Message from the President

Greeting all of you from Norfolk, Virginia. I certainly hope that you are planning to join me in Oslo, Norway for the World Marketing Congress, which will take place July 21-25, 2009. Vicky Crittenden, Linda Ferrell and Göran Svensson and their international team of track chairs have created an excellent program, which I am sure that you will find both intellectually stimulating and relevant. I am particularly excited about the projects for AMS’s first Biennial Doctoral Consortium which will take place on the 21st and 22nd of July in conjunction with the World Congress. The consortium will bring together forty-one top-notch international late-stage doctoral students with twenty highly respected international academics on the campus of the Oslo School of Business, Campus Kristiania. My thanks to the consortium co-chairs, Sharon Beatty, John Cadogan and Nick Lee, for their tireless efforts to bring this first of its kind event together. This is the first truly global doctoral consortium, and we at the Academy of Marketing Science are proud to be the sponsors of this innovative event.

I would like to take just a moment to discuss the importance of AMS offerings for doctoral students and junior faculty members. I have been involved personally with doctoral students for most of my career as one of the originators of the Ph.D. Program in marketing at Old Dominion University back in 1988 and 1989, and I have been following in Chuck Lamb’s leadership in ensuring that AMS provides the best experience for doctoral students at all of our conferences, and in that light, I would like to announce that I have appointed Colin Campbell to be the Director of Doctoral Student and Junior Faculty initiatives under my Presidency. Colin has worked very hard over the past several years with Deanne Brocato, Chuck Lamb, Barry Babin and myself to help establish a number of offerings at the annual conference each year, and I am delighted that he is formally stepping into this position. Colin will soon be contacting the doctoral students and junior faculty attendees at this year’s annual conference in Baltimore about their experiences in an attempt to ensure that our offerings add sufficient value for both the doctoral students and recent junior faculty members. In terms of doctoral student offerings, each year we provide a special dinner for the students at the beginning of the annual conference, a session on recruiting opportunities where students and junior faculty can meet with AMS members to discuss open faculty positions to get a bit of a jump on the normal AMA recruiting “meat market” in August, and we allow students the chance to participate in special colloquia. I have been the Track Chair for the Doctoral Colloquium for the past five years which allows doctoral students to submit papers and present their research in less stressful, yet helpful sessions with faculty there to make suggestions for improving the various studies. These have proven to be very helpful, and a number of papers presented at these sessions have been improved and sent consequently to other conference competitive sessions and/or journals for publication. Special junior faculty and doctoral student offerings at AMS conferences have also included sessions focusing on what to expect from a career in academia upon graduation and how to establish yourself in your discipline and develop your research streams.

I am also greatly indebted to Julie Baker, our Mentoring Program Coordinator, for her work in establishing and maintaining the mentoring initiative which involves matching up AMS faculty with doctoral students to aid them in their personal development. Many students have mentioned to me how beneficial that this program has been, and it is my hope that Julie will continue in this capacity for the foreseeable future. Junior faculty members should contact Julie (jbaker@odu.edu) if they would like some help from senior faculty given possible mutual research interests. This is limited to only doctoral students. Please tell Julie if you would like to be matched up with more senior faculty to help in providing direction for your career in marketing academia.

I am always interested in your input about how we can improve the AMS offerings for you personally, and how we can improve the potential value associated with AMS membership. Please do not hesitate to contact me at upcoming meetings or by e-mail at jford@odu.edu. Your input is always welcome.

~ John Ford, Old Dominion University, jford@odu.edu

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From the Editor

Welcome to the July 2009 issue of the AMS Quarterly. This issue contains exciting news about the Academy’s official publications: JAMS and the new AMS Review. Also included are various highlights and photos from the AMS Annual Conference in Baltimore, as well as news, calls for papers, and job announcements.

In my role as Editor, I hope to visually capture more of the unique aspects from our conferences and congresses for inclusion in the Quarterly. If you plan to be at the upcoming World Marketing Congress in Oslo, remember to bring your camera and e-mail a copy of interesting photographs for our next issue.

For the fall issue of AMS Quarterly, please submit your photos and articles no later than October 1, 2009 to me at flaherty@jmu.edu. 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 and/or contact me via phone at 1-540-568-3238. I look forward to meeting AMS colleagues at the World Marketing Congress in Oslo from July 21-25. Enjoy this issue and please feel free to send me your feedback and suggestions on how to make the Quarterly of more value for you.

~ Theresa B. Flaherty, James Madison University
flaherty@jmu.edu

ACADEMY OF MARKETING SCIENCE OPTIONAL BENEFIT FORM

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

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~
The 2009 AMS annual conference was held at the Marriott Waterfront in beautiful inner harbor, Baltimore, MD, USA, through May 20 – 23. Michael R. Czinkota (Georgetown University and University of Birmingham) and Ilkka Ronkainen (Georgetown University) served as program co-chairs. Despite the financial challenges in the world economy and growing concerns over swine flu, the scenic venue and attractive program drew registrations from 273 marketing educators and students from around the world. Reflecting its international nature, the conference welcomed more than half of the participants from outside of the U.S.

Conference participants at the Annual AMS Award Luncheon.

The highlight of the program was a plenary presidential session to recognize AMS founding fellow Harold Berkman. Many other individuals were recognized for various AMS awards. Donald R. Lehman (Columbia University) received the 2009 AMS CUTCO/Vector Distinguished Marketing Educator award for his remarkable achievements in marketing research and teaching. His speech at the Annual AMS Awards Luncheon offered food for thoughts to the audience for pursuing a career in marketing education. Davis S. Ridley, Senior Vice President of Marketing and Revenue Management for Southwest Airlines, received the AMS Distinguished Marketer Award. He also delivered an inspiring speech at the Presidential Banquet. Joe Hair was recipient of the Harold Berkman Service Award. Adel El-Ansary and Greg Marshall were the 2009 AMS Distinguished Fellow Recipients.


Dwayne Gremler (Bowling Green State University), Linda Rochford (University of Minnesota-Duluth), and Jerome Williams (University of Texas at Austin) were honored as Outstanding Marketing Teachers through the Lamb-Hair-McDaniel Outstanding Academy of Marketing Science for Southwest Airlines, received the AMS Distinguished Marketer Award. He also delivered an inspiring speech at the Presidential Banquet. Joe Hair was recipient of the Harold Berkman Service Award. Adel El-Ansary and Greg Marshall were the 2009 AMS Distinguished Fellow Recipients.


Dwayne Gremler (Bowling Green State University), Linda Rochford (University of Minnesota-Duluth), and Jerome Williams (University of Texas at Austin) were honored as Outstanding Marketing Teachers through the Lamb-Hair-McDaniel Outstanding Marketing Teaching Award competition. The winner of Mary Kay Dissertation Award was Andrew Petersen. Denish Shah was the runner-up and honorable mentions went to Dan Rhee and Burcak Ertimer.

The track chairs were crucial for the conference quality by generating and processing 253 submissions. The 2009 chairs were:

- Africa: Unlocking Corporate and Customer Value - Christo Boshoff and Adele Berard
- Business-to-Business Marketing - H.P. Sonnenborn
- Channel Activities and Processes - Bert Rosenboom
- Consumer Behavior - Claudia Dinomite, Arnd Florack
- Corporate Culture, Governance and Responsibility - Margit Enke and Anja Geigenmüller
- Education Outreach, Teaching, and Learning - Attila Vaparak
- Environment and Sustainability - M. Joseph Sirgy and Helen Borland
- Expanding Marketing Outreaches - Coskun Samli
- Freedom, Economic Restructuring, and Quality of Life - Jim Slater
- Global and Cross-Cultural Marketing - Constantine Katsikeas
- Marketing and Global Risk - Gary Knight and Douglas Johansen
- Marketing Research and Metrics - Manfred Schwager and Marko Sarstedt
- Marketing Strategy - Stefan Gildenberg and Tina Ambos
- Product Development - Jeffrey B. Schmidt and Regina McNally
- Promotion and Communication - Christopher Joiner
- Selling and Sales Management - Fenny M. Simpon and John Cadogan
- Service Marketing - K. Douglas Hoffman and Peggy Chaundy
- Small Countries, Small Firms, Meet Global Marketing - H. Ruudiger Kaufmann and B. J. Punnett
- Supply Chain Management and Logistics - Göran Svensson

Proceedings Editor - Leroy Robinson Jr.

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Cambridge, MA, USA, through May 20 – 23.

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Ilkka Ronkainen and Michael Czinkota with the 2009 Conference Track Chairs.

AMS President John Ford chaired the doctoral colloquium again this year. The sessions fulfilled the mission to expand and grow future marketing scholars and educators of the academy. This year AMS offered a new Meet the Recruiter program for the graduating doctoral students to network with recruiting institutions.

Last but not least, the hard work of three individuals helped make the conference a success. They are Linda Ferrell (University of New Mexico/AMS Vice President for Programs), Lin Qing (Georgetown University/Program Coordinator), and Brian Miller (Lusiana Tech University/AMS Central Office). We had a great time preparing this conference. Thank you for the opportunity to be of service.
A TRIBUTE TO DR. HAROLD BERKMAN

Dr. Berkman established AMS at Long Island University. The central office moved to University of Miami where he was vice dean until his recent retirement. The office now moved to Louisiana Tech. From its inception, Harold Berkman’s vision for AMS has been “...to serve the marketing professoriate in ways to nurture the marketing discipline and the professional development of marketing faculty and doctoral students.” This vision was operationalized through well-established programs related to conferences, publications, academic, and professional affairs.

With respect to conferences, AMS has been successful in organizing an annual conference in North America since 1972. The annual conference has alternated between the East Coast and the West Coast of the U.S. and Canada. Recognizing the international nature of the Academy, Berkman and the executive committee established a biennial conference that reaches out to a wide audience outside of North America. This is the World Marketing Congress (WMC). The WMC was held in many cities around the globe bringing together marketing educators and doctoral students from different corners of the world. AMS sponsors two other regular conferences: the Retailing Conference and the Cultural Perspectives in Marketing Conference. Both conferences are held biennially and have a long history of success. The Retailing Conference is co-sponsored by ACRA. The Cultural Perspectives conference started out as a “minority” conference focusing on sub-cultural issues in marketing related to the U.S. Then the scope of the conference was eventually broadened to focus on cross-cultural issues. AMS has organized many specialty conferences such as the Quality-of-Life Marketing Conference, the History of Marketing Thought Conference, the Marketing Ethics Conference, the Relationship Marketing Conference, and the Macromarketing Conference. Some of these conferences became established in their own right such as the Quality-of-Life Marketing Conference, which was broadened to incorporate other disciplines and became the main conference of the International Society for Quality-of-Life Studies.

Berkman and the leadership of AMS should be particularly proud of the more recent conference related to the doctoral consortium. The American Marketing Association (AMA) has a doctoral consortium serving doctoral students from U.S. universities. AMS established a counterpart to the AMA’s doctoral consortium by making it “international,” thus serving doctoral students worldwide. In relation to publications, AMS has been successful in elevating the quality and prestige of its flagship journal, the Journal of the Academy of Marketing Science (JAMS). JAMS is now recognized by most marketing scholars as a top tier and premier journal in the marketing discipline.

Harold Berkman and the AMS leadership should be given much credit to this achievement. The AMS Quarterly is essentially the Academy’s newsletter and serves a vital communication function for the membership at large. Harold Berkman, together with other AMS leaders, labored hard over the years to serve the marketing professoriate and doctoral students in other ways (besides conferences and publications). These include the development of an extensive job bank available through the Academy’s web site, through the AMS Quarterly, and through the society’s annual conferences. AMS has long supported mentoring doctoral students by teaming them up with high profile mentors at the annual AMS conferences (e.g., Mentors’ Breakfast). AMS has supported the KPMG Ph.D. Project designed to provide scholarships to minority doctoral students to participate in the annual AMS Conference. This latter program is partly supported by the Berkman Foundation. Along with the partial support of the Berkman Foundation and Springer Publishers, AMS distributes JAMS to third World libraries free of charge. AMS also initiated the “Marketing Legends” program (with the support of the Berkman Foundation). This program is designed to generate oral histories of marketing “gurus” such as Philip Kotler, Stanley Hollander, and Jagdish Sheth. AMS has developed a statement of core values reflecting the moral identity of marketing scholars and is hard at work developing a code of ethics that can be a moral guide for the marketing professoriate worldwide.

Harold Berkman and the AMS leadership should also take pride in the many academic awards bestowed on marketing faculty and doctoral students. There are many academic awards related to best conference papers such as the William R. Darden Best Methodology Research Paper, the Stanley C. Hollander Best Retailing Paper, the Jane K. Fenyo Best Student Paper, and the M. Wayne DeLozier Best Conference Paper. These conference awards are related to the Annual AMS Conference. Also annually, AMS honors authors of the best JAMS paper through the Jagdish N. Sheth Best JAMS Article Award. AMS also annually recognizes the scholarly achievement of our best scholars through the CUCTO/Vector AMS Marketing Education Award and the AMS Distinguished Fellow Award. Outstanding teachers are also recognized annually through the Outstanding Marketing Teacher Award. Young marketing educators submit their dissertation for a competitive award and the best dissertation is recognized through the Mary Kay Doctoral Dissertation Competition Award. Finally, the AMS Harold Berkman Service Award is given to AMS leaders who had a long and outstanding record of service to the Academy at large.

AMS has built long-term relationships with a number of professional organizations such as the French Marketing Association and the Korean Academy of Marketing Science. These relationships are designed to benefit the members of their respective organizations. AMS has also tried to generate more value for its members through subscription discounts of journals such as the Journal of Retailing, Journal of Business-to-Business Marketing, and Journal of Personal Selling and Sales Management. Furthermore, in relation to AMS professional affairs, AMS has a long record of developing relationships with the marketing practitioner community. This is done through the CUCTO/Vector Marketing Practitioner Award. AMS selects one marketing practitioner who has an outstanding record of accomplishments and recognizes that person at the AMS annual conference.

Marketing academics worldwide would like to express their gratitude and heart-felt appreciation to Harold Berkman.

Joe Sirgy, Harold Berkman, and Coskun Samli
Marketing Congress (WMC). The WMC was held in many cities around the globe bringing together marketing educators and doctoral students from different corners of the world. AMS sponsors two other regular conferences: the Retailing Conference and the Cultural Perspectives in Marketing Conference. Both conferences are held biennially and have a long history of success. The Retailing Conference is co-sponsored by ACRA. The Cultural Perspectives conference started out as a “minority” conference focusing on sub-cultural issues in marketing related to the U.S. Then the scope of this conference was eventually broadened to focus on cross-cultural issues. AMS has organized many specialty conferences such as the Quality-of-Life/Marketing Conference, the History of Marketing Thought Conference, the Marketing Ethics Conference, the Relationship Marketing Conference, and the Macromarketing Conference. Some of these conferences became established in their own right such as the Quality-of-Life Marketing Conference, which was broadened to incorporate other disciplines and became the main conference of the International Society for Quality-of-Life Studies.

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Institute and State University), Michigan State University), Boston College), and University of North Florida), and Adel El-Ansary (University of North Florida, and Adel El-Ansary (University of North Florida). Their topics covered Berkman and Eclecticism, International Influence of Berkman, Berkman and Consumer Behavior, Berkman, The AMS, and The Evolution of Marketing Thought, and Personal Tributes. The laudation session paid tribute to the immense influence Dr. Berkman has on the AMS and the marketing world.

Joe Sirgy

AMS wishes to thank Joe Sirgy for sharing excerpts from his presentation about Harold Berkman and the Building of AMS.

THANK YOU Harold for building and nurturing AMS the way you did.
Donald R. Lehmann is the George E. Warren Professor of Business at Columbia University. His research focuses on individual and group choice and decision making, the adoption of innovation and new product development, and the management and valuation of marketing assets (brands, customers). He is also interested in knowledge accumulation, empirical generalizations and information use.

Lehmann has published more than 100 articles and books, serves on the editorial boards of several academic journals and is the founding editor of Marketing Letters. He is a past president of the Association for Consumer Research and former executive director (1993–1995, 2001–2003) of the Marketing Science Institute. Currently he is co-editor of the International Journal of Research in Marketing.

He has received many awards including the Fellow of the Association of Consumer Research (2006), Soundview Executive Book Summaries: 30 Best Books of the Year (2006), Little Award for paper in Marketing Science (2006), Berry AMA Book Prize: Best Book in Marketing (2006), AMA Charles Coolidge Parlin Award (2006) and Churchill Lifetime Achievement Award (2005) among many other honors and awards. During his acceptance speech, Dr. Lehmann was asked to describe his career management strategy. He humored the audience by stating "I can’t describe my strategy because there wasn’t one, and there still isn’t.” But Lehmann was able to produce a strategy at tenure time “much like a post hoc hypothesis that magically appeared at the front of a paper.” Lehmann is concerned about splintering in the marketing profession. When he entered “it was about disciplines coming together around broad problems. Today it seems to be more narrow issues and re-aligning with discipline and specific sub-groups.” But he is optimistic about the future of marketing and academics. He bases this optimism on the perception of well-trained Ph.D. students, a more inclusive working environment with individuals collaborating not just in the U.S., but globally, billions of people going online enabling them to be more informed consumers, and the potential of the Web to democratize knowledge. Lehmann does not consider himself to be a classic scholar that reads everything, but he attributes career success to opportunistic problem solving, working with other people, and being persistent. He advises members of our profession to:

• Pick interesting problems that matter to someone else to work on
• Work with good people
• Work hard and keep paddling in prime time
• Be tolerant
• Have fun
• Remember how lucky we are and pass a bit of our good fortune on to others.

Davis “Dave” Ridley is Senior Vice President, Marketing and Revenue Management for Southwest Airlines, an $11.0 Billion in revenue/34,000 employee airline. Southwest is the largest U.S. airline in terms of domestic passengers carried and has been the only airline to be profitable every year since 1973. Since joining Southwest in 1988, Dave has served as Senior Vice President, People and Leadership Development; Vice President, Ground Operations; and Vice President, Marketing and Sales. He has been a member of the Executive Planning Committee, the CEO-led committee responsible for company strategy and policy, since 1998.

Dave graduated from the University of Texas at Austin in 1975 with a BBA and earned an MBA from Southern Methodist University in 1981. Prior to Southwest Airlines, Dave worked in marketing and business development capacities with three Dallas area businesses. Dave and his wife, Mary Flo, have been married for twenty-eight years and have two married daughters and a son in college.

In his acceptance speech, Mr. Ridley focused on the importance of employees and company culture in achieving excellence, especially for a service company like his. Indeed, he attributed the long-term success of Southwest Airlines to its emphasis on recruiting, hiring, motivating, and rewarding the “right people.” To emphasize this point, Dave asked that his name be taken off the award plaque and replaced with “the people of Southwest Airlines.” A remarkable career...a remarkable company.
Being recognized as an Academy of Marketing Science Award-winning teacher requires one to pursue the narrow road, the road less taken. For some, like Professor Jerome Williams, the road spans nine universities allowing Professor Williams to inspire thousands of students. Professor Linda Rochford’s journey to the AMS Outstanding Marketing Teacher award involved developing and delivering twelve different courses (graduate and undergraduate) at four institutions. Also navigating the road to the AMS Outstanding Marketing Teacher award is Professor Dwayne Gremler whose novel approach of providing a money-back service guarantee for his Services Marketing course puts his (and his university’s) money where their mouth is.

What are the commonalities that the selection committee found in identifying Professors Gremler, Rochford, and Williams as the AMS Lamb-Hair-McDaniel Outstanding Marketing Teachers? Here are a few items that other teacher-scholars might find instructive:

1) Look for ways to innovate in your teaching. A clear distinction found in the teaching dossiers of Williams, Rochford, and Gremler was the desire and the willingness to try and test, to learn from other master teachers, and to learn from their students. They read about teaching, they write about teaching, and they listen to what those who are being taught have to say about the learning process.

2) Use multiple methods to facilitate learning, don’t simply fall-back on lecturing. Award-winning teachers engage students in discussions, service-learning or practical-experience projects, include guest speakers in the classroom experience, leverage cases, videos, field trips, and even role-reversal exercises (teacher becomes student). The commonality in these teaching profiles is not the use of a specific method. In fact, there is no single method that appears to make one a master teacher. Rather, outstanding teachers master and leverage multiple methods of teaching and connect across learning styles by using a portfolio of teaching methods, even within a single class period.

3) Embrace the role of teacher-scholar. Bring your research on Marketing into the classroom. Use the classroom to inform research on teaching pedagogy. Award-winning teachers are teacher-scholars, actively blurring the line of distinction between these two activities.

4) View the classroom experience as the beginning of a relationship- and learning-journey with your students. Impart immediate knowledge and seed important concepts that will take a lifetime to learn and master. One can teach about what makes an advertisement discriminatory, and at the same time, one can seed in students’ minds the challenge to “approach every facet of life with an active desire to eradicate discrimination, wherever it is found.” These inspiring teachers also begin a relationship in the classroom that they actively seek to expand outside the classroom and beyond the course term.

5) Know who they are and care about your students. This advice is not directly from the award-winning teachers. Rather, this theme permeates the commentary provided by former students. Interestingly, knowing and caring for students are salient behaviors extending well beyond the teacher-student dyad. Top performing teachers care about students who are not even in the teacher’s classroom. Or, in some cases, the caring extends beyond the teacher’s home university when the teacher-scholar connects with and provides mentoring to PhD students at other universities.

Next time you step out of your office and head toward the classroom, let Professor Jerome Williams (University of Texas, Austin), Professor Linda Rochford (University of Minnesota-Duluth), and Professor Dwayne Gremler (Bowling Green State University) inspire you to engage your students across multiple learning modalities. As you don your teacher-scholar hat, think about how you might experiment to make learning more engaging and to create stronger relationships with and between your students. In the end, as you return to your office, the buzz in the hallway will be your students, talking about what they learned. They will care about what they learned, because they will know that you care.

~Andrea Dixon, University of Cincinnati
dixonae@ucmail.uc.edu
THE 2009 AMS ANN

Barry Babin (Immediate Past President), Jay Lindquist (Director of International Programs), and Harold Berkman (Executive Vice President/Director).

Tomas Hult (JAMS Editor) and David Stewart (Outgoing JAMS Editor and AMS Board of Governors) presenting the Jagdish N. Sheth Foundation Best JAMS Article to Manjit Yadav.

O.C. Ferrell (VP for Publications) introduces 16 Editors and Associate Editors at the “Publishing in Leading Journals” session.

Denish Shah, V. Kumar, Andrew Petersen, Angela Hausman (VP for Membership – N. America), Dan Rice, and Burcak Ertimer at the Mary Kay Dissertation Presentation Session.

Don Lehmann (CUTCO/Vector Distinguished Marketing Educator) and John Ford (President).

Adel El-Ansary and Greg Marshall (President Elect) honored as the 2009 AMS Distinguished Fellow Recipients by Barry Babin (Immediate Past President) and John Ford (President).

Andrew Peterson, winner of Mary Kay Dissertation Award, presents his research. The 2009 winner was based on 42 submissions from 11 countries.

O.C. Ferrell (VP for Publications) with Tomas Hult (JAMS Editor) and Anne Hoekman (JAMS Managing Editor) at a session break.
UAL CONFERENCE

Joe Hair (Chair of AMS Board of Governors) receiving the Harold Berkman Service Award from Harold Berkman.

Raluca Mogos Descotes and Ruben Chumpitaz receiving the Stanley C. Hollander Best Retailing Paper Award.

Adina Poenaru was the recipient of the Jane Fenyo Award for Best Student Paper.

John Ford and Andrew Petersen (Winner of the 2009 Mary Kay Dissertation Award).

Christopher P. Blocker and Daniel J. Flint receiving the Wayne Delozier Best Conference Paper Award.


John Ford and Denish Shah (Mary Kay Dissertation Award - Runner-up).

Burcak Ertimser (Mary Kay Dissertation Award - Honorable Mention), Barry Babin, John Ford, and Dan Rice (Mary Kay Dissertation Award - Honorable Mention).
On June 1, 2009, I began my 3-year term as Editor of the Journal of the Academy of Marketing Science (JAMS), and the journal’s editorial office moved to Michigan State University with Anne Hoekman as Managing Editor. The transition has been smooth and seamless, thanks in large part to the time and efforts of outgoing editor Dave Stewart and his Editorial Assistant Mark Manalang.

Goals and Developments

In my editorial term, my goal is that JAMS will continue to be a top journal choice for scholars seeking to publish their highest quality, theoretically sound and managerially relevant research in marketing. There are a few new developments that will help reach this goal of being a top journal choice for marketing scholars.

First, I will continue to improve turnaround time so that when authors submit to JAMS, they can expect a very timely decision and a short time to publication should their paper be accepted. Over Dave Stewart’s term as Editor, turnaround time for new manuscript submissions averaged 53–54 days. Although the average turnaround time is already very good, I will try to decrease this by several days (45 days is the goal for all manuscripts). In terms of publication, papers that are accepted by JAMS are being published online at Springer’s Online First within an average of 35 days, so they can start being cited and having impact very quickly. Further, JAMS currently has only a small backlog, so accepted papers will make it to print publication fairly quickly as well.

Second, JAMS will be increasing from four to six issues in 2010, which means we will be increasing from about 600 total pages to 700 (or more if needed). This is in part with most other major marketing journals, which have already increased to six issues per year, and will allow JAMS to get our authors’ research into subscribers’ hands more frequently and quickly.

JAMS will also have a new look in 2010. Springer has designed a new cover, which was unveiled at the AMS Conference in Baltimore in May 2009. It will have a similar look to the original cover, but with a bit of a more updated and professional feel.

Finally, JAMS will continue to publish special issues on current and important topics. During my term, JAMS is planning to publish at least one special issue a year, and we have just released calls for papers for the next two upcoming special issues. The first will be on the theme of "Sustainability", with a submission deadline of January 1, 2010, and targeted for publication in late 2010. Potential topics for manuscripts submitted to this special issue could vary broadly given the span of issues involved in sustainability and marketing.

The next special issue, with a submission deadline of July 1, 2010, will focus on “Organization Theory” and how its perspectives can help describe, explain, and predict marketing phenomena. The Organization Theory issue is planned for publication in 2011. For more information on either of these special issues, please see page 9 of this issue of AMS Quarterly. Additionally, the full calls for papers can be accessed at www.springer.com/jams.

Other News

Another goal during my term is a professional (and social) media initiative to help JAMS extend its reach, spanning from seasoned professors to young doctoral students in the field and possibly also a wider practitioner audience. So I am introducing some additional outlets for all of our authors and reviewers to stay up-to-date on what’s happening with JAMS, beyond the information that was already available on the JAMS webpage hosted by Springer (www.springer.com/jams).

First, at the JAMS Twitter feed (www.twitter.com/JAMS_updates), readers can find current information on forthcoming articles, manuscript submission flow, acceptance and rejection rates, special issues, and more. We encourage you to subscribe to the feed to receive these regular updates.

Second, we have created a LinkedIn (www.linkedin.com) group as a networking forum for JAMS authors; those with LinkedIn accounts can join the JAMS group by searching for “Journal of the Academy of Marketing Science” under the “Groups” search menu. This LinkedIn group will serve to connect members interested in advanced marketing research, with a particular focus on JAMS as a publication outlet. Also, like the Twitter feed, the JAMS LinkedIn group will be regularly updated with JAMS-related news.

Conclusion

I look forward to continuing Dave Stewart’s efforts to improve JAMS’ reputation and turnaround time during my three-year term, and I would like to encourage the worldwide marketing professorate, interested practitioners, and public policy officials to participate in JAMS by submitting your best work for consideration (http://jams.edmgr.com/).

G. Tomas M. Hult, Editor, Journal of the Academy of Marketing Science

G. Tomas M. Hult
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Call for Papers, Special Edition of the 
Journal of the Academy of Marketing Science 
Deadline: January 1, 2010

Organization Theory

Call for Papers, Special Edition of the 
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Deadline: July 1, 2010

Sustainability

One of the most popular framings of sustainability traces back to a 1987 United Nations conference, where developments that are sustainable were defined as those that “meet present needs without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987). This form of sustainability spans all aspects of our world and has commonly been referred to as sustainable development, the 3 E’s (economic, environment, and equity), the 3 P’s (people, planet, and profit), and the triple bottom line (environmental integrity, economic prosperity, and social justice). In this spirit, sustainability commonly centers on three key dimensions: economic, environmental, and social.

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

To address these issues, the Journal of the Academy of Marketing Science is issuing a call for papers for the purpose of advancing knowledge on sustainability and marketing. The potential topics addressed in papers submitted can vary broadly given the span of issues involved in sustainability. In terms of content, papers may be either conceptual or empirical in nature, adopt a domestic or international focus, and pursue either theory-building or theory-testing. In terms of methodology, papers may be based on empirical techniques (e.g., case, survey, archival research) or on modeling techniques (i.e., optimization or simulation). Papers that integrate multiple perspectives and/or multiple methodologies are especially encouraged.

Papers targeting the special issue should be submitted using the JAMS submission system (www.edmgr.com/jams) and will also undergo the same review process as regularly submitted papers. The deadline for submission is January 1, 2010.

Questions pertaining to the special issue should be directed to:

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

Organization Theory

Organization theory offers a variety of useful perspectives, including the resource-based view, the knowledge-based view, strategic choice theory, agency theory, institutional theory, and systems theory as a small sample of important organization theories. The application of such theories to a phenomenon often provides greater understanding (cf. Journal of Operations Management, Volume 25, Issue 2). However, the consistency and depth of the use of organization theories varies significantly in the marketing field. These theories that are guiding organizational inquiry can also shed significant light on marketing phenomena.

The special issue on organization theory and marketing aims to publish papers that will shed greater insights into how organization theories can help describe, explain, and predict marketing phenomena. Theories and questions that can be addressed include but are not limited to: Do certain marketing practices meet the criteria for serving as strategic resources (resource-based view)? To what extent does knowledge exchange facilitate marketing action (knowledge-based view)? To what extent do strategic decisions about marketing activities shape performance (strategic choice theory)? Under what conditions is a marketing channel member likely to exploit other members (agency theory)? To what extent should marketing practices mimic industry best practices (institutional theory)? To what extent does the marketing level of analysis help explain behaviors beyond other levels of analysis, e.g., firm, industry, country (systems theory)?

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

Papers targeting the special issue should be submitted using the JAMS submission system (www.edmgr.com/jams) and will also undergo the same review process as regularly submitted papers. G. Tomas M. Hult and David J. Ketchen, Jr. will co-edit the issue. The deadline for submission is July 1, 2010.

Questions pertaining to the special issue should be directed to:

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Anne Hoekman, Managing Editor
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JAMS Solidifies Position as Top Journal

The Journal of the Academy of Marketing Science is widely recognized as a truly premier outlet for basic marketing scholarship. A recent article in JAMS (Hofacker, Gleim and Lawson 2009 – Summer issue) provides further evidence of JAMS’ prominence. The authors present evidence based on click-through rates for TOC listings posted on ELMAR (a distribution list for marketing academics). More than 150 journals post their TOC on this list. JAMS ranked as the fourth most popular journal based on these click through statistics. In fact, JAMS trailed the third place journal by only .05 points and the first place journal by only .20 points.

JAMS continues to produce high quality research articles aimed at a wide ranging audience and will continue to grow in stature and prominence. Your JAMS subscription is included with your membership and you have full-text access to every volume ever published online through your membership. For more, check out the Summer issue of JAMS.
The Academy of Marketing Science Announces New Journal in 2010: 
AMS Review

It has been noted that theory is the fuel for research. Theory advances knowledge in the marketing scientific discipline, guides marketing research toward crucial questions, and enlightens the marketing profession. Good marketing theory can help scholars organize and communicate the complexities of the discipline. The Academy of Marketing Science (AMS) has established itself as the leading professional association in marketing committed to advancing research, education, and the practice of marketing. Recognizing that marketing lacked a journal dedicated to marketing theory, the Academy, under the guidance of VP of Publications O.C. Ferrell, began the extensive undertaking of bringing a new journal to the marketing discipline. Working hand-in-hand with our publisher, Springer, the Academy is preparing to launch its first issue of the AMS Review in 2010.

The mission of the AMS Review is to publish thoughtful contributions that offer insights and perspectives extending knowledge and the understanding of marketing-related phenomena. The Review is receptive to different philosophical perspectives and levels of analysis that range from micro to macro. Especially welcome are manuscripts that integrate research and theory from non-marketing disciplines such as management, sociology, economics, psychology, geography, anthropology, or other behavioral sciences. Examples of suitable manuscripts include those incorporating conceptual and organizing frameworks or models; those extending, comparing, or critically evaluating existing theories or models; and those suggesting new or innovative theories or models. Comprehensive and integrative quantitative syntheses of research literatures (i.e., meta-analyses) are appropriate. 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.

This is an exciting time for all members of the Academy of Marketing Science. The Academy has established itself as an international, scholarly academy with our conferences and with the Journal of the Academy of Marketing Science (JAMS). The launch of the AMS Review is one more step in solidifying the strength of our organization. All members of the Academy of Marketing Science will receive a hard copy as well as electronic access to the new journal. We look forward to your participation and support.

AMS Review Editors

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2010 AMS ANNUAL CONFERENCE
CALL FOR PAPERS

The 2010 Annual Conference, Marriott Downtown Waterfront Hotel
Portland, Oregon – May 26-29, 2010
Submission Deadline: November 16, 2009
Conference Theme – “Achieving Balance: Research, Practice, & Career”
Conference Co-Chairs: Joseph A. Cote and Christopher R. Plouffe

Ideally, the relationship between the marketing academy and practice should be one of mutual benefit. Practitioners should learn from academics; and academics should learn from practitioners. Closer inspection of our own careers, however, often reveals that we are not achieving the balance we should – or could – achieve in these areas. The hope of this conference is to encourage, highlight, and promote such collaborative relationships between the marketing academy and key stakeholder constituencies. In addition to traditional academic research, we encourage participants to submit rigorous scholarly work that is done in conjunction with practitioners (corporate, non-profit, NGOs, or government) or has direct application to practice. The conference will see this take form in several ways: (i) Theory-based practitioner research projects conducted with or without academics, (ii) practitioners commenting on scholarly work submitted to the conference, and (iii) simply having practitioners talk about the types of problems they face and how academics can help provide needed insights.

Importantly, the conference will also include, a theme of attempting to balance one’s career and scholarship with “life”, one’s personal interests, and the beautiful, natural setting that is Portland, Oregon. Several off-site social events are planned in the evenings. Also noteworthy here (and a break from typical conference scheduling) is that all formal conference sessions will be suspended Friday afternoon May 21 so attendees can participate in one of several organized events (tentatively a guided tour of Oregon’s famous wine country; a waterfall tour and Pacific Northwest hike; golfing in the beautiful Columbia River Gorge; visiting Nike’s worldwide headquarters and campus; or touring Portland’s numerous gardens, including the world-famous ‘Rose Garden’). Pre- and post-conference tour packages / suggestions will also be offered for those interested in more fully exploring the area. So come, learn, grow, and have fun!
The 2010 conference will be in the Marriott Downtown Waterfront Hotel, Portland, OR. The many outstanding attractions of Portland and the surrounding vicinity are described in the attached information from Travel Portland. http://www.travelportland.com/visitors/

To participate, submit competitive papers (not abstracts) or special session proposals electronically 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 discussion and collegial fellowship that are the hallmarks of the Academy of Marketing Science.

Joseph A. Cote
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Advertising, Promotion, & Communications

This track invites papers and special session proposals that focus on behavioral, social, or public policy/regulatory aspects of advertising and integrated brand promotion. Topics include, but are not limited to, advertising, use of new media, product placement, sales promotion, sponsorship, social networks and interactivity in the communication process. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: Patricia A. Norberg (Patricia.Norberg@quinnipiac.edu)

Patricia A. Norberg
(Quinnipiac University)
David R. Fortin (University of Canterbury)

Brand, Image, & Product Management

This track invites papers and special session proposals addressing the broad array of product and brand issues in contemporary marketing; including branding via sports marketing. Topics include, but are not limited to creating, managing, or valuing products; brands or brand images – such as brand equity and loyalty; brand portfolio management; brand strategy; brand ethics; cross functional collaboration and the branding process; internal branding; brand value reporting; innovation and technology management; alliances and outsourcing; brand extension; brand identity and meanings; naming brands; brand- celebrity linkages; and the development of brands via sports marketing. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: Michelle Roehm (Michelle.Roehm@mba.wsu.edu)

Harper Roe (Wake Forest)

Business-to-Business Marketing and Customer Relationship Management (CRM)

This track invites papers and special session proposals that focus on all aspects of business-to-business marketing, customer relationship management (CRM), and organizational buying behavior. Suggested topics include CRM strategies, relationship development, creation, and effectiveness in B2B settings; creating and capturing value; emerging technologies germane to B2B and CRM; sole-sourcing; and outsourcing. Of particular interest is work surrounding the notion of “solutions” in B2B markets – the vendor’s crafting of solutions; the drivers of solution adoption and decision-making within purchasing firms, and related topics. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16; 2009 to: Leff Bonney (bonney@cob.fsu.edu)

Leff Bonney (Florida State University)
Douglas Hughes (Michigan State University)

Consumer Behavior

This track invites papers and special session proposals that focus on problem identification, search, decision-making, purchase and/or consumption behavior of either consumers or organizations. Conceptual as well as empirical papers are welcome. Topics include, but are not limited to, affect, mood, and emotion; explicit and implicit attitudes; social identity; self-concept; attachment, commitment, trust; loyalty; consumer-marketer relationships; motivation, goals; unconscious, automatic, and intuitive information processing; consumption and culture; consumer decision-making; organizational buying; technology and consumption; consumption value; post-consumption reactions; and measuring consumption outcomes. Papers with cross-cultural elements are also encouraged. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are also encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: June Cotte (jcotte@ivey.ca)

June Cotte, Ivey Business School, University of Western Ontario
Alison Johnson, Ivey Business School, University of Western Ontario

E-Marketing & the “Connected” Consumer

For the E-Marketing and the Connected Consumer track, we encourage papers and special session proposals regarding e-commerce from a consumer perspective. B2C topics of interest include: online events, leveraging sponsorships with online marketing, e-tailing and shopping cart abandonment, measuring online advertising effectiveness, m-commerce, e-dating, and social networking issues (e.g., facebook, myspace) as a context for understanding online consumer behavior. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business and business stakeholders are especially encouraged. Submit manuscripts and special session proposals via e-mail attachment no later than November 16, 2009 to: Detlev Zwick (DZwick@schulich.yorku.ca) Department of Marketing, Schulich School of Business, York University, Toronto, Canada

Clifford J. Shultz, II, Arizona State University
Frédéric Jallat, European School of Management - ESCP-EAP – France
Detlev Zwick, Schulich School of Business, York University

Global & Cross-Cultural Marketing

The chairs of this track invite papers and special session proposals on a broad range of global and cross cultural marketing issues. Topics include, but are not limited to: globalization; geopolitics and marketing; global branding, pricing, promotion, or distribution issues; the global intersection of marketing and finance; challenges facing multinational firms; internationalization; cross-cultural validation; international marketing strategies; opportunities and challenges in emerging and transitioning economies; cross-cultural managerial practices; import and export; international joint ventures and alliances; global sports marketing; product-country image and country of origin effects; risks that confront firms working internationally; global diffusion of IT with implications for marketing and consumption; global food and agriculture marketing; global marketing systems and macromarketing. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business and business stakeholders are especially encouraged. Submit manuscripts and special session proposals via e-mail attachment no later than November 16, 2009 to: Angeline Close (angeline.close@unlv.edu) or Dr. Anjala Krishen (anjala.krishen@unlv.edu)

Angelinia Close (UNLV)
Anjala Krishen (UNLV)

Inter-Disciplinary Solutions to Marketing Problems

This track encourages papers and special session proposals that cover issues directly related to combining marketing with other disciplinary perspectives to solving business problems. Topics may include, but are not limited to, applying concepts or theory from other disciplines to marketing, using marketing theory to solve problems

Program Tracks & Chairs

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in other disciplines, and blending theory from marketing and other disciplines. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: John Hulland (jhulland@katz.pitt.edu)

John Hulland (University of Pittsburgh)

Marketing Pedagogy
This track invites papers and special session proposals that deal with the overall theme of collaborative approaches to improving marketing education. Collaborative parties include: students, faculty, practitioners, administrators, and other stakeholders. Potential topics or content areas include but are not limited to: NPD processes, intraorganizational issues in managing cross-functional selling, to, how the sales force creates and delivers value to customers, and/or the influence of internal factors on selling performance, effects of consumer decision-making, sales forecasting, managing cyclical demand, product line pricing, bundling, and revenue generation through innovative business models. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: William Baker (William.baker@sdu.edu)

William Baker (San Diego State University)
Amir Grinstein, (Ben-Gurion University of the Negev)

Social, Ethical, & Public Policy Issues in Marketing
Questions about what it means to be an ethical and responsible marketer are growing in this era where business misconduct has contributed to a global credit crisis and an economic downturn. Marketing is criticized on one hand for promoting materialism and the degradation of the earth's bio-systems and resources, and praised on the other hand for its ability to foster innovation and "green" product development. While study of sustainable consumption has grown (i.e., the demand side of the equation), far less thought has been given to the
supply side - ethical, responsible and sustainable marketing. These challenges have simultaneously increased cross-sector conflict and cross-sector collaboration. Non-profit organizations, governments, and businesses debate as never before how best to approach social, environmental and economic issues. This track invites papers and special session proposals that deal with these critical topics and others related to marketing responsibility, stakeholder engagement, corporate governance, public policy, and marketing ethics. Controversial topics are encouraged. Topics include, but are not limited to, consumer well-being, vulnerable consumers, the sustainability of marketing, the legitimacy and value of marketing, the implementation of responsible marketing programs, sustainable supply chains, social marketing, cause-related marketing, diversity, corporate social responsibility, corporate governance, marketing externalities, asymmetric market power, cross-cultural attitudes towards social issues, the interface between public policy and marketing, covert marketing tactics, and the general responsibilities of marketing. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to either: Peggy Cunningham (Peggy.C@Dal.ca) or Maureen Bourassa (bourassa@edwards.usask.ca).

The Value Chain: Supply Chain, Channels, & Retail
This track invites papers and special session proposals that address topics related to any aspect of the value chain including the supply chain, marketing channels, and retailing. Suggested topics for supply chain management include, cross-firm integration; managing relationships in the supply chain; customers-supplier interactions; supply chain metrics; global supply chains issues; sustainability of the supply chain; ethical issues; and supply chain networks over time and across cultures. Retailing suggested topics include, managing the retail ‘experience’; customer service in retail; satisfaction and loyalty issues; and the effect of technology on retailing. Suggested topics for channels include, multi-channel marketing strategies; integration of conventional and online channels; channel mixes; enhancing channel productivity; global channel systems; marketing channels for services; channel conflict; channel strategy; and channel leadership. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Retailing papers that are evaluated as outstanding will be considered for the Stanley C. Hollander Best Retailing Paper Award. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to Beth Davis (beth.davis@louisville.edu) or Joseph A. Cote (cote@wsu.edu).

Theory & Practice – Academics & Practitioners in Concert
This is a special co-chair track which encourages papers and special session proposals that directly include practitioners in the conduct of scholarship. Submissions must include at least one practitioner as part of the presenting team. Practitioners can be used as co-authors, discussants, or panel members. Submissions that emphasize practitioner reactions to academic work or have practitioners identify important research topics and questions are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to Joseph A. Cote (Washington State University).

Doctoral Colloquium Track
This track welcomes manuscripts from doctoral students and provides a collegial environment for the presentation of those papers. The associated sessions also provide doctoral students with the opportunity to network with leading scholars as well as with fellow doctoral students from around the world. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to Daniel J. Dietrich (daniel.dietrich@okstate.edu).

Guidelines for Submitting Manuscripts and Special Session Proposals
All manuscripts and special session proposals are to be submitted by e-mail with “AMS” as the first word in the subject line (to avoid spam filter problems). Attach the submission as a “word.doc” and send to the appropriate track chair. Manuscripts should follow the Journal of the Academy of Marketing Science style guidelines (found at http://www.jams.org). Papers should not exceed 20 pages in total length including all exhibits and references. On the cover, be sure to include the title of the paper, names and affiliations of each author and contact information for the corresponding author (surface mail address, e-mail address, fax, and phone number). 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. Please do not identify authors in the paper beyond the cover page. All authors of papers must be members in good standing of the Academy of Marketing Science at the time of the conference. Upon acceptance, the author(s) agree to: (a) release the copyright to the Academy of Marketing Science unless they choose to publish only an abstract; (b) return the manuscript in correct format in a timely fashion to the Proceedings Editor; and (c) have at least one author appear at the conference to present the paper. Any accepted manuscripts not presented at the conference will not be published in the AMS Proceedings. It is ultimately the author’s responsibility to see that any paper accepted for publication is provided to the Proceedings Editor and your track chair on time and in the proper format. If you have not received an official confirmation that an accepted paper is in production by April 1, 2008, you should contact the proceedings editor immediately. All manuscripts accepted for publication must be submitted to the Proceedings Editor electronically via e-mail, formatted according to the 2008 AMS Proceedings style guidelines (which will be supplied to you upon acceptance), maintaining the 5-page limit for camera manuscripts. Each additional page is charged at $50.

Special session/panel proposals should be submitted by e-mail as attached “word.doc” files to the appropriate track chair. They should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. Special session/panel proposals will be reviewed, and those rated as highest quality and most in keeping with the conference theme will be accepted for presentation.

Special thanks for Joseph A. Cote and Christopher R. Plouffe for sharing photos from their presentation during the 2009 AMS Annual Conference.
Marketing Science Institute 2009 Doctoral Dissertation Proposal Competition

Deadline for Submission: August 6, 2009

The Marketing Science Institute (MSI) is pleased to announce our annual Alden G. Clayton dissertation proposal competition, designed to identify the best doctoral dissertation proposals on important marketing subjects. Submissions must be received by August 6, 2009. MSI will grant up to five awards, and each winner will receive an unrestricted cash prize of $5,000. Honorable mention awards may also be granted. More information and a list of past winners is available in the awards section of the MSI website at http://www.msi.org/awards/index.cfm?id=63

How to Enter

• The competition is open to doctoral students worldwide. Candidates for the doctorate in marketing and related fields (e.g., psychology, economics, management, etc.) are eligible. Participation in other grant or award programs does not preclude consideration for this award.

• Submissions in Word or PDF format must be received by August 6, 2009. Submissions received after this date cannot be considered.

• The dissertation must be less than 50% completed at the time of submission. Your thesis advisor/chair must submit a letter approving your submission and certifying that your dissertation was no more than 50% completed at the time of submission.

• Maximum submission length is 25 double-spaced pages, inclusive of all tables/exhibits and references. The first page should be a brief, self-contained summary of the proposal.

• For blind review purposes, remove any identifying information (name, school, etc.) from the proposal. Include a separate Word or PDF document containing detailed contact information for you and your thesis advisor/chair.

• In your proposal, include a brief statement of the problem area to be researched, relevant theory and hypotheses, the methodology and analyses to be employed, and a brief indication of expected results. Comment also on the managerial relevance of the expected results.

• Winner(s) will be announced in November.

Prominent marketing academics will judge submissions on their potential contribution to business and academia, quality of the conceptual development, feasibility and appropriateness of methodology, and creativity. Research design aspects will play a particularly important role in the evaluation process.

Email submissions to:

Ross Rizley, Research Director
Marketing Science Institute
1000 Massachusetts Avenue
Cambridge, MA 02138 USA
Phone: 011 (617) 491-2060
ross@msi.org

Chief Marketing Officer Journal Issues

Call for Papers

The Chief Marketing Officer Journal recently announced a call for papers for its second volume of the Chief Marketing Officer Journal. Scholars and non-academic specialists who have been researching issues related to executive leadership in the field of marketing are invited to submit their work for review. Submissions will be accepted online at www.ChiefMarketingOfficer.com through August 7, 2009.

Despite the uniqueness of the role played by the Chief Marketing Officer in terms of both organizational impact and complexity of leadership challenge, researchers are only beginning to lend insight into this increasingly important position, leaving practitioners to their own devices. To help fill this void, The Chief Marketing Officer Institute has created the CMO Journal to accelerate the pace of research and theory development, research interpretation and reviews, and critical discussion concerning all aspects of executive leadership within the marketing discipline. Submissions can be related, but are not restricted, to the following issues:

• Firm-to-firm variances in CMO responsibilities and/or expectations
• The financial impact of CMO performance
• CMOs and intra-organizational influence
• The challenges of sales and marketing integration
• CMO-to-CEO succession
• Developmental requirements for CMO success
• Anticipatory theories on the future of the Chief Marketing Officer role

All relevant papers that further the importance of their contribution to marketing discipline, clarity, and suitability. Only complete submissions will be considered. The CMO Institute is anticipating publication of Volume II of the CMO Journal in spring 2010.

About the Chief Marketing Officer Institute

Headquartered in Atlanta, The Chief Marketing Officer Institute is an industry association dedicated to serving as the premier resource for researchers and practitioners interested in the role and leadership challenges facing the CMO and other marketing executives. To learn more about The CMO Institute, or to access its online research library, please visit www.ChiefMarketingOfficer.com

Cross-Media and Cross-Tool Effects

Call for Papers: Special issue, Journal of Marketing Communications Deadline: September 1, 2009

Publication Scheduled for 2010

Guest Editors: Peter C. Neijens, University of Amsterdam and Patrick De Pelsmacker, University of Antwerp

Almost all communication campaigns make use of more than one medium and tool. Advertising campaigns make use of different (mass) media, and communication campaigns make use of different tools, such as advertising, brand activation, sponsorship, direct marketing, Internet marketing etc. In these cross-media or cross-tools campaigns, marketers seek to maximize the effectiveness of their budgets by exploiting the unique strengths of each medium and tool by maximizing cross-media consistency and synergies. As Erwin Ephron stated: “Old media planning was about picking individual media. New media planning is about picking combinations of media (and permutations of media, where sequence of exposure is important).” Scientists and the advertising industry are increasingly interested in the effectiveness of cross-media and cross-tool communications. Crucial questions are how different media and tools contribute to different types of cross-media effects, under what conditions, and which psychological processes account for these effects.

To advance our knowledge on these issues, we invite authors to submit their manuscripts for a special issue of the Journal of Marketing Communications.

Topics may include – but are not limited to - theories and studies of:

• different types of effects, such as target group extension, complementary effects, synergy effects, and repetition effects,
• effects of different combinations of media and tools,
of Retailing is proud to announce a Special Issue focused on the broad-based theme of franchising in retail settings. In this issue, we hope to feature multidisciplinary franchising research so long as the authors can relate the manuscript to the context of retailing. Manuscripts that significantly advance the boundaries of our current knowledge of franchising, in both single-country and multi-cultural settings, are equally encouraged. The Special Issue is seeking submissions that provide new insights into franchising as a vehicle to deliver value to all retail aspects of a franchise system in the broader sense, such as retail customers, franchisees, or the broader franchise-franchisor relationship. Topics for this Special Issue could include (but are not limited to):

- Examination of relationships critical to the retailer-franchise beyond the common fast-food setting
- The role of franchising in shattering the glass ceilings for women and minorities
- Plural forms theory of franchising
- Cross cultural examination of the ownership redirection thesis
- Consumer research perspectives on franchise service delivery
- Incorporating personality variables into traditionally I2B oriented franchising research
- Reexamination of franchising research topics using longitudinal data
- Investigation of consolidation pressures and downsizing effects in franchise systems
- Integration and synthesis of traditional franchise theories in retail settings
- Cross cultural examination of theoretical frameworks commonly used in explaining the franchising phenomenon in the North American context (e.g., agency theory, resource dependence theory, signaling theory, transaction cost analysis, property rights theory, etc.)
- Cross country examination of the legal aspects of franchising and its impact on the evolution of franchising
- Research into the evolution and outcomes of franchise contracts and their impact on the governance of retail franchise systems

Papers should be submitted to the Journal of Retailing by September 30, 2009, with a cover letter indicating that the paper is intended for the Special Issue. See http://ees.elsevier.com/retail for details of submission guidelines. However, submit the manuscript to the co-editors via email. Do not use the electronic submission process of the Journal.

Special Issue Co-Editors:

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Submission Information: The manuscript submission deadline is November 30, 2009. Papers will be reviewed in accordance with JPSSM guidelines. See http://jpssm.org/submissions/initial_submission.htm for further details. Papers will be reviewed and decisions made in a timely manner as they are received. At least one author of the accepted manuscripts will be required to present his or her paper at a conference associated with the special issue. For further information, please feel free to contact the special issue editor.

The Role of Affect in Personal Selling and Sales Management

Call for Papers: Special issue, Journal of Personal Selling and Sales Management
Deadline: September 30, 2009

Special Issue Editor: Sunil Erevelles, University of North Carolina

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

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

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

The emotional intelligence of sales managers and salespeople

Affective determinants of selling effectiveness

Affective incentives and motivation in sales management

Anxiety and other negative emotions in personal selling

Affective routes to salesperson co-operation

The emotional intelligence of sales managers and salespeople

The role of affect during initial and subsequent sales encounters

Affect and the sales manager-salesperson dyad

Emotional satisfaction and sales force turnover

Affective versus cognitive selling approaches

The role of affect in selling to novice versus expert buyers

Thought Leaders in Brand Management: 6th International Conference

USI Universita della Svizzera italiana, Lugano, Switzerland

Call for Papers, Special Edition of the Journal of Business Research
Deadline: October 30, 2009

After five highly successful, thought provoking conferences, the 6th Thought Leaders International Conference on Brand Management will be setting even higher conference standards when it takes place from Sunday 18 to Tuesday 20 April 2010 in Lugano, Switzerland. At our previous conference in Athens a notable international conclave of scholars and practitioners presented and debated leading edge research that will have a significant impact on the management and research into one of the most valuable intangible assets, brands.

Established as the forum for shaping thought leadership about brand management, the international orientation will continue with the hosting of the conference at one of the most stunning settings in Europe. Lugano is nestled between the towering peaks of the Alps, sitting aside the vast lake at the confluence of European routes. The outstanding beauty of the location will be enhanced by the intellectual gravitas of this university which in Swiss tradition abhors boasting, but rather rejoices in stimulating intellectual curiosity and advancement of paradigm challenges. Lugano is easily accessed by regular short flights from Zurich or regular short coach trips from Milan. Flight costs should be lower as the conference starts on the late afternoon of a Sunday.

With Prof Leslie de Chernatony as Chairman and Dr Leif Hem as Vice Chairman an international steering committee has been constituted to ensure a continuation of the tradition that academics and practitioners from all continents present refereed papers of a consistently high quality. In addition their remit is to ensure that the friendly and supportive environment of previous conferences is maintained. Historically attendees have come from countries in the northern and southern hemispheres, ranging from some of the most senior researchers in brand management with several decades experience to doctoral students as well as practitioners with valuable insights.

This international conference seeks to engender the advancement of knowledge about brand management amongst scholars by disseminating new research and by encouraging the evolution of new research themes. It wishes to reflect current work and as such no stipulations are made about the aspect of brand management being researched. An ecletic perspective is being sought. This international conference also aims to narrow the gap between academia and commerce by having presentations from internationally renowned practitioners whose significant senior experience is regarded as being of the cutting edge of application.

Following the tradition of our earlier conferences where people such as Wally Olins of Saffron Brand Consultants and Adam Morgan of earbightfish, amongst many others, gave Keynote Presentations, there will be thought provoking Keynote Presentations by international brand practitioners. Parallel tracks of double
SCHOLARSHIP AND RESEARCH

blind refereed papers will enable authors to gain constructive comments about their papers and extend their knowledge horizon from other researchers.

Information regarding the submission of 7 pages papers and formatting instructions is available at http://www.brand-management.unisi.ch. The deadline for papers is 30th October 2009. All papers will be double blind refereed and authors will be notified in January 2010.

Papers presented at the conference may be considered for a Special Edition of the Journal of Business Research. Authors have the benefit of revising their papers after the conference, building on the feedback they receive and they might like to then submit their paper to a Special Edition of the Journal of Business Research devoted to the best papers from this conference.

An award of CHF 250 will be given at the end of the conference for the most thought provoking paper.

Further details are available at http://www.brand-management.unisi.ch. Questions regarding the conference should be addressed to Jennifer Hayes (Jennifer.Hayes@lu.unisi.ch). This event is held in association with the Academy of Marketing.


The globalization of the marketplace is affecting consumers and businesses around the world. This conference aims at exploring how marketing is affecting the boundaries across national cultures and economies and accelerates the emergence of more homogeneous global consumer culture. The theme emphasizes also the need for educators and business leaders to recognize, appreciate, and understand the globalized marketplace is changing the cultural characteristics of consumers on the one hand and managerial practices on the other. We encourage scholars from every corner of the world to share their insights, research findings and experiences.

The conference will be held at IESEG School of Management in Lille, France. Created in 1964, IESEG School of Management, a member of the Catholic University of Lille is a very distinctive and original “Grande École”.

Lille and its metropolitan area with a population of more than 1.3 million people (fourth in size in France after Paris, Marseille and Lyon) is renowned for its youthful vitality, thanks to more than 150,000 students. Indeed, it is one of the largest French cities in terms of students, universities, institutes, schools and “Grandes Écoles” (the elite higher-education centres in France). Endowed with an ideal geographical position, the Lille Metropolitan area has naturally become a hub of international trade and a magnet for foreign direct investment. The region boasts over 500 foreign enterprises, including world leaders and household brand names (e.g., ABN AMRO, Bayer, Bridgestone, BASF, Bombardier, BP, Campbell Soup Co, Coca Cola, Ferruzzi, GAP, ICI, Mc Cain, Molnlycke, Pirelli, Siemens, Toyota, Unilever, US Robotics, Xerox, etc.). The region is also the cradle and home base of some of the major French firms (e.g., Auchan, Bonduelle, La Redoute, Peaufoud, etc.).

To participate, submit competitive papers or special session proposals electronically to the appropriate track chair listed below. We look forward to seeing you and to engaging in the lively intellectual discussion and warm fellowship that are trademarks of the AMS Bi-annual Cultural Perspectives in Marketing Conference!

Rubén Chumputz-Cáceres Conference Co-Chair IESEG School of Management Catholic University of Lille 3, Rue de la Digue 59000 Lille, FRANCE Phone: (33) 320 545-892 FAX: (33) 320 574-855 E-mail: rcchumputz@ieseg.fr

Michel Larroche Conference Co-Chair John Molson School of Business Concordia University 1455 de Maisonneuve West Montreal, QC H3G 1M8 CANADA Phone: (514) 848-2424 ext. 2942 FAX: (514) 848-4576 E-mail: larroche@imsb.concordia.ca

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Marketing of Services across Cultures

Cross-cultural Ethics and Social Responsibility

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Marketing of Services across Cultures
SCHOLARSHIP AND RESEARCH

March 25, 2010; and (c) have at least one author appear at the conference to present the paper. Any accepted manuscripts not presented at the conference will not be published in the AMS Proceedings.

It is ultimately the author’s responsibility to ensure that any paper accepted for publication is provided to the Proceedings Editor and your track chair on time and in the proper format. If you have not received and official confirmation that an accepted paper is in production by January 19, 2010, you should contact the Proceedings Editor immediately. All manuscripts accepted for publication must be submitted to the Proceedings Editor electronically via email, formatted according to the 2010 AMS Cultural Contexts in Marketing Conference Proceeding style guidelines (which will be supplied to you upon acceptance), maintaining the established page limit of 10 pages. All accepted manuscripts exceeding publication page limits will be subject to a charge of 50USD per page or fraction thereof. An absolute maximum page limit will also be set.

Special session/paper proposals should be submitted by e-mail as attached “word.doc” files to the appropriate track chair. They should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. 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.

Ethical and Social Issues in Global Marketing

Call for Papers, Special Issue of the Journal of Global Marketing

Deadline: November 30, 2009

Guest Editors: Patrick Poon, Lingnan University

Following the increase in the discoveries of corporate scandals in developed and developing countries, there has been a rapid growth in the concern of ethical and socially responsible business behavior over the past two decades. Besides business ethics, business organizations have been urged to take account of human and labor rights, environmental protection and anti-corruption. The World Business Council for Sustainable Development (WBCSD) has taken many initiatives to enhance public’s concern about energy, climate, environment, sustainability and corporate responsibility. Socially responsible consumption is increasing and many global companies have involved in activities related to corporate social responsibility (CSR) and cause-related marketing. In fact, the International Organization for Standardization (ISO) is going to develop a guidance standard on social responsibility, known as ISO 26000 in the near future. The new American Marketing Association’s definition of marketing has shown a strengthened focus on the well-being of society and non-profit organizations as well.

Consumer attitudes toward ethical and socially responsible companies are largely positive. Previous research has shown that there is a positive relationship between corporate social performance and corporate financial performance. Accordingly, a global firm may tend to position itself as a socially responsible company to enhance its brand image. However, what would be the consumer responses to CSR initiatives at different contexts or scenarios? Is it important to have a high level of fit between the corporate brand and the social cause? What would be the appropriate marketing communication strategy for CSR initiatives? Are there any differences between the developed and developing countries in consumer attitudes toward corporate social performance or cause-related marketing? Is it particular critical for global firms to build upon a socially responsible corporate or brand image in emerging markets like China, India, Mexico and Vietnam in which a lower level of morality and social norms is expected? This special issue aims to address the contemporary ethical and social issues for marketing in the global marketplace. It will focus on ethical marketing, marketing social responsibility, CSR initiatives for global firms and their differences between developed and developing countries. Topics that may provide an appropriate focus include (but are not necessarily limited to):

• Global perspective on ethical and socially responsible marketing
• Consumer perception and attitudes toward CSR initiatives
• CSR and international marketing strategy
• CSR and responsible environmental behavior
• Cause-related marketing and its role on corporate financial performance
• Building of socially responsible brands in developed and developing countries
• Ethical and green marketing for global organizations
• Effective marketing communication for social responsibility
• Ethical marketing and its impact on sustainable competitive advantage
• Stakeholder management theory and its application on CSR
• Social entrepreneurship and the collaboration between global firms and non-profit organizations
• Social responsibility and ethics in global marketing
• Social advertising and persuasion
• Social marketing and the challenges faced by global firms, particularly wine and tobacco companies

The Journal of Global Marketing is a quarterly publication under the editorship of Erdener Kaynak and it is published by Taylor & Francis Group of London, Philadelphia, and Melbourne. The deadline for submission is November 30th, 2009. This special issue is scheduled to be published in June 2010. Manuscripts should be submitted electronically to the Journal of Global Marketing Special Issue Editor. You may access the journal information and author guidelines at http://www.informaworld.com.

Business-to-Business (B2B) Marketing Practices in India

Call for Papers, Special Issue of the Journal of Business & Industrial Marketing

Deadline: December 31, 2009


Increasing importance of India in the global economy

India, considered to be an emerging market, is also a prominent BRIC country (Brazil, Russia, India, and China), and fast becoming an important hub of the global economy. Its rapid economic growth has led to a significant increase in the number of multinational corporations setting up operations in India. However, there are still many challenges facing B2B marketers in India, which are characterized by many unique cultural, social and economic factors. India’s large population and diverse culture make it a challenging market for many international companies.

In such a business environment, new and innovative business marketing practices are required. One of the most successful examples of innovative business marketing practices is that of India’s largest private steel manufacturer, Tata Steel, which launched a series of marketing innovations such as customer value management (CVM), retail value management (RVM), and marketing (A2M) as allies.

Business marketing practices in India have evolved significantly over the past few years. The Indian business environment is characterized by a rapidly growing middle class, expanding internet usage, and a growing focus on sustainability and social responsibility. These factors have created a demand for innovative business marketing practices that are able to meet the needs of the Indian market.

The promise of the India-focused special issue of JBIM

New B2B marketing practices should engender new B2B marketing theories, which, while originating from Indian practice and context, are expected to have wider applicability and relevance. Most B2B Marketing literature presents theories and models that are grounded in B2B marketing practices in developed countries, which are characterized by mature markets. Very little research has been carried out on the issues and challenges faced by B2B marketers in different sectors in India. Many of these issues are growing rapidly, taking up important positions in the global context as well. This India-focused special issue of JBIM seeks to highlight intriguing practices and resulting theory relating to B2B Marketing and Sales in some of the key industries in India.

Contributions to this special issue should fulfill one or more of the following conditions:

• Papers could be from both academics and practitioners in B2B Marketing and Sales
• Papers that take an interdisciplinary perspective in understanding B2B Marketing and Sales in India
• Papers presenting new theories or research about B2B Marketing and Sales practice in the Indian context
• Papers covering any type of research paradigm including: case studies, qualitative research, quantitative analysis, conceptual and empirical research.
• Papers presenting rigorously validated qualitative studies

Business-to-Business

Marketing Practices in India

Call for Papers

Special Issue of the

Journal of Business & Industrial Marketing

Deadline: December 31, 2009


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• Papers that take an interdisciplinary perspective in understanding B2B Marketing and Sales in India
• Papers presenting new theories or research about B2B Marketing and Sales practice in the Indian context
• Papers covering any type of research paradigm including: case studies, qualitative research, quantitative analysis, conceptual and empirical research.
• Papers presenting rigorously validated qualitative studies
that build new theories or provide a "really fresh perspective" in B2B Marketing and Sales that are relevant for India.

- Papers presenting case studies of not so celebrated firms in India, that show-case innovative Marketing and Sales practices.

Papers that will not be appropriate for the special issue are:

- Papers that are mere replication studies and/or based on validating existing theories in the Indian context.
- Teaching cases.

An indicative, though not exhaustive, list of suggested topics that would be relevant for India or provide a "really fresh perspective" are:

- Online B2B marketing
- Segmentation practices in Indian B2B markets
- Pricing issues in B2B buyer-seller relationships
- Role of supply-chain and logistics in B2B marketing in India
- Outsourcing/offshoring to India
- Co-creation of value with B2B customers in India
- Innovation and new product development for B2B customers in India
- Segmentation practices in Indian B2B markets
- Sales-market interface issues in industrial firms
- Market orientation of B2B firms in India
- Ethics in B2B marketing and sales
- Marketing of green products and services in the B2B context
- Influence of culture on B2B marketing
- Tendering and purchasing processes in India
- Online B2B marketing practices and innovations.

Additional dimensions that the paper should address:

- All contributions should have the following sections, in addition to the specific content of the paper:
  1. A section highlighting managerial implications, based on results from the application of the theories being presented.
  2. For the key ideas presented, a section explaining the relevance/applicability to a broader audience of practitioners/academics in other parts of the world.

Process for the submission of papers:

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication with any other journal. Submissions should be approximately 6,000-8,000 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/jbim.htm and consult the author guidelines. A separate title page must be uploaded containing the title, author(s), and contact information for the author(s). Suitable articles will be subjected to a double-blind review. Hence authors should not identify themselves in the body of the paper.

Deadlines for various stages of processing the papers:

Submission of first draft of paper: 31 December 2009
First review results: 31 March 2010.
Submission of revised manuscripts (as applicable): 31 May 2010.
Second review results (as applicable): 31 July 2010.
Submission of accepted manuscripts in final form: 31 August 2010.
Special issue expected: late 2010 or early 2011.

Please address all communication to the special issue Guest Editors:

D.V.R. Sheshadri, Visiting Faculty – Marketing Area, Indian Institute of Management Bangalore, Bannerghatta Road, Bangalore 560076, India
E-mail: dvr@iimb.ernet.in
or
Ranendra Singh, Doctoral Candidate (Marketing), Indian Institute of Management Ahmadabad, Ahmedabad, Gujarat 380015, India
E-mail: ranendra@iimahd.ernet.in

References:


Sustainability

Call for Papers, Special Edition of the Journal of the Academy of Marketing Science
Deadline: January 1, 2010
One of the most popular framings of sustainability traces back to a 1987 United Nations conference, where developments that are sustainable were defined as those that “meet present needs without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987). This form of sustainability spans all aspects of our world and has commonly been referred to as sustainable development, the 3 E’s (economic, environment, and equity), the 3 P’s (people, planet, and profit), and the triple bottom line (environmental integrity, economic prosperity, and social justice). In this spirit, sustainability commonly centers on three key dimensions: economic, environmental, and social.

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

To address these issues, the Journal of the Academy of Marketing Science is issuing a call for papers for the purpose of advancing knowledge on sustainability and marketing. The potential topics addressed in papers submitted can vary broadly given the span of issues involved in sustainability. In terms of content, papers may be either conceptual or empirical in nature, adopt a domestic or international focus, and pursue either theory-building or theory-testing. In terms of methodology, papers may be based on empirical techniques (e.g., case, survey, archival research) or on modeling techniques (i.e., optimization or simulation). Papers that integrate multiple perspectives and/or multiple methodologies are especially encouraged.

Papers targeting the special issue should be submitted using the JAMS submission system (www.edmgr.com/jams) and will also undergo the same review process as regularly submitted papers. The deadline for submission is January 1, 2010.

Questions pertaining to the special issue should be directed to:

G. Tomas M. Hult, Editor
Anne Hoekman, Managing Editor
Journal of the Academy of Marketing Science
Michigan State University
East Lansing, MI 48864-1121, USA
Phone: +1-517-335-4336
Email: jams@msu.edu

Organization Theory

Call for Papers, Special Edition of the Journal of the Academy of Marketing Science
Deadline: July 1, 2010

Organization theory offers a variety of useful perspectives, including the resource-based view, the knowledge-based view, strategic choice theory, agency theory, institutional theory, and systems theory as a small sample of important organization theories. The application of such theories to a phenomenon often provides greater understanding (cf. Journal of Operations Management, Volume 25, Issue 2). However, the consistency and depth of the use of organization theories varies significantly in the marketing field. These theories that are guiding organizational inquiry can also shed significant light on marketing phenomena.

The special issue on organization theory and marketing aims to publish papers that will shed greater insights into how organization theories can help describe, explain, and predict marketing phenomena. Theories and questions that can be addressed include but are not limited to: Do certain marketing practices meet the criteria for serving as strategic resources (resource-based view)? To what extent do knowledge exchange facilitate marketing action (knowledge-based view)? To what extent do strategic decisions about marketing activities shape performance (strategic choice theory)? Under what conditions is a marketing channel member likely to exploit other members (agency theory)? To what extent should marketing practices mimic industry best practices (institutional theory)? To what extent does the marketing level of analysis help explain behaviors beyond other levels of analysis, e.g., firm, industry, country (systems theory)?

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

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POSITION ANNOUNCEMENTS

Professor Ewing and other senior members of the Department will be at the AMA Summer Educators Academic Placement Career Fair in August 2009. We look forward to meeting with interested applicants in Chicago.

Enquiries: Professor Mike Ewing, tel. +61 3 9903 2563 or email michael.ewing@buseco.monash.edu.au

Applications: By email addressed to Mr Max Middleton at jobs.mkt@buseco.monash.edu.au

Location: Caulfield and Clayton campuses

For position information and application details visit www.monash.edu/opportunities

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Apply online at: jobs.mkt@buseco.monash.edu.au

Institution: University of South Florida

Title: Visiting Instructor of Marketing

Location: St. Petersburg, FL

Qualifications/Job Description:

College of Business, Marketing Group

The University of South Florida St. Petersburg seeks an Instructor of Marketing for the Academic Year (AY) 2009-2010 to fill in for a faculty member going on sabbatical. Applicants should have demonstrated excellence in teaching at the undergraduate level with preferred experience teaching marketing strategy, promotions management and/or basic marketing courses. Candidates must possess a Ph.D., ABD or equivalent degree in marketing or a related discipline from an AACSB accredited institution at the time of application. Applicant also must be academically qualified (AQ).

The University of South Florida encourages applications from women and members of minority groups. The selection process will be conducted under the provisions of Florida’s “Government in the Sunshine” and Public Records Laws. The University of South Florida St. Petersburg is an equal opportunity, affirmative action, equal access institution.

The selection process begins immediately and will continue until the position is closed.

To apply, please send electronic versions of your current CV, letter of interest, copy of graduate transcripts, and a list of four (4) references with contact information including email address to: obmarketingsearch@stpete.usf.edu

If you have any questions about the position, please contact: Dr. Karin Brausberger

Associate Professor of Marketing

brausberg@mail.usf.edu

Please explore our website at: www.stpete.usf.edu/csb

Institution: SKK GSB In Collaboration with MIT Sloan, Sungkyunkwan University, Korea

Title: Marketing Faculty

Location: Seoul, Korea

Qualifications/Job Description:

SKK Graduate School of Business, Sungkyunkwan University, Seoul, Korea, Assistant/Associate/Full Professor Positions in Marketing:

The SKK Graduate School of Business (SKK GSB) at Sungkyunkwan University in Seoul, Korea, invites applications for three tenure-track positions at any rank beginning Fall 2009. We are looking to add to our strength in all marketing research and teaching areas, but candidates with interests in consumer behavior and brand management are strongly encouraged to apply. Classroom instructions are conducted in English and knowledge of Korean language is NOT required.

The school offers highly competitive US salaries, attractive summer support, free housing, tuition at international school for children, medical insurance, and relocation expenses. The teaching load is very low and there are almost no service requirements. The school provides generous research and travel grants, conference funding, and research assistant(s). You will also have the opportunity to visit MIT Sloan for one semester in an all-expenses-paid faculty exchange program. Most of our faculties are international and all received their Ph.D. from top-ranked business schools in the US. In addition, there are several distinguished senior professors visiting us throughout the year.

All candidates must have a doctoral degree in marketing or related fields (psychology, economics etc.) prior to appointment. Applicants should demonstrate a strong commitment to excellence in research and teaching. Heavy emphasis will be placed on the quality of the applicant’s research output. Proven teaching track record is highly desirable. A member of SKK GSB faculty will meet with candidates at the upcoming AMA in August.

About the School:

Sungkyunkwan University is a top-ranked, highly innovative and comprehensive private university with 600 years of history. Set against the rich tradition of Sungkyunkwan University, SKK GSB is a four-year old business school that admitted its first MBA class in the fall of 2004. We have a diverse MBA class, both geographically and experience-wise, with students coming from over 20 different countries including US, Canada, Germany, Russia, China, and India.

The mission of SKK GSB is to become the best MBA program in Asia. With very strong financial support from the Samsung Group and commitment from the university, the school enjoys the freedom and flexibility to recruit the top faculty and students, and to provide the best infrastructure and support to faculty in research, teaching, and executive training. In collaboration with MIT Sloan, the school draws on the extensive expertise and expertise of the Sloan school for curriculum, faculty, and student development. In addition to the relationship with Samsung, the school has extensive linkage with other major corporations in Korea. This industry linkage allows SKK GSB to provide extensive internship opportunities for students in wide-ranging industries. It also provides for faculty collaboration with the industry in research, consulting, and executive training.

The physical environment around the school also provides an extensive set of cultural and leisure opportunities. Seoul, the capital city of Korea, is rich with historical heritage and attractions of various kinds. The specific area around the school is a Mecca of Korean youths with many cultural facilities, beautiful galleries, nice restaurants, and so on. To find out more about
the school, please visit our web site at http://gsb.skuu.edu. Contact: 

Interested applicants should send cover letter, curriculum vitae with names of three references, an example of written work for presentation, and evidence of teaching effectiveness to the address below:

Dr. Jae Ha Lee 
Associate Dean of Academic Affairs 
Graduate School of Business 
Sungkyunkwan University 
53 Myungnyung-dong 3-ga, Jongro-gu 
Seoul, Korea 110-745 
E-mail: gsbfaculty@skku.edu 
Phone: +82-2-740-1505 
FAX: +82-2-740-1503

School Website: http://gsb.skku.edu

Sungkyunkwan University is an equal opportunity/affirmative action employer.

Deadline: August 30, 2009 
Web Site: http://gsb.skku.edu

institution: School of Business Administration 
Southwestern University of Finance and Economics 
Chengdu, Sichuan, 610074

P.R.China

Title: Faculty Search in Any Field of Management

Location: Chengdu, China

Qualifications/Job Description: The School of Business Administration at Southwestern University of Finance and Economics invites applications for faculty positions in any field of management (Accounting, Marketing, MIS, Operations Management, and other general management). The search is open to all ranks. Applicants are expected to engage in quality research and teaching. Applicants must have a Ph.D. in management related discipline by the time appointment starts.

Annual salary and the level of appointment will be commensurate with teaching and research experience, ranging from RMB 200,000 per year to RMB400,000 per year. Research funds and housing allowance are also offered.

Founded in 1952, Southwestern University of Finance and Economics (SWUFE) is one of the key universities affiliated with the Ministry of Education. In recent seven years, SWUFE has been undergoing a deep reform program to upgrade its standard of researching and lecturing, in order to cope with the challenges and opportunities from China’s globalization process. The School of Business Administration (SBA) is the one of the schools of SWUFE with the longest history, first best faculty and largest scale. It today runs a complete education system from undergraduate, graduate and doctoral degrees to post-doctoral research program. The SBA is the first and largest institution authorized to train MBA in the southwest of China, while its EMBA and MBA programs today have been ranking the 9th and the 12th of the country by Forbes China Ministry of Education in China, respectively.

Interested applicants should send a vita, research and teaching statements, and three letters of reference to:

Dr.Yinwei Ren, renyw@swufe.edu.cn 
Associate Dean of the SBA 
OR

Dr.Shilei Yang, syang@swufe.edu.cn 
Chair of Faculty Recruiting Committee 
School of Business Administration 
Southwestern University of Finance and Economics 
Chengdu, Sichuan, 610074 China 
Phone: +86 28 87354893 
Fax: +86 28 87352284 
http://gs.swufe.edu.cn

Deadline: September 30, 2009 
Position Start Date: September 30, 2010


Institution: HEC Montréal 
Title: Assistant Professor of Marketing

Location: Montréal, QC, Canada

Qualifications/Job Description: HEC Montréal, Department of Marketing

The Department of Marketing at HEC Montréal invites applications for 2 tenure track positions at the rank of Assistant Professor beginning in January or June 2010. Applicants should have (or be near completion of) an earned Ph.D. in Marketing. They should demonstrate excellence in both research and teaching. Applicants should have developed an expertise in at least one of the following areas: e-commerce, retailing, business-to-business, personal selling-sales management, or modeling. Preference will be given to candidates who conduct their research from a strategy standpoint rather than from other approaches (such as consumer behavior). Candidates, if not already fluent in French, must become fluent within a period of three years following their appointment.

The marketing department has twenty-three faculty members and is the home of three research chairs: Carmelle and Remi Marcoux Chair in Arts Management, Chair of Commercial Space and Customer Service Management, and RBC Financial Group Chair of Electronic Commerce. In the last years, marketing faculty members have published in leading journal such as Journal of Consumer Research, Journal of Marketing, Journal of Retailing, and Management Science. The regular teaching load is 4 courses per year. It can be reduced to 3 courses based on performance and it is reduced to 3 courses for the first three years as tenure track faculty.

HEC Montréal, Canada’s first business school, offers 33 management study programs (BBA, MBA, MSc, PhD). HEC Montréal has an enrolment of 11,000 students with a faculty of 250 and offers a multilingual curriculum, with several courses offered in English (e.g., English MBA Program) and Spanish in addition to the French curriculum. HEC Montréal holds three accreditations: AACSB International, EQUIS, and AMBA.

Applications should be submitted to: recruitment.marketing@hec.ca (only electronic applications will be considered). For more information on the marketing department: http://www.hec.ca/services_enseignement/marketing/profs.html

We will have a recruiting team of marketing faculty members at the 2009 Summer AMA Conference in Chicago as well as the 2009 INFORMS Marketing Science Conference in Ann Arbor. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

Contact: 
François Carrilat 
HEC Montréal 
3000 chemin Cote-Sainte-Catherine 
Montréal, QC H3T2A7 Canada 
Contact Phone: 514-340-6660 
Contact Fax: 514-340-5631 
Email: francois.carrilat@hec.ca

Deadline: August 15, 2009 
Position Start Date: January or June 2010

Institution: Université Laval 
Title: Assistant/associate/ full professor 
Location: Québec city, QC, Canada

Qualifications/Job Description: Professor of Marketing (tenure-track), FACULTE DES SCIENCES DE L’ADMINISTRATION 
Hiring Institution: Université Laval (Teaching in French)

Posted: http://wwwfsa.ulaval.ca/seg/faculte/departements/economie/marketing (section « Emplois »)
Email: frank.pons@fsa.ulaval.ca

Parlez-vous français? The Marketing Department of the Faculty of Business Administration, Université Laval, Québec, Canada, invites applications for a tenure-track position in marketing starting preferably in January 2010. Speaking French is a must.

Université Laval is the first non English language university to have received AACSB accreditation for its business programs. The business faculty offers bachelors, masters (M.B.A., M.Sc.) and doctoral degrees (Ph.D.) in French with a variety of courses also offered in English. The Faculty offers a sophisticated technological environment to support teaching and research. The Business School is part of a vast network encouraging the exchange of students and professors.

The Business School possesses 2 research centers, an institute of electronic commerce, and more than a dozen chairs and research funds. Applicants should hold a Ph.D. in marketing (or in a related discipline with a graduate degree in marketing) and demonstrate their potential to do quality research and teaching. For complete information concerning this position, please refer to our website in French at Département marketing - Faculté des sciences de l’administration - Université Laval. Candidates should send a resume, a detailed letter of presentation (including details of graduate and post-graduate studies and results), as well as evidence of teaching by e-mail, to frank.pons@fsa.ulaval.ca. Two letters of recommendation should also be sent directly by respondents to Michel Zins, Directeur, Département de marketing, Faculté des sciences de l’administration, Pavilion Palasis-Prince, Université Laval, 2325, rue de la Terrasse, Québec (Québec), G1V 0A6, Canada.

Université Laval is an equal opportunity employer. Preference will be given to Canadian citizens and landed immigrants.

Contact: Frank Pons 
Département de marketing 
Faculté des sciences de l’administration 
Pavillon Palasis-Prince
POSITION ANNOUNCEMENTS

University of Laval, 2325 Rue de la Terrasse Quebec, QC G1V 0A6 Canada
Contact Phone: 418-656-2131 Contact Email: frank.pons@fsa.ulaval.ca
Deadline: August 31, 2009
Position Start Date: January 1, 2010
Web Site: http://www5.fsa.ulaval.ca/sgc/faculte/departementsecole/marketing

Institution: Shanghai University of Finance and Economics
Title: Assistant, Associate and Full Professor Positions
Location: Shanghai, China
Qualifications/Job Description: The School of International Business Administration at Shanghai University of Finance and Economics invites outstanding candidates to fill several full-time positions in Marketing at all levels (Assistant, Associate, and Full Professor). The starting time of employment is flexible. Applicant should have excellent research training and evidence of outstanding research and teaching potential, and should have a Ph.D. or be a Ph.D. candidate.

Located at the most dynamic and exciting city of Shanghai, the School has an aggressive plan to grow in academic areas such as Applied Econometrics, Business Strategy, International Organization, International Trade, Marketing, Logistics and Operations Management. As one of the earliest Chinese universities to develop research and teaching programs in Marketing, we have established a highly reputable academic system offering Bachelor’s, Master’s and Ph.D. degrees.

The compensation package is competitive, and includes salary, research funds, housing allowances and other fringe benefits. Interested candidates please email a cover letter, a CV, a sample of recent papers, and arrange three letters of reference to be sent to siba.zhaoping@gmail.com.

Contact: Professor Yuying Jin
School of International Business Administration
Shanghai University of Finance and Economics
Shanghai, 200433 China
Contact Email: siba.zhaoping@gmail.com
Deadline: June 19, 2010
Position Start Date: Flexible
Web Site: http://gspl.shufe.edu.cn/
Application Notes: Multiple positions open

Institution: Savannah College of Art and Design
Title: Director of Strategic Academic Marketing
Location: Savannah, GA
Qualifications/Job Description: With more degree programs and specializations than any other art and design university in the United States, the Savannah College of Art and Design is uniquely qualified to prepare talented students for professional, creative careers. SCAD graduates are in demand to become the next generation of creative leaders. The statistics prove it: Within six months of graduation, more than 80 percent of 2008 SCAD graduates had secured jobs in their fields or had been admitted to graduate school. SCAD is among the elite in national and international recognition, rankings and career placement. Named one of the nation’s “Most Interesting Schools” and one of “25 cutting-edge schools with an eye toward the future” by Kaplan-Newsweek.

SCAD offers a choice of degree programs in 42 majors, plus 52 minors. With campuses in Savannah and Atlanta, Ga., in Lacoste, France, and degree programs offered online through SCAD-eLearning, the university attracts students from all 50 states and more than 90 countries. The innovative curriculum at SCAD emphasizes learning through individual attention in an inspiring university environment.

The career preparation of each student is nurtured and cultivated by nearly 500 full-time professors with extraordinary academic credentials and valuable professional experience. SCAD is a private, nonprofit institution accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, GA 30033-4097; telephone number 404.679.4500) to award bachelor’s and master’s degrees. The university confers Bachelor of Arts, Bachelor of Fine Arts, Master of Architecture, Master of Arts, Master of Arts in Teaching, Master of Fine Arts and Master of Urban Design degrees, as well as undergraduate and graduate certificates. The five-year professional M.Arch. degree is accredited by the National Architectural Accrediting Board. The Master of Arts in Teaching degrees offered by SCAD are approved by the Georgia Professional Standards Commission.

SCAD seeks a director of strategic academic marketing to develop effective marketing strategies, focused on promoting academic achievements and recognition for all academic departments in order to reach targeted markets. Additional responsibilities include working with leadership across the college to develop and coordinate an effective academic marketing strategy for each academic department; providing direct oversight over publications and strategic marketing materials; working with senior leadership to promote each of the college’s academic departments; and implementing strategic marketing initiatives that will effectively brand the college as a leader in academic excellence in arts education and support its overall mission.

Qualified candidates will possess a bachelor’s degree; seven or more years experience developing successful marketing and/or branding; and the ability to work independently, on deadline, to create a strategic marketing vision for each department. Prior experience in higher education or an art related discipline is preferred.

Apply online at https://scadjobs.com/Contact:
Amy Young
PO Box 3146
Savannah, GA 31402
Contact Email: ayoung@scad.edu
Deadline: July 31, 2009
Web Site: http://scadjobs.com/applicants/Central?quickFind=51460

GRIFFITH BUSINESS SCHOOL
POSTDOCTORAL AND RESEARCH FELLOWSHIP SCHEME

Griffith University located in Queensland, Australia is contributing to a robust, equitable and environmentally sustainable society. Building an area of strength in social marketing is a key component to assist this aim. Griffith University is currently recruiting Postdoctoral Fellows (see below) in social marketing (hosted in the Department of Marketing) as well as other areas. Further, an Associate Professor position in social marketing is also available (http://www.seek.com.au/users/apply/index.aspx?sequence=89k&PageNumber=1&jobid=15523036)

1. PURPOSE
The Griffith Business School (GBS) Postdoctoral and Research Fellowship (PRF) Scheme has been established as an initiative to assist the GBS to achieve its objective of recruiting early career researchers from a diverse range of research training backgrounds in order to strengthen and internationalise our research profile and capacity. The GBS scheme complements the Griffith University Postdoctoral and Research Fellowship scheme. The GBS PRF Scheme’s main objectives are:

• To attract and retain high calibre early career researchers who have demonstrated potential to become leaders in their field.
• To further strengthen the GBS’s existing areas of research expertise by awarding fellowships to applicants with a profile that will complement the work of established Research Centres, Academic Centres and Strategic Research Programs.

• To provide:
  • Postdoctoral Fellowship recipients with the time and support to develop their demonstrated research potential and track record; and
  • Research Fellowship recipients with the time and support to maintain their momentum in terms of their research achievements and outputs.

Number of fellowships available: Up to eight (8) fellowships will be awarded in 2009.

2. ELIGIBLE GBS HOST CENTRES/PROGRAMS
The GBS research centres/programs (GBS research entity) that may host Postdoctoral and Research Fellows are as follows; GBS Research Centres* (see notes below):

• Centre for Governance and Public Policy
• Griffith Asia Institute
• Centre for Tourism, Sport and Service Innovation
• Centre for Work, Organisation and Well Being

GBS Academic Centres and research programs:
• Asia Pacific Centre for Franchising Excellence
• Asia Pacific Centre for Sustainable Business
• Asia Pacific Business Economics
• Centre for Financial Independence and Education
• Health Management
* Griffith University Areas of
Strategic Investment including that hosted by the GBS (Sustainable Tourism and Asian Politics, Trade and Development) are not eligible to participate in the GBS PhD scheme. The Areas of Strategic Investment should be consulted directly about postdoctoral and research fellowship opportunities. The following restrictions apply to PRF applicants who will be ruled ineligible.

• Centre for Governance and Policy applicants are limited to research in business policy or business-government relations.

• Griffith Asia Institute applicants are limited to research in Asian business.

• Centre for Tourism, Sport and Service Innovation applicants may not apply in the area of sustainable tourism.

• Centre for Work, Organisation and Well Being applicants are not limited in their choice of research area. However, the applicant’s plan / project must be constructively aligned with the Centre’s research goals. For more information about GBS entities visit: http://www.griffith.edu.au/business/griffithbusiness-school/research

3. ELIGIBLE APPLICANTS

• Non-residents and Australian citizens/residents may apply. International applicants must have written their doctorate in English.

• Recipients must reside in Australia for the full term of the Fellowship.

• Postdoctoral Fellowship applicants: Holders of a PhD awarded not more than 3 years prior to the closing date of 31 July 2009 (i.e. awarded after 31 January 2006).

• Research Fellowship applicants: Holders of a PhD awarded more than 3 years, but not more than 6 years, prior to the closing date of 31 July 2009, are eligible to apply (i.e. awarded between 1 August 2003 and 31 July 2006).

• Centre for Work, Organization and Well Being applicants are not limited in their choice of research area. However, the applicant’s plan / project must be constructively aligned with the Centre’s research goals. For more information about GBS entities visit: http://www.griffith.edu.au/business/griffithbusiness-school/research

4. EXEMPTIONS

• Eligibility exemptions will only be granted in exceptional circumstances, such as a significant break from the applicant’s research career since award of their PhD. Eligibility exemption requests (of no more than half a page) must be attached to the application and must explain the length of and reason for the career break. Adequate grounds must be included in the eligibility exemption request or the application will be ruled ineligible.

• No exceptions will be granted for postdoctoral applicants who have not submitted their thesis.

5. LENGTH OF APPOINTMENT

• Fellows will normally be appointed for a period of 3 years. Funding is guaranteed for 3 years but subject to satisfactory annual performance reviews consistent with the Griffith University Academic Staff Certified Agreement and other relevant University policies in operation during the period of their appointment.

• Fellowships are only available on a full-time basis at Griffith and the fellow must be located in offices within the GBS.

• Fellowships are not renewable beyond the three-year term.

6. SALARY AND SUPPORT

• Postdoctoral Fellows will be appointed within the salary range (currently $62,451 to $64,746; RF1.4 to 1.5).

• Research Fellows will be appointed within the salary range (currently $70,566 to $83,799; RF2.1 to 2.6).

• Superannuation benefits are paid in addition to salary.

• For more information regarding salary levels visit: http://www.griffith.edu.au/hrm/pay_and_conditions/salaries.html

• Travel and removal costs to take up the fellowship will be provided for the recipient and his/her dependents in accordance with Griffith University’s policy on Removal Assistance. This includes economy class air passage by the most direct scheduled route and a contribution to removal expenses.

• The salary component of the fellowship scheme including on-costs is funded in full by the GBS.

• GBS centres or programs will be responsible for office space, computer hardware and software, printing, photocopying and financial support for implementation of the research plan/project of up to a maximum of $5,000 per annum for the duration of the appointment.

• Appointees will have access to the GBS Research and Conference Support (RACS) program.

• GBS centres or programs may host fellows.

7. APPLICATION PROCESS

• Please direct all enquiries about the scheme to Kristy-Lee Davis, Planning and Engagement Support Officer, <k.davis@griffith.edu.au> or +61 (07) 555 29233.

• Applications must be submitted in the prescribed format.

• Applications must reach HRABusiness@griffith.edu.au by 5pm (Australian Eastern Standard time) on the advertised closing date of 31 July 2009. Late applications will not be accepted.

• The original application must be submitted in a PDF format by e-mail to HRABusiness@griffith.edu.au with the subject line ‘Application for Postdoc/Research Fellow’.

8. SELECTION CRITERIA

• Postdoctoral Fellows will be appointed for four years, prior to the closing date of 31 July 2009 (i.e. awarded after 31 July 2006).

• Fellowship applicants who have demonstrated potential to become leaders in their field. Research Fellows will be established researchers who have demonstrated potential to become leaders in their field. Applications will be evaluated based on the following criteria:

• The quality and research capabilities of the applicant and their research training background and networks (50%) as demonstrated by track record relative to opportunity, career stage and likelihood of being able to attract external funds during appointment (through an externally funded project and/or fellowship).

• The ability of the applicant to bring experiences of research training and networks with Universities outside of Griffith University will also be evaluated in the selection process.

• The quality of the applicant’s research plan / project (30%):

– The significance of the plan / project: Does the plan / project address an important problem that will advance the knowledge base of the discipline? Are the aims and concepts innovative?

– The feasibility of the plan / project: Are the conceptual framework, design, methods and analyses appropriate? Are they adequately developed? Is the timeframe realistic?

• Constructive alignment with the host GBS research entity (20%): Has the applicant explained how their proposed research plan / project fits strategically with research goals and program/s of the host GBS research entity?

• Has the applicant identified appropriate mentor/s and obtained their support? Has the GBS research entity indicated a willingness to support the fellow and the plan(s) project(s)?

9. CONDITIONS

• Fellows will be appointed in accordance with the Fellowship conditions:

– Recipients must take up their fellowship and commence working at the University as soon as possible after notification and acceptance of the award and no later than 31 January 2010. Extensions to this start date are granted in only exceptional circumstances.

– Fellows are not eligible to accept any other position during the period of their appointment. Fellows will be employed in accordance with the Griffith University Academic Staff Certified Agreement and other relevant University policies in operation during the period of their appointment.

– Successful applicants who have submitted their PhD thesis by the closing date must demonstrate that they have been awarded their PhD prior to taking up the fellowship.

– Fellowships are full-time, research positions. Recipients are expected to spend their time engaging in activities that will build their profile as a researcher and scholar. This includes:

– Postdoctoral Fellows: participating in primary research project, participating in seminars, research discussions, conferences and related research projects. A small amount of teaching (no more than one course per year) in Years 2 and 3 is desirable.

– Research Fellows: progressing the primary research project, applying for and managing externally funded research grants, undertaking postgraduate research supervision, participating in seminars, research discussions, conferences and related research projects. A small amount of teaching (no more than one course per year) in Years 2 and 3 may be desirable.

• Annual (calendar year) progress reports must be submitted to the Dean (Research) office by 31 January, each year. A final report will be required upon completion of the fellowship. This must be provided prior to departing or moving to a new appointment in the University. A report template is available on the GBS Research website.

10. APPLICATIONS

• Applications are invited for a Griffith University Research Grant or New Researcher Grant where they meet the eligibility criteria of the scheme.

• The scheme aims to attract early career researchers to the University who are competitive at the national and international level. Recipients will be required to apply for an externally funded research fellowship (EFRF), such as those offered by the Australian Research Council, within the first two years of their appointment. Where an ERF application is successful, the Postdoctoral Fellowship must be relinquished and the EFRF taken up at the earliest date possible.

• Where applications vary in any of the conditions upon which the Fellowship is awarded, a written request must be made to the PVC Business via the Dean (Research) office. The request must be accompanied by a written statement of support from the Fellow’s supervisor.

Professor Graham Cuskey
Dean (Research)
SECTION A – APPLICANT INFORMATION
1. Name: Include title, given names, family name.
2. Contact details: Current postal address, telephone and facsimile numbers and e-mail address.
3. Citizenship, date of birth, gender
4. Research / Academic Centre or strategic research program details: See Section 2 (Scheme Overview). Provide details of the GBS research entity in which you wish to work. List the name of one or more academic staff members from the Centre with whom you have developed your application and consulted with regarding the project. Briefly justify (5 – 10 lines) your choice of GBS research entity. If an applicant (and their proposal) are part of a larger research team project explain how this proposal fits into the larger project.
5. Academic qualifications: Include name of qualification, educational institution, place and country, year awarded. List all academic qualifications including PhD with most recent qualification first.
6. PhD details: provide the title of your PhD thesis and supervisor details. Indicate what date the award was conferred. For Postdoctoral Fellowship applicants, if your PhD is not yet conferred, give details of the date the thesis was submitted.

SECTION B – EXPERIENCE AND ACADEMIC ACHIEVEMENTS
7(a). Current appointment & previous experience: list the position title, organisation, commencement and end dates for current and previously held positions of employment. Begin with the most recent, and if applicable, specify your most recent university salary level and step of appointment.
7(b). Any aspects of your career or opportunities for research that are relevant to assessment and that have not been detailed elsewhere in this application: For example, interactions to career, any other circumstances that may have impacted your research and publication record. Half page maximum.
8. Academic distinctions: provide details of any honours, prizes, awards, scholarships, etc., awarded from undergraduate level onwards. List the name of the award, the institution and the year awarded. 9(a). Publications list: provide a full list of publications. Publications must be listed under the headings: refereed journal articles, refereed conference proceedings, books, book chapters, other publications. The publications should be numbered and listed in reverse chronological order (most recent publications first). 9(b). Publication quality and impact: Please provide a general statement on the quality and impact of research publications to date (e.g., journal rankings, citation rates and impact factors, standing of publishing houses for books). Half page maximum.
9(c). Research support: provide your research funding history using the headings: “Past”, “Current”, and “Requested”. For each grant, list the funding scheme, project name, all named chief investigators as listed on the original application and year and amount for each year funded. 10. Fellowship academic salary level and step: propose an initial academic salary level and step of appointment, commensurate with your research experience (RF1.4 or RF1.5 for postdoctoral fellowships; RF2.1 through RF2.6 for research fellowships). Requests outside the normal range for postdoctoral/ research fellowships should be referred to the Research Centre Director / Program Leader for approval by the PVC (Business) at the time of application.

SECTION C – RESEARCH PLAN / PROJECT PROPOSAL
11(a). Plan / Project summary: In no more than half a page provide a ‘plain English’ summary of the aims, significance and expected outcomes of the proposed project.
11(b). Plan / Project description: In 4 pages (maximum) outline your proposed research plan / project using the following headings: Title; Aims; Background; Significance and Innovation; Approach and Timetable. Please note that the review panel will have a multi-disciplinary membership and the description should be written in such a way that the salient features and the significance of the proposal can be comprehended by a researcher who may not necessarily be an expert in the field.
11(c). Research and career objectives (Research Fellowship applicants only): in no more than one page, outline your career and research objectives for the next 5 years. 12. References: include a one page list of references pertinent to your plan / project.

SECTION D – REFERENCES AND ATTACHMENTS
13. Referees: applicants must nominate 3 referees who can comment on the quality of the proposed research plan / project and the applicant’s capacity to undertake it. One referee should be your current supervisor or manager. The Director / Program Leader of the host GBS research entity may not act as a referee for the applicant. Provide the following details for each referee:
0 Title and Name
0 Position
0 Phone, Email and Fax
0 Department
0 Organisation and Location
Postdoctoral Fellowship applicants must obtain at least one (1) referee who is external to Griffith University.
Research Fellowship applicants must obtain at least two (2) referees who are external to Griffith University.
Applicants must provide a full copy of the completed application and a report form (with applicant section completed) to each referee.
Referees must be advised to submit their report to the Dean (Research) office by no later than 7 August, 2009.
Referees may submit their report to HRABusiness <HRAbusiness@griffith.edu.au> or fax (+61 (0)7 3735 3770). The University will not contact referees if reports are outstanding.
14. Attachments: Please attach a certified copy of your academic record to date. For Postdoctoral Fellowship applicants, if your PhD has not been conferred at the time of application, you must attach a letter from the relevant institution confirming that your thesis has been submitted.

IN CONFIDENCE

GRIFFITH BUSINESS SCHOOL
POSTDOCTORAL AND RESEARCH FELLOWSHIP SCHEME
REFFEE REPORT
(Applicant to complete this section before forwarding to referee)
Applicant Name: Project Title: Referee Title: Name & Organisation: (Referee to complete)
Referees are asked to comment in confidence on the Fellowship applicant and proposal using the dot points outlined below. The report should be not more than 2 pages in length and should be submitted to HRABusiness by no later than 7 August 2009

Reports may be faxed to +61 (0)7 373 53770 or emailed to: HRABusiness@griffith.edu.au
Please comment on the following:
• The capacity in which you know the applicant (eg PhD supervisor, thesis examiner, employer, etc.)
• The quality and research capabilities of the applicant as demonstrated by track record subject to opportunity and career stage. Please comment specifically on the quality of the applicant’s publications track record, indicating the calibre of the various journals and publications within the given field.
• The quality of the research plan or project. This will be measured by:
  o The significance of the plan / project: Does the plan / project address an important problem that will advance the knowledge base of the discipline?
  o The feasibility of the plan / project: Are the conceptual framework, design, methods and analyses appropriate? Are they adequately developed? Is the timeframe realistic?
• If you are familiar with the Griffith Business School research centre or program in which the Fellowship would be hosted, please comment on the appropriateness of the environment in terms of facilities and personnel.
• Optional. The following statement may be added to your report:
I agree to provide this report in confidence and on the basis that it will not be released to the person concerned, or to any person not involved in the review process, without my express written approval.

Visit the AMS Job Bank to post and read about job opportunities.
http://www.ams-web.org/jobbankdisplaylistings.cfm
IN THE NEWS

Suman Basuroy has joined the faculty in the Division of Marketing and Supply Chain Management at The University of Oklahoma. Suman holds the Ruby K. Powell Professorship in Marketing. He was formerly on faculty at Florida Atlantic University.

Southern Illinois University named Gordon C. Bruner II the 2009 Outstanding Scholar for the College of Business. In recent years his empirical research has focused on consumption of technology, with articles appearing in the Journal of the Academy of Marketing Science, the Journal of Business Research, the Journal of Advertising, and Psychology & Marketing. He is also known for his reviews and compilations of measurement scales that have been used in scholarly marketing research. A new website (www.marketingscales.com) features a means of searching for scales as well as the recently published 5th volume of the Marketing Scales Handbook.

Successfully Doing Business / Marketing in Eastern Europe was recently published by V.H. Manek Kirpalani, Lech Garbarski and Erdener Kaynak, Routledge, Taylor and Francis Group, 2009. The book includes text and cases and mainly concerns the Eastern European countries that are members of the European Union. It also has a case regarding The Stockmann Department store from Finland penetrating Russia by placing stores in Moscow and St. Petersburg. Dr. Kirpalani is a Distinguished Fellow and Professor at Kozminski University, Poland. Dr. Kaynak is also a member of the Academy of Marketing Science.

Anne M. Lavack, Professor of Marketing, has been appointed Dean of the Faculty of Business Administration at the University of Regina.

Tom Mentzer (former president and Chair of the Board of Governors of AMS) has been named a Chancellor’s Professor at the University of Tennessee. This is a designation in recognition of his research, teaching, and professional service accomplishments. Tom is one of only seven Chancellor’s Professors in the entire UT system.

The members of AMS express our condolences to the family and friends of Dr. Jeff Conant. Dr. Conant passed away unexpectedly on Tuesday, June 30, 2009. He was Department Head and Professor of Marketing at Mays Business School at Texas A&M University. In lieu of flowers, the family requests that donations be made as a lasting legacy to the Jeffrey S. Conant Memorial Scholarship Fund at the Texas A&M Foundation, 4113 TAMU, 440 Wehner Bldg, College Station, TX 77843-4113 attn: David Hicks.

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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.

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