Message from the President

For this issue, I’d like to devote my column to highlighting leadership at AMS. First, I want to welcome Diana Haytko to the AMS leadership team as Editor of AMS Quarterly. Succeeding Theresa Clarke, who for three years did an amazing job with AMSQ, Diana brings to her position a wealth of experience and great ideas for our flagship membership communication vehicle.

Second, I’m pleased to congratulate the newly-elected members of the AMS Executive Committee. The field of candidates this year was indeed impressive and I want to thank all who stepped up to be on the ballot and run for an office. I also want to recognize former members who we will miss dearly in a strong capacity and who have been loyal, dedicated, and hard-working members. With that said, your new Executive Committee beginning a two-year term June 1, 2012 is:

President – Victoria Critten
Immediate Past President – Greg Marshall (folsk keep telling me this is the best job at AMS)
President-Elect – Linda Ferrell
VP Programs – Addison Borges
VP Publications – O.C. Ferrell
VP Development – Michael Hartline
VP Membership, North America – Julie Guidry Moulard
VP Membership, International – Costas Kantikias
Secretary-Treasurer – Lauren Shuster Beitelhocher

In addition, representing the Board of Governors on the EC are BOG co-chairs Barry Babin and Joe Haht, and of course Harold Berkman, Executive VP/Director and AMS founder, is a member. I know this group, with Vicky in the lead, will do great things.

It is equally important to recognize and thank several people that are part of the current leadership team who are completing their two-year terms on the EC at the end of May. Several of these individuals have served in multiple roles for AMS over the years. Leaving the EC will be: Anne Balazs, currently Secretary-Treasurer; Dan Flint, currently VP Development; John Ford, currenttly Immediate Past President; and Gordan Svenson, currently VP Membership, North America. It has been a real pleasure working with each of these folks and I know they will continue to contribute greatly to the success of AMS in the future. Thanks to each of you for your service.

Speaking of John Ford, I’m delighted to announce that John has accepted an appointment to a new and strategically critical position with AMS – Director of Consortia. As you likely know, AMS now offers two different consortia in conjunction with World Marketing Congress. We already have two iterations of the AMS Biennial Doctoral Consortium under our belt (Oslo 2009 and Reims 2011). In the best tradition of startups, the consistencies and synergies that no doubt will unfold under John’s watchful eye will ensure that these two offerings represent more and more value added benefits to our members and to the marketing field in general as time goes by. John, along with Jay Lindquist who serves in a parallel position as Co-Director of International Programs, will continue to be fully integrated into the leadership activities of the EC.

I want to recognize the successes of the AMS Board of Governors under the recent leadership of Joe Hair and Barry Babin as co-chairs. The BOG is responsible for many of our important and highly visible awards and initiatives and has been particularly pro-active during the past few years in a strong partnership role with the EC. The recent AMS election also included on the ballot several open positions for the Board of Governors. I want to thank all of the individuals that were part of the BOG ballot, congratulate those who were elected, and especially express appreciation for those BOG members whose terms have concluded. The entire leadership team at AMS particularly appreciates the past contributions of Naresh Malhotra and Jag Sheh on the BOG, and we look forward to their continued future involvement in other important AMS initiatives in the future. We also look forward to working with newly elected BOG members John Ford and Rosanna Spiro, both of whom begin a six year term June 1, 2012.

Finally, in this edition of AMS Quarterly you will read about our two premier conference events for 2012. The AMS Annual Conference at the Hilton New Orleans Riverside May 16 – 19 and the newly re-branded World Marketing Congress – Cultural Perspectives in Marketing conference at the JW Marriott Buckhead (Atlanta) August 28 – September 1. The program management teams for these events are Barry Babin, Addison Borges, and Eli Jones (Annual Conference); and Vicky Critten, Joe Hair, and Nic Terblanche (WMC – CPM). I hope to see you at one or both of these conferences. And in the meantime, if any of us on the EC can be of service to you in any way don’t hesitate to contact us – on page 2 you can find our contact information.

Enjoy the remainder of the spring AMS Quarterly!
~ Greg W. Marshall, Rollins College
gmmarshall@rollins.edu

From the Editor

Welcome to the April 2012 issue of AMS Quarterly. My most important first duty as the new Editor is to acknowledge the wonderful work of Theresa B. Clarke these past 3 years. Many of you know how tirelessly she worked to capture our photos at our conference events and the interesting and thought provoking articles she has published. I hope to continue her efforts in the few next years. In this issue, you will find a reprint of the outstanding introduction to the 40th Anniversary issue of JAMS by Tomas Hult and O.C. Ferrell, in addition to an abstract of a very interesting article recently published in the AMS Review. Durairaj Maheswaran (Mahesh) is our featured “Great Mind” where he is interviewed by Boris Toma, PhD student at the University of Mannheim, Germany in the “New Minds Meet Great Minds” column. We hope you all are ready for the upcoming 2012 Annual conference in New Orleans and the 2012 Multicultural conference in Atlanta.

Table of Contents

- AMS Upcoming Events .................................................................1
- Insights From The Journal of the Academy of Marketing Science ..........................4
- AMS Official Publications ............................................................7
- From the Classroom .....................................................................8
- Going Interactive .......................................................................10
- Position Announcements .............................................................11
- From AMS Headquarters ..............................................................12
- In The News ...............................................................................13
- Scholarship and Research ...........................................................14

As usual, position announcements and news about AMS members are also included in this issue. For the next issue of AMS Quarterly, please email news, photos, articles and suggestions to me at dhaytko@fgcu.edu no later than June 1, 2012. Feel free to send a backup copy to my personal address at dhaytko@gmail.com. I will send a confirmation email message within 2 business days to acknowledge receipt of your electronic submissions. If you do not receive a confirmation message, please resubmit and/or contact me via phone at 239-590-1249.

Table of Contents
Annual Conference in New Orleans: Faisons la fête!
The Academy of Marketing Science’s Annual Conference is set for May 16 through May 19 in New Orleans, Louisiana at the Hilton New Orleans (Riverwalk) on the beautiful Mississippi River. The conference program will be made up from over 400 competitive sessions submitted and reviewed by the program committee. Nearly 100 sessions make up the program focusing on topical marketing research issues including – marketing ethics, sustainable competitive advantage, marketing history, consumers and technology, research trends, emerging markets, marketing legends, and much more. The conference highlights include:

- The Conference Banquet on Friday evening will be a Louisiana “Fais do-do (fae – doe – doe)” featuring the famous Cajun band Steve Riley and the Mamou Playboys.
- The Awards luncheon with presentations from the 2012 outstanding Educators and Practitioner.
- Receptions Wednesday, Thursday and Friday.
- Many opportunities to network.

Marketing Dynamism & Sustainability: Things Change, Things Stay the Same…

• Chances to tour the area including:
  o The French Quarter
  o The World War II Museum
  o The New Orleans Aquarium
  o Café du Monde
  o Preservation Hall (Home of New Orleans Jazz)
  o Audubon Park
  o Swamp Tours
  o Antebellum Homes
  o Much More

See you in New Orleans!
Conference Program Co-Chairs:
Barry J. Babin, Louisiana Tech University
Adilson Borges, Reims Management School, France
Eli Jones, Louisiana State University

Find out more at the Conference page at: http://ams-web.org/cde.cfm?event=358035

Special Areas of Interest:
- Antebellum Homes
- Swamp Tours
- Preservation Hall
- Café du Monde
- Audubon Park
- Antebellum Homes
- Much More
As international business scholars and in particular international marketing scholars, we should be leading the changes in marketing, since our discipline has much to offer when it comes to thriving in this new world economy. Whether it is conspicuous consumption or consumer thriftiness, online or brick-and-mortar, virtual or face-to-face, marketers are immersed in all of the almost instantaneous changes.

The 2012 AMS World Marketing Congress—Cultural Perspectives in Marketing conference provides scholars with the opportunity to showcase their knowledge and research prowess to a boundary-less audience in the cultural mecca of Buckhead, Georgia (USA). The conference will be held at the contemporary JW Marriott Hotel. Often referred to as “The Beverly Hills of the East,” Buckhead is an exceptional location to host a conference focusing upon diverse cultural perspectives. The city-within-a-city is one of the USA’s largest urban mixed-use development areas—boasting almost 1,500 retail facilities, numerous major hotel chains, a wide variety of restaurants and entertainment hotspots, as well as business and residential addresses. A location “where old money lives, new money parties,” conference attendees will be surrounded with the irresistible combination of Southern hospitality in the luxurious and sophisticated domain of a landmark location on the social scene in the Atlanta area. Minutes from performing arts venues (Atlanta Ballet, Atlanta Opera), the CNN Center, the Georgia Aquarium, the Coca Cola Museum, and the Centennial Olympic Park, Buckhead offers a variety of pre- and post-conference attractions. Additionally, Buckhead is easily accessible on the MARTA mass transit system.

We hope to see you there.


JW Marriott, Buckhead, Atlanta, GA
Abstract
This issue marks the beginning of the 40th volume of the Journal of the Academy of Marketing Science. The thicker-than-usual issue is designated as the 40th Anniversary Issue of the Journal. To commemorate the Journal’s anniversary, the collection of cutting-edge and innovative research articles in this issue addresses all of the broad topics in marketing (i.e., marketing strategy, consumer behavior, modeling public policy, and methods/methodology) to exemplify the breadth of the Journal’s scope.

In this spirit, our introduction to the 40th Anniversary Issue briefly provides (1) an overview of JAMS and some tidbits about the Journal, (2) a section on the impact of JAMS, (3) a description of the eleven articles in the issue, and (4) some concluding thoughts. Overall, JAMS has had remarkable impact in the field of marketing for four decades, escalating in the last two decades to become a top-tier journal for the marketing profession.

By some accounts, some 500 of the roughly 1,500 JAMS articles published to date have made a remarkably high impact in the field of marketing (and social sciences). The incredible slate of authors contributing to the Anniversary Issue is a testament to the Journal’s standing in the field.

An overview of JAMS
Happy 40th anniversary to the Journal of the Academy of Marketing Science! With this first issue of 2012, the Academy of Marketing Science begins its 40th year of publishing JAMS (now together with Springer). Owned by AMS, which started in 1971, JAMS was conceptualized in 1972 and began publishing its first volume in 1973. As Peterson (1992, p. 295), the fifth editor of JAMS, commented two decades ago in an earlier anniversary issue of JAMS, forty years is, “by any reasonable standard, a long time to remain in the same universe long enough to celebrate an anniversary, but the 40th anniversary simply crystallizes the importance of the Journal and the sustained influence it has in the field of marketing.

In fact, for at least the last 20 years, JAMS has held a strong position with marketing academics as a top 5 journal perceptually (e.g., Hult, Neese, and Bashaw 1997; Hult, Reimann, and Schilke 2009; Luke and Doke 1987) and, more recently, has elevated its standing to #2 (after Journal of Marketing) in the latest Thomson Reuters ranking. The standing of JAMS and its positioning as a breadth journal with (perhaps) a well-earned stronghold in managerially relevant marketing research have created and filled a unique and important segment of marketing scholarship. As such, Harold Berkman’s initiative to start JAMS (and the Academy of Marketing Science) has proved valuable to the field of marketing research, critically important for marketing knowledge dissemination, and very meaningful as a complement to the other premier journals in the field.

Much has been formally and informally debated, and some written, about the value and positioning of JAMS. One important story about the Journal’s existence was written by the founder himself in commemorating the 20th anniversary of JAMS in 1992. In his article titled “Twenty years of the journal,” Berkman (1992, p. 299) commented that he selected his colleague Jane Fenyo to be the inaugural Editor-in-Chief of JAMS because, among other characteristics, “she was an extraordinary person . . . who taught English exceedingly well.” To better understand the nuances of Berkman’s thinking, we encourage interested marketing historians to read Berkman’s (1992) article to get an accurate founder’s account of the establishment of the Journal (it also includes diverse topics such as Berkman’s previous ownership of “a chain of liquor stores,” JAMS moving to electronic publishing in 1984, and much more!).

In the spirit of teaching English exceedingly well, clearly the journal has come a long way in copy editing, publishing processes, and readability. Now we have Anne Hochman (JAMS Managing Editor) copy edit all contributors and Jere Guevara (Senior Editor of JAMS) copy edit all accepted articles. However, the basic message of readability remains. JAMS is positioned to be a top journal choice for scholars seeking to publish their highest quality, theoretically sound, and managerially relevant research in marketing. Within this positioning, JAMS strives to make contributions in the areas of theory/conceptualization, method/context, methodology/statistics, and filling gaps/providing implications for marketing—and does so by striving to publish manuscripts that are readable by professionals in all subareas of marketing research and practice.

This readability attribute of JAMS, along with its academic rigor and professional relevance, has been nurtured by top notch Editors for the past four decades. In the early years, Jane Fenyo, Paul Hertz, and Irene Lange managed JAMS for a collective sixteen years and got JAMS over the “hump” of being a new Journal with all that such a venture entails. As Editors we know what thankless task it can be to manage a new journal and we owe the sequential team of Fenyo, Hertz, and Lange a great deal of gratitude and appreciation (along with Berkman) for managing these early years. Starting in 1984 with William Darden, after Jane Fenyo took the Journal electronic (Berkman 1992), JAMS became one of the top journals in marketing (Luke and Doke 1987) and has stayed there ever since (e.g., Hult, Neese, and Bashaw 1997; Hult, Reimann, and Schilke 2009) with fantastic Editors, including Robert Peterson, David Cravens, A. “Parsu” Parasuraman, Rajan Varadarajan, and David Stewart. A complete account of the JAMS Editors-in-Chief and their time periods and additional information about the Journal can be found on Springer’s site for JAMS (www.springer.com/jams). Borrowing a quotation from Varadarajan (2002, p. 285), the eighth editor of JAMS, the publication of a “commemorative issue is also an opportune occasion to recognize the former editors of JAMS for their many outstanding contributions toward enhancing the reputation of the journal to its current stature of eminence as one of the leading scholarly journals in the marketing discipline.”

We are grateful for their dedication and service and for the field of marketing, their scholarly insights, and their management ability in making JAMS into a top journal in marketing.

Forty years of JAMS is also an opportune time to sincerely thank, on behalf of the Academy of Marketing Science, all of the authors who have contributed their research in the form of articles in the journal and the numerous reviewers who have volunteered to review manuscripts to help ensure the quality of the published works. The authors contribute their intellectual properties, and the reviewers contribute their knowledge to the vetting process. In particular, we are thankful for the amazing and diligent work performed by the JAMS reviewers. They help detect and crystallize the contributions of the papers published in JAMS. Grateful thanks also go to the large portion of the marketing professorate who have included JAMS in their set of journals to read and cite in advancing the field. To each of the constituency groups, we offer a sincere thank you!

Publish in JAMS and achieve impact
One hundred and forty-six issues and almost 1,500 articles published in the Journal since 1973 have collectively made a remarkable impact in the field of marketing (and beyond). According to Google Scholar’s statistics (on October 15, 2011), JAMS has published 7 articles that have each received more than 1,000 citations and 184 articles that each have been cited more than 100 times. Another 344 articles have received between 25 and 99 citations each. By some (estimated) accounts, the top 184 articles are likely to be in the top 0.3% and the 344 articles cited between 25 and 99 times are likely to be in the top 2% of articles published in the social sciences (e.g., “Essays of an Information Scientist,” Volume 7, pp. 175–181, 1984). As such, by an unscientific inference, more than 500 of the 1,500 articles published by JAMS since its inception in 1973 have made a high impact on the field of marketing and in the social sciences. To use a baseball analogy, JAMS’ achieving a batting average of .333 is excellent!

The top-cited JAMS article of all time is Bagozzi and Yi (1988) paper titled “On the evaluation of structural equation models”; it has been cited more than 4,500 times per Google Scholar. In the spirit of continued knowledge development and dissemination, the lead article in the 40th Anniversary Issue is a lengthy and very detailed update by Bagozzi and Yi (2012) of their 1988 article; the 2012 version is titled “Specification, evaluation, and interpretation of structural equation models.”

The Bagozzi and Yi (1988) review has clearly had a fantastic impact, and we hope that their contemporary 2012 version will be another high-impact article in the Journal. Structural equation modeling remains a favored technique by many in marketing, and the Bagozzi and Yi (2012) article should serve that segment of the marketing professorate exceptionally well. At the same time, in the spirit of Varadarajan’s (1992) idea of acknowledging JAMS editors for their work, we believe this is an opportune time to also acknowledge the “best-of-the-best” of JAMS high-impact articles. Using Google Scholar as the “statistical vehicle,” the top ten highest cited JAMS articles at this time are (ranging from some 800 to more than 4,500 citations):

- Yi (2012) of their 1988 article; the 2012 version is titled “Specification, evaluation, and interpretation of structural equation models.”
- Yi (2012) of their 1988 article; the 2012 version is titled “Specification, evaluation, and interpretation of structural equation models.”
- Yi (2012) of their 1988 article; the 2012 version is titled “Specification, evaluation, and interpretation of structural equation models.”
- Yi (2012) of their 1988 article; the 2012 version is titled “Specification, evaluation, and interpretation of structural equation models.”
- Yi (2012) of their 1988 article; the 2012 version is titled “Specification, evaluation, and interpretation of structural equation models.”
- Yi (2012) of their 1988 article; the 2012 version is titled “Specification, evaluation, and interpretation of structural equation models.”
- Yi (2012) of their 1988 article; the 2012 version is titled “Specification, evaluation, and interpretation of structural equation models.”
- Yi (2012) of their 1988 article; the 2012 version is titled “Specification, evaluation, and interpretation of structural equation models.”
- Yi (2012) of their 1988 article; the 2012 version is titled “Specification, evaluation, and interpretation of structural equation models.”
- Yi (2012) of their 1988 article; the 2012 version is titled “Specification, evaluation, and interpretation of structural equation models.”
Each article is a research article, where the goal is to provide cutting-edge analysis underpinning SEMs in an integrative way with the substantive concepts, theories, and hypotheses that researchers desire to examine. Bagossy and Yi’s (2012) aim is to remove some of the mystery and uncertainty of the use of SEMs, while conveying the spirit of its possibilities.

Achrol and Kotler (2012) suggest that the domain and theories of marketing have been expanding since the origins of the discipline. Since the 1970s marketing science has been organized around the exchange paradigm. Marketing concepts apply to all forms of exchange, whether it is goods, services, personages, places, or ideas, and whether it is between individuals, for-profit and non-profit firms, governments, and NGOs.

Marketing theories evolved from a firm-oriented view to encompass the exchanging dyad. More recently the paradigm expanded to a network level of explanation, and relational theories have come to the fore. But even as the field struggles to grasp its new fields of explanation, there is a Kuhnian shift happening at its boundaries. The shift significantly bends the marketing worldviews as well as the theoretical tools and methodologies we use to study it. In their article, Achrol and Kotler (2012) develop a three-tiered explanation of the emerging field of marketing—its subphenomena (consumer experiences and sensory systems), its phenomena (marketing networks), and its superphenomena (sustainability and development).

Willkie and Moore (2012) article provides an historical perspective on these developments and offers an examination of the fundamental role of societal interests in our field. Six basic topics are explored: (1) the hundreds of years of history of marketing thought development, as reflected in the “4 Eras” of marketing thought; (2) the ebbs and flows of attention to marketing in various topics; (3) illustrating these topics by mentioning some of the difficulties brought about by this area’s move to sideline status in the field; (4) their concept of the “aggregate marketing system” as a basis for appreciating the centrality of this research area for the field of marketing; (5) the nature of marketing in society research today; and (6) a discussion of several research challenges and opportunities for the future.

Williamson and Ghani (2012) discuss scholarship at the intersection of transaction cost economics (TCE) and marketing. They suggest that the intersection of TCE and marketing has enjoyed an impressive record of growth over the past decades, and the future promises more of the same. Williamson and Ghani (2012) state that the field of marketing has made many constructive uses of and contributions to TCE, where the latter include broadening the reach of TCE, posing important challenges, and identifying opportunities still to be addressed. Given this history, they advance the proposition that the relation between TCE and marketing has been and should be a two-way street. In considering the scope of both fields of research, they give special attention to issues of asymmetric costs, the dynamics of governance, and disequilibrium contracting. Williamson and Ghani’s (2012) also discuss the four precepts of pragmatic methodology, with special emphasis on prediction and empirical testing. At the request of the JAMS Editor, Williamson also provides his added perspective on the evolving “science of organization” of which TCE is a part and, in essence, the development of TCE into a Nobel Prize–winning thought model.

Erdem and Chang (2012) state that the large penetration of store brands has been accelerated by a substantial increase of their availability across various categories. Although store brands have generated tremendous interest, emerging perspectives
interest in the literature, little work has been done on umbrella branding strategies for store brands. Erdem and Chang (2012) extend the previous work of Erdem (1998) and Erdem et al. (2004) by studying the learning spillover effects of umbrella brands across categories for both national and store brands. They apply the Multivariate Multinomial Probit Model of cross-category learning across five product categories to study differences across store versus national umbrella brands in three countries (i.e., the United States, the United Kingdom, and Spain). The results of their study indicate that there are substantial differences in both product categories in consumer packaged goods for both store brands and national umbrella brands, although some of the categories in which correlated learning happens differ between the two. The degree of cross-category learning also varies across categories.

Morgan (2012) identifies the notion that academics and managers have struggled for many years to understand and delineate the role of marketing in driving business performance differences between firms. He suggests that most of the theory base for any such attempts has to be informed by strategic management theory, since the primary question that strategic management seeks to answer is why some firms outperform others over time. In his article, Morgan (2012) synthesizes three major streams of thought in strategic management with the empirical and theoretical literature on strategic marketing to develop an integrative theory-based conceptual framework linking marketing with firms’ business performance. Moreover, he tackles the topic of social coupons. They say that social coupons are fast emerging as a popular marketing tool for businesses, an attractive shopping tool for consumers using them, and a profitable business model for the social coupon service providers. But they question if this popularity of social coupons extends into providing short- and long-term profitability and new customers for businesses. Through an analytical model, they answer the following questions: (1) Are social coupons profitable for businesses? (2) Can businesses influence social coupon profitability? (3) How can businesses recover the shortfall in profits from the coupon launch? (4) How long will it take for businesses to recover the shortfall in profits from the coupon launch? Using data from three different businesses, Kumar and Rajan (2012) find that social coupons in their current form are not ideally suited to ensure customer acquisition and yield profits for the businesses. Additionally, they discuss possible areas where social coupons might work. Several research questions for future testing were raised by this new area of interest.

Chintagunta and Lee (2012) investigate whether information on the history of purchase intentions is useful in predicting actual purchase behavior. The research is motivated by two factors. The first factor is the empirical finding in the literature that measuring intentions just prior to purchase provides better predictions of actual purchase as compared to when these intentions are measured earlier. The second factor is the role of the timing of the formation of intentions prior to purchase. Together, these two factors motivate the paper’s need to examine the entire history of intentions prior to purchase. They propose a two-part model where the first part involves a hierarchical growth model that summarizes the trajectories of intentions via “growth factors.” Within the context of their study, the second part of the model is a regression of box office performance on the growth factors and other covariates. Chintagunta and Lee (2012) find that including information on intentions improves our ability to predict behavior, with the recent intentions being the most informative. While a linear growth model performs best for most movies, a subset of movies exists for which the quadratic growth model better captures the “spike” in intentions just prior to purchase. Further, accounting for information on the history of intentions dramatically improves model fit and forecasting performance relative to a model which accounts for only the intentions at one point in time (e.g., the ones just prior to purchase).

Allenby (2012) addresses marketplace behaviors in his article. He states that marketplace behavior refers to aspects of the purchase decision behavior of an individual and firms that lead to marketplace demand. It is characterized by the presence of many variables, most of which interestingly have nothing to do with a specific vendor or specific consumer. His article discusses three challenges of analysis commonly found in quantitative models of marketplace data: heterogeneous consumers, goal-directed behaviors, and the selective attention to some but not all variables in extended models of behavior. Bayesian solutions to these challenges are also discussed.

Hoyer and Stokburger-Sauer (2012) argue that in light of the increasing interest in hedonic aspects of consumer behavior, it is clear that consumer taste plays a critical role in judgment and decision making, particularly for hedonic products and services. They state that at the present time, however, our understanding of consumer aesthetic taste and its specific role for consumer behavior is limited. As such, in their article, Hoyer and Stokburger-Sauer (2012) review the literature from a variety of fields such as sociology, psychology, philosophy, and consumer behavior in order to develop a conceptual definition of consumer aesthetic taste. They then explore various issues related to taste and develop a conceptual framework for the relevance of expertise versus taste in consumer decision making. Finally, they present an agenda for future research on this important topic.

Bearden and Haws (2012) present the case that self-control is a critical aspect of consumer behavior which has wide-ranging implications for individual and societal welfare. Their research builds upon previous work regarding consumer spending self-control by examining the financial, decision making, social, and psychological consequences of low consumer spending self-control. Further, the relationship between consumer spending self-control and general self-control is explored, contributing to a greater understanding of how more general traits translate into spending-related outcomes. The research by Bearden and Haws (2012) includes investigations of allocations to retirement accounts, responses to credit limits, resource depletion effects from repeated decision making, and the potential for broader negative social and psychological consequences from low consumer spending self-control.

Conclusion

As JAMS embarks on its fifth decade of serving the field of marketing and publishing knowledge-advancing articles that highly impact the field, it is very rewarding to have been part of moving the Journal from the beginnings of the electronic age, as described by Berkman (1992), with the appointment of Irene Lange as the Journal’s third editor. Now, JAMS is almost everywhere in the eBusiness world, as it stands at the cutting-edge forefront of today. For example, the JAMS LinkedIn group has some 1,000 members already, after being created only about 18 months ago. Overall, the assimilation of JAMS eBusiness vehicles includes:

- Twitter (twitter.com/jams_updates)
- LinkedIn (linkedin.com/groups?home&gid=1961842)
- SpringerLink (springerlink.com/content/0092-0703)
- Editorial Manager (editorialmanager.com/jams/)
- Springer (springer.com/jams)
- Academia.com (journals.academia.edu/)
- JournalOfTheAcademyOfMarketingScience (JournalOfTheAcademyOfMarketingScience)

This eBusiness portfolio has led to, among many innovations, streamlining manuscript submission, publishing, and even reading of the articles in JAMS. Critically, the eBusiness vehicles, along with dedicated reviewers, have also led to dramatically improved cycle time in all areas (e.g., review time of manuscripts). As a snapshot in time, during the last fiscal year of the Journal (June 1, 2010, to May 31, 2011), JAMS reviewed first-round manuscripts in 30.4 days and second-round manuscripts in 25.5 days (excluding desk rejects, which accounted for 33.6 percent of manuscripts submitted). The manuscript flow is strong, forecasted to be roughly 553 new submissions for the June 1, 2011, to May 31, 2012, period, and the journal is predicted to publish 54 articles in that same time period (8 to 11 articles per each of the 6 issues). The ease of doing business with JAMS has also resulted in 62% of the originating authors of submitted manuscripts being from outside of the U.S. The usage/download of published articles published in the Journal is led by Europe (39%), followed by Asia (32%), North America (18%), Australia (8%), Africa (2%), and South America (1%).

In conclusion, having been very fortunate to serve as co-Chairs of the AMS 40th Anniversary Conference in 2011 (in Coral Gables, Florida) and now serving as co-Editors of the 40th Anniversary Issue of the Journal of the Academy of Marketing Science published in 2012 by Springer, we owe great appreciation to the leadership of the Academy of Marketing Science (AMS Officers and AMS Board of Governors) for entrusting us with these milestones in the Academy’s and Journal’s history. We hope you enjoy the cutting-edge research and breadth of topics covered in the articles in the 40th Anniversary Issue of the Journal of the Academy of Marketing Science.

FREE access to the JAMS 40th Anniversary Issue is available at: http://www.springerlink.com/content/j500474754h/

Note:

G. Tomas M. Hult is the Editor-in-Chief of the Journal of the Academy of Marketing Science and O.C. Ferrell is the Vice President of Publications for the Academy of Marketing Science. AMS is the owner of JAMS, and Springer is its publisher.
Envy has acquired new meanings in our modern consumerist culture. Although envy was once associated with malicious intent, Russell Belk argues that today’s more benign envy is an important part of our identities and motivations. Although consumer research acknowledges that possessions provide a way to compare ourselves to others, it ignores how envy affects our consumption. Belk examines the concept of envy and explains how benign envy influences modern marketing.

Envy has evolved from its medieval origins as “malicious and ill will directed toward a referent other who possesses something of importance to us that we covet.” Envy (of what others possess) is not the same as jealousy (of what we possess) or covetousness (of a particular object and not its owner). When we feel envious of another person, our desire for the envied other to lose the thing we covet is stronger than the desire to acquire the object for ourselves. Envy also involves a sense of injustice; we perceive those in a better position as less deserving of their power and possessions, and so we begin to envy them. Conscious consumption amplifies envy because we can see what others have attained or acquired and then compare ourselves to them.

When the major philosophies and religious texts were written, advertising, mass production, mass consumption, mass media, and brands did not exist. People lived in rural villages and knew others in their communities. Those who stood out because of their possessions or personal qualities were likely to attract malicious envy and suffer the consequences. This was especially true in limited good societies because it was assumed that one’s personal gains came at the expense of others. The fear of malicious envy led to envy avoidance through modesty, charity, and even physical protection.

Today, many structural and cultural changes have led to a different environment. We have the power to acquire mass-produced and branded objects, thanks to increased discretionary income, access to credit, and urbanized populations. Because of marketing and the mass media, we have also expanded our abilities to use these goods to create identities and make social comparisons between ourselves and others. Branded products—with shared names and qualities—help us to make assumptions about others in a mostly anonymous world. These changes have led to a more benign envy directed toward a concept of what “most others” must have.

Branded consumer goods are the chief objects of our covetousness. Belk writes, “We may still desire others’ traits and friendships, but people are convinced that these things too would be theirs if only they had others’ ‘stuff.’” Instead of encouraging malicious behavior, benign envy inspires us to purchase the equivalent of the envied possession or even one that we perceive as better. The objects of our desire then become lifestyle goods that help us to build our social identities.

Belk presents envy as a continuum ranging from benign envy to malicious envy. Benign envy manifests in a desire to “level up” and improve our position through consumption emulation instead of trying to “level down” by harming others. With mixed motive envy, the envious person enjoys the good and tries to appear indifferent to their success. They also strive to maintain their social status and make sure they are not envy objects. With envy, the desire to acquire the object is weaker than the desire to see others lose it. Benign envy normally does not lead to interpersonal harm.

Modern benign envy is equally competitive but motivates striving for consumption (and admiration) instead of harming others. In addition, modern benign envy is more competitive than earlier periods, when the competition was limited to the upper classes.

Belk argues that today’s more benign envy is an important part of our modern consumer culture. Although envy was once associated with malicious intent, Russell Belk examines the concept of envy and explains how benign envy influences modern marketing. Belk examines the concept of envy and explains how benign envy influences modern marketing.

Belk proposes that benign envy is part of a strategy that the rich use to justify their lavish consumption. This had led to the democratization of luxury, including the idea that luxury goods will eventually trickle-down to reach the lower classes. Marketers have begun to cater to the mass desire for luxuries, creating populace luxes (faux luxury goods made of cheaper materials), opulence luxes (mass market versions of luxury brands), and counterfeit imitations (“genuine fakes” that cannot be distinguished from originals), as well as convincing people to substitute necessities for luxury goods (buying so-called “leaping luxes”).

Envy is also the product of our cultural environments. Many languages recognize a distinction between malicious and benign envy. Various cultures have different ways of dealing with envy and consumption issues. These cultural patterns are reflected in things as simple as ordering a meal at a restaurant; Westerners tend to order different meals to assert their independence whereas Asian people tend to follow the choice of others in the party to show their interdependence.

Commentaries on articles are unique feature of AMS Review. For “Benign envy,” Michael R. Solomon, Valerie Folkes, and David B. Wooten & Robert L. Hershson & Natalie Mitchell provide important considerations for the concepts of benign and malicious envy. Solomon praises Belk’s article for highlighting an important aspect of consumer phenomena and introduces other social constructs that could be analyzed through benign envy. Folkes writes that Belk makes an important point that historical changes have steered our coping mechanisms away from those that have malicious consequences and adds that it may still require self-regulation to prevent overindulgence. Wooten et al. argue that consumption and leveling up may have negative consequences, especially for the poor. Belk discusses how each of these ideas complements his research.

Overall, Belk contends that malicious envy was developed in a pre-brand era with different social and cultural environments. Our modern benign envy is equally competitive but motivates striving for consumption (and admiration) instead of harming others. In addition, we have a broader range of remedies for the envy of others. People have complex identities connected to their possessions, and comparisons to others provide us with visible benchmarks. In our modern world, it is easy to change much of our visible consumption and strive to become the subject of envy.

Durairaj Maheswaran (Mahesh) is a Professor of Marketing and International Business at Stern School of Business, New York University. He has a Doctorate from Kellogg School of Management at Northwestern University and an MBA from the Indian Institute of Management. Professor Maheswaran has held top administrative positions such as the President of the Society of Consumer Psychology and the Editor of the Journal of Consumer Psychology. He is currently the President of the Policy Board of the Journal of Consumer Research and serves on several editorial review boards. He has published numerous journal articles and has been widely recognized for his research in consumer behavior. He was cited as one of the most productive researchers in marketing 1990-1996. It is an honor to feature Dr. Maheswaran in this edition of our AMS Quarterly column.

Boris Toma is a Ph.D. student in Marketing at the University of Mannheim, Germany, where he also received his B.S. in Business. For his Master studies Mr. Toma spent time at the Chinese University of Hong Kong and Copenhagen Business School in pursuit of his M.S. in Marketing and Psychology from the University of Mannheim. His research interests lie in consumer behavior, specifically consumer engagement, as well as social media and brand community marketing.

Special thanks to Professor Maheswaran for taking the time to interview with us, Mr. Toma for conducting the interview, and Dr. Diana Haytko for her help with the column. Any Ph.D. students interested in acting as an interviewer in the “New Minds Meet Great Minds” series are encouraged to contact me by e-mail.

---

Dr. Colin Campbell
mrcoll@mac.com
Lecturer at Monash University and AMS Director of Doctoral Student and Junior Faculty Initiatives

---

You earned your MBA from IIM in 1976 and then chose to work in industry for a couple of years. After that you went into the Ph.D. program at Northwestern. Why did you decide to go into academics?

I worked for about six years in industry and realized that there was not much intellectual challenge in terms of work. I thought that academics would challenge me more intellectually and also provide an environment where I could pursue diverse intellectual interests without being narrowly constrained by the company’s immediate goals of profitability.

You have published a very impressive amount of research in the field of consumer behavior. How did your interest in the consumer’s decision-making processes come about?

I was an Engineer by training and was never formally exposed to the study of Psychology until the PhD program. The PhD program at Kellogg was very broad based and we had to attend behavioral, quantitative and managerial seminars. I discovered an interest in Psychology that seemed to endure beyond the end of the seminar. I pursued that interest with more courses in Psychology and decided to follow that direction.

What was your first big break?

Getting a job after my PhD, of course! More so, getting a job at Stern allowed me to have a research career. NYU had a strong emphasis on research and was allocating more resources to facilitating research activities. So, it was easier to follow a research oriented career.

Do you remember teaching your first class?

I do and despite being a cliche, the first experience does have a strong impact on future choices. I taught in a continuing education program while I was a doctoral student, and I was quite nervous and very inexperienced. Having been in the United States only for a couple of years, I didn’t really have a good repertoire of local examples. More often, I was stuck with trying to find an example of what I was attempting to illustrate. My students were wonderful and rather than critically evaluating me, they were very supportive. That friendly experience has since shaped my teaching style which is more supportive and interactive.

You have lectured at university campuses around the world. What is the most memorable experience? Do you find teaching abroad to very different than at Stern?

I enjoy teaching abroad a lot. It is a learning experience for me. The diversity of the student body as well as the exposure to different cultural contexts enriches the teaching of marketing. Interestingly, business students around the world are intrinsically very similar; they are highly motivated, competitive and achievement oriented.

Do you remember your first journal acceptance?

Very much! It took me three years to publish my first paper. It so happened that I had “twins” in the same year. My first and second papers were accepted within a few months of each other.

What was your favorite research project and how do you come up with new research ideas?

My favorite research project is on stereotyping. It evolved into my major research paradigm on “nation equity” that examines both the functional and emotional effects of country of origin information in consumer decision making.

Consumer behavior topics are driven by observing consumers in action and to some extent your own response to external marketing stimuli. New ideas also emerge while reading papers and trying to figure out the gaps in the work that you are reading.

What is the largest challenge you have faced in your career?

It took me three years to publish my first paper. The review process was daunting. However, it was a great learning process and it subsequently helped me to become more productive.

How has the field of marketing changed between when you started and today?

Relatively speaking, academics, compared to managers, are a lot slower to accept change. For a very long time, the field of marketing only had a handful of journals and did not respond quickly to the increasing demand for publication outlets. This demand is being fuelled by higher research standards of evaluation of faculty as well the globalization of research activity. When I began 25 years ago, not many schools were research oriented and the research schools were mostly based in North America. But, today, a large proportion of submissions to the journals come from outside of this region. It is exciting to see universities becoming more supportive of research active faculty and also the increasing importance of publications in business school rankings. Simply, now there are more researchers and higher expectations of productivity.

What do you think is going to be the next “hot topic” in marketing?

I think consumer welfare and the role of corporations in facilitating the overall well being of the consumer beyond providing product related satisfaction. More operationally, online consumer behavior and globalization of consumers are important areas that need further investigation.

Finally, if there were one message you could send out to the whole community of marketing scholars, what would it be?

It is important to be relevant to the community at large and have at least part of your research be focused on enhancing consumer welfare. For the doctoral students, the pursuit of knowledge is an exciting process. If you choose to work in areas that intrinsically motivate and challenge you, you will not only enjoy the process but also make significant contribution to the field.

Thank you Professor Maheswaran for taking the time to interview with us.

---

You earned your MBA from IIM in 1976 and then chose to work in industry for a couple of years. After that you went into the Ph.D. program at Northwestern. Why did you decide to go into academics?

I worked for about six years in industry and realized that there was not much intellectual challenge in terms of work. I thought that academics would challenge me more intellectually and also provide an environment where I could pursue diverse intellectual interests without being narrowly constrained by the company’s immediate goals of profitability.

You have published a very impressive amount of research in the field of consumer behavior. How did your interest in the consumer’s decision-making processes come about?

I was an Engineer by training and was never formally exposed to the study of Psychology until the PhD program. The PhD program at Kellogg was very broad based and we had to attend behavioral, quantitative and managerial seminars. I discovered an interest in Psychology that seemed to endure beyond the end of the seminar. I pursued that interest with more courses in Psychology and decided to follow that direction.

What was your first big break?

Getting a job after my PhD, of course! More so, getting a job at Stern allowed me to have a research career. NYU had a strong emphasis on research and was allocating more resources to facilitating research activities. So, it was easier to follow a research oriented career.

Do you remember teaching your first class?

I do and despite being a cliche, the first experience does have a strong impact on future choices. I taught in a continuing education program while I was a doctoral student, and I was quite nervous and very inexperienced. Having been in the United States only for a couple of years, I didn’t really have a good repertoire of local examples. More often, I was stuck with trying to find an example of what I was attempting to illustrate. My students were wonderful and rather than critically evaluating me, they were very supportive. That friendly experience has since shaped my teaching style which is more supportive and interactive.

You have lectured at university campuses around the world. What is the most memorable experience? Do you find teaching abroad to very different than at Stern?

I enjoy teaching abroad a lot. It is a learning experience for me. The diversity of the student body as well as the exposure to different cultural contexts enriches the teaching of marketing. Interestingly, business students around the world are intrinsically very similar; they are highly motivated, competitive and achievement oriented.

Do you remember your first journal acceptance?

Very much! It took me three years to publish my first paper. It so happened that I had “twins” in the same year. My first and second papers were accepted within a few months of each other.

What was your favorite research project and how do you come up with new research ideas?

My favorite research project is on stereotyping. It evolved into my major research paradigm on “nation equity” that examines both the functional and emotional effects of country of origin information in consumer decision making.

Consumer behavior topics are driven by observing consumers in action and to some extent your own response to external marketing stimuli. New ideas also emerge while reading papers and trying to figure out the gaps in the work that you are reading.

What is the largest challenge you have faced in your career?

It took me three years to publish my first paper. The review process was daunting. However, it was a great learning process and it subsequently helped me to become more productive.

How has the field of marketing changed between when you started and today?

Relatively speaking, academics, compared to managers, are a lot slower to accept change. For a very long time, the field of marketing only had a handful of journals and did not respond quickly to the increasing demand for publication outlets. This demand is being fuelled by higher research standards of evaluation of faculty as well the globalization of research activity. When I began 25 years ago, not many schools were research oriented and the research schools were mostly based in North America. But, today, a large proportion of submissions to the journals come from outside of this region. It is exciting to see universities becoming more supportive of research active faculty and also the increasing importance of publications in business school rankings. Simply, now there are more researchers and higher expectations of productivity.

What do you think is going to be the next “hot topic” in marketing?

I think consumer welfare and the role of corporations in facilitating the overall well being of the consumer beyond providing product related satisfaction. More operationally, online consumer behavior and globalization of consumers are important areas that need further investigation.

Finally, if there were one message you could send out to the whole community of marketing scholars, what would it be?

It is important to be relevant to the community at large and have at least part of your research be focused on enhancing consumer welfare. For the doctoral students, the pursuit of knowledge is an exciting process. If you choose to work in areas that intrinsically motivate and challenge you, you will not only enjoy the process but also make significant contribution to the field.

Thank you Professor Maheswaran for taking the time to interview with us.

---
Journal of the Academy of Marketing Science
Volume 40, Issue 2
March 2012

Special Issue: International Competitiveness
Editor: Tomas Hult

Editorial
A focus on international competitiveness
G. Tomas M. Hult

Articles
Reflections on international marketing: destructive regeneration and multinational firms
S. Tamer Cavusgil and Erin Cavusgil

The regional and global competitiveness of multinational firms
Alan M. Rugman, Chang Hoon Oh and Dominic S.K. Lim

A dynamic perspective to the internationalization of small-medium enterprises
Wagner A. Kamakura, María A. Ramón-Jerónimo and Julio D. Vecino Gravel

Transaction cost economics and the roles of national culture: a test of hypotheses based on Inglehart and Hofstede
Jan-Benedict E.M. Steenkamp and Inge Geyskens

Export marketing strategy implementation, export marketing capabilities, and export venture performance
Neil A. Morgan, Constantine S. Katsikeas and Douglas W. Vorhies

Ensuring international competitiveness: a configurative approach to foreign marketing subsidiaries
Christian Homburg, Andreas Fürst and Christina Kuehnl

Offshoring and international competitiveness: antecedents of offshoring advanced tasks
Peter D. Ørberg Jensen and Torben Pedersen

Outsourcing and its implications for market success: negative curvilinearity, firm resources, and competition
Masaaki Kotabe, Michael J. Mol, Janet Y. Murray and Ronaldo Parente

Offshore outsourcing of customer relationship management: conceptual model and propositions
Kartik Kalaignanam and Rajan Varadarajan

Knowledge structure in international marketing: a multi-method bibliometric analysis
Saeed Samiee and Brian R. Chabowski

In the past couple of decades, researchers in international marketing and other international business oriented fields have focused on how firms are able to attain international competitiveness in the global marketplace and what makes some organizations more competitive than others. To further explore this topic, the Journal of the Academy of Marketing Science issued a call for papers that “shed greater insights into how marketing can help explain, describe, and predict the international competitiveness of organizations.”

The collection of 10 articles published in the March 2012 special issue spans a variety of topics within the realm of “international competitiveness,” which in this issue is defined as a measure of an organization’s advantage (or disadvantage) in marketing its products and/or services in global markets. In the spirit of JAMS’ breadth of coverage, the articles in the issue broadly address and advance international competitiveness issues related to the scope of the field of international marketing, multinational enterprises, small-medium enterprises, culture, exporting, foreign market subsidiaries, and offshoring and outsourcing. Naturally, some of the articles span multiple areas as well.

All content for the special issue can be accessed online for free by AMS members by logging in through the AMS website; this issue and the rest of the JAMS archive is on SpringerLink at http://www.springerlink.com/content/0092-0703.
My various syllabi keep getting longer and longer. During the Fall 2011 semester I felt the need to add a new entry into the growing Policies and Procedures section entitled “Social Media Policy.” Please allow me to share the evolution of this newest entry, and how I violated my own policy after only one semester.

I teach three classes regularly: Principles of Marketing, Marketing Research, and Creative Marketing. It was becoming increasingly common that students would “friend” me on Facebook during the semester, particularly in the Principles course. I always declined. It was my way of (1) keeping a small divide between my role as professor and their role as student and (2) protecting my private life as husband, father, and uncle from my public life of scholar, mentor, and sage. Besides, did students really need to see photos of the fabulous surprise birthday party I threw for my wife? They absolutely don’t need to see photos of my beautiful teen and tween daughters. I must protect this house!

At the same time, the power and reach of social media cannot be ignored. My initial attempt to balance this digital divide was to open a Twitter account (@TracySuter). Twitter, it seemed, was a terrific tool. I could let those interested follow my 140 character moments of insight, but reciprocity was not necessarily required or expected. Moreover, it was a great way to engage Marketing Research students as consumers of research with my daily Fast Facts gleaned from current newsworthy stories. My one-way approach to social media expanded when I asked students to find their own Fast Facts. I was as proud as a new papa when three different students recently tweeted the same news story as “really interesting!” Yes, you read that right: Research = Interesting to undergrads. OMG! (That’s Oh My Goodness! in this context.)

At this point, I am feeling pretty good about the merits of my new policy. Principles of Marketing: Check. No “friend” requests accepted. I’ll be the professor, you be the student. My private life stays private; your private life stays public, just not to me. Marketing Research: Check. No harm, no foul, no issue. Then it happened.

I developed a creativity class after OSU’s President called for a Creativity Initiative on our campus. I have taught it for the last four years as an intercession course between the traditional Fall and Spring semesters, after New Year’s, with terrific results. Each year it just seems to get better, but this year it moved me to violate my own freshly-minted social media policy. You see, as an intercession course, we only meet for one week face-to-face; to maintain the rigor of a full semester course, assignments are due four weeks later. At the end of that week, we walk away with the glow of having an immersive creative experience. The sad truth is, we walk away. This most recent class changed that through social media.

About 10 students in the class created a Facebook group entitled, “Creative Marketing 2012 - Join the Conversation.” They posted news stories, videos, product ideas, etc. they found creative. They extended our class beyond our week. They also brought friends. When I checked in on their group, it had 80 members. My class roster only had 36. It was time to reassess. A dear friend had told me he keeps two Facebook profiles, one with his university account and one with a personal account. I followed his lead. Using my OSU address I opened facebook.com/Dr.Tracy.Suter and joined their group. I wanted to be a part of the momentum they had established. I wanted to see what they valued and how they shared. I wanted to be their social media friend. Thankfully, they accepted me.

At the time of this writing, two months had passed since our week together, and our class is still “in session” because of their online group. Formal assignments were completed and graded weeks ago. By all accounts the class should be over. Even so, we are all still posting; we are all still commenting. New people are still joining the conversation. New ideas are still being shared. In short, learning is still taking place. Who needs a stringent policy, right?

Summer is usually time for reflection and self-assessment. This summer promises to be no different. One item on my assessment agenda: social media. What do I do now? I think I know the answer, but I am curious how you handle this issue. As you well know, it is not just Facebook and Twitter but LinkedIn, Foursquare, Hunch, etc. Will you be my friend and share your thoughts?
In the thirteen years since I have been teaching Internet Marketing there have been significant changes in the field, to say the least. With online ad spending predicted to reach 35% of the total in a few years and P&G letting go of 1,600 marketers because Facebook and Google are “more efficient” ways to advertise, Internet Marketing techniques have become not only more mainstream but perhaps the mainstream of marketing (http://www.webpronews.com/pg-cuts-1600-jobs-marketing-on-facebook-google-is-more-efficient-2012-01). The question remains as to how academia and practice can work together in this rapidly changing world.

In my position as head of the Interactive Marketing Certificate Program at Northern Illinois University (http://internetmarketing.niu.edu), I have had a unique chance to span both academia and practice. To clarify, we define Interactive Marketing using Deighton’s 1996 definition of being able to identify the customer, remember them and interact with them in a way that marketing becomes a conversation, recognizing that since that definition the customer has had more and more insight into and control of that conversation. We say Internet Marketing is using online technology to facilitate the overall Marketing Process. Therefore Interactive Marketing and Internet Marketing are intertwined but not identical.

To serve the needs of our students and our hiring managers, we have a broad-based Interactive Marketing program that works closely with industry to define our curriculum. Our students work at interactive agencies (as search, social and mobile marketing specialists), direct marketing firms or in marketing jobs incorporating these techniques into more generalized marketing programs.

On the academic side, in addition to my academic publications in database marketing and marketing personalization, I recently co-authored the Third Edition of a textbook: Internet Marketing: Integrating Online and Offline Strategies with Mary Lou Roberts. When writing the textbook I noticed that although there has been a significant increase in the number of academic articles on subjects relating to internet marketing, on some topics, such as the integration of search and social or paid and organic search, I could find very little.

In January, I became Editor-in-Chief of the Journal for Research in Interactive Marketing which seeks “to publish progressive, innovative and rigorous scholarly research for marketing academics and practitioners.” I recently created a word cloud (above) of the topics covered in the last two years in our journal and wonder if we as academics are hitting the mark? Some topics such as social media and mobile marketing are important to practitioners, but I see little research in this cloud in search optimization, email marketing, multi-channel management, video marketing, b2b lead generation, online branding or other issues that might be of relevance to marketers according to my discussion with practitioners and other analyses that I have done in research in the language of Marketing. Notably absent are the measurement issues which seem to plague all marketers. Each topic also seems to be covered in a vacuum and not in the context of other marketing programs.

In the coming months I will provide more insight into how academia and practice can work together to forward the discipline of Interactive Marketing. Please provide comments to this article on my blog (niuinteractivemarketing.blogspot.com) or at zahay@niu.edu. Thanks in advance for your help.
ASSOCIATE OR FULL PROFESSOR OF ENTREPRENEURSHIP
University of North Texas

The University of North Texas (UNT) has embarked on a major multi-year university initiative to hire new faculty and make significant infrastructure improvements to enhance and expand research. UNT is seeking to fill multiple faculty positions, most at the senior level, either as part of a research cluster or as an initial hire in an area designated as a strategic initiative of the University.

We invite applications and nominations for an associate or full professor with international standing to bring recognized research activities, expertise, innovation and an interdisciplinary spirit to our Strategic Initiative in Entrepreneurship. The selected individual’s research interest may fall within entrepreneurship as broadly defined. The direction of this initiative will be Family Business. The selected individual will have an opportunity to exercise leadership in defining the research focus and in recruiting additional faculty as approved for this strategic area. Salaries, benefits, and teaching loads are typical for a major research university. The home department of the faculty hired will depend on his or her particular research and teaching expertise and interests; cross-departmental appointments are also possible. The position requires an earned doctorate in Business or a related field. An established record of scholarship with success obtaining external research funds and a strong publication record are also required, as are a record of mentoring junior faculty and graduate students, and demonstrated teaching excellence. A history of leadership on research projects, engagement with other faculty, and the ability to relate well to the business community are key factors in the hiring decision. Responsibilities include developing an internationally recognized synergetic research program, teaching undergraduate and graduate courses in family business, and providing service to the university and the profession.

The University:
UNT is strategically located in Denton, Texas, which is 3.5 miles north of both Dallas and Fort Worth. There are about 36,000 students registered in 54 bachelor’s, 88 masters, and 40 doctoral degree programs. The DFW area has more than six million people, with significant economic growth, numerous industrial establishments, and excellent school districts. UNT is investing heavily in its growth as a major public research university and a key goal in its 5-year strategic plan is to provide superior graduate education, scholarship and artistic endeavors on par with the nation’s elite research universities.

To apply:
Applicants must submit an online application to http://facultycareers.unt.edu. The application materials must include a cover letter, curriculum vitae with contact information, a list of five references with e-mail addresses and telephone numbers, a statement of research interests, a statement of teaching interests, and three recent, significant publications.

For further inquiries, please contact search committee chair Marilyn Wiley, Senior Associate Dean, College of Business at (940) 565-4874 or Marilyn.Wiley@unt.edu. The University of North Texas is an AA/ADA/EOE committed to diversity in its educational programs.

SIEGFRIED CENTENNIAL CHAIR IN MARKETING
The University of Oklahoma

The Division of Marketing and Supply Chain Management at The University of Oklahoma announces a position opening for an advanced Associate or Full Professor of Marketing to fill its endowed Siegfried Centennial Chair in Marketing. Persons with research interests in the following areas are particularly encouraged to apply – Channels of Distribution, Marketing Strategy, Sales Management, and Services Marketing.

Although representatives of University of Oklahoma will be attending the 2012 AMS as well as the 2012 Summer AMA Conferences, we hope to recruit for this position more through word of mouth and networking rather than formal interviews at these Conferences. For the same reasons, nominations are also welcome.

This is a tenured senior position beginning August 2012. We expect the successful candidate to be a nationally recognized scholar and with a strong empirical and theoretical background and an established record of excellence in research and teaching skills. We also expect the Siegfried Chair to play a leadership role within the division and the college and are therefore seeking individuals with demonstrated evidence of academic leadership skills. This is a nine-month appointment; a PhD is required in order to be considered.

The University of Oklahoma is a comprehensive research university offering a wide variety of undergraduate, graduate, continuing education, and public service programs. Its 2000-acre Norman campus houses 12 colleges with approximately 80,000 faculty and 22,000 students. In addition, eight medical and health-related colleges are located on the Health Sciences Center campuses in Oklahoma City and Tulsa. The University of Oklahoma is an Equal Opportunity/Affirmative Action employer. Women and minorities are encouraged to apply.

First screening will begin immediately and continue until the position is filled. To apply or schedule an interview, please send a letter of application, resume, and names of three references to:
Professor Rajiv P. Dant
Michael F. Price Chair in Business
Division of Marketing and Supply Chain Management
Price College of Business
The University of Oklahoma
307 West Brooks, Norman, OK 73019-4001
Voice Direct: 405-325-4675
Email: rdant@ou.edu
For more information, please refer to these web sites:
http://price ou.edu/index.asp
http://www.normanok.org/
http://quickfacts.census.gov/qfd/states/40/4052500.html

News from AMS Headquarters
Greetings from Ruston, Louisiana. The Academy of Marketing Science is preparing for the first of its two conferences this year. The 2012 Annual Conference will take place in New Orleans, Louisiana at the Riverside Hilton hotel May 16-19. From grabbing one of Café Du Monde’s famous beignets to taking the St. Charles Avenue streetcar to the galleries, museums and restaurants on New Orleans’s most famous avenue, or maybe even running into Brad Pitt filming a movie, a day in New Orleans can be packed with great things to do.

To participate in the conference you must be an active AMS member. By now, many of you will have registered for the conference, but if you have not, you can register online through the link on the conference page or by sending the registration form to the address/fax/email below. The registration form can also be found on the conference page. This year, we included in the registration form the option to purchase an AMS polo shirt. The shirts are AMS red, they carry the AMS logo, and they run on the small side. You can make your reservations at the New Orleans Hilton Riverside by following the link on the conference page.

As a reminder, the proceedings for the 2011 World Marketing Congress (Reims) and 2010 World Marketing Congress: Cultural Perspectives in Marketing (Lille) can be found on the Members page. If you have any questions regarding your membership, please contact me. It’s very important to keep your account information up to date in order to receive all of the newsletters, emails and journals.

I hope to see all of you in New Orleans this May!

Florence Cazenave
Academy of Marketing Science
P.O. Box 3072
Ruston, LA 71272
Phone: 318.257.26.12
Fax: 318.257.4253
ams@latech.edu
IN THE NEWS

The Marketing Science Institute (MSI) is pleased to announce the results of the 2011 Alden G. Clayton Doctoral Dissertation Proposal Competition. Started in 1984, this annual competition is intended to encourage doctoral work on topics of importance to the marketing community.

The finalists were selected from 80 high-quality submissions. Three blind evaluations of each submission were obtained from outside academic experts. We are grateful to the 168 marketing scholars who generously contributed their time to serve as reviewers.

WINNER

Cristina Nistor, Massachusetts Institute of Technology

* Pricing and Quality Provision in a Channel: A Model of Efficient Relational Contracts*

Chair: Catherine Tucker

HONORABLE MENTIONS

Rafael Becerril Arreola, UCLA

* Social Status and Consumer Preferences: Implications for Pricing, Branding, and Product Line Decisions*

Chair: Dominique Hanssens

Daria Dzyabura, Massachusetts Institute of Technology

* Consumer Search in High-Involvement Categories: Optimizing the Sales Strategy when Consumers Learn their Own Preferences through Search*

Chair: John R. Hauser

Liwu Hsu, Boston University

* Can Online Chatter Kill a Giant? Insights into the Role of Brand Equity and Social Media during a Product Recall Crisis*

Advisor: Shuba Sririnivasan

César Zamudio, University of Texas at Dallas

* Choosing Others*

Advisor: Brian T. Ratchford

The competition winner receives $5,000, and each honorable mention receives $3,000. All are invited to attend MSI’s spring Trustees Meeting, where their work will be acknowledged.

We congratulate the finalists as well as the authors and thesis chairs/advisors of the many other fine submissions received.

Richard F. (Dick) Beltramini (Wayne State University) was identified by the editor of the Journal of Business Ethics that his article (R.F. Beltramini, R.A. Peterson, and G. Kozmetsky (1984), “Concerns of Today’s College Students toward Business Ethics,” Journal of Business Ethics, 3, 195-200) has been acknowledged as one of the top 33 articles (out of 4,747 JBE articles published over the past 30 years) with a citation rate of at least five standard deviations above the mean, and will re-publish it as a “citation classics” awardee early next year.

Professors M. Gabrielson and V. H. Manek Kirpalani announce that they have edited and contributed to the “Handbook of Research on Born Globals” by Edward Elgar Publishing 2012. The book provides a dynamic perspective on born global firms, including their evolutionary phases and pathways of growth, role of founders’ linkages, experience, culture and training, as well as collaboration with large MNEs. Details are available at: wwww.e-elgar.com.

Art Weinstein, Professor of Marketing at Nova Southeastern University, recently published the third edition of his best seller, Superior Customer Value. The third edition covers best practices, organizational responsiveness, market orientation, and strategic planning issues that lead to profitable and world-class customer service. This revised edition addresses current trends in value-adding business practice, from understanding how to drive a market and find new ventures to the rise in customer importance of the online arena and new models and metrics for customer loyalty and retention. In addition to updated information throughout the text, it also includes new chapters on social media networking and customer value metrics and models. The book is available in hardback through the CRC Press. For more information visit: CRCPress.com.

Dr. Barry Babbin is conducting a 5 day workshop entitled: SEM: A User’s Approach, June 25-June 29, 2012 on the campus of Louisiana Tech University. The topics of the workshop include: theoretical aspects of SEM, measurement issues, structural models and also individual research consultations. Fees for the conference are: $2,000 General, $1750 Active AMS members and $1500 for students. For more information, call (318) 257-4012 or email: juliahc@latech.edu

ACADEMY OF MARKETING SCIENCE

OPTIONAL BENEFIT FORM

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

JOURNAL OF RETAILING

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

Name: _________________________________
Address: _________________________________

JOURNAL OF BUSINESS-TO-BUSINESS MARKETING

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

Name: _________________________________
Address: _________________________________

JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT

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

Name: _________________________________
Address: _________________________________

Return this form to:
Academy of Marketing Science
PO Box 3072
Ruston, LA 71272

The AMS Executive Council has made it possible to share all of those wonderful event photos with our members. Simply visit the AMS homepage at http://www.ams-web.org to access the “members-only” photo link. Look for the Photo Gallery link in the upper-right corner of the AMS homepage.
The Global Sales Science Institute (GSSI)
is holding its 2012 conference in Turku, Finland. The conference,co-organized by Turku University of Applied Sciences andBaylor University’s Center forProfessional Selling, will featurepeer-reviewed papers, paneldiscussions, and invited keynoteson sales management. GSSI is aninternational network of academics andpractitioners involved in sales and sales management.GSSI brings together scholars andpractitioners to advance globalcollaboration in sales research,practice and education.

Additional conference information:www.gssi2012.com

The Academy ofBusiness Disciplines

is hosting its 14 annual conference November 8-10, 2012 at theDiamond Head Beach Resort inFort Myers beach, Florida. Abstracts, papers or panelproposals will be accepted in anyarea of business. The ABD will include your paper or abstract in theproceedings (which are notcopyrighted) that will be posted toour conference website in February. Participants may, if theywish, have their papers or casesconsidered for publication in theAcademy of Business DisciplinesJournal (www.abdjournal.org).

One best conference paper awardwill be presented for each of thefollowing: Basic Research; Teaching & Innovation; Cases; and Faculty/Student Collaborative Research. Also, best session presentation awards will be issued for the best presentation in each presentation session.

Abstracts, proposals or papers shouldbe submitted no later than June 15, 2012. Notifications toauthors will be provided by July15, 2012. The notification emailwill include instructions to authorsas well as a registration form.

Additional conference information:www.abdonline.org

The Marketing ManagementAssociation

is hosting its 17th Annual FallConference September 19-21, 2012 in Minneapolis, MN. Theconference theme is: All Things Millennial.

Like me, Follow me, Endorse me, lol – the language of Millennials is firmly established in the collegiate classroom – on campus and online. This raises some important ideas about what we know (or thought we knew) about effective teaching. The conference theme explores these issues with a focus on bridging Millennials’ expectations and faculty expertise. The conference accepts position papers and refereed papers as well as panel proposals. Email attach WORD documents to Brian A. Vander Schee at bvanders@aurora.edu by June 8, 2012. At least one author must attend the conference. For full conference details, visit www.mmmglobal.org then select Conferences and then Fall Conference.

Journal of Marketing Education

Special Issue Call forPapers:

Ethics, CorporateSocial Responsibility, andSustainability inMarketing Education

Special Issue Co-Editors:Victoria Crittenden, BostonCollege and Linda Ferrell,University of New MexicoSubmission Deadline: November1, 2012

According to the World EconomicForum, the license to operate inaglobal market requires that anorganization become engaged in society, and recenteconomic, social-political, andnatural disasters have all served tohighlight the fragility of the global marketplace. Avariety of terms have been used todescribe companies and theiraccountability to society in response to a fragile global marketplace: ethical decision making, social responsibility, sustainable development, corporate governance, corporate citizenship, and triple bottom line. Essentially, companies worldwide are being held responsible for issues such as: not harming the environment, treating employees fairly, dealing truthfully and transparently with consumers, fair pricing, ensuring responsible supply chain management, reducing climate change impact, improving education/skills in the community, listening/responding to public concerns, increasing global economic stability, helping reduce the rich-poor gap, reducing human rights abuses, supporting charities/community projects, and solving social problems.

It is no longer questioned as towhether or not companies should be good corporate citizens; rather, the concern in the 21st century is how businesses can become good citizens. Unfortunately, there is little reported formalization and documentation in business education that equips students to matriculate into companies doing business in a 21st century operating environment in which good citizenship is the norm and not the exception. Thus, the overall objective of this special issue of the Journal of Marketing Education is to bring together scholarship that addresses how business and society are intertwined in our classrooms and among our students. Manuscripts for this special issue on “Ethics, Corporate Social Responsibility, and Sustainability in Marketing Education” are likely to follow one the following four formats:

Pedagogical Tools

This format will focus upon how issues related to these topics can be incorporated into the marketing classroom. Of particular interest will be pedagogical tools that are innovative and have sparked interest within the student population or external relationships with businesses or outside organizations which support student learning in an applied context

Framework for MarketingCurriculum Content

This format is applicable for departments, programs, courses, etc. in which ethics, corporate social responsibility, and sustainability topics provide an overall framework for guiding course and/or content development. Programmatic efforts to bring such issues to the forefront of educational planning are highly encouraged. This work might be related to the AACSB accreditation/reaccreditation process.

Research within a StudentPopulation

This format embraces educational research projects that collect data from students with respect to a wide variety of content. Examples might include student mastery of ethics content, social responsibility, and sustainability concepts or other assessment measures of learning or knowledge mastery, perceptions of sustainability, and ethical reasoning, to name a few.

Cross-Functional Partnerships

Manuscripts addressing any of thenumerous topics are encouraged, and the manuscript does not have to be restricted to the marketing classroom/student. We welcome cross-functional submissions about educating our future business leaders in this domain.

Potential contributors should feel free to contact the co-editors with any questions concerning interest and/or appropriateness of topics and formats. All manuscripts will be judged on their scholarly merits, the soundness of the conceptual and methodological approaches, and overall ability to advance the marketing education literature. Authors should follow the general submission guidelines of the Journal of Marketing Education found in recent issues or online at http://jmd.sagepub.com/

Manuscript submissions should beselectronically to both of the special issue co-editors: Professor Victoria Crittenden,Boston College victoria.crittenden@bc.edu Professor Linda Ferrell, University of New Mexico L.Ferrell@ngt.unm.edu

Journal forAdvancement ofMarketing Education

Call for Papers

Special Issue: StudentLearning and OnlineMarketing Education

Special Issues Editor: Brian A. Vander Schee, Aurora Universitybvanders@aurora.eduSubmission Deadline: August 1, 2012

The place where students engage in higher education has long since expanded beyond the traditional classroom. In fact, incorporating some form of online delivery of
course content is increasingly the norm. On-campus instruction can be complemented by various online instructional tools. Hybrid or blended approaches are common as well as completely online experiences. These are accomplished using asynchronous exchange, web delivery, simulations, or virtual platforms to name a few.

Research regarding student perspectives or satisfaction with online education are prevalent in the literature. However the extent to which online marketing education is effective and demonstrates student learning is not as readily documented. Thus this special issue is focused on addressing the need for empirically based research on online marketing education and student learning. The scope is broad to include online education related to any aspect of marketing, from any marketing-related course, at either the graduate or undergraduate level. Papers should provide sufficient detail for readers to readily apply the in-class activity, course project, curriculum development or program ideas presented. In all cases, the paper should make clear the pedagogical value of the initiative together with metrics supporting any claims.

Electronic submission to the JAME Special Issues Editor is required and must follow the JAME guidelines on the JAME webpage at http://www.mmaglobal.org/publications/JameSubmissionguide.html. Manuscripts must not exceed 20 pages including abstract, body, references, tables, figures, appendices, etc. Feel free to contact the JAME Special Issues Editor with any questions.

Please submit your work as an e-mail attachment with “Special Issue” in the subject line to the Editor, Matt Elbeck at jame@troy.edu. Submissions will go through a double-blind review process. Criteria will include having a solid foundation in the emerging online education literature, providing a concise marketing education context for the student learning initiative, using appropriate methodology as well as offering insights and meaningful application of assessment results. The Journal for Advancement of Marketing Education is a publication of the Marketing Management Association.

JOIN OR RENEW MEMBERSHIP

NAME: __________________________________________
AFFILIATION: _____________________________________
ADDRESS: _______________________________________
ADDRESS: _______________________________________
CITY: _____________________________________________
STATE: __________________ COUNTRY _________________
ZIP: ______________________________________________
E-MAIL ADDRESS: ___________________________________
PHONE: ___________________________________________
FAX: ______________________________________________

Please check the appropriate lines below:
___ Show all of my information in the AMS Membership Directory.
___ Do not show my information in the AMS Membership Directory.
___ Only show my work address.
___ Only show my home address.
___ Do not send me any AMS e-mail.

Total amount enclosed:
Fellow Membership and Annual Subscription to JAMS and AMS Review is $90.00. $________
Student Membership and Annual Subscription to JAMS and AMS Review is $60.00. $________
The Board of Governors recommends a $25.00 donation to the AMS Foundation. $________

TOTAL $________

Make checks payable to Academy of Marketing Science. If you wish to pay by credit card, complete the box below.

Cardholder's name: __________________________________________
Card number: _______________________________________________
Card Type: _____Visa  _____MC  _____Discover
Expiration Date: _________________________
Verification Number (Security Code): ______________
Billing Address: ___________________________________________
Billing Zip: _______________________________________________
Billing Phone: _____________________________________________
Billing E-mail: _____________________________________________

Mail this completed form with your payment to:
ACADEMY OF MARKETING SCIENCE
College of Business
Louisiana Tech University
P.O. Box 3072
Ruston, LA 71272
Questions? Contact Florence Cazenave at 318-257-2612 or ams@latech.edu.
MEMBERSHIP RENEWAL:

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

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

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

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

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

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

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

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

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

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