Message from the President

In my column in the spring 2012 issue of AMS Quarterly I focused on identifying the outstanding leaders who have and will dedicate their time and energy toward making the Academy of Marketing Science a truly world-class organization. As such, it was this leadership that enabled the first time I saw the word, “lagniappe” was as the name of Chuck Lamb’s boat in Fort Worth, Texas. I asked him what it meant, and he replied, “a little something extra.” The word is derived from Louisiana French and literally means something received gratis after a purchase. Well, the AMS Annual Conference in New Orleans had a significant amount of lagniappe. Not only did we all get to catch up with friends and colleagues from around the world (some of whom we only see once a year at this conference), but we also worked hard (with outstanding sessions full of interesting research), ate and drank hard (oysters at the receptions!, Café du Monde beignets, lots and lots of drink tickets), and danced hard at the most memorable President’s banquet in years (my blisters have only now healed).

Yes, the conference provided much lagniappe for everyone who attended. I hope you all enjoyed it as much as I did. Now, we will move on in several ways. We have a whole new slate of AMS Officers who are ready and able to carry on the progress we have made as an organization. We have some amazing upcoming conference events, starting with the WMC in Buckhead in Atlanta, followed by next years’ Annual Conference in a new venue, Monterey, CA, and next summer’s WMC in Melbourne, Australia. It should be a very exciting year for AMS.

This issue of AMS Quarterly contains the regular columns you usually see, plus highlights from the New Orleans conference and a look forward to our next events. As is always the case at the conferences, a large number of photos were taken. For those of you who enjoy perusing the pictures, simply visit the AMS homepage at http://www.ams-web.org to access the “members-only” photo link. Look for the Photo Gallery link on the member home page, and then click on the My Photos tab. 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.

For the next issue of AMS Quarterly, please e-mail photos and articles to me at dhaytko@fgcu.edu no later than September 4, 2012. I will send an e-mail message within 48 hours to acknowledge receipt of your electronic submissions. If you do not receive a confirmation message, please resubmit.

Diana Haytko
Florida Gulf Coast University
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From the Editor

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Looking forward to Buckhead – We have put together a program structure that we think all will enjoy and appreciate. It is a jampacked agenda, with four papers per session. Conference sessions will begin at 8:30 a.m. on Wednesday, August 29 and the conference will end with the President’s Banquet on Friday night, August 31. By ending on Friday night, we are enacting the new conference approach that AMS hopes to implement in the future – that of doing away with the traditional (morning-after) Saturday morning sessions; while that may not always be possible due to hotel agreements, that’s the plan.

Some “aha” moments in Buckhead – Following the plenary session by our Global Marketing, Sheryl Adkins-Green, Vice-President of Brand Development at Mary Kay, Inc., a special interactive activity is planned for the awards luncheon on Thursday. (Come prepared for some fun!) Thursday afternoon will offer free time for conference attendees to explore Buckhead/Atlanta attractions. Finally, the Cosmic Americans will perform after dinner on Friday night. Featuring one of our very own AMS members, the band’s tagline says it all “Roots Rock & Roll & Americana Twang.”

So, come to Buckhead prepared to thrive (and enjoy at least for a few days) in this new world economy!

We are looking forward to the 2012 AMS WMC~CPM to be held at the J.W. Marriott in Buckhead (Atlanta), GA, USA, August 28 - September 1, 2012. As of this writing, we are in the final stages of program compilation with only minor tweaking taking place (e.g., that final proofreading and seeing where we have double-booked a few people) before the program is posted on the AMS website. This looks to be an awesome program, with a wonderful diversity in topics and people. For now, we thought we would share a few highlights - both what you can expect to see at the conference and what has taken place behind the scenes in order to deliver this quality program.

**Track chairs** – First and foremost, we cannot thank our track chairs enough! We know that considerable promotion was done outside of the AMS system. We know that some of the track chairs posted conference information on Facebook and heard, as well, of a few tweets. This resulted in almost 200 submissions for the conference. But, of course, several of the track chairs compiled special sessions that will offer knowledge sharing that might not have occurred otherwise at the conference. Jay Lindquist did the calculations for us and reports that 63% of the track chairs were from non-USA and schools that 52% were from non-North American schools.

**EasyChair** – Our electronic submission system – We are now avid supporters of the EasyChair system. While we recognize that a few people may have run into minor glitches in submitting or reviewing manuscripts, we honestly did not hear of any major problems. As program chairs, we found EasyChair to depict its name by being easy to use and a great tool for program management. We were able to monitor submissions as they arrived in the system, so we always knew where we stood submission-wise. In the final stages, we were able to send the decision letters from the electronic system, saving them arrival in the system, so we always knew where we stood submission-wise. In the final stages, we were able to send the decision letters from the electronic system, saving track chairs that final, time-consuming step. A real added plus is that, for our first time in our first time in program development, we had too many volunteers to serve as session chair. A call for session chairs volunteers went out on the EasyChair to authors of accepted papers and the response to the call was beyond our imaginations! (By the way, Vicky has volunteered to share her love of the system with any future AMS program chairs.)

**Truly international** – According to the latest EasyChair status report, we have authors from 40 different worldwide locations. In the hopes that the EasyChair did not overlook anyplace, here is the representation: Australia, Austria, Belgium, Canada, Chile, Colombia, Cyprus, Denmark, Egypt, Finland, France, Germany, Ghana, Greece, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Republic of Korea, Malaysia, Mexico, Monaco, The Netherlands, New Zealand, Norway, Poland, Portugal, Puerto Rico, Russian Federation, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Turkey, United Kingdom, and the United States of America.
“Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen.” – John Steinbeck

Ideas change the world, and really powerful ideas transform the way we live and think. Exactly 50 years ago Thomas Kuhn coined the term “paradigm shift” – that moment when our worldview fundamentally changes because of a new idea, as when people understood that the sun does not revolve around the earth or that climate change is altering the way we will all have to live. As Kuhn had it, “A paradigm is what members of a scientific community, and they alone, share.” Marketing has always been a powerful source of new ideas, and this has recently been put into overdrive as new technologies and media change the way the world markets, and customers respond. At the same time, many of marketing’s good ideas are not so much outdated, as in need of a good polish. The theme of the 2013 conference is searching for, and identifying new ideas in marketing, and also modifying, polishing and buffing the many good ideas marketing has already brought to the organizational table.

We invite scholars across all of the disciplines within marketing to submit their new ideas, their research results, and their repolishings of good existing ideas, as well as their ideas for special sessions that have direct or tangential connection to the conference theme. Also, we welcome ideas that may not be directly related to the theme. Other theory, research results and special sessions across the broad spectrum of our discipline as indicated by the many tracks included are also of interest, and we encourage your submission(s).

The venue of the conference is magical Monterey, California – a previous Spanish and Mexican capital of Alta California, city of Steinbeck, home to the world-renowned Monterey Bay Aquarium, Fisherman’s Wharf and the annual Monterey Jazz Festival. John Steinbeck immortalized Monterey in his novels Cannery Row, Tortilla Flat and East of Eden. Visitors can enjoy a meal on Cannery Row overlooking Monterey Bay, or venture a little further to explore 17 Mile Drive, perhaps bump into Clint Eastwood in the neighboring town of Carmel, or view the 7th hole at nearby Pebble Beach, reputedly the most beautiful hole on one of the world’s most legendary golf courses. The Portola Hotel and Spa (www.portolahotel.com) provides a relaxing waterfront retreat surrounded by unique shopping, fine dining, spectacular coastal trails and beaches, and the rich historical setting of Old Monterey. The hotel is in an ideal location near Carmel by the Sea, 17-Mile Drive and the world class Pebble Beach Golf Links.

To participate, submit competitive papers or special session proposals electronically using the conference management system to the appropriate track chair. Important Note: it is against AMS policy to submit the same paper or special session proposal to multiple tracks. We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science. Conference information: http://ams-web.org/cde.cfm?event=379890

Much has changed since Monash University last hosted an AMS WMC in 1995. New internet technologies have revolutionized the way we search and share information, while consumer devices such as the iPhone and smart TVs have brought the internet out of the study and into our pockets and living rooms. This rapid pace of change is unlikely to stop as more new technologies (such as semantic search engines and intelligent personal agents), appear on the horizon. What, then, can we learn from the recent past to help the marketing discipline prepare for the challenges of the future? With this in mind, we invite scholars to submit papers that give scope to some of the future challenges that the marketing discipline is likely to face. We also encourage scholars to submit papers on marketing-related issues not associated with the conference theme. The venue for the conference is the Langham Hotel, located in Southbank in the heart of Melbourne, Australia (http://melbourne.langhamhotels.com.au). Melbourne, the second largest city in Australia, rose to prominence in the 1850s following the discovery of gold in the Melbourne hinterlands. Evidence of the gold rush can still be found in the city, with stately Victorian-era buildings sitting alongside modernist-inspired towers. Today, Melbourne is known for its lively laneway culture, vibrant restaurant scene, galleries, and international sporting venues. Melbourne is also within easy reach of the picturesque Great Ocean Road, the vineyards of the Yarra Valley and Mornington Peninsula, and National Parks that are home to some of Australia’s unique flora and fauna.

For more information about the congress, including track themes and paper submission requirements, please visit: www.2013wmc.org at your earliest convenience!
AMS 2012 ANNUAL CONFERENCE

“Les Bon Temps Rouler!”

The 41st AMS Annual Conference was held May 16 to May 19 in New Orleans, Louisiana. More than 350 delegates attended the meeting making it the second largest annual conference to date. The conference kicked off on Wednesday with a full afternoon of sessions. Authors of accepted papers represented over 40 different countries and the total program consisted of over 100 sessions. A special thank you goes to all the track chairs who helped make the program possible. A total of 25 tracks included presentations on core marketing issues as well as those that show the changing nature of the discipline. For instance, 17 submissions went through the Value Creation track, 20 went to Technology in Marketing, and 28 and 35, respectively, to the Retail Services and Consumer Behavior tracks.

Highlights included a special session organized by Adel El-Ansary, The Study of Marketing Institutions: Ramifications of its Current Status on the Future Direction of the Field of Marketing, and another put together by Bob Robicheaux, The Retail Revolution: The Impacts of Online Retail Sales on State, County, and Municipal Economies, both helped kick off the events on Wednesday. On Thursday, a special session highlighted Shelby Hunt’s award winning contribution to JAMS, “Sustainable Marketing, Equity and Economic Growth: A Resource-Advantage, Economic Freedom Approach.” The paper was the JAMS/Sheth Foundation Best Paper Award winner for 2011. Other highlights included presentations by the Mary Kay Dissertation Award finalists and the AMS Outstanding Teaching award winners. In general, the sessions were well attended and characterized by lively discussion between the audience and the presenters.

The special functions including the receptions in the River Room, overlooking the Mississippi River, where delegates mixed with exhibitors, and the awards luncheon were all well attended. The program chairs had a big act to follow given the last official AMS function prior to this was the Gala Dinner for the 2011 AMS WMC at Champagne Pommery in Reims last July. Well, AMS Fellows may argue about whether or not the President’s banquet lived up to that high standard, but based on the audience reaction, the banquet was lively and enjoyed by all. The event began with two keynote addresses, one by Louisiana Lieutenant Governor Jay Dardenne, the other by the AMS Cutco/Vector Marketing Outstanding Marketer, Kimberly-Clark CMO, Anthony Palmer. After these, the Fellows were checking their coat pockets … for a Kleenex (you had to be there). But, the grand finale was over two hours of nonstop live Cajun song and dance performed by Steve Riley and the Mamou Playboys. If you have to ask where Mamou is “you ain’t from Louisiana cher!” Fellows worked off their dinner on the dance floor!

Thanks to all the registrants for coming, participating and contributing to what was a really useful and rewarding time down on the bayou!
This prestigious award is given to an AMS Fellow who has stood out in terms of dedication and commitment to the Academy of Marketing Science and to the marketing discipline overall. John has served multiple terms as an officer, including President, he has chaired programs including the 2013 AMS WMC, he has championed the AMS Doctoral Colloquium, and these are just a few of his contributions. John joins a distinguished list of recipients: Harold W. Berkman Award Recipients: Jay Lindquist Robert A. Peterson A. Coskun Samli Tom Mentzer Joseph F. Hair, Jr. Barry J. Babin O.C. Ferrell

**CONFFERENCE PAPER AWARDS**

**Jane K. Fenyo Award (Best Student Paper)**

“Towards a Modular Unit of Analysis in Supply Chain Management”

By Jason Miller and Matthew Schwieterman, Ohio State University

One of the key challenges for supply chain scholars and managers is to determine a unit of analysis that simultaneously captures the complexity of modern supply chains while maintaining managerial feasibility. While multiple scholars have noted that in many cases the dyad is not an appropriate unit of analysis, scholars have not solved the problem of whether a more complex structure such as the triad is the appropriate unit of analysis, or whether the triad is still an artificial structure. In this manuscript, we apply the concept of nearly decomposable systems from complexity theory to arguing that the structure of an organization’s supply chain determines the appropriate unit of analysis, with this unit being the supply chain module. After presenting this idea, we apply the concept of supply chain modules to generate a series of propositions concerning supply chain risk and resiliency.

**Stanley Hollander Award (Best Retailing/Services Paper)**

“Predictors of Retail Salesperson Creativity and Associated Performance Implications”

By Adam Rapp, University of Alabama; Raj Agnihotri, William Patterson University; James Andzulis, University of Alabama; and Colin Gabler, University of Alabama

Businesses increasingly rely on creative problem-solving from boundary spanning employees. For sales and service organizations implementing a value-added model, creative boundary spanners can enhance a customer’s experience and overall performance. Thus, defining and assessing creative performance and its antecedents and consequences is paramount. Using Amabile’s (1983) framework, we develop and test a creative performance model using salesperson and manager data matched with archival performance metrics. Our findings suggest that a) knowledge and emotional intelligence predict boundary spanner creativity, b) creativity significantly impacts overall performance and service performances, and c) managerial feedback positively influences the relationship between employee creativity and performance. More importantly, we uncover that creativity may actually be detrimental to performance if managerial feedback is not provided.

**William R. Darden Award (Best Marketing Research Paper)**

“The dark side of customer co-creation - What happens when technology based co-created services fail?”

By Matthias Handrich, EBS University for Business and Law; Sven Heidenreich, EBS University for Business and Law, Linn Thomas, EBS University for Business and Law

In recent years, technology-based services (TBS) are on the rise. Such services often require an active engagement of the customer within service provision and consumption, which is referred to as customer co-creation. Although the topic of customer co-creation is very popular among researchers and practitioners, extant literature on customer co-creation is still in its infancy. Especially, no one has yet examined customer reactions to service failures within the context of co-created TBS. Thus, the purpose of our paper is to close this research gap by studying the dark side of customer co-creation for TBS. Specifically, we test the mutual influence of service failure and level of customer co-creation on customer satisfaction. Moreover, depending on the level of customer co-creation we examine the effectiveness of different types of service recovery strategies to restore customer satisfaction.

Our empirical results show that in the event of a service failure customers using low co-creation TBS are less dissatisfied than customers using TBS high on customer co-creation. However, if TBS are successfully provided a higher co-creation level leads to higher customer satisfaction. Furthermore, we found that reactive service recoveries should be carried out in case of high co-creation TBS, whereas proactive service recoveries are advisable for low co-creation TBS.
Mary Kay Dissertation Awards

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.

Winner
Leveraging Marketing Resources to Strengthen Stakeholder Company Identification
Mark D. Groza
University of Massachusetts Amherst
Assistant Professor, Northern Illinois University, August, 2012
Dissertation Advisor: Thomas Brashear-Alejandro, Ph.D.
Channel relationships, market knowledge, strategic partnerships and brand equity are examples of marketing resources which firms can possess. Marketing resources are especially valuable when they are properly leveraged by agents of the firm (Srivastava, Fahey, and Christensen 2001). This dissertation examines how one marketing resource - corporate marketing resource - corporate sponsorships - can be leveraged by companies to enhance financial performance. Based on the tenets of social identity theory (Tajfel and Turner 1985), two conceptual models are developed which propose corporate sponsorship can develop the attractiveness of a company’s identity and thus enhance levels of company identification among salespeople (Study 1) and customers (Study 2). It is further proposed that through this strengthening of company identification, these stakeholders will become motivated to perform supportive behaviors on behalf of the company which will lead to the firm’s enhanced performance. To empirically test the conceptual models, data were collected from the sales force and a sample of customers of a Fortune 1000 company which actively engages in a single national corporate sponsorship. The data set used in Study 1 includes survey responses from 490 sales representatives (21.7% response rate) which are combined with objective sales data gathered from company records. The data were analyzed utilizing linear regression and Hierarchical Linear Modeling. The conceptual model developed in Study 2 was tested utilizing structural equation modeling of survey data collected from 246 active customers.

The two studies contained in this dissertation make several important theoretical and substantive contributions to both marketing theory and practice. First, evidence is provided that company identity can be influenced by a company and its marketers. By affiliating with a prestigious entity through a corporate sponsorship, a firm can enhance the attractiveness of its identity which in turn, influences levels of identification among salespeople and customers. The studies also provide additional evidence highlighting the power of identification in terms of predicting firm-directed supportive behaviors. The analysis in Study 1 shows that company identification influences salesperson sales growth and Study 2 confirms that customer-company identification leads to customer sales and positive word-of-mouth communications.

Runner-Up
When Humanizing Brands Goes Wrong: The Detrimental Role of Brand Anthropomorphization amidst Product Wrongdoings
Marina Puzakova, Drexel University
Dissertation Advisor: Hyokjin Kwak, Ph.D.
Brand relationship literature has shown that humanized brands and products invoke more favorable consumer attitudes and enjoy better brand performance. However, we propose here that anthropomorphization of a brand can negatively affect consumer evaluations when the brand faces a spate of negative publicity caused by product wrongdoings. From our four experiments, we find the negative downstream consequences of brand humanization that differs from the positive role of anthropomorphism documented in prior research. Furthermore, this research provides insights regarding how consumers’ implicit theories of personality affect their judgments of anthropomorphized brands that perform negatively. That is, we find that individuals who believe in personality stability (i.e., entity theorists), view anthropomorphized brands that undergo negative publicity less favorably than non-anthropomorphized brands. In contrast, consumers who advocate personality malleability (i.e., incremental theorists), do not focus on one behavioral instance in forming impressions of an entity. Hence, they are less likely to devalue an anthropomorphized brand based upon a single instance of negative information regarding the brand.

Outstanding Marketing Teacher Award Winners

Creating and Delivering Curriculum-based Experimental Learning Courses – 120 Students At A Time
Gillian Oakenfull, Miami University

Eight years ago, the Department of Marketing at Miami University decided to offer all senior marketing students an experiential learning senior capstone to gradually replace our current case-oriented capstone. For the first two years, the course struggled to overcome some unique challenges. Firstly, the scale of the course was like no other of our capstones. Each semester, the course had to accommodate 120 to 150 students who are taught in five sections by four faculty each semester. Secondly, the course had to be flexible enough in its approach and content to challenge students from varying backgrounds each semester while still maintaining levels of organizational and pedagogical standards across its numerous sections. A third challenge was the course’s history; it had been taught autonomously by each of the faculty teaching the course, resulting in dramatic variance in expectations of student effort and performance, in quality of teaching, and in student evaluation and learning. Lastly, the course had to engage students who approach the course with varying levels of motivation and aspiration in their last semester at Miami.

We took a number of steps to address these challenges. First, we developed a new structure for the course that kept all 120 students truly engaged throughout the semester. Inspired by a project for NCAA Men’s basketball, we organized the students into twenty teams and created a tournament. Faculty worked closely with four teams in each section throughout the semester. We held our own “March Madness” in the last week of the semester, in which business practitioners judged all twenty teams to select the “Final Four.” The following day, the top four teams presented to the client team. The client then identified two finalists who competed in a head-to-head Q&A session to determine the champion. Additionally, we shortened the course to a more intense ten-week sprint course that met more regularly. We also added two faculty team reviews of all twenty campaigns throughout the semester. This provided all teams with insights from the entire faculty teaching team, rather than his or her assigned professor. It also provided the opportunity to standardize grading across sections and teams.

Adilson Borges, Gillian Oakenfull, Barry Babin
Service Learning pedagogy in Consumer Behavior engages students and allows them the opportunity to work on real marketing problems for outside companies. In Spring, 2012, 75 students at Texas Tech University worked with Love Your Du, Inc. to investigate best practice for introducing wigs (the company calls them “dus”) to the young adult consumer. The entrepreneurs are known for rebranding simple, overlooked products to make them fun and interesting. The goal for the students was to find out if and how Love Your Du should develop accessory wigs for the college aged market. Ten groups competed to each win $50 gift cards and automatic grades of A in the course. Students investigated this consumer market using focus groups, surveys, and social media quasi-experiments. They then designed marketing strategies and made suggestions to the company representatives on how to proceed with the young female consumer market. Even though groups did not communicate (they were in competition) and each group offered something unique to the company, there were some general themes that emerged, demonstrating that the research findings were valid indicators for what the company should do next. Although the specific findings of the research cannot be outlined here due to agreements with the company, students stated in exit surveys that they learned how to do market research, how to market via social media, how to formulate ideas based on data, and how to implement and test marketing strategies. Students said they learned the most by investigating a product that was so foreign to them and in the market they were investigating. Love Your Du representatives said that they now know the challenges and opportunities to rolling out accessory wigs for this market and saved tens of thousands of dollars by working with our students on this project.

Adilson Borges, Shannon Rinaldo, Barry Babin

THE FRENCH MARKETING ASSOCIATION (AFM)
AT THE AMS NEW ORLEANS CONFERENCE

For the second consecutive year – after the Reims Conference in 2011 – the links of partnership and of friendship that bind the AMS and the AFM led to the organization of a RAM special session at the New Orleans Conference. In that session, three studies were presented that have previously been published in the journal “Research and Application in Marketing”.

For those who do not know RAM, the journal was created by the AFM in 1986 and has now become a true showcase of the excellence of French research in marketing. As one of the missions of the AFM is also to defend the French language, the publication has remained in French despite the internationalization of scientific exchanges. However articles can be submitted in English and in this case, the review process will be completely in English. Moreover since 2007, all the papers which are published in RAM are available in English on Business Source Complete.

RAM has an international scientific committee, an editorial board and an international review committee. Each paper submitted is evaluated in double-blind by four reviewers. The rate of accepted papers is less than 20 %. The journal is quite generalist and the published articles address all areas of commitment and friendship. It is through that kind of action that the Francophone community will gradually find its place in the international community without losing its identity.

Joël BREE
Professor at the University of Caen
Editor of Research and Applications in Marketing
Past President of the AFM

GOLF CHALLENGE

The annual AMS Golf Challenge was held on the final day of the conference, and this year featured a spectacular fight to the finish. As usual the tournament format was a 3-man team scramble, with the teams consisting of players of different skill levels. The heavy favorite coming into the tournament was the team consisting of the 2011 champions: Barry Babin & David Ortinau, in addition to the new team member James Babin.

The historic New Orleans Lakewood Golf Club was the site for this year’s tournament. The 7,002yd par-72 layout proved to be both difficult and exciting. While the tournament featured several ups and downs, it was most exciting to see it come down to the very last hole.

After a meager drive of 240yards on the 407yd par-4 18th, the 2-man team of Kevin James and Obi Obilo had 167yds to the pin. With the knowledge that the defending champions had posted the best round in the clubhouse with a 74 (2 over par), Team James/Obilo knew that sitting at even par, they needed just a bogey to win. Neither player hit the green with their second shot, but with a spectacular chip to within 5 feet from Kevin James, Obi Obilo drained the par putt to win the tournament by 2-strokes with an even par round of 72. The top 3 finishing teams were as follows:

1. Kevin James & Obi Obilo 72 (E)
2. Barry Babin, David Ortinau, & James Babin 74 (+2)
3. Nic Terblanche, Julie Moulard, & Scott Moulard 76 (+4)

After the tournament the past champions were very gracious in handing over the reins to the new champions. Team James/Obilo commented “it was fantastic to play and win on such a magnificent golf course, and against a solid AMS field; we hope to defend our title next year in Monterey”
In your early career, you were a successful marketing practitioner. Why did you decide to enter academia?

After my MBA I worked in marketing research at Nissan, and then as a marketing manager for Air Products and Chemicals. I enjoyed both jobs immensely when I was first learning the ropes, but after a while I felt that I knew the “market” for those products worked and that there wasn’t too much else to learn. I’m embarrassed to admit that I am not very good at taking orders, particularly from people I don’t think are as smart as me, or who don’t work as hard as I do. I’d been a teaching assistant while I was doing my MBA, and had really enjoyed teaching. An opportunity came up to do my doctoral degree, and I jumped at it. I’ve never regretted it.

Why do you care about marketing? What gets you out of bed every morning?

Above all, marketing is never boring. We might not save lives, or work on projects like the Large Hadron Collider, but I think we marketing academics also work on interesting problems, and good marketing makes a difference to people’s lives. I like the fact that one can learn the fundamentals of marketing really quickly, and then spend the rest of one’s life trying to perfect those skills without ever really getting there. I am fascinated by the fact that, while economists are generally pessimistic about the likelihood of finding new ways to make markets inefficient. I love it that nightclubs like Marquis in New York can find customers willing to pay $300 for a bottle of vodka that they could buy for $25 at a corner store, or that two million people tried to get a reservation at the eBalli restaurant near Barcelona, when only eight thousand people were served each evening.

It’s not so much that I’m motivated to get out of bed each morning as that I am not motivated not to. I feel terribly sorry for people who are in jobs where they dread going to work, and hate what they do. I love what I do, and most days it’s different. I get to work with great PhD students, as well as MBAs, and sometimes I am privileged to make a difference to their lives. I can work with the wonderful colleagues I like, and generally avoid those I don’t (or who don’t like me). On most days I can choose to work at home, or go into the office, so there is no pressure that causes me to dread going to work, or getting up in the morning. We are very fortunate to be able to do what we do.

A lot of your recent work has focused on the marketing-information technology interface. What is it about this area that intrigues you the most?

I’ve been fascinated by technology since I bought my first IBM PC in 1984. Most of my better publications have been in information systems journals, such as MIS Quarterly and Information Systems Research, rather than the premier marketing journals, and I have always thought that marketing can learn a lot from information systems. So I was alerted to development on the Internet not by marketing scholars (who were generally oblivious to it), but by IS academics like Rick Watson, with whom I co-authored one of the first papers in the Journal of Advertising Research in 1995 that brought marketing to the attention of marketers. Likewise, I think the IS community is far ahead of us marketing scholars when it comes to developments in fields such as smartphone apps, and social media.

What really intrigues me about marketing and technology (in the general sense, rather than information technology specifically), is that marketing has always been so strongly associated with technological innovation, and I think that force that, in a sense, shapes people. Most marketers, and marketing scholars in particular, have eschewed a so-called “product orientation” in favor of a “market orientation” – “find out what the customer wants and give it to them”. My friend and former PhD student, Pierre Berthoin, Mac Hulbert (retired from Columbia U), and I struggled to publish papers in major marketing journals in which we tried to reconcile these seemingly opposing views. Reviewers just didn’t accept that a market orientation might often be wrong, and we ended up publishing the work in management journals instead. Nowadays I think many marketers are realizing that some kind of balance is possible. I delight in collecting the comments of my students of entrepreneurs who claim that listening to customers would simply mislead them - Steve Jobs, Ferran Adria, Guy Laliberte to name just a few.

What do you think are the most fruitful areas of research right now?

There are probably more, and varied research opportunities in marketing now than there have ever been before, but I will pick just three. Social media are tremendously influential and exciting, and I don’t think any of us, if we were to be honest, really understand well how this works, or how consumer behavior and marketing strategy are affected. Second, while we used to think that information technologies would give marketers unprecedented power over consumers, the opposite is occurring, and consumers are performing for themselves so many of the tasks that used to be performed by marketers. The rise of the “creative consumer”, who hacks and modifies and reuses proprietary offerings, as well as the increase of “consumer generated advertising” are just two examples of this. Third, we have entered the age of “big data” - data sets whose size is beyond the ability of commonly used software tools to capture, manage, and process. Once again our IS colleagues have jumped the gun on us, and we marketers have some catching up to do.

Was there one professor or educator who impressed you more than any other? In what ways did he or she impact you as a teacher and contribute to the development of your classroom deportment?

I’ve been fortunate enough to work with so many fine scholars and great teachers. However, if I had to pick one individual who has had a great influence on my teaching, I would point to the late John Deighton. I have known him for around twenty-five years, first when he was at Chicago, and since he has been at Harvard. I love watching him teach, whether he is teaching a case (he is one of the best case teachers I know), or introducing a new idea to a class. He often brings an idea so simple to a class that at first I think its trivial and a bit silly – and then teases out of that notion something so profound that everyone is left feeling, “why the hell didn’t I think of that?” The greatest case teaching skill I learned from him is that a case study works really well when the class goes away thinking how clever they were to have seen it all so clearly (when it was really the teacher who made it possible for them to do this).

How do you think the academic landscape will change in my lifetime?

In terms of publishing, I think its going to become more and more competitive, as countries like the UK, Australia, Germany, and a number of Asian nations put more and more pressure on academics to publish. Even lower tier journals are becoming tougher to get into! When it comes to teaching, I see a major shift toward online learning and teaching. I have nothing against this, except that when universities do it simply as a cost cutting exercise it doesn’t do anyone any good.

The number of doctoral dissertations you have supervised is nearing 30. Most of your former students now hold esteemed academic faculty positions. What advice can you offer students as they prepare for the market and transition to life as a faculty member?

This could take me a day! But the simplest piece of advice I would give is to realize that you are extremely fortunate to work in a job that is varied, fun, challenging in the best possible way, pretty well paid, and in which you generally get to set your own agenda. You also have the opportunity to shape people’s lives in a way most other jobs don’t. Most working people don’t have as much freedom as you do, so don’t abuse that freedom, and don’t mess it up for the rest of us!

Continued on page 17
INSIGHTS FROM THE AMS REVIEW

AMS Review is available to EVERYONE via open access through December, 2012 at:
http://www.springer.com/business+%26+management/journal/13162

What is AMSR?

The AMS Review is positioned to be the premier marketing journal that focuses exclusively on conceptual and theoretical contributions across all sub-discipline areas in the field of marketing. It will publish articles that engage theoretical issues in marketing in the broad sense.

The AMS Review is receptive to different philosophical perspectives and levels of analysis that range from micro to macro. Especially welcome are manuscripts that integrate research and theory from non-marketing disciplines such as management, sociology, economics, psychology, geography, anthropology, or other behavioral sciences.

Examples of suitable manuscripts include those incorporating conceptual and organizing frameworks or models, those extending, comparing, or critically evaluating existing theories, and those suggesting new or innovative theories. Comprehensive and integrative quantitative syntheses of research literatures (i.e., meta-analyses) are encouraged, as are paradigm-shifting manuscripts.

Manuscripts that focus on descriptive literature reviews, proselytize research methods or techniques, or report empirical research findings will not be considered for publication in the Review. Similarly, the Review will not publish manuscripts focusing on practitioner advice or marketing education.

From the Upcoming Issue:

Brief overview of:

On the Impactfulness of Theory and Review Articles
Robert A. Peterson & Victoria L. Crittenden
AMS Review, 2(1)

Every article in the AMS Review should have an impact on marketing thought. In the editorial that begins the second volume of the AMS Review, the editors of the journal offer two critical operational guidelines for crafting theoretical/conceptual manuscripts and suggest three characteristics for assessing future impactfulness of a contribution.

First and foremost operationally, developing an impactful theory or review article requires creatively crafting a compelling “story.” A second operational guideline is to obtain input from colleagues on the manuscript prior to submitting it to the journal for publication consideration. In addition to these operational guidelines (that actually can be applied to any manuscript preparation process), there are three characteristics of theory and review articles that increase the likelihood of their being impactful: (1) importance of the topic, (2) “interestingness,” and (3) timing. Unfortunately, these three characteristics might be considered vague; however, there are two general ways to measure the impactfulness of a theory or review article.

The impactfulness of a theory or review article can be assessed subjectively by recording the number of times the article has been reprinted in textbooks, edited volumes, or collected works. Objective or quantitative assessment of the impactfulness of a theory or review article has traditionally been done by means of a citation analysis. Although the impactfulness of a theory or review article is fraught with ambiguity, inconsistency, and subjectivity, article impactfulness is a worthy goal to pursue.

It is imperative that the Review and the marketing professoriate in general nurture and mentor both high potential authors and manuscripts. The marketing discipline needs high quality, impactful theory and review articles if it is to keep pace with marketplace events and marketing practice.

[AMSQ readers are encouraged to read the entire editorial in the AMS Review, 2(1), 2012.]
This year’s recipient of the Sheth Foundation best paper published in the Journal of the Academy of Marketing Science 2011 is Shelby Hunt. It is doubtful that anyone who has obtained a marketing PhD in the last several decades does not know who Dr. Hunt is. He continues to be one of the most prolific publishers in the marketing field. When you meet him, he is soft spoken, even somewhat timid, yet certainly opinionated and brilliant in the way his mind works.

This particular paper was the lead article in a special issue on Sustainability. Dr. Hunt presented the work in a special session at the New Orleans Conference. Commentary followed by O.C. Ferrell and Robert Peterson. The session was well attended and quite lively.

The abstract reads as follows: Sustainable marketing may be viewed as marketing that is within, and supportive of, sustainable economic development. Peattie (The Marketing Review 2(2):129–146, 2001) maintains that sustainable economic development poses major challenges for marketing. These challenges concern futurity, equity, and needs/wants. This article focuses on the equity and needs/wants challenges of sustainable development and argues that public policies and programs (of wealthy nations, poor countries, or bodies such as the United Nations) can improve economic equity by promoting the economic growth of poor countries. Furthermore, it argues that a major reason why past efforts to promote the economic growth of poor countries have so often failed is that such (allegedly) pro-growth policies have been guided by an impoverished theory…” of economic growth.

While this is essentially what was presented, some very interesting side points were made. Specifically, Dr. Hunt posits that sustainable marketing is tied to economic freedom and resource-advantage theory of competition. Economic growth leads to investment, not the other way around. An unexpected fact was also mentioned: the more neoclassical economics classes a student has had, the more unethical they become.

Dr. Ferrell addressed his comments on the fact that he sees Resource-Advantage theory intersecting with Sustainable Marketing. He discussed three points made in the article: 1. Green consumers are a market segment and thus, can be targeted. 2. Consumers have self-interest and behave based on these interests. 3. Sustainable marketing requires employees with moral codes and utility maximization. The point is that countries with ethical employees do better in sustainable growth. Ethical diversity makes it impossible for firms in any country to hire employees with the same positive moral perspective. Therefore countries where firms have good organizational ethics programs will have the best chance for economic development.

Dr. Peterson believes that the article is not about sustainable marketing; it’s about resource-advantage theory. There are a few key questions to ask when determining how impactful an article will be: is it sustainable? Is the topic important? Is the topic interesting? Is the timing appropriate? He believes that this article provides an enthusiastic YES to all of these questions and has major implications for the world. Developing technology leads to economic growth and this must account for comparative advantage. We need to think in resource-advantage terms not neoclassical terms. P&G is getting rid of research and development and partnering with research universities. In this way, they use university resources for technology development and open innovation.

The session concluded with Dr. Hunt saying that he disagrees with Dr. Peterson that the article is about resource-advantage theory. He told the audience that writers must title the paper to the audience and this audience was interested in sustainable marketing.

As an audience member, I must say that I could see both sides of this debate. I agree with Dr. Peterson that the article’s main impact is what it says about resource-advantage theory and its practical application to world economies. I also think this focus has a longer life. However, I agree with Dr. Hunt that this article was submitted to a special issue on sustainability and its only chance of being accepted was if the focus was on sustainable marketing (or reviewers would say it wasn’t appropriate for the special issue). Overall, the session discussed a very important topic through the presentation of interesting, timely and impactful research.

—Diana Haytko

Tomas Hult, Suzanne Hunt, Shelby Hunt
WHERE WE ARE NOW

As Tomas Hult begins his second term as Editor of the *Journal of the Academy of Marketing Science*, we wanted to share some statistics on what makes JAMS a great publication outlet for researchers in marketing.

In the past three years, during Professor Hult’s first term, JAMS received 1,500 new submissions; first-round reviews took, on average, just 31.8 days, and 10.1 percent of the papers submitted in this span were accepted. Papers are published online ahead of print within 30 days of acceptance. JAMS has consistently been ranked as the #5 marketing journal in studies from 1987, 1997, and 2009. JAMS has a 2010 Impact Factor of 3.269 and is currently publishing its 40th anniversary volume, commemorated with a special issue in January 2012. We look forward to seeing AMS members’ submissions of your highest quality, theoretically sound and managerially relevant research in marketing and hope you will encourage your colleagues to submit to JAMS as well.

Keep up with JAMS online:
Email: jams@msu.edu
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Submissions: www.editorialmanager.com/jams
Facebook: www.facebook.com/JAMSupdates
Twitter: www.twitter.com/JAMS_updates
FROM THE CLASSROOM
Dr. Tracy Suter
Associate Professor, Oklahoma State University
Combines and Pro Days

I like sports. This statement might not surprise those who know me well, but this might: I once loved sports, especially college sports. For the first time since 1978, I was largely disinterested in the NCAA men’s basketball tournament. I found the women’s game more compelling, not the tournament but that one, final game. For the first time since 1978, I was also disinterested in the football national championship, and not solely because my team was left out (though that didn’t help).

Don’t get me wrong. There are aspects of sports I still enjoy, like following my old friend as he led his team to the Final Four in a non-revenue sport. Sports like his are the backbone for the NCAA’s “over 400,000 student-athletes and just about all of us will be going pro in something other than sports” commercial. The key words in this commercial are: “...just about all of us will be going pro.” Our students -- gifted athletes or not -- will be going pro. We graduate professionals.

The most talented college athletes in revenue sports annually attend a variety of events in an effort to help their employment opportunities. The universities with the greatest collection of skilled players also host events to showcase their most gifted and hardworking. Prime examples of these events are the NFL Scouting Combine, on-campus pro days, and the NBA Pre-Draft Camps.

For the combine and pre-draft camps, the prospective employees make visits to a central location where all the prospective employers also gather. At first glance, this will sound familiar to Ph.D. candidates and university recruiting committee chairs. The difference is that the combine and pre-draft camp hosts measure the performance potential of the applicants. Examples of these measurables include vertical leap, broad jump, 40-yard dash times, bench press reps, Wonderlic scores, etc. If we were to organize and host the equivalent of a combine or a pre-draft camp, what would we measure about our Ph.D., masters, or undergraduates to showcase the uniqueness of these students?

A similar question applies to a pro day. In this context, the potential employers come to visit the hopeful future employees on campus. In many respects, this is quite similar to a career fair. As campus representatives serving as hosts, how can we showcase our most gifted, talented and hardworking?

Critics of combines and pro days claim that the measurables do not necessarily predict or even correlate to subsequent on-field performance. For instance, a player can be dubbed a “workout warrior” after 29 reps of 225 lbs. on the bench press, but that doesn’t automatically translate to being a good professional football player.

According to the National Association of Colleges and Employers (NACE, www.naceweb.org), career fair attendance by firms is up slightly while on-campus interviewing is on a slow, steady decline. Reportedly, attendance is up as firms use recruiters for institutional promotion. The bigger issue is the decline in interviewing. In 2004, 90 percent of organizations included on-campus interviews in their recruiting efforts. In 2011 that number was 77 percent. Further, only 45 percent of entry-level hires were new college graduates.

Of the group that is interviewing and hiring new college graduates, the qualities sought have generally been the same over the last five years: communication skills, honesty/integrity, interpersonal skills, motivation/initiative, and a strong work ethic. These qualities are difficult for the prospective employee to quantify. Many graduates I speak with still focus on GPA maximization, a quantifiable attribute, even though a recent NACE survey indicated grades of B or higher ranked 18th out of the 20 attributes assessed by employers.

A good running back can cover 40 yards in 4.5 seconds or less. A great running back can read defenses and pick up the blitzing linebacker or exploit a mismatch on a defensive switch. These “greatness” attributes might not be on full display during a combine, pro day, or pre-draft camp. They might only be available on game film. Practice drills and scripted exercises rarely reveal the full truth that real, live action does.

A good marketing applicant might have fantastic measurables. However, if a solid GPA is the 18th most important attribute for an employer, then it could be argued that the familiar top five are analogous to the “greatness” attributes a scout seeks on game film. If that’s so, perhaps we need new ways to showcase our students. For instance, maybe we need to ask them to make a tutorial video to teach fellow students how to conduct and interpret a correlation analysis then make the video available to marketing research recruiters. Maybe an initial interview can tell a firm representative all he or she needs to know about communication and interpersonal skills. Perhaps a better indicator is watching a student make an agency-style pitch to a real-world client from a promotional strategies or advertising course.

Any NFL or NBA scout can review measurables. The same is true for any career fair recruiter. A seasoned pro sports scout studies live game videos in search of the signs of greatness. Perhaps it is time to make videos available to prospective employers to highlight the less quantifiable capabilities of our students. Let’s combine our efforts to assist those going pro in something other than sports.

Visit www.ams-web.org for further information about the Academy of Marketing Science
Channel Attribution in the Internet Age

In the last issue of AMSQ I suggested that there are many opportunities for research in internet/interactive marketing that are not only academically rigorous but could provide some real relief and insight for practitioners. I asked the diverse advisory board of our interactive marketing program to help provide suggestions and noted the disparity between what is being asked for in industry and what we were researching in the Journal of Research in Interactive Marketing, which I edit. In this issue I look at other research in the top area of concern from the board survey reported last time, which was the relative effectiveness of various channels/channel attributions particularly of online sources that can’t be tracked directly. I conclude by making some recommendations for future research directions.

First, to illustrate the challenges of multi-channel attribution, I borrowed a graphic from Joel Book at ExactTarget, the email and interactive marketing firm. The picture indicates a problem facing both marketers and those researching the area of marketing today, being the proliferation of marketing communications channels and how to attribute the results of channel actions and spending to specific results. Above the timeline in the picture are the direct marketing channels and below the timeline are the more advertising-related communications channels. As I stated in my last column, times have certainly changed in marketing.

This topic of multi-channel attribution often seems to me like the search for the Holy Grail (the Last Cup of Christ) because of the elusive nature of the result. Given the proliferation of channels, the complexity of the issue, cross-firm differences in resource allocation and other aspects of implementation, is there likely to be a broad-based answer to the questions of how to 1) attribute marketing results to marketing actions and 2) develop marketing programs that maximize spending?

The four ways that I see academics are addressing and can further address these issues are as follows:

1) By investigating an industry: In the Journal of Direct, Data and Digital Marketing Practice, Schultz, Block and Ramn have studied consumer media usage in three product categories, computers, automobiles and fast-food restaurants. (Schultz, et. al. 2009). In these studies as in other marketing studies elsewhere, we often see that where the marketer is spending their dollars (mass advertising) and where the customer is spending their time (social media) do not match.

2) By examining a company: Recently in the Journal of Marketing (May 2012), Avery, Steenburgh, Deighton and Caravella investigated data from a high-end retailer to see if introducing a retail store in specific areas would affect catalogue and online sales.

3) By analyzing the customer: Venkatasen and Kumar (2005) and Venkatasen, Kumar and Ravishanker (2007) have developed a number of models from the point of view of the customer to explain and predict the adoption of multiple channels and discuss financial implications.

4) By analyzing multiple firms (strategy): Neil Morgan in a recent issue of JAMS (2012) outlined a conceptual framework to link all the different elements of marketing strategy and business performance, including implementation, which is often overlooked in research but critical in practice

Although these efforts are great first steps toward answering marketing attribution questions, none of them really provide guidance as to how to attribute the results of marketing spending on brand advertising, social media, search etc. to performance. The type of research conducted to date is a good start, but usually does not focus on the complexities facing the marketer today in a generalizable way and certainly does not look at cross-firm differences and performance. So we as academics have an opportunity not only to apply rigor to these issues but to work on topics of real relevance to marketers today.

The question of how to measure performance in this context is interesting also. Should we look at ROI, or event CLV, as practitioners do, in a hard numbers way? Wouldn’t customer equity ala Rust and Lemon and Zeithaml (2004) be more appropriate or at least a metric that should be evaluated in conjunction with other measures (Stahl, Heitman, Lehmann and Neslin 2012)?

In one version of the Grail Legend, the knight Percival indeed finds the Holy Grail but for most seekers the journey is its own reward. I personally doubt we are going to find one definitive, unified answer to the question of channel attribution, but there is still a lot of opportunity for research in this area and many insights to be found. This topic is one that practitioners are crying for help on and an area that gives academics a chance to provide a real contribution.

As usual please provide comments to this article on my blog (niuintertactivemarketing.blogspot.com) or at zahay@niu.edu and best of luck with the quest!
AMS/CUTCO Distinguished Marketing Educator Award

Call for Nominations: 2013 Award

The selection committee invites members of the Academy of Marketing Science to nominate a candidate, or candidates, for the 2013 AMS/CUTCO Distinguished Marketing Educator Award. The criteria for this award include:

1. First-rate scholar/scholarly impact on marketing,
2. Global reputation,
3. Impact on the theory and/or practice of marketing,
4. Willingness to collaborate and mentor.

It is desirable that a nominee has already demonstrated an association with the Academy of Marketing Science. Below is a list of winners of this prestigious award since 1987. The selection committee wishes to emphasize that you may consider individuals from all parts of the world, to help make this a truly global award.

The presentation will be at the awards luncheon during the AMS 2013 Annual Conference in Monterey, CA., May 14-18. Please ensure the nominee is aware of the timing of this conference and is able to attend if selected.

To nominate an individual, you need to send:

1. One letter of recommendation, addressing the above award criteria. (Only one letter per nominee but it may have more than one signatory)
2. The nominee’s resume.

Please submit these materials electronically by October 26, 2012 to: peter.mcgoldrick@manchester.ac.uk

Thank you for your assistance.

Peter J McGoldrick
Chair of Selection Committee:
AMS/CUTCO Distinguished Marketing Educator Award.

AMS Distinguished Marketing Educators
1987 Shelby Hunt
Texas Tech University
1988 Robert Peterson
University of Texas
1989 Jagdish Sheth
Emory University
1990 William R. Darden
Louisiana State University
1991 Stanley C. Hollander
Michigan State University
1992 Paul E. Green
University of Pennsylvania
University of Wisconsin-Madison
1994 Richard P. Bagozzi
University of Michigan
University of North Carolina
1996 David W. Cravens
Texas Christian University
1997 Robert F. Lusch
University of Oklahoma
1998 William H. Cunningham
University of Texas
1999 George S. Day
University of Pennsylvania
2000 Leonard Berry
Texas A&M University
2001 A. Parasuraman
University of Miami
2002 Philip Kotler
Northwestern University
2003 Rajan Varadarajan
Texas A&M University
2004 Valerie Zeithaml
University of North Carolina
2005 Naresh Malhotra
Georgia Tech University
2006 David Stewart
University of Southern California
2007 Roland Rust
University of Maryland
2008 Christine Moorman
Duke University
2009 Don Lehmann
Columbia University
2010 Druv Grewal
Babson College
2011 Joe Hair
Kennesaw State University
2012 Rosann Sprio
Indiana University

AMS Annual Conference
Monterey, CA
May 15-18, 2013
Submission Deadline: December 7, 2012

Co-Chairs Leyland Pitt and Costas Katsikeas invite scholars across all of the disciplines within marketing to submit their new ideas, their research results, and their repulsings of good existing ideas, as well as their ideas for special sessions that have direct or tangential connection to the conference theme. Also, we welcome ideas that may not be directly related to the theme. Other theory, research results and special sessions across the broad spectrum of our discipline as indicated by the many tracks included are also of interest, and we encourage your submission(s).

The venue of the conference is magical Monterey, California—a previous Spanish and Mexican capital of Alta California, city of Steinbeck, home to the world-renowned Monterey Bay Aquarium, Fisherman’s Wharf and the annual Monterey Jazz Festival. John Steinbeck immortalized Monterey in his novels Cannery Row, Tortilla Flat and East of Eden. Visitors can enjoy a meal on Cannery Row overlooking Monterey Bay, or venture a little further to explore 17 Mile Drive, perhaps bump into Clint Eastwood in the neighboring town of Carmel, or view the 7th hole at nearby Pebble Beach, reputedly the most beautiful hole on one of the world’s most legendary golf courses.

To participate, submit competitive papers or special session proposals electronically using the conference management system to the appropriate track chair listed below. Important Note: It is against AMS policy to submit the same paper or special session proposal to multiple tracks. We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science.

All manuscripts and special session proposals are to be submitted using a pdf document via the online submission process at the following website: http://ams-web.org/cde.cfm?event=379890.

In the case of track co-chairs, the authors may communicate with either or both of the track chairs regarding a submission.

Manuscripts should follow the Journal of the Academy of Marketing Science style guidelines (found at http://www.jams.org). Competitive research papers may be submitted either as:

(1) A full paper or (2) A structured abstract.

Full paper submissions should not exceed 20 double-spaced pages (Times New Roman or Calibri 12 pt. font) in total length including all exhibits and references. Be sure to include the title information with each submission but do not include a title page in the submitted document file itself. The name of the paper, names and affiliations of each author, and complete contact information for the corresponding author (surface mail address, e-mail address, fax, and phone number) will be requested as part of the submission dialog. Important note: It is against AMS policy to submit the same paper or special session proposal to multiple tracks. Manuscripts will be double blind reviewed. Only papers submitted as full papers can be published as full papers. Full papers may also be published as one page abstracts in brief.

Upon acceptance, the author agrees to: (a) release the copyright to the Academy of Marketing Science unless choosing to publish only an abstract; (b) submit the manuscript in correct format in a timely fashion according to the instructions provided by the Proceedings Editor; and (c) have at least one author appear at the conference to present the paper. The page limit for published full papers is 8 single-spaced pages. Longer papers (up to 12 pages) will be allowed at the rate of US$50 per page over the limit. Any accepted manuscripts not presented at the conference will not be published in an AMS Proceedings. Accepted papers will undergo a further edit for style prior to the meeting and final pdf files will be uploaded to the system for submission to the Proceedings Editor. Detailed instructions will be provided by the Proceedings Editor at that time. It is ultimately the author’s responsibility to see that any paper accepted for publication is provided to the Proceedings Editor and appropriate track chair on time and in the proper format. Membership (current at the time of the meeting) in AMS for all authors not attending the meeting is expected and appreciated.

Special session/paper proposals can be submitted through the conference management system to the appropriate track. Proposals should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. Please contact the respective track chair prior to uploading a special session proposal submission. Special session/paper proposals will be
reviewed, and those rated as highest quality and most in keeping with the conference theme will be accepted for presentation. The program team welcomes all ideas for presentations, workshops or other sessions that may be of interest to the AMS Fellows. Please contact an appropriate program manager with your ideas.


AMS World Marketing Congress Melbourne, Australia July 17-20, 2013 Submission Deadline: October 1, 2012

Co-Chairs Michael T. Ewing and John Ford invite you to join them down under for the AMS World Marketing Congress, July 17-20, 2013. In 1995 John Major occupied 10 Downing Street, Bill Clinton was the 42nd US President, Nelson Mandela had been in office for a year and Paul Keating’s tenure as Australian PM was drawing to a close. The world’s population was 5.6 billion, and Microsoft unveiled its long awaited Windows 95 software. The San Francisco 49ers won the Superbowl, Everton won the FA Cup, Carlton won their 16th AFL premiership and South Africa their first rugby world cup. Toy Story 1 was the top grossing film and Mariah Carey topped the 42nd EMAC is; LOST IN TRANSLATION: Marketing in an Interconnected World

European Marketing Academy (EMAC) 42nd Annual Conference, Istanbul, Turkey June 4-7, 2013 Submission Deadline: December 4, 2012

The European Marketing Academy (EMAC) is hosting its 42nd Annual Conference in Istanbul, Turkey June 4-7, 2013, hosted by Istanbul Technical University. In every era, Istanbul has been the intersection point of Eastern and Western civilizations. This is owed not only to the strategic significance of its geographical position, but also to the city’s identity as a centre of experience, accumulation in culture, arts, sciences and technology. With a settlement history of more than thousands of years, this rooted city presents an absolute harmony of culture and civilization. Being the largest city of Turkey, Istanbul was the most crowded city of the world in 1502, and then London took this title in 1840. Istanbul metropolitan province has 13.26 million people living in it as of December, 2010, which is 18% of Turkey’s population which makes it the 3rd largest metropolitan area in Europe after London and Moscow.

Istanbul has a number of major attractions derived from its huge historical status as the capitals of the Byzantine and Ottoman Empires. These include the Sultan Ahmed Mosque, the Hagia Sophia, the Topkapi Palace, the Basilica Cistern, the Galata Tower, and the Grand Bazaar.

Inspired by Istanbul’s location and cultural heritage that embrace east and west, the theme of the 42nd EMAC is; LOST IN TRANSLATION: Marketing in an Interconnected World.

Lost in Translation: Marketing in an Interconnected World

The east we know is not the same east; the west we know is not the same west anymore. Economies are interconnected and as in the butterfly effect there is a sensitive dependence on contextual factors. Companies are not monogamous, they transact within enmeshed relationships that are collaboratively built with their counterparts, suppliers, distributors, consultants, associations, governments etc. Transition from the Real World to the virtual world facilitates empowerment of consumers who constantly engage in countless exchanges. In such an environment, organizations and individuals are subject to a rampant influence that is open to inter-dependencies. While those changes occur, having a static, preconceived world view would be a major blunder for corporations when investing in global markets.

Interaction among and across consumers and businesses are dialogical transactions inextricably bound to interconnectedness between micro and macro contexts in which both parties exist and evolve. Through interactions, clients and firms move towards understanding each other and even learn about their own selves. However, such a learning process could be overwhelming due to too much information flux and availability that instead of detailed analysis, proximities could be used to reach conclusion for reducing risk. While this dynamism may lead message and offering to reach conclusion for reducing losses in translation of marketing strategies to recover any and much more!

Additional information: www.2013wmc.org

AMS Quarterly Volume 12, Issue 3

SCHOLARSHIP AND RESEARCH

In order to eliminate the risk of mistranslation of the observed to actions, the use of marketing research to accumulate market intelligence should revise its conventional divide of quantitative and qualitative approaches. Rather, for building mechanisms to elicit interim feedback, both worlds should be reconciled towards breeding a collaborative expertise as to support cumulative learning.

Istanbul Technical University, Management Engineering Department

At the heart of Istanbul, being the oldest engineering school of Turkey, historical roots of Istanbul...
Technical University (ITU) date back to the Ottoman Empire, when the Royal School of Naval Engineering was established in 1773. As being a part of this higher education legacy, Management Engineering Department, proudly hosts the 42nd EMAC.

Our department aims to provide an education to engineering students that will enable them to undertake managerial and leadership responsibilities in the rapidly developing Turkish industrial enterprises and world-wide organizations. Still being the only Management Engineering department in Turkey, it embodies a curriculum that blends general engineering foundation with management functions and processes. In 2010, Management Engineering Undergraduate Program is very proud to be fully accredited by ABET (Accreditation Board for Engineering and Technology, USA) as a high quality engineering degree.

The EMAC 2013 organization committee looks forward to hosting you in Istanbul in June 2013! You could find details regarding the conference, university and the city at the following websites:

- http://www.emac2013.org
- http://www.itu.edu.tr
- http://www.isl.itu.edu.tr/eng/indexEN.html
- http://www.timeout.com/istanbul

International Network of Business and Management Journals


The third conference of the International Network of Business and Management Journals (INBAM) will take place in Lisbon, Portugal, from June 17 to 19, 2013. The Technical University of Lisbon (UTL) will host 18 editors-in-chief from around the world, thus there will be a total of 18 tracks – one for each journal. INBAM is looking forward to receiving submissions. Please ensure that your paper is appropriate to the journal to which you are submitting.

Full papers covering diverse themes and methodological approaches are welcome. Papers should demonstrate high research quality and reflect the research focus favored by the Conference journals. One of the aims of the Conference is to select papers, depending on the characteristics of the journal and the quality of the papers, which will constitute a special issue of each of the SSCI journals involved in the 18 tracks. Each of the 18 tracks (and consequently the special issues) will have coordinators who will be the guest editors of the special issue. Once the Conference has concluded, the guest editors (as well as the editor-in-chief of the journal) for each track will decide which papers are to be recommended for inclusion in the special issues/section of the corresponding publications. Depending on the quality of submissions, the best papers will be published in the special issues of these SSCI journals.

This will make the 2013 Conference and subsequent conferences organized by the Editor Network of the International Network of Business and Management Journals (INBAM) quite unique. The issues/special section will be published in the year after the Conference. Original papers should be submitted by December 15, 2012. Those papers that do not reach the required standards of quality and rigor demanded by the journals, in terms of theoretical framework and methodology, will not be accepted for presentation at the Conference. However, during the INBAM Conference, a parallel section will take place, in poster format, devoted to studies already in progress, though not yet in the final stages. In this section, the authors will be gathering suggestions in order to improve their work, or seeking partners willing to collaborate in the research and production of the final paper. Detailed guidelines for poster presentations will be sent with acceptance letters. All accepted full papers and papers accepted as posters will be present in the conference proceedings (with ISBN). A paper may only be submitted to one journal and a conference participant may only be the presenter of two papers across all sessions-tracks.

Full papers should be submitted electronically via the INBAM website 2013.inbam.net to the appropriate journal (see the list below), in accordance with the guidelines of each journal. The entire paper should be created in ONE document in Word format (.DOC or .DOCX). The first page is the title page, showing the full title, author’s name, position, affiliation, and present address. Also, include an e-mail address for editorial correspondence. If there is more than one author, please indicate with an asterisk (*) the author who should receive correspondence.

The Technical University of Lisbon (www.ulisboa.pt) will host the 2013 INBAM conference in its prestigious school ISEG, School of Economics and Management (www.iseg.ulisboa.pt). It is located in the heart of the city, close to the São Bento Palace (the Parliament of Portugal), the Estrela Basilica and within easy reach of the downtown Chiado district. ISEG facilities combine the beautiful features of the historic Inglesinhas Convent with modern, functional and comfortable classrooms, auditoria and other amenities.

Additional information can be found at: www.2013.inbam.net

New Minds Meet Great Minds continued from page 9

In the academic setting, our publications are our currency, which naturally leads us to focus more on researching than on teaching. What advice do you have to help young academics to find balance?

In a way academia is like golf. Golf professionals say that you drive for show, but you putt for dough. Marketing professors research for show, but teach for dough. Only a select few scholars are able to earn good money by research alone. If you are a really good teacher (as well as a sound scholar), there will always be a school somewhere in the world willing to pay you handsomely for your services. I also don’t see teaching and research as mutually exclusive. I would hate to be taught by a professor who never did any research. University teachers who do no research are really just actors mouthing the scripts of others.

If there were one message you could share with marketing practitioners and academics alike, what would it be?

I’m not sure I’m up to answering a question as profound as this! So I’ll fall back on Woody Allen: “Confidence is what you have before you understand the problem.”

Finally, you have a reputation as a gifted wine connoisseur. What single piece of advice would you give wine marketers?

To wine marketers I would say: Never forget that you are offering the only truly natural alcoholic beverage. Even just left to themselves, wine grapes will turn to wine without any human interference; even the yeast can be natural and fall from the sky. A simple beverage like beer still needs to be cooked to become beer, and spirits need to be distilled. Wine is one of the most magical of products. Don’t let consumers forget that.

To wine consumers I would say, don’t forget that…the best wine in the world, is the wine in your glass!

Thank you Professor Pitt for taking the time to interview with us.
The University of Tennessee, Knoxville, College of Business Administration invites applications and nominations for two tenure-track, marketing professor positions in its Department of Marketing and Supply Chain Management. Both positions are open to all ranks, however senior assistant, associate, or recently promoted full professors are preferred. Applicants for both positions will be expected to have expertise in marketing and be willing to work effectively in a department that places significant emphasis on cross-functional interaction and integration with supply chain management faculty. We are particularly interested in candidates with expertise in the related areas of sales, sales force management, brand management, and consumer behavior. Effective date of employment is negotiable but will ideally be no later than August 1, 2013.

Qualifications

Required: Ph.D. degree in marketing or related field in hand as of starting date of employment.

Preferred: The ideal candidate will have full-time work experience, the ability to work effectively as a contributing member of a faculty team, a scholarly research record as evidenced by publications (or progress toward publications) in top-tier journals in the marketing field, an appreciation for the interaction between marketing and other business functions, an interest in teaching in interdisciplinary degree programs, and the ability to teach in traditional degree programs (undergraduate and MBA programs) with an interest in eventually teaching in Ph.D. and/or non-degree executive development programs.

Program Information

The Department of Marketing and Supply Chain Management is positioned within the College of Business Administration at the University of Tennessee, Knoxville. The Department has a single vision of Demand/Supply Integration that integrates the mission and objectives of its programs in Marketing and Supply Chain Management within the College. The Department enjoys a strong and meaningful positioning within the College, and faculty members are active participants in College-wide programs and priorities.

About UT Knoxville and the Business School

The University of Tennessee, Knoxville is the state’s flagship university with approximately 30,000 students currently enrolled on the main campus in Knoxville. The business school is housed in the recently built (2009), 174,000 square-foot, $40 million, state-of-the-art James A. Haslam II Business Building. The business school has received much press in recent years. U.S. News and World Report ranked UT’s College of Business Administration undergraduate business program 27th in the nation among public institutions in 2012. The magazine also gives high rankings to the college’s undergraduate program in supply chain management, which ranked 7th nationally and 5th among public universities. Finally, the full-time MBA program has been ranked by U.S. News and World Report 30th against public universities and 60th nationwide in 2012. Knoxville, nestled in the foothills of the Great Smoky Mountains, has a metropolitan statistical area population of over 655,000 people. This moderate-sized city has a vibrant nightlife that includes numerous theaters and museums, traditional bluegrass music, world-class restaurants, and a downtown market square to name a few examples. Surrounded by lakes and the Tennessee River, the Knoxville area boasts wonderful year-round water activities, including boating, fishing, and swimming that make for scenic and breathtaking views of the area. Knoxville is also home to many leading corporations, including Pilot Flying J; Ruby Tuesday, Bush Brothers & Company, Scripps Networks, Regal Cinemas, TVA, and Alcoa.

The Knoxville campus of the University of Tennessee is seeking candidates who have the ability to contribute in meaningful ways to the diversity and intercultural goals of the University.

Application Procedure

Dr. Dan Flint and Stephanie Noble co-chair the search committee. Qualified individuals are invited to submit a professional vita and letter of interest to Marketing Faculty Search 310 Stokely Management Center, University of Tennessee, Knoxville, TN 37996-0530 (marketingsearch@utk.edu). Letters of reference will be required during later phases of the selection process. Search process will remain open until positions are filled. For further information, please contact the search committee chairs, Dr. Dan Flint at 865-974-8314 (dflint@utk.edu) or Dr. Stephanie Noble, at 865-974-9211 (snoble@utk.edu).

Duties/Responsibilities

Candidates will be expected to contribute to the teaching mission at undergraduate, MBA, and Ph.D. levels, and to have an interest in participating in executive development. Research requirements include a continuing record of publication in top-tier journals in the marketing field and an interest in working with other faculty members and graduate students on team-based research projects.

EOE/AA Statement

The University of Tennessee is an EEO/AA/Title VI/Title IX/Section 504/ADA/DEA institution in the provision of its education and employment programs and services. All qualified applicants will receive equal consideration for employment without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status.

The University of Tennessee, Knoxville, is the nation’s flagship public university, anchored in the eastern third of the state, with campuses in Knoxville, Chattanooga, Memphis, and regional campuses throughout Tennessee. The University is the flagship institution in the Tennessee Higher Education System, which includes 42 colleges and universities. The University also wishes to assure all qualified individuals that it is committed to an equal opportunity, affirmative action environment and seeks diversity in all aspects of its operations.

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**IN THE NEWS**

Dr. Harold W. Berkman, AMS Executive Vice President/Director was appointed “Chevalier” of the Legion of Honor on February 5, 2012. It is a sign of France’s gratitude and appreciation for Berkman’s role in the liberation of France during World War II. The medal was awarded by Gael de Maisonneuve, Consul General of France on behalf of President Sarkozy. The Legion of Honor was created by Napoleon in 1802 to acknowledge services rendered to France by persons of great merit.

Dr. Berkman served in combat with General Patton’s Third Army, 80th Infantry Division. His other decorations include:

- Combat Infantryman’s Badge (awarded only to infantrymen who served in combat with units of Regimental or smaller size)
- European Theatre of Operations Medal with three bronze service stars (Ardennes/the Bulge, Rhineland, Central Europe)
- Bronze Star Medal (meritorious achievement in ground combat against the armed enemy during WWII)
- Presidential Unit Citation
- Victory Medal
- Army of Occupation Medal w/Germany clasp
- Good Conduct Medal
- Sharp Shooter Medal

His tour of duty consisted of 18½ months while serving in France, Luxembourg, Belgium, Germany, Austria and Czechoslovakia.

Dr. Rodoula H. Tsiotsou, University of Macedonia, Greece and Dr. Ronald Goldsmith, Florida State University announce the publication of their book entitled: Strategic Marketing in Tourism Services. The new book focuses on marketing strategies implemented in tourism services firms and includes a collection of papers related to specific marketing strategies. The book presents the application of specific marketing strategies such as experiential marketing, branding, target marketing, relationship marketing and e-marketing in tourism. Furthermore, it presents the strategic responses of each tourism subsector - hospitality, air transport, tour operation, travel agencies and the tourism destinations - from various countries around the world. It is published by the Emerald Group Publishing Limited. Information can be found at: http://www.emeraldinsight.com/products/books/notable?page.htm?id=9781780520704

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

**DO YOU HAVE “IN THE NEWS” ITEMS TO SHARE?**

Send your news to dhaytko@fgcu.edu

President’s Message continued from page 1

next step in solidifying the reputation of AMS around the world as “the” premier association of marketing scholars.

In sum, I’ve greatly enjoyed the opportunity to serve AMS and its members as president for the past two years. I came to the job with an incredible number of friends in the field and am leaving with that number multiplied considerably. I would be remiss if I did not credit former AMS President Chuck Lamb as the person that encouraged me to consider becoming more involved in leadership at AMS. “Service” as part of our performance model as academicians rarely (if ever) results in any meaningful extrinsic rewards. But when Chuck talked to me about the opportunities at AMS I quickly saw that it is a really special organization and serving with him on the EC during his presidency was especially intrinsically rewarding for me. I want to encourage everyone reading this column to become as involved as you would like to be in the organization. The first 40 years of AMS were great – the next 40 will be spectacular!

-- Greg W. Marshall, Rollins College gmarshall@rollins.edu
MEMBERSHIP RENEWAL:

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

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

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

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

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

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

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

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

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

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