other hand, recent turmoil stimulated local firms to acknowledge strong economic advantages as a source of competitive advantage (this is because weak relations often proved to be the reason for disaster). Besides, local industry leaders now have to cope with the growing complexity of industry relations in Russia an interesting research topic – there are many reasons why. On the one hand, the country has regained some of its economic influence, and many international companies established relations with local firms. On the other hand, recent turmoil stimulated local firms to acknowledge strong economic advantages as a source of competitive advantage (this is because weak relations often proved to be the reason for disaster). Besides, local industry leaders now have to cope with the growing complexity of industry relations in Russia. Interfirm relationships of Russian companies with their partners from Russia as well as with other countries. We would prioritize both papers which make substantive contribution and those which highlight practicalities. We will especially consider ‘scaling ups’ like studying coordination in value chains, or studying relationships across several countries, or tracing evolution in whole industrial markets, of the entire JIBM’s scope. We particularly encourage papers that consider all kinds of interfirm relationships along the value chains, customer involvement and customer influence on the process of interfirm coordination, customer perspectives, international issues, and macro-level analyses.

Examples of possible topics for articles in the Special Issue demonstrate our determination to invite a broad range of potential contributions:

- Relationship practices: empirical examples that illuminate characteristic forms of relationships and relationship portfolios, taxonomies of relationships and networks
- Regulating mechanisms: motivations for development and/or dissolution of relationships, the role of various mechanisms in various relational situations: norms, trust, power, customer orientation...
SCHOLARSHIP AND RESEARCH

- Relationship management: relationship management strategies, approaches to orchestrate value chains and markets, diffusion of new technologies and tools for management of relationships with customers and other partners
- Relationship consequences: long-term results of B2B relationships, valuation of relationships and relational rents, measurements of relationship performance

Submission of papers
Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication in any other journal. Submissions should be approximately 6,000 words in length. Submissions to the Journal of Business & Industrial Marketing must be made using the ScholarOne Manuscript Central system. For more details, please visit www.emeraldinsight.com/bim.htm and consult the author guidelines. A separate title page containing the title, author(s), and contact information for the author(s) should not be uploaded. Suitable articles will be subjected to a double-blind review. Hence, authors should not identify themselves in the body of the paper.

Submission deadline of first draft of the paper: October 31, 2011.

References
Dolgopyatova T.G., Iwasaki, I. and Yakovlev, A.A., eds. (2009). Organization and Development of Russian Business. A Firm-Level Analysis, Palgrave Macmillan, Boston (theoretical, empirical or case study) and not under consideration by any other journal or publication outlet. The initial submission will be reviewed by the Guest Editor and, if deemed suitable, then placed for double-blind review with experts in the field.

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

Special Issue, International Journal of Physical Distribution & Logistics Management
Deadline: November 30, 2011

Guest Editors: Ron Fisher, Griffith University, Gold Coast, Australia, Robert F. Lusch, University of Arizona, USA, and Stephen L. Vargo, University of Hawaii, USA

Service-dominant (S-D) logic has moved the focus of business from goods to services, proposing instead 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 carriers of embedded knowledge that, in turn, is used by other operand resources (e.g. customers) in creating value, through self-service. Also challenged is the similar traditional view that value is embodied in operand resources (goods) and exchanged or delivered. S-D logic proposes that value is co-created but “perceived and determined by the customer on the basis of value-in-use” (Vargo and Lusch, 2004, p. 7).

A foundational premise of S-D logic is that goods are a means rather than ends, being beneficial practices? The role of credit in over 80.

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-communication 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. Beitelspacher, ‘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@cba.ua.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/ijpdlm.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.

Full paper submissions due: November 30, 2011

Qualitative Approaches to eMarketing and Online Consumer Behaviour

Special Issue, Journal of Theoretical and Applied Electronic Commerce Research
Deadline: November 30, 2011

Guest Editors: Inna Rodriguez-Ardura, University of Oxford (United of Kingdom) and Open University of Catalunya (Spain), Gerard Ryan, Rovira and Virgili University (Spain), and Ulrike Gretzel, University of Wollongong (Australia)

The Journal of Theoretical and Applied Electronic Commerce Research is planning a special issue on Qualitative Approaches to Research in the field of eMarketing and Online Consumer Behaviour.

Rationale for the special issue
The potential of the Internet to transform the marketing environment has resulted in a great deal of research on the online consumer and the business strategies and orientations which companies adopt in order to build relationships with consumers through this channel.

Interest in qualitative approaches to research in e-marketing and online consumer behaviour has increased in recent times, thus facilitating a more in-depth analysis of the motivations and perceptions of connected consumers. Qualitative approaches enable researchers to access online consumer behaviour, often through direct observation, in its natural environment. They facilitate the analyses of how consumers shop and interact with one another on the Internet. In this way qualitative research on the online consumer tends to be consumer rather than researcher-centric. Qualitative research allows gaining deep insights and a better understanding of consumer behaviour which might not otherwise be possible by adopting solely quantitative approaches.

Thus, nowadays qualitative methods may be considered as important elements in the Internet researcher’s ‘toolbox’. In fact, with the development of social networking, qualitative and mix methods approaches may emerge as important contributors to the field: in ways such as helping to discover the new forms through which the Internet empowers consumers; facilitating the exploration of new routes for co-creation of value and for consumer participation in the innovation processes; aiding with the evaluation of the impact of personalization practices developed within CRM programmes on consumers; and promoting the analysis of consumer behaviour in virtual consumption communities.

Hence, there is a need to reflect on and discuss the use of qualitative techniques within e-market programmes in order to facilitate further exploration through the qualitative lens and to consider the contribution of qualitative approaches to the growing knowledge on the issues surrounding the behaviour of people as online consumers.

This special issue of JTAER aims to encourage and gather high-quality theoretical and/or qualitative-empirical analysis, which examines this research topic.

Subject Coverage

Particular topics to be addressed in this issue might include, but are not limited to the following:

- Perspectives on qualitative methodologies in research on e-marketing and online consumer behaviour
- Critical appraisals of qualitative approaches to research on e-marketing, including the identification and analysis of opportunities and challenges of using qualitative techniques.
- Critical perspectives on ecological validity, rigor and credibility in qualitative research around the online consumer.
- Systematic comparisons and assessment of qualitative and quantitative methods in research on the e-consumer.
- Insights into qualitative research on the online consumer in terms of new data and methods, including emerging methodological issues and researcher experiences.
- Critical analyses of specific instruments and techniques employed in qualitative research on the online consumer such as:
  - Online instruments or environments
  - The mixed approach
  - Observational techniques
  - The online consumer diary
- Comprehensive overviews of the contributions of qualitative empirical research
to e-marketing and online consumer behaviour
• Insights into the main contributions made by e-qualitative empirical research to the wide domain of e-marketing and online consumer behaviour, enhancing its body of knowledge, significance or impact.
• Overviews of sub-fields or main issues on e-marketing and online consumer behaviour, which include major findings and directions for further research from qualitative empirical approaches:
  o Online consumption motivations and flow
  o Trust towards online shopping
  o e-Loyalty
  o e-Service quality
  o eCRM and personalisation
  o Virtual brand communities and social media marketing
  o Co-creation and e-innovation
  o Focused qualitative empirical studies, on specific topics within the field of e-marketing and online consumer behaviour
• Empirical studies of online consumer behaviour carried out using qualitative methodologies.

Notes for Intending Authors
All submissions will be refereed by three reviewers. Submissions should be directed by email to irodriquez@uo.cat with copy to gerard.ryan@urv.cat and upretzel@uoc.edu.

For the full call for papers and submission guidelines, please visit the following web site: http://www. jser.com.

Corporate Social Responsibility and Irresponsibility
Special Issue, Journal of Business Research
Deadline: January 15, 2012
Special Issue Editors: Patrick E. Murphy, University of Notre Dame and Bodo B. Schlegelmilch, WU Vienna.
Supply Chain Solutions for a Changing Competitive Landscape: Impacts of Sustainability and Resource Scarcity

Special Issue, International Journal of Physical Distribution & Logistics Management

Deadline: March 31, 2012

Guest Editors: Chad W. Autry, University of Tennessee and Judith M. Whipple, Michigan State University

As firms seek to gain a global edge, logistics and supply chain management are playing a greater role in the development and execution of a firm’s competitive advantage. Managers are looking to logistics and supply chain management to provide cost and/or service advantages in the global marketplace. At the same time, firms are under increasing pressure to incorporate sustainability considerations in their logistics and supply chain approaches as well as to address issues surrounding more costly and/or scarce resources (e.g., rising fuel and other commodity prices, increases in global demand creating resource scarcity, etc.). Such pressures are coming not only from the changing competitive landscape, but also in the form of new and/or potential regulation via governmental bodies as well as from new means of regulation generated through social media efforts.

All together, these changes mean challenges for logistics and supply chain managers. Research has only begun to scratch the surface in terms of considering the impact of sustainability and resource scarcity along economic, environmental and social lines. Managers seek relevant tools for analyzing trade-offs associated with sustainable supply chains. For example, managers must consider balancing between time-based distribution demands with flexible, small-size shipment deliveries and more environmentally efficient, larger but less frequent deliveries. Further, how managers can assess and respond to rising costs associated with resources, in particular resources that may become scarce, is another important concern.

The objective of this special issue is to facilitate a critical but constructive discussion of the role that logistics and supply chain management plays in international supply chains in a manner that can be regarded as sustainable and flexible to resource fluctuations. IJPDLM hopes to be your target journal for this type of ground-breaking research. Thus, we encourage authors to submit manuscripts related to sustainability and/or the efficient management of resources from a logistics and supply chain perspective. Both methodological rigor and managerial relevance will be key bases for consideration.

Potential topics include, but are not limited to:
- Analysis that identifies strengths and weaknesses in current theory and/or practice.
- Comparison of alternative distribution strategies with regard to use of environmental resources and/or energy efficiency.
- Corporate social responsibility in the supply chain.
- Critical review of current theory and approaches in logistics and supply chain in the context of sustainability and energy efficiency.
- Critical review of global logistics in the light of sustainability and energy efficiency.
- Empirical applications of solutions that consider climate change and energy efficiency.
- Environmental issues and/or fuel efficiency in freight transport and distribution.
- Environmental regulation in logistics.
- Future directions for sustainability and energy efficiency in the design of logistics solutions.
- Green logistics/supply chain management/procurement.
- Impacts of climate change and scarcity of natural resources on supply chain management tools and techniques.
- Impacts of knowledge and organizational learning.
- Interorganizational collaboration in designing and implementing the sustainable agenda into supply chains.
- International, cross-border, global issues and applications.
- Positioning of logistics management and sustainability relative to the discourse of sustainability in other management disciplines.
- Process and product design that have implications for usage of natural resources in the supply chain.
- Product recalls (voluntary and non-voluntary).
- Role of technology and information support.
- Studies of the impact of climate change and energy prices on logistics performance.

In preparation of their manuscripts, authors are asked to follow the Author Guidelines of the International Journal of Physical Distribution Logistics Management. See: www.emeraldinsight.com/products/journals/author_guidelines.html?id=ijpdlm

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

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To submit your paper online you must create an author account:
- Log on to: http://mc.manuscriptcentral.com/ijpdlm
- 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.
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- 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 the “Sustainability and Resource Scarcity” special issue.
- You must upload a minimum of 3 files – your article file (with no author details), a separate title page (with all
SCHOLARSHIP AND RESEARCH

globalization and economic transformation.

Guest Editors:
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For more information, please visit: http://www.emeraldinsight.com/products/journals/call_for_papers.htm?id=3340

Word of Mouth and Social Media
Special Issue, Journal of Marketing Communications
Deadline: May 1, 2012

Special Issue Editors: Allan J. Kimmel, ESCP Europe and Philip J. Kitchen Brock University

The Internet and mobile devices have come to occupy a central role in the transmission of word of mouth (WOM) and the spread of marketing buzz, an impact that has shown phenomenal growth over the past decade with the emergence of blogs, Internet forums and discussion groups, text messaging, email, and the like. In fact, the most powerful media form is WOM and it is no longer limited to face-to-face encounters. Moreover, WOM today can spread with lightning speed to reach countless numbers of consumers. As marketers strive to adapt to these rapidly evolving technological and social developments and keep pace with their markets, researchers have followed suit, as evidenced by the growing body of scientific literature on various aspects of WOM communication (i.e., the act of a consumer creating and/or distributing marketing-relevant information to other consumers) and related personal influence phenomena (e.g., brand communities; brand ambassador programs; product seeding campaigns).

Nonetheless, to date, relatively little academic research scrutiny has been devoted to WOM as it relates to social media and other web-driven consumer-generated phenomena, such as blogs and consumer Internet forums. Moreover, there is a paucity of academic research relating to the strength of consumer-to-consumer communications as compared to B2C and B2B. There is evidence of resistance by marketers in staying with the tried-and-true, but tested and tried traditional types of communications.

This special issue of the Journal of Marketing Communications is intended to bridge this knowledge gap by providing an outlet for innovative and timely contributions pertaining to online WOM, as disseminated through the broad array of social media (a category of online media where people are talking, participating, sharing, networking, and bookmarking, including social sharing sites such as YouTube and Flickr; social networks such as LinkedIn, Twitter, and Facebook; online forums; and corporate and consumer-generated blogs.

Topics for the special issue include but are not limited to:
• methods of using social media for generating WOM
• comparisons of online and offline WOM dynamics and consequences, including the interplay between these various forms of WOM
• the conversational, as opposed to dyadic, nature of online WOM disseminated through social forums
• antecedents to and conditions facilitating online WOM
• the impact of negative online WOM and complaint behavior
• the impact of online WOM on sales
• the dynamics, spread, and consequences of marketing-relevant online rumors
• rhetorical analyses of online WOM conversations
• brand-related storytelling in blogs and online forums
• segmentation analyses of online WOM participants
• the integration of WOM with other on- and off-line techniques
• where WOM fits in terms of integrated marketing communications from an organizational or consumer-based perspective.

Submissions to the special issue should be original empirical or theoretical contributions and should not be under simultaneous consideration for any other publication. Online WOM should not be treated as a peripheral aspect of the paper, but must serve as a central focus. As a guide, papers should be between 4000 and 6000 words in length, including an abstract of no more than 200 words. Manuscripts should be submitted electronically in Microsoft Word format to the guest editors before 1st May 2012. The format of the manuscript must follow Journal of Marketing Communications guidelines. For the Author guidelines, please visit http://www.tandf.co.uk/journals/titles/13527266.asp

All questions regarding the suitability of manuscripts should be sent to the Editors.

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Marketing, Public Policy, and History: Looking Backward and Ahead
Special issue: Journal of Historical Research in Marketing
Deadline: June 15, 2012

The Journal of Historical Research in Marketing invites submissions for a special issue focused on marketing and public policy research, which take an historical perspective. For this special issue of JHRM we particularly welcome manuscripts that address topics focused on the history of marketing and public policy issues in areas of societal importance.

The revised submission deadline for this special issue is June 15, 2012 with an expected publication date of February 2013.

 AMS Quarterly Volume 12, Issue 1

40th Anniversary Issue

author contact details) and a structured abstract in a word file.

• 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.

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Full paper submissions due: March 31, 2012

Service Innovation in Business-to-Business Firms
Special Issue, Journal of Business & Industrial Marketing
Deadline: April 30, 2012

The aim of this special issue is to understand more in detail service innovation in business-to-business and industrial contexts. Services dominate the world’s established economies and are becoming increasingly important for many product-centric industries, particularly since product commoditization and low-cost competition make traditional product innovation insufficient to address the challenges of...
Business Expert Press

I recently assumed a new role as the Marketing collection editor for a publishing company—Business Expert Press—that has a new business model. We are looking for new manuscripts on important, applied marketing topics.

Business Expert Press’s focus is on producing concise, academically reliable, no-nonsense, applied books primarily for the business executive marketplace, an underserved market segment. These short books (75-150 pages) will be suitable for general executive readership. They might also be used in executive education, MBA programs, and advanced undergraduate classes. The books will be supplemented, as necessary, with cases, articles, newsletters and podcasts, and to this end BEP distributes its books through Study.net and Xanedu—the leading providers of course packs.

Business Expert Press will sell the books both in print and in digital collections to the business school libraries of the world. The library market is large—7000 libraries globally—and the prices paid for these one-time sales are relatively high when compared to one-time, direct-to-consumer sales. Thus they yield good royalty potential.

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Converting your expertise into actionable knowledge for executives is an important contribution that many of us in business education should make. If you have an idea for a book that would fit this business model, please contact me. I look forward to hearing from you further about this opportunity.

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The 2011 Annual AMS Conference was a success with over 400 members in attendance. The highlight of the event would have to be the banquet where I had the honor to sit at the table in the company of Robbie Brozin’s speech in which he managed to capture the spirit of South Africa. Brozin was the recipient of the Outstanding Marketer Award. He is the co-founder of Nando’s, a South African restaurant famous for its unique way of cooking chicken. Nando’s has expanded beyond Africa; if you find yourself in the Washington, D.C. area you can visit Nando’s at any of the four locations in that area.

The next event in the AMS calendar is the 2011 World Marketing Congress in Reims, France. The conference will be held July 20-23, 2011. You can register online or send your registration form to amc@latech.edu or fax it to 318-257-4253.

If you are interested in getting an AMS polo, contact me. I currently have men’s sizes M, L, XL, and XXL and women’s sizes S and M.

– Florence Cazenave
AMS Director of Marketing and Communications
ams@latech.edu
IN THE NEWS

The 2011 Wayne State University School of Business Administration Excellence in Teaching Award went to Richard F. Beltramini, professor of marketing and advertising, for his scholarly work in teaching and learning and his dedication to enhancing his students’ educational experience. He serves on a number of editorial boards and reviews several academic journals, and in the classroom, Beltramini’s use of “real world” projects delivers hands-on experience for students to the benefit of local firms. He also is adviser to the Wayne State chapter of the American Advertising Federation and coordinates the students’ participation in the National Student Advertising Competition. Beltramini is the first faculty member to receive both the research excellence and teaching excellence awards and the only one to receive the teaching excellence award twice. He also was the first recipient of the Board of Visitors faculty fellow award in 2005.

Angeline G. Close will be joining the faculty of the University of Texas at Austin this fall. Angeline will be an Advanced Assistant Professor in their top-ranked advertising program.

Michael LaTour, Professor of Marketing and Beam Research Fellow at the University of Nevada, Las Vegas, won the 2010 College of Business Researcher of the Year Award.

The Marketing Science Institute is pleased to announce the winner of the 2011 Robert D. Buzzell MSI Best Paper Award. This year’s winning paper was distributed in 2009 as an MSI working paper (MSI Report 09-116). It is: “Assessing the Total Financial Performance Impact of Marketing Assets with Limited Time-series Data: A Method and an Application to Brand Equity Research” by Natalie Mizik. The award was instituted in 1993 to honor the authors of MSI working papers that have made the most significant contribution to marketing practice and thought. It also signals the kind of writing and research that is of lasting value to corporate marketing executives. Each year the award is given for the best MSI paper issued during the calendar year two years previous. The reason for this delay is to allow sufficient time to assess the impact of each paper on the field of marketing. A two-stage process was used to select the winner. An advisory panel, consisting of MSI’s Academic Trustees and marketing executives on MSI’s Executive Committee, nominated finalist papers for the award. Then, a ballot sent to all MSI Trustees was used to determine the winner. More information on the award as well as a list of past winners is available on the MSI website at http://www.msi.org/awards/index.cfm?id=71.

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

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Visit www.ams-web.org for further information about the Academy of Marketing Science
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  
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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!