Welcome to the July 2010 issue of AMS Quarterly. While this issue contains many of our traditional news features and columns, the biggest focus is on the many exciting experiences from the AMS Annual Conference in Portland. I had a wonderful time at our conference and it was such a pleasure meeting new AMS members and renewing old friendships. I wish to extend a special thanks to Jan Owens and Göran Svensson for sharing photos from the DeVine Wine Adventure and the Columbia River Gorge Waterfall Hike. Their photos are featured in the “AMS Conference – The Events” section on page 9 of this issue.

At the recent conference many people requested that I share some of my photos with AMS members for various professional and personal reasons. Some people wanted a photo for PR purposes while others wanted a photo that captured a special moment with colleagues and friends. To meet the needs of the membership, the AMS Executive Council has made it possible for me to share all photos from the 2010 annual conference. Simply visit the AMS homepage at http://www.ams-web.org to access the photo link. If there is a photo that you do NOT want made publicly available, please send an e-mail request to amss@atech.edu. Include your first and last name, e-mail address, and the photo number that you want removed (e.g., photo 26 of 446). Photo numbers can be found by clicking on the photo and then looking in the upper left-hand corner.

For the next issue of AMS Quarterly, please e-mail photos and articles to me at fisherbt@jmu.edu no later than September 26, 2010. The fireplace at JMU is quite strong so I might suggest sending a copy to my personal address at theresa_flaherty@yahoo.com as well. I will send an e-mail message within 48 hours to acknowledge receipt of your electronic submissions. If you do not receive a confirmation message, please resubmit and/or contact me via phone at 1-540-568-3238.

~ Theresa B. Flaherty, James Madison University

**ACADEMY OF MARKETING SCIENCE OPTIONAL BENEFIT FORM**

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

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Return this form to: Academy of Marketing Science
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This will be my last official letter to the membership as President of AMS. Let me begin by saying that I have really enjoyed getting to know and work with many of you over the last two years. I look forward to seeing many of you over the next two years as the Immediate Past President, and I anticipate many exciting new opportunities under Greg Marshall as he takes over as the new President. I would ask all of you to honor us with continuing your membership in the AMS, and please feel free to contact any of us with your concerns or suggestions for ways in which we can continue to provide value for membership.

~ John Ford, Old Dominion University, jford@odu.edu
Highlights from the 2010 AMS Annual Conference in Portland, OR

The AMS annual conference was held from May 26-29, 2010 at the Marriott Downtown Waterfront hotel in Portland, OR. Joseph Cote (Washington State University) and Christopher Plouffe (Florida State University) served as Program Chairs. The conference was a success due to their incredible effort, unrestful service, and extraordinary attention to detail. In addition, Florence Cazenave (Louisiana Tech University/AMS Central Office), David Shows and Yasemin Ocal Atinc worked behind the scenes on many aspects of the annual conference.

The annual conference included various opportunities to interact with fellow educators as well as practicing marketing managers from companies such as Webtrends, Mary Kay, Nike, and Clorox. Marketing educators and students from around the world enjoyed Portland’s scenic venue located in the beautiful Pacific Northwest. True to the conference theme set forth by the Program Chairs, the conference helped participants reflect on their sense of balance regarding career goals and personal growth.

Many individuals were recognized for various AMS awards. Bhruv Grewal received the 2010 AMS CUTC/Vector Distinguished Marketing Educator award for his lifelong achievements in marketing research and teaching. His speech at the AMS President’s Banquet stressed the importance of building upon educational foundations, creating networks, becoming a thought leader, valuing the teaching role, and giving back to the profession. Donald R. Knauss, Chairman of the Board and Chief Executive Officer for The Clorox Company, received the 2010 AMS Distinguished Marketer Award. He also delivered an inspiring speech at the Presidential Banquet about the marketing and branding strategies of Clorox.

Barry Babin was recipient of the Harold Berkman Service Award and was recipient of the Barry Babin at the AMS annual conference registration desk.

Dawn R. Deeter-Schmelz (Ohio University) did an outstanding job as the 2010 Proceedings Editor. In addition, the track chairs did an outstanding job as the conference quality by generating and processing manuscript submissions. The 2010 chairs were: New Product Development and Design
Kaven Magawicz, Oregon State University, USA
Ulrich R. Orth, Christian-Albrechts-University Kiel, Germany
Promo and Revenue Management
Gavin L. Fox, Texas Tech University, USA
Mayesh Dass, Texas Tech University, USA
Selling and Sales Management
Jay Malik, Northwestern University, USA
Fernando Jaramillo, University of Texas - Arlington, USA
Services Marketing
Michael Teo, University of Miami, USA
Julia Lee, University of Western Australia, Australia
Anne Roggeveen, Babson College
Social, Ethical, and Public Policy Issues in Marketing
Peggy Cunningham, Dalhousie University, Canada
Maureen Bourassa, University of Saskatchewan, Canada
The Vail Chien: Supply Chain, Channels, and Retail
Both David-Bramke, University of Louisville, USA
Donna Davis, Texas Tech University, USA
Theory & Practice: Academics and Practitioners in Concert
Joseph A. Cote, Washington State University, USA
Jean L. Giese, University of Oregon, USA
Doctoral Colloquium Track
John B. Ford, Florida State University, USA
Mary Kay Dissertation Award
Gary Franwick, Howard University, USA
AMS Outstanding Marketing Educator Award
Dwayne Grinfield, Bowling Green State University, USA
Linda Rochford, University of Minnesota-Duluth, USA
Jerome Williams, University of Texas at Austin, USA

Joe Cote and Christopher Plouffe (Conference Co-Chairs)

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Flourance Covenene, David G. Shows, and Yasemin Ocal Atinc working at the AMS registration desk.

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HIGHLIGHTS FROM THE AMS 2010 ANNUAL CONFERENCE

The Academy of Marketing Science
Honors

Dhruv Grewal
Babson College

2010 AMS CUTCO/Vector
Distinguished Marketing Educator

Dhruv Grewal is the Toyota Chair in Commerce and Electronic Business and a Professor of Marketing at Babson College. His research and teaching interests focus on ebusiness, retailing, global marketing, pricing and value-based marketing strategies. He has published over 95 articles in journals such as Journal of Retailing, Journal of Marketing, Journal of Consumer Research, Journal of Marketing Research, and Journal of the Academy of Marketing Science, as well as other journals; and has consistently been ranked as one of the most productive researchers in the top-six marketing journals. He was awarded the 2005 Lifetime Achievement in Behavioral Pricing Award (Fordham University, November 2005).


He has won numerous national awards for his research, teaching, and service including the Academy of Marketing Science Great Teachers in Marketing Award and the Journal of Retailing Distinguished Service Award. He also co-chaired several conferences including AMS and the 2001 AMA doctoral consortium. He has also worked with numerous firms, such as IRI, TJX, Radio Shack, Telcordia, Khimetrics, Profit-Logic, Monsanto, McKinsey, Ericsson, Council of Insurance Agents & Brokers (CIAB), Met-Life, AT&T, Motorola, Nextel, FP&L, Lucent, Sabre, Goodyear Tire & Rubber Company, Sherwin Williams, Esso International, Asahi and numerous law firms.

The Academy of Marketing Science
Honors

Donald R. Knauss
The Clorox Company

2010 AMS Distinguished Marketer

Donald R. Knauss is Chairman of the Board and Chief Executive Officer for The Clorox Company. As CEO, he has overall responsibility for directing the company’s worldwide business, which generated revenues of $5.3 billion in fiscal year 2008.

Prior to joining Clorox, Knauss spent 12 years with The Coca-Cola Company. He joined the company in 1994 as senior vice president of marketing for The Minute Maid Company, and, in 1996, was promoted to senior vice president and general manager for Minute Maid’s U.S. retail operations. Beginning in 1998, Knauss served nearly two years managing Coca-Cola’s businesses in 10 countries of Southern Africa. In 2000, he was named president and chief executive officer of The Minute Maid Company. He became president and chief operating officer of Coca-Cola North America in 2004.

Knauss previously held a variety of positions in marketing and sales with the Frito-Lay and Tropicana divisions of PepsiCo, Inc. He began his business career as a brand manager in the paper products division at Procter & Gamble. Prior to that, he served as an officer of the United States Marine Corps.

A native of Highland, Ind., Knauss holds a bachelor’s degree in history from Indiana University. He serves on the Kellogg Company Board of Directors; Indiana University, Dean’s Advisory Board, College of Arts & Sciences; University of San Diego, Board of Trustees; Morehouse College, Board of Trustees; and Marine Corp University Foundation, Board of Trustees.

Knauss has a long-standing commitment to promoting workplace equality and embracing diversity. In 2006, he received The Jackie Robinson Foundation’s ROBIE Award for industry achievement. The ROBIE Award is the foundation’s highest tribute to an individual who has promoted and expanded opportunities for minorities in the corporate world.

Dhruv Grewal and Jag Sheth

Don and his wife, Ellie, at the AMS President’s Banquet.
HIGHLIGHTS FROM THE AMS 2010 ANNUAL CONFERENCE

Winners of the 2010 Mary Kay Doctoral Dissertation Competition

For more than 20 years, the Mary Kay Corporation has supported marketing research by sponsoring the dissertation competition with the Academy of Marketing Science. This year’s winners of the Mary Kay Doctoral Dissertation Competition were recently recognized at the AMS Annual Conference by Crayton Webb, Director of Corporate Communications and Corporate Social Responsibility at the Mary Kay Corporation.

Kay Corporation and Gary Frankwick (Session Chair). Marketing doctoral students from around the world submitted dissertation abstracts for consideration. In total, 24 abstracts were received. Each abstract was subjected to a blind review. At least two reviewers with expertise in the research area were asked to evaluate each abstract. Based on evaluations, Anita Man Luo of the University of Connecticut received the top honor and was recognized as this year’s winner in Portland.

Lauren Isabelle Labrecque, Doctoral Candidate at the University of Massachusetts-Amherst, was selected runner-up. Jeffrey Parker, Doctoral Candidate at Columbia University, and Nancy Wünderlich, Doctoral Candidate at Technische Universität München Business School, both received honorable mentions.

Lauren Isabelle Labrecque’s dissertation, “Competent Blue and Sophisticated Purple: Examining the Relationship between Color and Brand Personality,” is Chaired by George Milne of the University of Massachusetts at Amherst. Her dissertation considers the role of color in branding by focusing on the relationship between color and brand personality and the link between color and brand performance. In a series of five studies, the influence of three components of color; hue, saturation, and value are examined. This dissertation fills a gap in the brand personality literature by empirically testing how nonverbal elements influence brand personality.

Jeffrey Parker’s dissertation titled “Consideration-set Restrictions: How Limited Availability Affects Choice, Satisfaction, and Future Intentions,” is Chaired by Donald Lehmann of Columbia University. The dissertation examines how limitations on the availability of one or more of the alternatives in a consumer’s consideration set affect the consumer decision-making process. The dissertation presents four essays that investigate how consideration-set restrictions (CSRs) affect the last three stages of the consumer decision-making process, including information processing and belief formation, choice, and post choice processes.

The research also considers the effects of true CSRs and phantom (or fake) CSRs.

Nancy Wünderlich’s dissertation is titled “Acceptance of Remote Services: Long-Term Adoption of Interactive Services Among Business Customers.” Her primary advisor is Florian Wangenheim of Technische Universität München Business School and her secondary advisor is Mary Jo Bitner of Arizona State University. The dissertation suggests that it is becoming essential for manufacturers to provide ‘smarter services’ that use the full potential of intelligent technology components inside products. This sophisticated technology will not only allow for more advanced and complex services but it will also enable services with a high degree of interactivity. The dissertation contributes to the adoption and retention literature involving interactive technology-mediated services.

~ Karen E. Flaherty, Oklahoma State University, karen.flaherty@okstate.edu and Gary L. Frankwick, Oklahoma State University, gary.frankwick@okstate.edu
HIGHLIGHTS FROM THE AMS 2010 ANNUAL CONFERENCE

Winners of the Lamb, Hair, & McDaniel Outstanding Marketing Teaching Awards

Aysen Bakir impressed the AMS Outstanding Teacher committee as an extremely dedicated teacher and productive scholar who, in teaching a variety of courses of varying sizes, consistently encourages her students to work hard to achieve their full potential. Among her many notable endeavors, Dr. Bakir has been instrumental in developing a specialized Integrated Marketing Communications program at Illinois State and mentoring her students in Yellow Pages collegiate competitions. She has taught consumer behavior, international marketing, and integrated marketing communications at the University of Illinois.

Jule Gassenheimer has taught undergraduate, MBA, and PhD level courses in personal selling, sales management, marketing management, marketing research, retailing, and marketing theory over a more than 20 year academic career. She is committed to challenging and supporting her students with rigorous course material and developing their critical thinking skills. One way that she does this is through rapid feedback on student assignments and follow-up discussions to help students integrate and relate current examples and course material to courses students have taken previously.

José Rosa has maintained an active and productive research program while also teaching a wide range of courses at the undergraduate and graduate levels at multiple institutions over more than a 17 year career. He sees himself as a change agent, particularly in the introductory MBA marketing course, who addresses student misperceptions about marketing and establishes the importance and relevance of marketing to skeptical students from non-marketing disciplines.

Key lessons for educators. A common theme across these outstanding teachers is that they hold themselves and their students to high standards. Dr. Gassenheimer tells her students that she is going to “work as hard for you as you’re willing to work for yourself.” Dr. Bakir says that having “rigor and providing substance is central to my course delivery.” Most of us are being challenged by shrinking university budgets and increasing class sizes. It is tempting to back off on the high expectations that we have for our students and for ourselves in the classroom. These outstanding teachers remind all of us that it is difficult to expect our students to work hard if we are unwilling or unable to match that effort.

These outstanding teachers also challenge students and faculty to think differently. Dr. Rosa traces the development of marketing theory and pedagogy as a means of illustrating how educators should respond to contemporary issues in marketing, such as the rapid rise in subsistence consumers and how they will impact marketing pedagogy as a result of their different ways of thinking about products and consumption. Dr. Gassenheimer acknowledges exceptional and creative thinking among her students. All utilize a variety of learning methods to stimulate students and encourage critical thinking.

As students compete in an increasingly competitive and global economy, the ability to develop creative solutions will be important not only for their own career success but also in developing new and innovative products, services, processes—and even new organizations.

Please join us in congratulating these outstanding teachers.

— Jerome Williams (University of Texas, Austin), Linda Rochford (University of Minnesota-Duluth), and Dwayne Gremler (Bowling Green State University)

Chairs of the 2010 Lamb, Hair, & McDaniel Outstanding Marketing Teaching Award

2011 AMS Outstanding Marketing Teacher Awards

CALL FOR NOMINATIONS

Nominations Due: November 29, 2010
Complete Award Application Materials from Nominees Due: December 20, 2010

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

Nomination Process: The program is open to all AMS members in good standing who have not received the award within the last ten years. Members may self-nominate or nominate other AMS members to vie for this distinguished award. Members may self-nominate or nominators may submit any material (subject to the specified page limits) that they believe to provide evidence of teaching excellence. Contributions to marketing pedagogy that are transportable to other instructional settings or institutions will be weighed more heavily than other evidence of outstanding performance.

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

Review Process: A committee will review application materials and select up to three individuals to honor at the AMS Annual Conference held May 25-28, 2011, at the Biltmore in Coral Gables, FL. The committee will forward their recommendations to the AMS Executive Committee for approval. All applicants will be notified of the outcome of the review process by February 21, 2011.

Recognition: Recipients of the AMS Outstanding Marketing Teacher designation must agree to attend the 2011 AMS Annual Conference, where they will:
1. Receive a framed certificate and official recognition at the AMS annual awards luncheon.
2. Make a 10-15 minute presentation on teaching philosophies and strategies in a special session at the conference along with the other award winners.
3. Publish a one-page abstract on teaching philosophies and strategies in the conference proceedings.

Send nomination and materials electronically to the Academy of Marketing Science at: amus@iatch.edu. Please make sure to include the name of the award in the subject line: 2011 AMS Outstanding Marketing Teacher Awards Nomination. If there are any questions, you can contact José Antonio Rosa at jronal@uwyo.edu or 307-766-6159.
The 2010 AMS Annual Conference - THE AWARDS

Donald R. Knauss (CUTCO/Vector Distinguished Marketer) and Joe Hair (Chairman of the AMS Board of Governors).

Dhruv Grewal (CUTCO/Vector Distinguished Marketing Educator) and Victoria Crittenden (VP for Development).

Joe Hair presenting the Harold W. Berkman Distinguished Service Award to Barry Babin (Immediate Past President).

John Ford (President), Rosann L. Spiro (2010 AMS Distinguished Fellow Recipient), Bodo B. Schlegelmilch (2010 AMS Distinguished Fellow Recipient), and Joe Hair.

John Ford (President) and Greg Marshall (President-Elect).

Christopher Plouffe (Conference C-Chair), Dawn R. Deeter-Schmelz (2010 AMS Proceedings Editor), and John Ford.

Gary Frankwick, Anita Man Luo, Jeffrey R. Parker, Nancy V. Wunderlich, Crayton Webb (Mary Kay Corporation), and Lauren Isabelle Labrecque at the Mary Kay Corporation Doctoral Dissertation Competition Presentation Session.

Crayton Webb, Anita Man Luo (Winner of the 2010 Mary Kay Dissertation Award), and Gary Frankwick.
The 2010 AMS Annual Conference - THE AWARDS

Joe Cote (Program Co-chair) presenting the Wayne Delozier Best Conference Paper Award to Lynette J. Ryals.

Joe Cote with Nina L. Reynolds and Antonis C. Simintiras, recipients of the William R. Darden Award for Best Marketing Research Paper.

Joe Cote presenting the Jane Fenyo Award for Best Student Paper to Chien-Chung Chen.

Jule Gassenheimer (Outstanding Marketing Teaching Award Recipient) and John Ford.

John Ford and Aysen Bakir (Outstanding Marketing Teaching Award Recipient).

John Ford and Jose Antonio Rosa (Outstanding Marketing Teaching Award Recipient).

Crayton Webb and Lauren Isabelle Labrecque (Runner-up for the 2010 Mary Kay Dissertation Award).

Crayton Webb and Nancy V. Wunderlich, (Mary Kay Dissertation Award - Honorable Mention).

Crayton Webb and Jeffrey R. Parker (Mary Kay Dissertation Award - Honorable Mention).
Mary Conway Dato-on presenting her research at one of the sessions.

O.C. Ferrell (VP for Publications) introducing editors and associate editors at the “Meet the Editors” session.

Shuling Liao and Tzu-Ying Lee enjoying some coffee in between the presentation sessions.

Vicky Crittenden chairing the “Telling Telling Stories: Crafting Impactful Marketing Theory” session.

O.C. Ferrell (Session Chair for the “Meet the Editors” session), Charles Hofacker (Editor, Journal of Interactive Marketing), Robert Peterson (Co-Editor, AMS Review), Victoria Crittenden (Co-Editor, AMS Review), Gary Frazier (Co-Editor, Journal of Marketing), Doug West (Editor, Journal of Advertising Research), Rajiv Dant (Editor, Journal of Retailing), Doug Lincoln (Editor, Journal of Marketing Education), and Greg Marshall (Editor, Journal of Marketing Theory & Practice).

Meet the Reviewers Session Participants: David J. Ortinau, Joseph A. Cote, Parasuraman, and Charles Ingene (Session Chair).

AMS Members at the special session on Wine Marketing.

David Ortinau and Barry Babin at the AMS Early Bird Reception.

The Annual AMS Awards Luncheon.
THE EVENTS

Robin Diamond, Joe Hair, and Sarah Andrus at the AMS Reception.

AMS members at the Annual AMS President’s Banquet.

AMS members enjoying some wine on the DeVine Wine Tasting Adventure.

Norizan Kassim, Amro Maher, and Junko Kimura at the Poster Presentation Session.

AMS members viewing exhibits and talking with representatives from Qualtrics.

AMS members visiting Nike World Headquarters for a Product Category Overview and Campus Tour.

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The 2010 AMS Annual Conference - THE PEOPLE
AMS FEATURES

Telling Telling Stories: Crafting Impactful Marketing Theory

Setting the stage for the new AMS Review journal, a theory panel session chaired by Vicky Crittenden was held at the 2010 AMS annual conference in Portland, Oregon. With almost 100 conference goers in attendance, the 90 minute session featured four of the Academy’s leading theoretic scholars: Linda Price, Bodo Schlegelmilch, Rajan Varadarajan, and Manjit Yadav. The goal here is to provide a brief overview of each presenter’s comments.

Manjit Yadav, Texas A&M University, began the session with his talk, “Understanding Shifts in Scholarship Patterns in the Marketing Discipline.” The three main foci in Manjit’s talk were: the discipline’s enduring interest in theory development issues, the theoretical versus empirical shift in the publication process, and a system theory perspective on knowledge development in the marketing discipline. In sum, while the call for more conceptual and theoretical development in marketing arises somewhat regularly in the marketing profession, we are experiencing a dramatic downturn in the publication of conceptual articles. As such, the question then becomes whether or not we are creating a foundation for the next generation of scholars to have the interest and ability to make conceptual and theoretical contributions.

Bodo Schlegelmilch, Vienna University of Economics and Business, then immersed the audience in questions about “reality.” Citing prominent scholars such as Belk, Ehrenberg, Hunt, Gummesson, and Simon, Bodo offered four “skeptical perspectives” on theory generation. Ending his talk, Bodo suggested that marketing scholars need to be realistic (and humble) in what marketing theory is able to achieve and that we need to closely balance rigor and relevance (tilting toward relevance when in doubt).

Linda Price, the University of Arizona, engaged in a bit of myth-busting in the panel session. She offered three myths, two of which were “busted” and one that was “confirmed.” Busted were the following: (1) You can’t write conceptual papers as a Ph.D. student or assistant professor and (2) A conceptual paper doesn’t involve collecting and analyzing data. The confirmed myth was: Writing a conceptual paper is harder than writing an empirical paper. Linda provided the audience with her tools for uncovering possible worlds for discovery: live in the world, focus on questions that you want an answer to, give your ideas a chance, give other people’s ideas a chance, test your ideas (taxi cab driver test), look for boundary conditions, tell a story, learn to traverse the divide between theory and data both directions, collaborate, and persist and believe you can make difference.

Rajan Varadarajan, Texas A&M University, wrapped up the session with “Some Impediments to Telling Telling Stories and Crafting Impactful Marketing Theory.” Citing Hunt (1994 & 2010), Rajan provoked the audience with the statement that “In marketing, no original thought goes unpunished.” Using the flora and fauna of an ecosystem metaphorically, Rajan asked, “What will happen to the fauna (the animals of a given region or time) in a natural ecosystem if the flora (plants of a particular region or time) on which they feed were to disappear? [That is] What might be the consequences of similar developments in a knowledge ecosystem (e.g. marketing knowledge ecosystem)? Specifically, the marginalization of theory in marketing.” Rajan left the audience with the concern as to whether the next generation of scholars (the current generation of doctoral students) will come of age without having been exposed to such papers and the requisite skills repertoire to think at a conceptual level.

This was a very timely panel given the focus the Academy is placing on its new journal, the AMS Review. The mission of the AMS Review is to publish thoughtful commentaries that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena. The Review is receptive to different philosophical perspectives and levels of analysis that range from micro to macro. Especially welcome are manuscripts that integrate research and theory from non-marketing disciplines such as management, sociology, economics, psychology, geography, anthropology, or other behavioral sciences. Hopefully, the AMS Review will help fill the void in conceptual development that was suggested by all four panelists in the session.

AMS Election Results

John B. Ford, AMS President, and Barry J. Babin, AMS Immediate Past President and Committee Chair, are pleased to announce the results from the 2010 Academy of Marketing Science election. One hundred eighteen ballots were tallied and the results certified by Steven Heann, Professor of Business Law Department at Louisiana Tech University. The following are results of the election:

President: Greg Marshall
President-Elect: Vicky Crittenden
VP Programs: Linda Ferrell
VP Membership, USA: Goran Svensson
VP Membership, International: Adilson Borges
VP Development: Dan Flint
Secretary-Treasurer: Anne Balazs

The individuals named below have been elected to the AMS Board of Governors:
Barry J. Babin
Gerard Cliquet
James Lumpkin
Leyland Pitt

Earlier this year, J. Tom Mentzer succumbed to cancer. Certainly, sympathies go out to Tom’s family first and foremost. Given Tom’s many contributions to the Academy of Marketing Science AMS, an annual award will be established in his name. The current plan is to provide a best paper award from an Academy of Marketing Science outlet in Tom’s name. The AMS is accepting contributions to help endow this award. If you would like to contribute, please send you contributions to:

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PO Box 3072
Louisiana Tech University
Ruston, LA 71272
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New Minds Meet Great Minds

David W. Cravens is Emeritus Professor of Marketing in the Neeley School of Business at Texas Christian University. He previously held the Eunice and James L. West Chair of American Enterprise Studies and was Professor of Marketing. Formerly, he was the Alcoa Foundation Professor at the University of Tennessee, where he chaired the Department of Marketing and Transportation and the Management Science Program. He has a Doctorate in Business Administration and MBA from Indiana University. He holds a Bachelor of Science in Civil Engineering from Massachusetts Institute of Technology. Before becoming an educator Dave held various industry and government management positions. He is internationally recognized for his research on marketing strategy and sales and marketing and has contributed over 150 articles and 25 books. Dave is former editor of the Journal of Academy of Marketing Science and has held various positions in the American Marketing Association and the Academy of Marketing Science. It is an honor to feature Dr. Cravens in this edition of our AMS Quarterly column.

Lea Dunn has a degree in Psychology from Reed College, in Portland, Oregon. She received her MBA program at the Sauder School of Business at University of British Columbia in 2009. Her research interests lie in social group influence in consumer contexts. Thanks to Dr. Cravens for taking the time to interview with us, Ms. Dunn for conducting the interview, and Theresa Flaherty (James Madison University) for her help with this column. Any Ph.D. students interested in acting as an interviewer in the “New Minds Meet Great Minds” series are encouraged to contact Colin by e-mail.

How did you decide to go into academics after getting a Bachelor’s in Engineering?

I got an MBA after I completed a tour of the Air Force and I went into industry. I became an academic by accident; the company I was with encountered some trouble and was purchased by a smaller competitor. So I called one of my former MBA professors and told him I wanted to go into consulting and asked if he could help me. He asked if I would come back to Indiana and be the director for a new center that transfers space technology into commercial applications. This new position would allow me to go half time on a doctorate and full time as director of the center. That’s how I got into academia, and after I finished my dissertation, which took about four years, I decided to stay.

What was your first big break?

My first big break was my first major publication in Management Science. While working on my dissertation, I was working with aerospace firms and, therefore, my dissertation was more in a management area than in a marketing area. So I submitted my first manuscript to Management Science. I waited and waited and never did hear from them. Finally, because I was hesitant to irritate them, I waited a whole year until I sent a letter to the editor. He returned immediately, asking where I had been because he had asked me to revise the manuscript six months previously. So, I learned an important lesson there: when sending manuscripts in, make sure you have some record of the exchange and, moreover, don’t wait more than 90 days to follow up.

How do you come up with your research ideas?

I concentrated my work primarily in the sales/sales management area, in part because I was involved in sales management when I was in industry. I had knowledge of it and I found it interesting. The whole sales/sales management area has really developed over the past few decades. All in all, there wasn’t much activity 20 years ago, but today, it’s become a very viable research area. A lot of opportunities are there.

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

Marketing has clearly become much more strategy oriented, and the academic discipline much more research oriented. It has also expanded into new areas, particularly international marketing. In fact, the whole discipline of marketing has undergone major changes over the years. The research is much stronger today than it was 20 years ago and the involvement of international faculty is much greater today than years ago. We have some very confident research academics outside the United States. The Academy of Marketing Science, and in particular, Jay Lindquist has done a phenomenal job involving faculty from other countries in their activities, such as the noteworthy conferences that are held every two years outside the United States.

Is there a particular area of research that you think is going to be the next “hot topic” in marketing?

One area that is important and developing is of customer relationship management. I think we’re going to see research make even more progress in this particular area. Another aspect of future research is that marketing needs to expand beyond its functional context into more of an organizational context: combining management, finance, and various other interdisciplinary areas. There are some advantages and disadvantages to that. One disadvantage is that marketing may have to give up some leadership role to other functions. An advantage is that because organizations are changing, becoming more interdisciplinary and multi-functional, the field will be able to evolve simultaneously.

Do you think that marketing and all of business schools should take a more interdisciplinary approach?

This is already happening in some places, although business schools, in general, have been slow to move to an interdisciplinary focus. For example, most business schools have departments that are broken down into specific functions: marketing, management, finance, and so forth. My own perspective is that we ought to do away with those departments and have a much more interdisciplinary focus.

Do you think that business schools should start by encouraging their students to work on much more interdisciplinary ideas and projects?

There are ways of encouraging this type of interdisciplinary interaction. For example, I’ve done some research on the relationship between marketing and sales; amazingly, there isn’t much interaction between those two functions. There is very limited research concerning the relationship between sales and marketing. All in all, I believe it would be beneficial for there to be more research looking at how sales and marketing could develop closer relationships: what mechanisms, what processes need to be developed to encourage these interactions.

What do you like about being an academic and what do you dislike about it?

What I like about academia more than anything else is the flexibility it provides and the opportunity to pursue challenging interests. I suppose, what I dislike about academia is the grading. I don’t know that I dislike the grading itself. It certainly is an important necessary responsibility. To grade in an equitable, fair manner is time consuming. There are many other things I would rather do than to spend hours and days on grading. If we are going to assign grades, however, the faculty should be very responsible in determining what these grades should be.

If you had to choose a different academic field to research in, would you stay in business or would you move to a different field?

That’s an interesting question. I guess I would lean in the direction of more interdisciplinary interaction in business, but I do not think I would change. I deliberated this issue in the past because, in reality, I probably was better prepared for production management or management in general. I’ve often wondered if marketing was the direction I ought to go in or if I should have gone in one of those other directions. In fact, when I started my doctoral program, my primary field was production management and then I decided in the first year to switch to marketing. In retrospect, I’m glad I did. If I had to do it over again, I would do what I’ve done. You don’t want to decide 20 years down the road that you’ve made the wrong decision.

What advice do you have for Ph.D. students or junior faculty?

My primary advice for both is to be very committed to research because research is an important component of an academic career. I think there’s a tendency, particularly for a Ph.D. student once the dissertation is finished, to not give continuing research the right attention. A second and related recommendation is do not tackle too many different areas. Find one or, at the most, two areas of specialty and concentrate in those areas. There’s an inclination to get interested in a lot of different areas and topics, such that at the end of the promotion and tenure time span, there’s no clear pattern of research. The more you concentrate, the better you are at what you’re doing. A third recommendation would be to team up. Try not to do research solo because there are very limited examples today in research and publication that are accomplished by a single author.

For new Ph.D. students, would you recommend that they work with each other?

I think that’s certainly a possibility, but I would team up more with a more senior faculty member. Particularly, one who is active in research because they can often save a lot of misguided efforts based on the experience they have and the mistakes they have made.

Thank you Dr. Cravens for taking the time to interview with us.
In terms of methodology, papers may be based on empirical techniques (e.g., case, conceptual or empirical in nature and pursue either theory-building or theory-testing.

The special issue on international competitiveness aims to publish papers that will shed greater insights into how marketing can help describe, explain, and predict issues within a global marketplace which is converging in tastes and market segments in some respects and diverging in others. Marketing has an opportunity to be in the forefront of international competitiveness. Is the “international competitiveness” of these organizations driven by structural properties, strategic elements, tactical implementation, opportunistic behavior, or a combination of one or more of these and/or myriad other potential components? Marketing’s contribution to the scholarly dialogue about what makes some organizations internationally competitive is important and potentially unique.

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The 2011 Annual Conference celebrates 40 years of Academy of Marketing Science (AMS) conferences. AMS began at C. W. Post Center at Long Island University in 1971. Under the directorship of founder Dr. Harold W. Berkman, the Academy grew into a substantial association for the marketing profession. In 1972, Dr. Berkman established the Journal of the Academy of Marketing Science (JAMS). As AMS expanded in both scope and recognition, it became evident that more structure was needed. Consequently, in 1979 AMS was reorganized with a new Constitution and Articles of Association and Bylaws. Today, AMS has elected officers and a Board of Governors with elections held on a biennial basis. AMS has had 15 presidents since 1978 and JAMS has had 11 editors since 1972. From a small beginning, AMS and JAMS now cover the world and can be found everywhere (Twitter, LinkedIn, Wikipedia).

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

The 2011 conference will take place at the Biltmore Hotel in Coral Gables, Florida. Minutes from South Beach and downtown Miami, the setting for the Biltmore Hotel is a remarkable piece of history. In fact, the historic Biltmore Hotel, with its luxury spa and golf, has been a favorite of world leaders, celebrities, and sports stars since its opening in the 1920’s. Picture a dreamlike setting complete with exquisite, handpainted frescos on barrel-vaulted ceilings, brilliant travertine floors, fine marble columns, intricate leaded glass fixtures, carved mahogany furnishings and lavish gardens. Then picture this all in the shadow of a spiraling Moorish Giralda tower. Is it a Spanish castle or a grand Venetian palazzo? Now come and join us for the 40th anniversary conference of the AMS.

We are streamlining the requirement for submissions for the 40th anniversary conference. To participate, submit an abstract (5-pages maximum length) or a special session proposal (5-pages maximum length) to the appropriate track chair listed below. We look forward to seeing you and engaging in a lively intellectual discussion and collegial fellowship at the 40th anniversary conference at the Biltmore Hotel.

Guidelines and Tracks
Submit your five-page extended abstracts and/or five-page special session proposals by email attachment to the appropriate track chair listed below no later than November 12, 2010.

Guidelines
In the spirit of the 40th anniversary conference and the collegiality, networking, and sharing of the most creative scholarly ideas, we are requesting only an extended 5-page abstract be submitted for review. We hope the 5-page abstracts of competitive papers will encourage creative inspiration of what can be, dialoguing about the ideas sketched out in the abstract, and continued refinement of the work over time via interaction with colleagues at the conference. Likewise, the special session proposals should be no more than 5 pages in length.

All paper abstracts and special session proposals should be submitted by email with “AMS” as the first word in the subject line (to avoid spam filter problems). Special session proposals should include a short biography for each panelist. Attach the submission as a “word.doc” and send to the

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appropriate track chair (listed below). The abstracts and proposals should follow the JAMS style guidelines (see http://www.springer.com/jams). The abstracts and special session proposals should not exceed 5 pages (excluding the title page), double-spaced, 12-point font, including exhibits and references. On the cover, be sure to include the title of the paper plus names, affiliations, and email of each author/panelist. In addition, include complete contact information for the corresponding author.

As a note, it is against AMS policy to submit the same paper abstract or special session proposal to multiple tracks. The abstract submissions will be double blind reviewed. Please do not identify authors in the abstract beyond the cover page. All authors of papers must be members in good standing of the Academy of Marketing Science at the time of the conference. Upon acceptance, the author(s) agree to: (a) return the manuscript in correct format in a timely fashion to the Proceedings Editor; and (b) have at least one author appear at the conference to present the paper. All manuscripts accepted for publication must be submitted to the Proceedings Editor electronically via email, formatted according to the 2011 AMS Proceedings style guidelines (which will be supplied upon acceptance). The Proceedings Editor is Leroy Robinson Jr., University of Houston – Clear Lake (Phone: +1-281-283-3209, Email: robinsonjr@uhcl.edu).

**Tracks & Track Chairs**

**Advertising, Promotion, & Communications**
- Diana Haytko, Florida Gulf Coast University (dhaytko@fgcu.edu)
- Angelene Close, University of Nevada, Las Vegas (angelene.close@unlv.edu)

**Brand, Image, & Product Management**
- George Low, Texas Christian University (g.low@tcu.edu)
- Chris White, Texas Christian University (c.white@tcu.edu)

**Customer Relationship Management**
- Greg Marshall, Rollins College (gmarshall@rollins.edu)
- Dimitri Kapelias, University of New Mexico (dkapelias@mgt.unm.edu)

**Consumer Behavior**
- William Bearden, University of South Carolina (bbearden@moore.sc.edu)
- David Hardesty, University of Kentucky (david.hardesty@uky.edu)

**Entrepreneurial Marketing**
- Claes Hultman, Örebro University (claes.hultman@oru.se)
- Glenn Omura, Michigan State University (omura@msu.edu)

**Interactive Marketing**
- Charlie Hofacker, Florida State University (chofack@cob.fsu.edu)
- Tracy Suter, Oklahoma State University (tracy.suter@okstate.edu)

**International Marketing**
- Saeed Samiee, University of Tulsa (samiee@utulsa.edu)
- Brian Chabowski, University of Tulsa (brian.chabowski@utulsa.edu)

**Marketing Education & Pedagogy**
- Doug Lincoln, Boise State University (dlincoln@boisestate.edu)
- Doug Hoffman, Colorado State University (doug.hoffman@colostate.edu)

**Marketing, Society & Public Policy**
- Scott Vitell, University of Mississippi (svitell@bus.olemiss.edu)
- Jeanette Mena, University of Mississippi (jeannette_mena@yahoo.com)

**Marketing Strategy**
- John Hulland, University of Pittsburgh (jhulland@katz.pitt.edu)
- Vanitha Swaminathan, University of Pittsburgh (vanitha@katz.pitt.edu)

**Marketing Theory**
- Peter Dickson, Florida International University (peter.dickson@fiu.edu)
- Victoria Crittenden, Boston College (crittenden@bc.edu)

**Pricing & Revenue Management**
- Dhruv Grewal, Babson College (dgrewal@babson.edu)
- Anne Roggeveen, Babson College (aroggeveen@babson.edu)

**Research Methodology**
- Roger Calantone, Michigan State University (rcalantone@msu.edu)
- Sengun Yeniyurt, Rutgers University (yeniyurt@business.rutgers.edu)

Outstanding papers in the research methodology track are considered for the William R. Darden Best Research Methodology Paper Award.

**Retailing**
- Julie Baker, Texas Christian University (j.baker@tcu.edu)
- Kirk Wakefield, Baylor University (kirk_wakefield@baylor.edu)

**Selling & Sales Management**
- Michael Ahearne, University of Houston (mhearn@uh.edu)
- Doug Hughes, Michigan State University (dhughes@bus.msu.edu)

**Services Marketing**
- Michael Brady, Florida State University (mbrady@fsu.edu)
- Clay Vorhees, Michigan State University (vorhees@bus.msu.edu)

**Sports Marketing**
- T. Bettina Cornwell, University of Michigan (tbettina@umich.edu)
- Tom Baker, Clemson University (tbaker2@clemson.edu)

**Industrial Marketing & Supply Chains**
- Matt Myers, University of Tennessee (redfish@utk.edu)
- Daniel J. Flint, University of Tennessee (dflint@utk.edu)

**Sustainability Issues in Marketing**
- J. Joseph Cronin, Florida State University (jcronin@cob.fsu.edu)
- Jeffery Smith, Florida State University (jsmith@cob.fsu.edu)

**Doctoral Student Colloquium Track**
- John B. Ford, Old Dominion University (jford@odu.edu)

**Mary Kay Doctoral Dissertation Competition**
- O.C. Ferrell, University of New Mexico (OCFerrell@mgt.unm.edu)
- Tomas Hult, Michigan State University (hult@msu.edu)

Doctoral candidates who have defended or will defend their dissertation during 2009 or 2010 are eligible for the Mary Kay Doctoral Dissertation Competition. Dissertations considered for the award in previous years are not eligible. The submissions should be no longer than 20 double-spaced pages.

The customer orientation paradigm of the traditional marketing concept has pointed to the importance of for-profit and not-for-profit organizations becoming “customer-centric.” The natural result for such organizations would be better value creation and increased firm “profit” performance. Is this always the best approach in smooth and turbulent economic times? Are there times when being less-customer centric can produce better outcomes for the firm and for the consumer? The economic challenges we currently face in much of the world have led some scholars and practitioners to question the validity of a number of accepted business practices and theory including the traditional parts of the marketing concept. We invite scholars across all of the disciplines within marketing to submit their theoretical constructs and/or research results or ideas for special sessions that have direct or tangential connection to the conference theme. Furthermore the congress provides a forum for discussing pertinent, emerging concerns in marketing not directly related to the theme. Other theory, research results and special sessions across the broad spectrum of our discipline as indicated by the many tracks included in this congress are also of interest and we encourage your submissions.

The venue of the conference is at the Reims Management School, in Reims, France. Reims is located in the heart of the Champagne region and it is about 81 miles east Paris - only 30 minutes from the CDG international airport by the fast train (TGV). Reims played a central role in French monarchical history as the traditional site of the crowning of the kings of France. The Notre-Dame de Reims Cathedral and the Saint Remi Basilica are some of the great historical sites that remind the world of this historical period and the origins of France itself. Beyond the history of France and Europe, Reims will delight you with its many Champaign houses, culinary establishments, galleries and points of interest.

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

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Guidelines for Submitting Manuscripts and Special Session Proposals

All manuscripts and special session proposals are to be submitted using a Word file by e-mail or the on-line submission process. In the case of track co-chairs, the authors may communicate with either or both of the track chairs regarding a submission.

Manuscripts should follow the *Journal of the Academy of Marketing Science* style guidelines (found at http://www.jams.org). Papers should not exceed 20 double-spaced pages (Times New Roman or Calibri 12 pt font) in total length including all exhibits and references. Be sure to include the title of the paper, names and affiliations of each author, and complete contact information for the corresponding author (surface mail address, e-mail address, fax, and phone number) on the cover. Important note: It is against AMS policy to submit the same paper or special session proposal to multiple tracks. Manuscripts will be double blind reviewed. Please do not identify authors in the paper beyond the cover page.

Upon acceptance, the author agrees to: (a) release the copyright to the Academy of Marketing Science unless choosing to publish only an abstract; (b) return the manuscript in correct format in a timely fashion to the Proceedings Editor; and (c) have at least one author appear at the conference to present the paper. The page limit for published papers is five single-spaced pages. Longer papers (up to 10 pages) will be allowed at the rate of US$50 per page or fraction thereof over the limit of five pages. Authors of accepted paper can choose to publish a one-page abstract in the Proceedings. Any accepted manuscripts not presented at the conference will not be published in the AMS Proceedings. It is ultimately the author’s responsibility to see that any paper accepted for publication is provided to the Proceedings Editor and appropriate track chair on time and in the proper format. All manuscripts accepted for publication must be submitted to the Proceedings Editor electronically via e-mail, formatted according to the 2011 IFMC Proceedings style guidelines (which will be supplied to you upon acceptance), by the Proceedings deadline. Membership in AMS for all authors not attending also is encouraged and appreciated.

Special session/panel proposals can be submitted by e-mail as attached “word.doc” files to the special session track chair. Proposals should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. Special session/panel proposals will be reviewed, and those rated as highest quality and most in keeping with the conference theme will be accepted for presentation. The program team welcomes all ideas for presentations, workshops or other sessions that may be of interest to the AMS Fellows. Please contact an appropriate program manager with your ideas.

Submission Deadline: October 1, 2010

Emerald: Marketing Journals and Books

Emerald’s marketing journals received 3.2 million downloads in 2009 – an article downloaded every 10 seconds

http://info.emeraldinsight.com/tk/marketing

Research you can use
ASBBS 13th Annual International Meeting
Frankfurt, Germany

Deadline: July 10, 2010

The 13th Annual International Conference of the American Society of Business and Behavioral Sciences (ASBBS) will be held at the Sheraton Hotel and Towers; Frankfurt, Germany during August 6-8, 2010. Papers and abstracts of papers are invited in all areas of business and behavioral sciences. The deadline for submission is July 10, 2010.

Visit http://www.asbbs.org/ call_int.html for a list of all tracks. Outstanding papers presented at the conference will be recognized as the “Best Papers” of selected Tracks. All papers accepted for presentation will qualify for review and possible publication in one of the three ASBBS sponsored refereed journals or the refereed ASBBS eJournal. Visit the “Publications” page of ASBBS (www.asbbs.org) for all ASBBS publications listed in the Cabell’s Directory and other indices of publications. Sheraton Frankfurt is one of the best Sheratons with over 1,000 rooms. Frankfurt is the hub of Europe with high speed train service available within walking distance of the conference hotel. We have contracted for a special rate of €99 for single occupancy and €129 for double occupancy. The registration fee for the conference will be U.S. $500.00 per person with a 5% discount for early registration until July 10. If you are unsure of the track of your paper/abstract, send it directly to the Conference Chair at the address below for review.

Wali I. Mondal, Ph.D.
Professor, School of Business and Management
National University
President and Conference Chair, ASBBS

SCHOLARSHIP AND RESEARCH

Industrial Marketing Management Special Issue on Service and Solution Innovation

Industrial Marketing Management

Deadline: July 15, 2010

Guest Editors: Heiner Evanschitzky, University of Strathclyde, Florian v. Wangenheim, Technische Universität Muenchen, and David M. Woisetschläger, TU Dortmund University

Companies are moving from selling pure products or services to selling complex solutions consisting of hybrid bundles of interrelated services and goods. A solution, from the customer’s point of view, can be understood as a relational process comprising the definition of the customer requirements, customization and integration of goods and services, their deployment, and post-deployment customer support. New opportunities for challenges for companies arise through an increased demand for solutions.

Innovation for complex solutions does not function in the same way as product innovation. For example, the elements of integrated solutions have divergent innovation and lifetime cycles. Throughout the entire innovation cycle, therefore, manufacturers need to rethink their processes and come up not only with services and solutions, but also with new business models and processes for innovation generation. Also, the definition of a solution as an ongoing business relationship implies possibilities for further developing the solution throughout its implementation through, e.g., modifications, upgrades, cross-selling etc.

The guest editors of the Special Issue of Industrial Marketing Management invite authors to submit original papers on the broad topic of Service & Solution Innovation, with special attention on challenges and success factors of managing the entire innovation cycle. Papers may address the following research questions:

• How does the service & solution business change innovation management for manufacturers?
• How do firms innovate within business solution relationships?
• Which parts of the innovation cycle is controlled by a service and solution strategy?
• How can innovation cycles for solutions be managed? How can firms deal with the challenge of divergent innovation and lifetime cycles?
• How is the introduction of services and solution different from the introduction of manufactured goods?
• What are enablers and drivers of solutions and solution offerings and how does solution business (as opposed to product or service business) and its drivers change firm-customer interfaces?
• Should all firms strive to become solution sellers? Why do some firms (both on the provider and the customer side) refrain from solutions? What are the risks and barriers to purchasing and selling solutions?
• How can added-value delivered by integrated solutions be conceptualized and measured?
• How can value networks be developed and managed to effectively create and deliver solutions?
• What transformations in organizational structure are required for the provision of solutions?
• Which aspects of company culture are critical for successful solution innovation?
• What are the antecedents and consequences of solution orientation?
• What role should the sales force play in the process of solution innovations?
• What are appropriate techniques to elucidate customer requirements for business solutions?
• How can companies use requirement engineering in the context of solution innovations?
• Is the level of customer expertise and integrating enhancing or decreasing the quality of solution innovation results?
• What are differences between business solution and consumer solutions?

Empirical papers are especially welcome. Strong and innovative conceptual work with a clear contribution to the advancement of marketing and management science and case-based papers illustrating solution selling practices would also be considered.

Papers should be 25-50 pages in length and follow the guidelines of Industrial Marketing Management (http://www.elsevier.com/wps/find/journaldescription.cws_home/505720/aboutinstructions). Electronic submission is required. All papers will be subject to a double blind peer review procedure.

Deadline for submission is July 15, 2010. Please see your submission or any inquiries to: imm.sii@marketing.wi.tum.de Also send a copy of your submission to plaplaca@journalimm.com

Special Issue Co-Editors are:

Dr. Heiner Evanschitzky Professor of Marketing
Department of Marketing University of Strathclyde
Dr. Florian v. Wangenheim Professor of Services and Technology TUM Business School Technische Universität Muenchen
Dr. David M. Woisetschläger Assistant Professor of Services Management TU Dortmund University

Guest Editors: Simone Mueller, University of South Australia and Steve Charters, Reims Management School

Deadline: July 15, 2010

One important current area of focus for marketing research is the next generation of consumers – the group known as Millennials, Echo Boomers or Generation Y (the term used here). Generation Y comprises those roughly between 1977 and 1999 (the precise dates are subject to discussion), and for the next 40 years this generational group will become increasingly important as wine consumers; indeed, it is posited that they already seem to be spending substantial amounts of money on wine and anecdotally in some countries this cohort is showing increasing interest in wine (as opposed to other alcoholic drinks, particularly in traditional wine producing countries) their interest is said to be declining.

The wine industry generally seems aware that it needs to pay more attention to this cohort. One of the still open questions is how this generation differs in their consumption behavior (e.g., the usage of the internet and social networking. Additionally, a limited amount of academic research has examined the perceptions of this group towards wine consumption and wine tourism – although much of this has been concentrated on Anglophone countries, and specifically within a North American context.

In view of this background, and the significance of this cohort of potential drinkers this Special Edition is designed to incorporate both conceptual and empirical research into Generation Y as wine consumers. It will be published in 2011, as Volume 22, Issue 2.

Some suggested themes for papers include:

- Motivational perspectives relating to Generation Y and wine consumption.
- Consumption and purchase, behaviour, consumption occasions.
- Marketing to Generation Y, particularly contemporary marketing techniques (E-commerce, buzz marketing etc.)
- Gen Y and their relationships with wine brands.
- Gen Y and wine involvement.
- Generation Y and wine tourism.
- Generation Y and wine in relation to other alcoholic drinks.
- Issues relating to health, abuse, safe consumption and social problems.
- Gen Y and how they differ from older generations.
- Social Networking, communication usage.
- Segmentation issues.
- Methodological Issues.

However, these are not exclusive, and papers which cover other aspects of the Generation Y and wine will be...
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welcomed. Additionally, papers which consider Generation Y and wine in non-English-speaking countries are specifically sought. We encourage both quantitative as well as qualitative research approaches. It should be noted that conceptual papers should address the limitations of existing theory and highlight the options that wine marketing researchers may consider in formulating future (empirical) research.

All papers should be original contributions and should not be under consideration for any other publication at the same time. All submissions will be reviewed in accordance with the established reviewing process of the International Journal of Wine Business Research. They will be evaluated on the basis of originality, contribution and rigour.

DUE DATE FOR PAPER SUBMISSIONS: 15 July 2010

Submissions Requirements
All authors should be shown and their details printed on a separate sheet.Authors should not be identified anywhere else in the paper.Audio submissions should be sent by hard copy or email (preferred) addressed to the Guest Editors to one of the following addresses:

Dr. Simone Mueller (papers from the Southern Hemisphere)
Ehrenberg-Bas Institute for Marketing Science, University of South Australia
GPO Box 2471
Adelaide 5000 SA
Australia
Email: simone.mueller@marketingscience.info

Prof. Steve Charters (papers from the Northern Hemisphere)
Reims Management School
59 rue Pierre Taittinger
51100 Reims
France
Email: stephen.charters@reims-ms.fr

The Reviewing Process

Each paper is reviewed by the appropriate guest editor and, if it is judged suitable for this publication, it will then be sent to two referees for double blind peer review. Based on their recommendations, the guest editors will jointly decide whether the paper should be accepted as it is written, revised or rejected.

2010 SMA Doctoral Dissertation Proposal Competition

Call for Submissions

Deadline: July 31, 2010

The Society for Marketing Advances offers three awards to recognize outstanding dissertation proposals in marketing and related fields:

Submission Criteria and Procedure
1. Eligible entrants are those doctoral candidates who have successfully defended their dissertation proposal, but have not completed the final defense of the dissertation prior to the competition submission deadline. A letter from the primary dissertation advisor must be submitted with the proposal, stating that the candidate meets this eligibility criterion.
2. The dissertation proposal must focus on some aspect of marketing or related fields such as logistics/ supply chain management. In general, any topic acceptable for dissertation research in these fields is appropriate.
3. Each entry should be in the form of a dissertation proposal that includes the nature of the problem to be researched, relevant theory, hypotheses to be tested, method, analysis, and indicative references.
4. Documents must be formatted in MS Word, double-spaced, using Times New Roman 11 point font with 1 inch margins all around. Proposals are limited to 15 pages, including all figures, tables, and references and should begin with an abstract of 150 words or less. Authors must use the style of the Journal of Marketing.
5. Authors should avoid identifying themselves, their advisor(s), or their university in the text. Please include the following information on a separate cover page: title, author’s name, institutional affiliation, postal mail address, e-mail address, telephone and fax numbers, and name of primary dissertation advisor.
6. Proposals are evaluated through a blind review format and reviewer comments will be provided to the author. All electronic files sent out for review will include this message: “To safeguard the intellectual property rights of authors, the Society for Marketing Advancement requests that you do not share or otherwise make use of the manuscript, proposal or reviews.”

Submission deadline is July 31, 2010. Submit entries electronically as an email attachment (MS Word .doc file) to Zach Finney at zmfinney@usuohal.edu. Please write “SMA Proposal Competition” in the subject line.

For questions or additional information please contact:
Dr. R. Zachary Finney, SMA VP for Research and Publications, University of South Alabama, Mitchell College of Business, Department of Marketing, Mobile AL 36688, (251) 460-6033, Fax (251) 460-7909, zmfinney@usuohal.edu

Business and Industrial Marketing Management: Theory, Research and Executive Case Study Exercises

Advances in Business Marketing and Purchasing, Volume 16.
Deadline: August 16, 2010
Editor(s): Mark Glynn, Auckland University of Technology and Arch Woodside, Boston College

Advances in Business Marketing and Purchasing (ABMP) offers leading-edge theory, empirical research, and practice on sensemaking, planning, implementing, and evaluating of strategies in business-to-business (B2B) marketing and purchasing. The series are usually longer and provide more details in reviewing literature, developing theory, reporting empirical procedures, describing implications for strategy, and examining implemented strategies than articles in the pages of quarterly and monthly journal issues. All papers in the ABMP series cite and build heavily on relevant literature. Volume 16 of ABMP will not only showcase these research advances but also will provide helpful evidence-based information to achieve highly competent decision making by B2B marketing and purchasing executives. Volume 16 is also to be relevant to MBA and postgraduate research students as part of their business management training programs. All papers need to focus on B2B theory, research, and management practice and will include an executive training case training study, review questions, together with instructor’s notes that provide additional commentary on these review questions.

The co-editors seek both empirical positivistic research and interpretive research papers. Papers can come from a broad range of topics including (but not limited to) the following:

• B2B Brand Management
• B2B Customer Relationship Management
• B2B Global Marketing
• B2B Integrated Marketing Communications
• B2B Marketing Engineering
• B2B Market Segmentation
• B2B New Product Development
• B2B Pricing Strategy
• B2B Sales and Key Account Management
• B2B Supply Chain/ Channel Management
• Ethnographic Research in Business and Industrial Marketing
• Implemented Strategies in Business and Industrial Marketing Strategy
• Management of Business and Industrial Marketing Networks
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- Mapping Strategic Thinking and Actions in Business/Industrial Marketing
- Organizational Buying Processes

Submission Information:
- Papers are to be prepared as a WORD document, double spaced throughout and 30-200 pages in length (one special feature of this book series is that the editors seek both short and long manuscripts). The deadline for submission is 16 August 2010; however a 2 page abstract of your proposed chapter is requested by 18 March 2010.

Manuscripts and questions about ABM&P Vol. 16 should be submitted to both editors, Mark Glynn, (Email mark.glynn@aut.ac.nz) and Arch Woodside, (Email woodside@bc.edu).

The Business of Motorsports: Issues in Channels Management

Special Issue of the Journal of Marketing Channels

Deadline: September 30, 2010
Editor(s): Joyce A. Young, Indiana State University

The Journal of Marketing Channels is pleased to announce and invite submissions for a Special Issue on “The Business of Motorsports: Issues in Channels Management.” The deadline for manuscripts is September 30, 2010 with publication of accepted papers planned for 2011.

Special Issue Background Information

As the motorsports industry looks forward to the year 2011 and the 100th anniversary of the Indianapolis 500 Mile Race, we seek to examine the importance of channel management in terms of the overall success of the industry. Globally, billions of dollars are spent annually in relation to the motorsports industry, yet there has been a lack of academic research conducted within this context. As universities and thus faculty around the world begin to develop programs that center around the motorsports industry, it is now time to draw our attention to such in terms of a marketing channels perspective.

The special issue is designed to bring together research that focuses on theoretical and practical issues raised across the entire spectrum of distribution in relation to the motorsports industry. Conceptual as well as empirical papers are appropriate. Exploratory studies using case research, as well as applied and basic research are welcomed. Subject matter should relate to any of the following broad areas, though other relevant topics are encouraged:

- The Racing Series and/or Sanctioning Body as channel manager.
- The Racetrack as a services retailer.
- The Role of the Event Promoter in the motorsports channel.
- Channel cooperation and conflict between Series and Tracks.
- The Role of Vertical Integration in the motorsports channel.
- Global Channels for Motorsports.
- Supply Chain Management and the OEM in Motorsports.
- Wholesale and Retail Cooperatives in the Specialty Aftermarket.
- The Role of the Trade Show in Motorsports.
- The Racing Media as Channel Member and Channel Facilitator.

Submission Information

Authors are invited to submit original and unpublished research to be considered for this special issue. All papers will be double-blind refereed. Manuscripts must be submitted electronically in Word format, follow the author submission guidelines of the Journal of Marketing Channels (available at: http://www.informaworld.com/smpp/title~db=all~content~mode=paper_submission_instructions) which uses APA style, and be no longer than 25 pages in length. Manuscripts should be received no later than September 30, 2010. Please submit manuscripts (preferably through e-mail) as a Microsoft Word document to:

Joyce A. Young, Ph.D.
Editor, Journal of Marketing Channels
College of Business
Indiana State University
Terre Haute, IN 47809
Email: joyce.young@indstate.edu
Voice: 812.237.2035
Fax: 812.237.8133

Salesforce Interactions with Channel of Distribution Members

Special Issue of the Journal of Marketing Channels

Deadline: September 30, 2010
Guest Editor(s): Jon Hawes, Indiana State University and Tom Baker, Clemson University

The Journal of Marketing Channels is pleased to announce and invite submissions for a Special Issue on “Salesforce Interactions with Channel of Distribution Members.” The deadline for manuscripts is September 30, 2010 with publication of accepted papers planned for 2011.

Special Issue Background Information

The role of the salesforce within the marketing channel is critically important in the development of productive long term relationships among participants, yet there has been an alarming lack of sales research conducted within this context. In fact, the preponderance of academic salesforce research has focused on manufacturers interacting directly with other manufacturing firms within the business to business market. Within developed economies, however, a majority of economic transactions do not involve end users. Consequently, there is a significant need for a better understanding of how salespeople work with wholesalers, agents, brokers, and other channel intermediaries within both the consumer as well as the business to business sector of our economy.

The special issue is designed to bring together research that focuses on theoretical and practical issues raised in making and managing sales to and by organizations across the entire spectrum of distribution. This includes exchanges in the supply chain which occur prior to the point where the end product is manufactured and also after it is manufactured but prior to its purchase for household consumption. Conceptual as well as empirical papers are appropriate. While creative and innovative topics are encouraged, some examples of research that would be welcomed include:

- Selling practices within the channel for services as well as for goods
- The selling role of facilitators within the channel of distribution
- Selling franchise systems to channel members
- A comparison of best practices for selling to end users versus selling to other channel members
- Channel conflict and its impact on the salesperson-buyer relationship

Submission Information

Authors are invited to submit original and unpublished research to be considered for this special issue. All papers will be double-blind refereed. Manuscripts must be submitted electronically in Word format, follow the author submission guidelines of the Journal of Marketing Channels (available at: http://www.informaworld.com/smpp/title~db=all~content~mode=paper_submission_instructions) which uses APA style, and normally should be no longer than 25 pages in length. Manuscripts should be received no later than September 30, 2010. Please submit manuscripts to the either of the guest editors, preferably through e-mail as a Microsoft Word document.

Jon M. Hawes, Professor of Marketing and Director Sales and Negotiations Center College of Business
Indiana State University
800 Sycamore Street
Terre Haute, IN 47809
Email: jon.hawes@indstate.edu
2nd International Colloquium on Consumer Brand Relationships

www.consumer-brand-relationship.com

March 17-19, 2011
Rollins College
Winter Park (Orlando), Florida, USA

Deadline: November 15, 2010

According to the AMA definition, the creation and management of customer relationships is fundamental to the practice of marketing. Marketers have long maintained a keen interest in relationships: what they are, why they are formed, what effects they have on consumers and the marketplace, how they can be measured, and when and how they evolve and decline. While marketing research has a long tradition in the study of business relationships between manufacturers and suppliers and buyers and sellers, attention in the past decade has expanded to the relationships that form between consumers and their brands such as branded products, stores, celebrities, companies or countries. As the recently published Handbook of Brand Relationships (2009) and our upcoming book Consumer Brand Relationships: Theories and Applications (2011) attest, consumer brand relationships stand as a vibrant and fast growing area with roots that span across disciplines and theoretical traditions. Still, brand relationship theory is in its early stages, and there remains much to be learned.

The aim of this colloquium is to advance knowledge about consumer brand relationships by disseminating new research and best company practices and by encouraging the evolution of new research ideas and themes. We invite both works in progress and full papers which have as a focal point consumers’ relationships with brands. Empirical and theoretical contributions are encouraged.

Topics of interest include but are not limited to:

- Consumer celebrity relationships
- Consumer retailer relationships
- Consumer country relationships
- Specific brand relationships such as those with store or luxury brands
- Cultural differences in brand relationship behavior
- Brand communities and their brand relationships
- Brand relationship typologies and relationship space mapping
- Metrics for the measurement of brand relationship strength
- Brand relationship evolution and process dynamics
- Brand relationship goals, needs, and motivations
- Attachment theory and brand relationships

- Brand love, commitment, interdependence, conflict, and other relational constructs
- Drivers of the political, cultural, social, and technical changes moderating consumers' relationships with brands
- The effectiveness of marketing programs in building consumer brand relationships
- Shareholder, company, and marketplace effects of brand relationships
- Organizational systems and structures for consumer brand relationship management
- New theoretical perspectives for understanding consumer brand relationships

The colloquium provides an ideal opportunity for researchers, emerging scholars, as well as young faculty members and Ph.D. students to share and discuss their most recent high quality work with other experts in this field of research. Depending on the quantity and quality of the papers received, a special issue in a journal and/or an edited book is also planned by the organizers.

Important Dates & Deadlines:
- Submission deadline: November 15th, 2010
- Notification of acceptance: January 10th, 2011
- Registration deadline: February 1st, 2011
- Colloquium dates: March 17-19 2011

All participants should register and pay the registration fee of 345 USD before February 1st, 2011. The registration fee includes attendance to the colloquium, welcome reception, breakfast, lunch, coffee breaks, a gala dinner and conference material.

Paper Submission:
Authors are invited to submit non published (1) full papers or (2) works in progress papers which have as a focal point consumers’ relationships with brands.

- Full paper submissions must not be published, accepted for publication, or be under consideration for publication elsewhere. All papers are limited to maximum 6,000 words (including tables and figures) excluding the cover/title page and references. In preparing for the full papers, please reference the author’s guidelines for the journal International Marketing Review (www.emeraldinsight.com/imr.htm). Full papers which are not formatted accordingly will not be considered or reviewed.

- Work in progress papers. Please provide an extended structured paper.
abstract of about 1,000 words, single
spaces, that provides a summary of the
paper, including the following: purpose, methodology/approach, findings, research limitations, implications, and originality/value. A reference list is required. Tables or figures should be placed in the appendix after the reference list if needed. At least one author of each accepted paper must attend the colloquium and present the paper. All papers are double blind reviewed. By submitting a paper all authors agree to review up to three papers. Authors are requested to submit their paper(s) electronically before November 15th, 2010 to our online submission system (https://www.easychair.org/ account/signin.cgi?conf=cbr2011). Any questions regarding the paper submission should be addressed to Michael Breazeale (mjb292@msstate.edu).

Colloquium Chairs:
• Marc Fetscherin, Rollins College, USA; mfetscherin@rollins.edu
• Michael Breazeale, Indiana University Southeast, USA; mjb292@msstate.edu
• T.C. Melewar, Zurich University of Applied Sciences, Switzerland; tc.melewar@ahav.ch
• Susan Fournier, Boston University, USA; fournism@bu.edu

All paper submission and program related queries, email Michael Breazeale to mjb292@msstate.edu

All administrative questions (e.g., hotel, payment, registration), email Marc Fetscherin to mfetscherin@rollins.edu

More information about the colloquium, visit our website: www.consumer-brand-relationship.com.

The Role of Affect in Personal Selling and Sales Management
Journal of Personal Selling and Sales Management

Deadline: November 30, 2010

Special Issue Editor, Sunil Erevelles, University of North Carolina

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

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

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

Submission Information:
The new submission deadline is November 30, 2010. Papers will be reviewed in accordance with JPSSM guidelines. See http://jpssm.org/submission/initial_submission.html for further details. Papers will be reviewed and decisions made in a timely manner as they are received.

At least one author of the accepted manuscripts will be required to present his or her paper at a conference associated with the special issue. For further information, please feel free to contact the special issue editor.

Manuscripts can be submitted via email to: Special Issue Editor, Sunil Erevelles, serevell@uncg.edu, Department of Marketing, University of North Carolina, Charlotte Charlotte, NC 28223

Management Theory and Practices in China
Special Issue in International Journal of Business and Emerging Markets (IJBEM)

Deadline: December 15, 2010

Guest Editor(s): Dr. Eric Wang, Athabasca University, Canada; Dr. Jun Yang, Academia University, Canada; Dr. George Ye, Saint Mary’s University, Canada; Dr. Lan Lan Huang, Shandong University, China

China’s unprecedented growth and the opportunities are evident. As China’s economic reform and open door policy are entering the fourth decade, its economy is claimed to have shifted from a central-planed to a primarily market-based one. As a result of the shift, it is time to examine the development and status of prevailing management theory and practices (MTP) in China.

Further, the growing importance of China’s contribution to the world economy suggests that understanding of the current MTP is critical to an organization’s success. Keeping in this mind, this special issue is dedicated to China, and provides researchers and managers with the insight as to examine specific characteristics of the current Chinese MTP.

Specifcally, the aim of the special issue is to explore the impact of the economic reform policies on MTP in the context of the emerging market of China. Therefore, the guest editors welcome conceptual, empirical and experimental submissions that have not been previously published or submitted for publication consideration.

Subject Coverage
The suggested subject coverage includes but is not limited to:

• Evolution of Chinese management thought
• Management theory and practices in state owned companies and private sectors
• Effectiveness of China’s management theory and practices
• Agency relationship versus stewardship theory in China
• Gender, diversity and management
• Stakeholder, social responsibility and environmental issues
• Management education and education management
• Strategic management and risk management issues facing Chinese companies
• Economics, management and decision sciences
• Current management issues and trends in China
• Other management issues in China

Notes for Prospective Authors
Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. (N.B. Conference papers may only be submitted if the paper was not originally copyrighted and if it has been completely re-written).

All papers are refereed through a peer review process. A guide for authors, sample copies and other relevant information for submitting papers are available on the Author Guidelines page

Important Dates
Paper submission: 15 December, 2010
Reviewers’ comments: 15 April, 2011
Revised paper submission: 15 June, 2011

Editors and Notes
You may send one copy in the form of an MS Word file attached to an e-mail (details in Author Guidelines) to the following:

Dr. Eric Wang
Faculty of Business
Athabasca University
Athabasca AB T9S 3A3
CANADA
Email: ericw@athabascau.ca

Dr. Jun Yang
Management School of Business Administration
Acadia University
Wolfville NS B4P 2R6
CANADA
Email: j.yang@acadiau.ca

Dr. George Ye
Sobey School of Business
Saint Mary’s University Halifax NS B3H 3C3
CANADA
Email: gye@smu.ca

Dr. Lan Lan Huang
School of Foreign Languages and Literature
Shandong University Jinan, Shandong 250100
CHINA
Email: hlhu@edu.cn
appears that there are many areas where marketing theory and practice, largely developed in the West, does not seem to fully apply to these consumers, retailers, and distribution channels, despite efforts at adaptation by all concerned. The Journal of Marketing Channels is planning a Special Issue on “Marketing in China: Opportunities with Challenges to Traditional Western Marketing Theory and Practice” to open a new dialogue focused on cross-cultural issues surrounding these fundamentally different Western and Chinese marketing environments.

Overall, in light of aspects of the cultural, social, legal, regulatory, and infrastructure frameworks that presently exist in the PRC, how might Western or Chinese managers adapt their practices to better meet the needs of Chinese consumers, whether those consumers are in larger metropolitan areas with well-developed infrastructure or in more rural settings? Areas with well-developed consumers are in larger metropolitan areas, whereas many areas may be lacking.

Generally, what do managers in these most cost-efficient and developing areas, and use of promotion mix tools aimed at consumers and other channel members, to develop these tools to support enhanced performance. So that products in the channel meet consumer needs and channel space is used efficiently to increase channel member profits, and improve replenishment so that information and other channel flows are coordinated to ensure that the right product arrives at the right place, at the right time, in the right quantity, and at the right price as efficiently as possible given the channel environment in the PRC?

More specifically, how can we adapt Western/Chinese marketing theory and practice to help ensure that channel members work together to develop better products faster and less expensively, find new methods of more cost-efficient delivery, and use of promotion mix tools aimed at consumers and other channel members, to develop these tools to support enhanced performance. So that products in the channel meet consumer needs and channel space is used efficiently to increase channel member profits, and improve replenishment so that information and other channel flows are coordinated to ensure that the right product arrives at the right place, at the right time, in the right quantity, and at the right price as efficiently as possible given the channel environment in the PRC?

While these questions do not suggest the only suitable topics for this special issue, prospective papers should focus on issues surrounding marketing between trading partners and the PRC and/or marketing and distribution within the PRC. Submissions should be theory grounded, focus on one or more of the subdisciplines of marketing, and significantly contribute to marketing theory and practice. Papers may either be theoretical or empirical, though strong empirical approaches are preferred.

All papers will be double-blind reviewed. Instructions for authors may be found at www.tandfe.com/journals/authors/WJMC, click on “Instructions for Authors.” The journal print and electronic editions are planned for Fall 2011.

Submissions should be sent to the special issue Guest Editor in digital form by January 31, 2011.

Dr. Neil Herndon, Guest Editor
Hong Kong Baptist University - SQ
Email: JMCspecialissue@hotmail.com

Special Double Issue of the Journal of Business to Business Marketing

Deadline: February 15, 2011
Editor: J. David Lichtenthal, City University of New York

The Journal of Business-to-Business Marketing seeks manuscripts that address the fundamental & unique nature of strategy formulation & execution in business markets. Firms use strategy to sustain market position and prioritize growth areas to answer the question “what is the character of that strategy for business markets”. While cross functional integration and a value added perspective have become axiomatic to the field, the details of strategy for business-to-business marketing (B to B) likely differ when compared to business-to-consumer marketing (B to C). To date, most literature in this area developed independently of the need to distinguish whether traditional constructs in business and consumer markets differ.

The differences to be investigated might incorporate factors such as: annual planning processes / resource allocation models, business missions & mission statements, specific portfolio models, methods of strategic integration, segmentation (beyond bases) and other “marketing frameworks.” The effects of changes in exogenous influences as well as changes in the economy might be considered as well. These differences may extend to organizations serving government and institutional markets.

Foremost is that for business marketers product / pricing policy is often raised to a level of corporate strategy. Given those resource commitments a firm’s field needs more normative, descriptive & prescriptive strategy theory. Documenting best & worst case practices is also indicated.

This special double issue of the Journal of Business to Business Marketing seeks to address these issues in summary fashion. In particular, what is the impact on the formulation and execution of business marketing strategy for: - firms whose offering(s) are made to both markets (B to B and B to C), - firms that are affected by oligopsonistic supply markets, - firms that serve oligopolistic buying markets, - firms involving fewer than ten companies within their own industry or on both sides of their buyer-seller dyad industries,

Manuscripts submitted can be of a theoretical or empirical nature (see URL below). Case studies demonstrating best & worst practices are encouraged. New frameworks (normative, descriptive, prescriptive) and typologies or taxonomies are particularly welcome.

Manuscript submission length is limited to 45 pages doubled spaced, 12 pt. type including at least one figure and one table plus references. Manuscripts will be subject to double blind review.

The deadline for submission is February 15, 2011.

J. David Lichtenthal, M.B.A., PhD & Professor of Marketing & EdSigma-in-Chief, an increased focus of Business-to-Business Marketing & Associate Editor - North America for the Journal of Customer Behavior & Series Editor, the Foundations Series in Business Marketing. Zicklin School of Business - City University of New York

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Global Marketing Managers: Addressing Challenges Posed by the Changing Global Economy

Journal of International Marketing, Special Issue

Deadline: February 15, 2011
Editor: David A. Griffith

Global marketing managers are at the heart of effective strategy execution. Unfortunately, limited research exists to understand the skills, knowledge and strategies that make managers effective, most notably as they face new challenges brought forth by the changing global economy. The global economic crisis has highlighted the importance of managerial skills in re-balancing the global economy. For example, how does one price increased output in consumption-driven economies coupled with the pursuit of consumption stimulation in export-oriented economies. These changes require new skills, knowledge and roles of global marketing managers. Similarly, the changes in the global economy may create a need to rethink managerial approaches to issues such as risk, profit, competition, and ownership. For instance, (1) whereas managers were traditionally willing to trade-off risk for return, in today’s global economies managers may work to avoid risk regardless of return, (2) how have global marketing managers re-adjusted strategies as profits are expected to decrease? How? (3) how have global marketing managers adjusted newly evolving competitive conditions? and (4) how do global marketing managers adapt strategies to compete against new, government directed competitors?

Manuscripts may be conceptual or empirical. All manuscripts should have direct practitioner relevance. Topics for inclusion, but are not limited to:

* Global marketing manager strategies for fast and slow moving goods and the re-balancing of the global economy
* Global marketing manager efforts for cross-boarder strategy integration in relation to the re-balancing of the global economy
* Global marketing manager employment of technology for coordinating cross-country strategies in changing times
* The changing role and responsibilities of global marketing managers
* Global marketing manager perspectives and approaches to the re-positioning of issues in the new global economy (i.e., risk, profit, competition and ownership)
* Identification of the skills making global marketing managers effective
* Psychological characteristics of effective global marketing managers in changing times
* Judgment and decision making aspects of global marketing managers
* Strategies for developing and retaining effective global marketing managers
* The influence of the organization on the effectiveness of global marketing managers
* Executive Insight articles pertaining to global marketing managers
* Case studies of the challenges faced by global marketing managers and strategies for effectively overcoming these challenges

Deadline for Submission: February 11, 2011

Guidelines for the Journal of International Marketing can be found at:
http://www.marketingpropower.com/im

Manuscripts should be submitted at:
http://mc.manuscriptcentral.com/
ams_im.
Journal of Social Marketing (JSOCM) to be Launched in 2011

We are currently seeking papers for the Journal of Social Marketing (JSOCM), to be launched in 2011. JSOCM focuses on research that increases our understanding of the means to induce behavioural change in a targeted audience on a temporary or permanent basis to achieve social goals. High quality academic articles including conceptual papers, critical literature reviews and rigorous empirical studies are sought for publication.

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- Taxes

Submissions to Journal of Social Marketing should be emailed to Co-editor: Associate Professor Sharyn Rundle-Thiele: s.rundle-thiele@griffith.edu.au

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The University of Oklahoma

Price College of Business
Division of Marketing and Supply Chain Management

The Division of Marketing and Supply Chain Management at The University of Oklahoma has a position opening for an advanced Assistant Professor of Marketing. Ph. D. required. Persons with research interests in the following areas are particularly encouraged to apply – Channels of Distribution, Marketing Strategy, Sales Management, and Services Marketing. Nominations are also welcomed.

This is a tenure track position beginning August 2011. Candidates should have a strong empirical and theoretical background and be able to demonstrate excellence in research and teaching skills. The normal teaching load at the University of Oklahoma is 6 hours per semester (a 2-2 load).

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 800 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. FYI, the University of Oklahoma faculty will be attending the 2010 AMA Summer Conference in Boston. To apply and schedule an interview, send a letter of application, resume, and names of three references to:

Professor Rajiv P. Dant
Helen Robson Walton Centennial Chair in Marketing Strategy
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
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Assistant/Associate Professor of Marketing
Department of Marketing and Advertising
University of Arkansas at Little Rock

The University of Arkansas at Little Rock (UALR) invites qualified individuals to apply for a tenure-track position of Assistant/Associate Professor in the Department of Marketing and Advertising (0197801), to begin Fall 2010. The candidate should have a doctoral degree (or have completed all doctoral degree requirements before employment commences) in Marketing or a closely related field and some professional experience. The new faculty member will be expected to teach sales courses in both our day and night programs during a typical year and participate in the activities of the Sales Center. Additional opportunities exist to teach in the MBA program, the largest AACSB accredited MBA program in the state of Arkansas. The university expects instructional excellence and scholarly output appropriate for a school with AACSB accreditation of its undergraduate and MBA programs. Salary is competitive.

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To visit the website for further information: http://www. discoverarkansas.net

To apply submit a letter of application, list of three references, curriculum vitae, evidence of teaching ability, research papers, and letters of recommendation to Dr. Jane Wayland, Chair, Department of Marketing and Advertising, College of Business, University of Arkansas at Little Rock, Little Rock AR 72204.

Electronic submissions are accepted ipwayland@uarl.edu or call 501.569.3356. Applications will be accepted until the position is filled.

The University of Arkansas at Little Rock is an equal opportunity, affirmative action employer and actively seeks the candidacy of minorities, women, veterans, and persons with disabilities. Under Arkansas law, all applications are subject to disclosure. Persons hired must have proof of legal authority to work in the United States.

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http://www.ams-web.org/jobbankdisplaylistings.cfm

The deadline for the next issue of AMS Quarterly is September 26, 2010. Send submissions to Theresa Flaherty at fflaherty@jmu.edu.
John Ford has been promoted to the rank of Eminent Professor in the College of Business and Public Administration. It is the highest academic distinction in rank at Old Dominion University.

Ed Grier has been named Dean of the School of Business at Virginia Commonwealth University. Grier joins VCU after a 29-year career with The Disney Company, where he most recent assignment with Disney was as President of Disneyland Resort. David Urban, Professor of Marketing, who had served as Interim Dean since July 2009, has been named Executive Associate Dean.

A book by Michael R. Hyman and Jeremy J. Sierra, entitled ‘Marketing Research Kits for Dummies’, was recently added to Wiley Publishing Inc.’s well-known Dummies series. In addition to serving as a basic guide for marketing practitioners, instructors could use it as a supplemental text for an undergraduate marketing research course.

The Teaching & Learning Special Interest Group of the American Marketing Association is proud to announce that Leyland Pitt from the Segal Graduate School of Business at Simon Fraser University is Pearson Prentice Hall’s Solomon-Marshall-Stuart Award Winner for Innovative Excellence in Marketing Education for 2010. Professor Pitt is receiving this distinction for innovative excellence with his application materials entitled “Case Teaching in the Age of Technological Sophistication.” This was a highly competitive competition, and Professor Pitt received outstanding reviews from a committee comprised of nine outstanding educators.

Roland Rust was awarded the Mahajan Award for Lifetime Contribution to Marketing Strategy Research by the AMA Strategy SIG.

Sigal Segev has joined Florida International University’s School of Journalism and Mass Communications in the advertising and public relations department.

If you think there’s no place like home, you haven’t been to Portland yet. The 2010 annual AMS conference was successful in gathering over 300 of its members for what was four days of academic fun and cool rainy weather. I worked at the registration table where I had the opportunity to finally put a face to all of those names and e-mail addresses. I had help from Yasemin Ocal and David Shows, from Louisiana Tech University, who filled the hours with words of cheer and helpful insights into the life of doctoral students. They were also essential in pointing out the “rock stars” of the marketing academic world. The proceedings for this conference are currently for sale. Please contact me if you are interested in owning a copy.

The Cultural Perspectives in Marketing conference is slated to begin July 21st – 24th in Lille, France. The conference theme aims at exploring how the globalized marketplace changes the cultural make-up of consumers. For more information visit the conference web site [http://www.ams-web.org]. If you have problems with the conference online registration, please contact me.

Next year brings a special occasion in AMS history: 2011 marks the 40th anniversary of the academy. The annual conference will be held in sunny Coral Gables, Florida so check your calendars and book your flight.

Don’t forget to update your profile and make sure your information is current so that you receive all the JAMS issues and email updates.

~ Florence Cazenave
AMS Director of Marketing and Communications
ams@latech.edu

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

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

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

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

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

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

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

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

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