Message from the President

Greetings to all of you from sunny Norfolk, Virginia. I hope that you are all well and that your semester is both productive and stimulating. Recently we held the fall meeting of the AMS Executive Committee in Portland, Oregon at the Marriott Downtown Waterfront Hotel. I can tell you that you are in for a treat in May if you attend the 2010 AMS Annual Conference. Portland is a beautiful Scandinavian city. Joe and Chris are putting together a series of opportunities that will allow attendees to really experience the region and its varied offerings. This would allow us the chance to schedule the banquet for Saturday evening after the conference has officially ended, which we think will be an improvement over the way that things have been scheduled in the past. There is further information about the conference in this issue of the AMS Quarterly (see the Scholarship and Research section), and please remember that the manuscript submission deadline is November 16th. I hope that you will all plan to come to Portland.

I am delighted to report that the feedback that I have received from those of you who attended the World Marketing Congress this past July in Oslo, Norway was extremely positive. The Conference Program Co-Chairs, Vicky Crittenden, Linda Ferrell and Göran Svensson and their team of able Track Chairs put together an excellent program of papers and special sessions, and the plenary session with Christian Grönroos and Pansu Parasuraman was extremely valuable. I would also like to thank Sharon Beatty, John Cadogan and Nick Lee for their hard work putting together the first AMS International Doctoral Consortium with an array of top marketing academics and Ph.D. students from around the world. It was so successful that we have asked them to do it again for the next World Marketing Congress in 2011 in Rheims, France. Many thanks to Greg Marshall for his help with this initiative on behalf of the AMS Executive Committee. All in all it was a great event, and I know that you of many of you have the same happy recollection of the fun Fjord cruise and castle tour, the terrific team of students under the direction of our local arrangements chair, Sigrun Strømsøyen, and the ever-present and helpful Brian Miller, our Director of Marketing and Communications from the AMS central office at Louisiana Tech.

As I have mentioned before, please make use of the AMS website. Membership in the Academy of Marketing Science has many benefits associated with it, and one of the best is the access to our flagship journal, Journal of the Academy of Marketing Science. Incoming Editor, Tomas Hult, has been hard at work getting established in his role, and the Executive Committee is looking forward to his involvement with the journal. Remember that online access to JAMS has been made available to all of our members for downloading copies of articles and tables of contents. There are also other new services that are provided at no extra cost with your AMS membership so please go to www.ams-web.org regularly and see what the AMS has available for you.

We are also excited about our new journal, JMARS Review. Bob Peterson and Vicky Crittenden have put together a strong team of editors and are now building a pipeline of top-notch manuscripts with the plan to make the first issue available to the membership in 2011. We are delighted that this new journal will fill an important gap in marketing scholarship. Please be watching for announcements regarding this new journal in future issues of AMS Quarterly.

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

__________________________________________________________________

From the Editor

Welcome to the November 2009 issue of AMS Quarterly. I hope that this issue captures the unique spirit of collegiality and exciting opportunities to be found within the Academy of Marketing Science.

This issue features some of the professional and social highlights from the World Marketing Congress (WMC) hosted by the Oslo School of Management in Oslo, Norway. There were 450 authors from 42 countries contributing over 200 papers to the program. It was such a pleasure meeting so many colleagues and photographing AMS events. Enjoy the photos and articles featuring the many facets from the 2009 WMC in the beautiful Scandinavian city.

I am pleased to introduce two new AMS Quarterly columns in this issue. Our first column, “News from AMS Headquarters,” comes from our very own Brian Miller. I invited Brian to become a regular AMS Quarterly contributor because of his important role in serving the membership of AMS. I am confident that everyone will appreciate the opportunity to obtain valuable information through Brian’s informative articles.

The second new column is entitled “New Minds Meet Great Minds”. In this column, Ph.D. students interview some of the masters in the marketing field. This column aims to bridge different generations of scholars together to explore various aspects of marketing thought. A very special thank you is extended to three individuals for spearheading this new endeavor: John Ford, AMS President, O.C. Ferrell, AMS VP for Publications, and Colin Campbell, AMS Director of Doctoral Student and Junior Faculty Initiatives.

For the next issue of AMS Quarterly, please e-mail photos and articles to me at flahertb@jmu.edu no later than March 1, 2010. 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.

As always, I welcome your feedback and suggestions about AMS Quarterly. Best wishes to everyone for good health, happiness, and success.

— Theresa B. Flaherty, James Madison University
flahertb@jmu.edu

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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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AMS Quarterly
Volume 10, Issue 2/3

Taak!
“Thank you” in Norwegian
This issue of AMS Quarterly is dedicated to the individuals who made the 2009 World Marketing Congress such a memorable experience and great success.

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The Conference Program Co-Chairs – Vicky Crittenden, Göran Svensson, and Linda Ferrell

This issue of AMS Quarterly is dedicated to the individuals who made the 2009 World Marketing Congress such a memorable experience and great success.

The WMC Local Arrangements Chair – Sigrun Stromsoyen
beyond its conventional boundaries. It is not restricted to making value propositions only, but can engage itself with the resources out of which customers create value, but it cannot create value. Finally, a firm has no opportunities to co-create value with its customers. It can produce the dynamic value-in-use notion (rather than value-in-context) makes the customer the ultimate reason for business. He also argued that value co-creation is treated as a means towards value creation. Hence value creation rather than service constitutes an ultimate reason for business. He focused on how a service perspective on business can help contemporary marketing reinvent itself. In his analysis, "Marketing Implications of a Service Perspective on Business" (1994) in the Management Decision is still the by far most downloaded ever article in the journal. His plenary talk at the 2009 WMC was titled: "Marketing Implications of a Service Perspective on Business". He focused on how a service perspective on business can help contemporary marketing reinvent itself. In his analysis, the service-dominant logic offers a foundation for understanding how marketing can benefit from a service perspective. However, he found the logic as it is presented today problematic and in need of being revisited and further developed into a true service logic, i.e. a logic based on service, not dominated by service, nor necessarily dominating other perspectives. Departant of from whose vantage point this logic is viewed – the customer’s or the firm’s – its content differs. Therefore, the logic must be considered multidimensional, not unidimensional. Moreover, service is only a means towards value creation. Hence value creation rather than service constitutes an ultimate reason for business. He also argued that value co-creation is treated in a too simplistic manner to help understanding the value-generating process. The dynamic value-in-use notion (rather than value-in-context) makes the customer the value creator. Value co-creation requires interactions. If there are no interactions, the firm has no opportunities to co-create value with its customers. It can produce the resources out of which customers create value, but it cannot create value. Finally, he argued that the underpinning logic of the interaction concept shows that the firm is not restricted to making value propositions only, but can engage itself with the customers’ value fulfillment as well, thus offering possibilities to expand marketing beyond its conventional boundaries. A PDF version of the presentation and sources used are available upon request (christian.gronroos@hanken.fi).

Dr. Grönroos has published 9 books in ten different languages and numerous scholarly and popular articles in eleven languages. In a citation index study covering a fifteen-year period of Journal of Business Research articles, his article "Relationship Approach to Marketing in Service Contexts" (1980) was the one with the highest impact. His article “From Marketing Mix to Relationship Marketing” (1994) in the Management Decision is still the by far most downloaded ever article from an Elsevier journal. He also serves on the editorial review boards of a number of journals.

Parasuraman has published over 100 articles in leading journals and the authored several books and monographs. He has served as editor of the Journal of the Academy of Marketing Science for a 3-year term (1997-2000) and as editor of the Journal of Service Research for a 4-year term (2005-2009). He also serves on the editorial review boards of ten journals.

His plenary talk at the 2009 WMC was titled: “Interwining of Service Quality, Value and Productivity: Managerial Implications and Research Imperatives.” His remarks focused on the theme that the concept of service productivity should be examined not only from the service firm’s perspective (which is the conventional conceptualization of productivity) but also from the service customer’s perspective. Traditionally service productivity is assessed as some measure of a firm’s inputs (e.g., labor, capital) relative to its outputs (e.g., revenues, profits). However, service customers also have to expend some “inputs” (e.g., time, effort) to get some “outputs” (e.g., satisfaction, value) from their interactions with the service firm. Parasuraman proposed and discussed a “Dual Company-Customer Conceptualization of Service Productivity,” a framework that integrates both perspectives. He argued that the critical link between the two perspectives is service quality, and demonstrated how service productivity and service quality, as well as the customer’s perception of value, are interlinked. Using the expanded conceptualization of service productivity as a backdrop, Parasuraman examined several managerial implications pertaining to designing and offering effective service enhancements, especially in the context of technology-based services. He concluded his remarks by identifying promising avenues for further scholarly research pertaining to dual conceptualization of service productivity. A PDF version of presentation slides is available upon request (parasu@miami.edu).
Refreshment Breaks and Presentation Sessions

AMS Colleagues Enjoying Lunch at Posthallen Resturant
The Fjord Cruise and Castle Tour
The President's Reception and Congress Banquet at the Grand Hotel
On July 21 – 22 in conjunction with the AMS World Marketing Congress (July 21-24), AMS held their first ever doctoral consortium (the AMS First Biennial Doctoral Consortium) in beautiful Oslo, Norway! This activity continues AMS’s traditional focus on innovative programs for marketing doctoral students and its emphasis on its global presence in the world. The event pulled together 20 eminent scholars from the U.S., Europe, and Australasia (representing 9 countries) with 39 late-stage doctoral students from around the world (representing 14 countries).

On the first evening, terrific opening talks by Bodo Schlegelmilch and David Stewart started the Consortium off in style, and these were followed by a dinner attended by students and faculty. The all-day event which started the next morning included excellent presentations by top scholars, including Parsu Parasuraman, Vanitha Swaminathan, Martin Wetzels, Tomas Hult, Heiner Evanschitzky, Simon Bell, and Linda Price. The day was also devoted to interactive sessions with the students and all 20 faculty involved in the consortium provided feedback, including Jerry Albaum, Barry Babin, OC Ferrell, Joe Hair, Greg Marshall, Bulent Menguc, Aviv Shoham, and Isabelle Szmigin. Pre-assigned groups were broken out based on student interest. Students had previously prepared five-page papers on their dissertation work and several faculty and other students had read them before attending the session so as to provide useful feedback. The day finally ended with a highly successful creativity in marketing research session, with Julie Baker, Artur Baldauf, and Vince Mitchell as faculty panel members.

All students who attended will receive a $500 scholarship to help with their expenses. The co-organizers of the program were: Sharon Beatty, University of Alabama, Nick Lee, Aston University, and John Cadogan at Loughborough University; and Mary Harrison, University of Alabama, provided indispensable organizational help. AMS plans to conduct its second doctoral consortium in early September, 2011, in Reims, France, again in conjunction with the next AMS Marketing Congress.

Here are several quotes from students and faculty who attended:

From students:

A wonderful opportunity to meet some great people, both faculty and fellow students. I learned so much from the event. It was really inspiring and it has made me return to my studies full of new ideas and renewed enthusiasm. It was good to have the opportunity to attend the main AMS Conference as well, so as to get a chance to see the level of presentations there, and again get ideas for new directions (maybe for the future after I graduate!)

It was an excellent opportunity to meet fellow late-stage doctoral students from around the world. I was also impressed by the great number of eminent speakers.

From faculty:

It was truly a great event. I most enjoyed the interactive session with the PhD candidates.

It was very enjoyable. It was well organized and the environment was relaxed. Students were all well prepared and had thought about key issues on which they needed feedback. All were open to suggestions. I think it was a very successful event.

Visit http://www.you-think-too-much.co.uk/amsdc2009.htm for downloadable copies of the presentation slides of each faculty presenter and more photos from the consortium.
AMS “Marketing Industry Scholar” Award

Call for Nominations: 2010 Award

As Chair of the committee to select the 2010 Academy of Marketing Science Marketing Industry Scholar, I invite you to nominate a candidate, or candidates for this award. The criteria for the award are described in the paragraph below.

The AMS Marketing Industry Scholar award is reserved for individuals who have distinguished themselves in the practice of marketing. The recipient will have demonstrated his/her accomplishments through their actions and statements, and will have at all times acted with integrity and high ethical standards. It is not required that this individual has a terminal degree, nor is it required that this individual has been an academic. However, this individual should have a demonstrated history of supporting and appreciating the role of marketing academia in marketing scholarship and practice.

Nomination Procedure

Individuals wishing to nominate someone will be asked to provide a brief statement (less than 100 words) describing what the individual has accomplished to be worthy of the AMS award. They will also be asked if to their knowledge the person has "at all times acted with integrity and high ethical standards."

So to nominate someone we need:

1. A brief statement describing this person’s accomplishments
2. A brief bio of this person if there is one available

Please submit these materials electronically to Rosann Spiro (spiro@indiana.edu) by November 1, 2009.

~ Rosann Spiro, Indiana University

2010 AMS “Harold Berkman Service” Award

The AMS Harold Berkman Service Award may be annually given to individuals who have distinguished themselves through long-term service to the Academy. The recipient will have demonstrated his/her accomplishments through their actions and statements, and will have at all times acted with integrity and high ethical standards. Those receiving the Harold Berkman Service Award will receive a framed certificate and official recognition at the 2010 AMS annual conference.

All AMS Fellows wishing to nominate someone for the 2010 Harold Berkman Service Award are asked to provide a brief statement (less than 100 words) describing what the individual has accomplished to be worthy of the AMS Harold Berkman Service Award. They also must indicate clearly if to their knowledge the person has “at all times acted with integrity and high ethical standards.”

Please send your nomination dossiers by email to Jean-Charles Chebat, Chair of the nominating and selection committee (jean-charles.chebat@hec.ca) before November 15, 2009.

AMS Accepting Nominations for Officers

This is an AMS election year. Every two years we hold elections for Executive Committee positions and positions on the Board of Governors. In addition, we are accepting nominations for the AMS Distinguished Fellow recognition. Right now, we are seeking nominations. Some point in the first quarter of next year, you will receive a ballot for the actual election. If you would like to nominate somebody for a position, please use the form that can be found by following this link: $http://latech.qualtrics.com/SE/?SID=SV_8ldp6zFoGzFy8I&SV1D=Prod$

MARY KAY DOCTORAL DISSERTATION COMPETITION

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Doctoral Candidates in marketing who will defend a dissertation during calendar years 2009 or 2010 are eligible for this competition. Submissions should reflect dissertations at the proposal stage for adequate consideration. Dissertations considered for the award in a previous year, as well as dissertations that have already been defended, will not be eligible. Papers currently under review at a journal may not be submitted to the competition.

To be considered, please submit an electronic version of a dissertation abstract or paper no longer than 15 double-spaced pages, including appendices, tables, figures, and references. All submissions should include a cover page listing current affiliation and address, dissertation committee, and degree granting institution. Do not include any identifying information in the submission itself, as these will undergo a blind review. Papers should be formatted based on the Journal of the Academy of Marketing Science.

The winner will receive $1,500 and a one-year membership in the Academy of Marketing Science. A runner-up will receive $500, and two honorable mentions will each receive $250.

Contact the chairs of this competition for additional information or submit an electronic copy of the paper no later than November 16, 2009 to either co-chair:

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Karen.flaherty@okstate.edu
(405) 744-8653

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Portland’s Culture, Entertainment, and Activities: The Top Ten Recommendations from the Locals

See the SCHOLARSHIP AND RESEARCH section of this issue of AMS Quarterly for the AMS Annual Conference Call for Papers.

1. Food – Portland is widely acclaimed for its restaurants, and some consider it one of the best city restaurants in America (http://www.infoplease.com/us/cities/best-restaurants.html). Portland is best known for its seafood and “Northwest” cuisine – fresh, local ingredients; simply prepared; sometimes with Asian or Native American influences.
   - Check out Willamette Week (http://www.ww.com) for an overall review of various restaurants. Willamette Week’s restaurant reviews are generally very accurate. They also provide listings of local events, music, and other valuable reviews.
   - The Pearl District (easily accessed by a free streetcar) is currently the “hot” dining scene, but there are lots of options.
   - Food Carts are growing in popularity and double as a meeting place for young people. See http://foodcarts.portland.com.

2. Drink – There are numerous options for those wanting a relaxing drink. Beer, wine, or mixed drinks: Portland has excellent options for all.
   - Portland is also known as Beervana, making #1 on CNN’s list of beer destinations (http://blog.oregonlive.com/thetheerhere/2009/08/top_of_the_pops_beervana_is_no.html). But be forewarned, Portlanders like their beer heavy on the hops. Check out http://www.beer100.com/brewpubs_o_to_z/or/ for a list of the 25 brewpubs in the Portland city limits. For those wanting too much information, check out a video about the history of beer in Portland (http://www.oregonlive.com/programs/oregonexperiencearchive/beervana).
   - Oregon’s wine country, especially the Willamette Valley, is best known for its Pinot Noir (http://www.willamettewines.com). But there are other excellent choices. When downtown, wine bars are the best way to “touir” the region’s vineyards (http://www.oregonlive.com/dining/index.ssf/2007/12/our_favori.html). You might also keep your eye open for wines from the Columbia Valley area in Washington – especially Red Mountain. This area is better known for its rich red wines (http://www.columbiavalleywine.com).
   - Prefer mixed drinks? Try one of the many martini type bars in the Pearl District (http://www.pubclub.com/PacificNW/portland/clubs.html). The clubbing scene is a bit thin, but check out http://www.barflymag.com.

3. Music Scene – Portland has a vibrant music scene. Ten years ago, Portland was known for its jazz. But now it is one of the hottest rock scenes in the US. See Pamplemoose for an example of current options (http://www.pamplemoose.com/programs/oregonlive.com/2009/09/pamplemoose-nicks-musicfestnw-edition-by-robert-ham). Also check our http://www.indiemusicportland.com for up and coming bands. Willamette Week is also an excellent source.

4. The Weird – Portlanders love being different. There are lots of “unique” things you might run into. Voodoo Donuts has received national attention. There is the nude bike ride. There is even “Keep Portland Weird! A Community Festival.” Check out http://keepportlandweird.wordpress.com if you love the weird.

5. Parks and Gardens – Portland is an extremely accessible city by foot or bike (the first major US city to achieve the Platinum-level Bicycle Friendly Community Award). Just outside the conference hotel is the gorgeous Waterfront Park. Forest park is one of the largest urban forests in the US (with over 70 miles of trails) – and just 2 miles from the hotel. You will see lots of green spaces as you walk the downtown area. There are also four world class gardens (http://www.travelportland.com/visitors/gardens.html). The roses and rhododendron should be beautiful in late May.

6. Books - Powell’s Books is the largest independent used and new bookstore in the world. A great place to browse and relax. It takes up a full city block – several stories high (http://powells.com). Located in the Pearl, it is close to restaurants and other entertainment.

7. Portland Saturday Market – Unique and interesting stuff from local artists. This up-scale market offers a variety of goods and is a great place to replace that tie-dye T-shirt that wore out 25 years ago. See http://www.portlandsaturdaymarket.com for a list of vendors.

8. Portland Neighborhoods – Portland is known for its distinctive neighborhoods. Rather than being ethnically based, they are often generational, or lifestyle based. There are no “bad” neighborhoods in the downtown area (although you might see lots of homeless people). The most popular areas are The Pearl (http://www.explorelaiperl.com) which tends to attract younger crowds – many of those in the NW 23rd street are over 40 (http://www.viamagazine.com/weekenders/portland04.asp), and Old Town is eclectic (http://oldtownchinatown.org).

9. Theater – While not a theater mecca, Portland does offer a number of venue options.
   - Fred Meyer Broadway Across America: Cirque Dreams Illumination - Fred Meyer Broadway Across America
   - CoHo Productions presents This Lime Tree Bower
   - Lakewood Theatre Company presents Curtains
   - Miracle Theatre Group: El Quijote

10. The Weather – The city of Portland get LOTS of rain. But in late May the weather can be spectacular. Everything is in bloom and it’s so green it almost hurts your eyes. Average high temperatures are in the 60’s or 70’s (19-21 C) with lows in the 50’s (11-12 C). Less than one-third of the days have rain, and almost every day has some sun. Bring your raincoat or umbrella, but expect to lounge in the sun as well.
Welcome to the first “New Minds Meet Great Minds” interview series. Jagdish Sheth is the Charles H. Kellstadt Professor of Marketing at Emory University. He has held positions with the University of Southern California, University of Illinois, Columbia University, and MIT. He has published over 200 books and journal articles. Dr. Sheth has been recognized for his contributions to the field numerous times. The Academy of Marketing Science named him an Outstanding Marketing Educator in 1989 and later elected him a Distinguished Fellow of the Academy of Marketing Science in 1996. He has also received numerous awards and honors from many organizations such as the American Marketing Association, Sales and Marketing Executives International, the American Psychological Association, and the International Engineering Consortium. We are honored to feature Dr. Sheth as the first “great mind” in our new AMS Quarterly column.

Anjali Bal, the first “new mind” for our new column, is a Ph.D. student in Marketing at Simon Fraser University. Ms. Bal holds a BA in Theatre from the University of California, San Diego as well as an MBA from the Rotterdam School of Management. She returned to academia following experience in the entertainment and finance industries. Her research interests are in marketing communication with specific reference to consumer generated content and online consumer behavior. Special thanks to Dr. Sheth for taking the time to interview with us, Ms. Bal for conducting the interview, and Theresa Flaherty for her help starting this column. Any Ph.D. students interested in acting as an interviewer in the “New Minds Meet Great Minds” series are encouraged to contact me by e-mail.

~Colin Campbell
colin_campbell@sfu.ca
Instructor and Ph.D. Candidate in Marketing, Simon Fraser University and AMS Director of Doctoral Student and Junior Faculty Initiatives

How did you decide to go into academics?

In my case, going into academics was more accidental. I had come to America in 1961 to do my MBA at the University of Pittsburgh. It was a one-year MBA program and it was my intention to return to India to join a family business. The family business was a cottage industry not a mechanized factory. I came to the US to learn production management. Accidentally, two things happened to bring me to a career in academics. The main event that I attribute to my academic career was that I took a behavioral sciences core course where I learned about Maslow’s hierarchy of needs. It simply fascinated me because I started to understand what motivates people. So I decided to continue with my education. The second thing is that the more I learned about psychology, the more I realized pursuing a Ph.D. was a good choice for me.

How do you think the classroom has changed as your career has matured?

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

I think education today needs to be more practical and relevant to the real world. I think having a wide breadth of knowledge aids academics immensely. You need to be a deep generalist. By that I mean you need to specialize in one area but have a basic understanding of all business areas.

Do you remember your first journal acceptance?

My first publication was in Management Science. The editor, Martin Starr was at Columbia University and I had sent him the article to get his critique. He read it and told me to submit it to Management Science. The article I had sent to review had at least 400 citations and was over 30 printed pages. I was lucky in the fact that the Editor was a friend of Dr. Howard and so took the time to read the article.

What do you love about being an academic? What do you dislike?

I love many things about being an academic. First is the constant learning that comes with being an academic. It is as if someone pays you to learn. Indeed, I believe the best way to learn is to teach. Second, it provides an opportunity to study and work on things you believe in and are passionate about. Finally, I love working with Ph.D. students. I often tell this anecdote. If you take wheat and make it into bread, you can make something worth five times the value of the wheat. If you take a rough diamond and polish it, the value added is ten times its original value. If you take a person and mentor and educate him/her; the value added is infinite. There is no capital better than human capital in terms of its potential. How to make ordinary people extraordinary is very satisfying. I have had over 55 Ph.D. students and many of them have become well known scholars and I see them as some of my crowning achievements.

There are very few things I dislike about being an academic. Most notably, political games are tiring. As they say, politics in the academic institutions are more vicious because the stakes are low.

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

I would suggest a few things. First, study something you are passionate about. Do not simply follow what your professor is passionate about, look at questions that excite and interest you. Secondly, and this is controversial, your first publications should be solo authored. This is the only way to develop a name for yourself. It is hard because often thesis supervisors want to be included on publications and in many cases as the first author. This is understandable given the tenure and promotion requirements placed on the faculty. That said, creating a name for yourself early on is very important.

To junior faculty, I would suggest to please not write a book until you are tenured. In my case writing the book with Dr. Howard proved to be beneficial. However, on reflection, I think it is a high risk – unpredictable return endeavor. Today’s tenure requirements are (unfortunately I think) anchored to top tier journal publications.

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

For me there are two areas I am most interested in. The first is the fusion of culture moving from the developing world, specifically Asia, to the west. Rudyard Kipling once famously wrote “East is East, and West is West, and never the twain shall meet”. All due respect to Kipling, he was wrong. I think today we see points of fusion in life every day. You can see evidence of this fusion in music and other cultural forms of expression. In fact in one study being conducted at my university, they are connecting eastern and western philosophy to look at medicine and meditation. They have brought in Buddhist monks to teach medical professionals about meditation and medical faculty are frequently teaching the monks about the brain and how it functions while in a meditative state. The second area I am interested in is the environment. In my latest book, Chindia Rising, I have concluded that the only show stopper for the economic growth of China and India (as well as other emerging markets) will be the environment. We must learn how to nurture nature so that it can provide resources on a sustainable basis.
The Journal of the Academy of Marketing Science Produces a Special Issue Devoted to Peter Drucker’s Marketing Insights

Drucker School of Management marketing professor Jenny Darroch, together with co-editors Professor George Day of Wharton and Professor Stan Slater of Colorado State University, produced the Spring 2009 edition of the Journal of the Academy of Marketing Science titled “Special Issue: A Tribute To Peter Drucker.” The online version can be viewed at http://www.springerlink.com/content/5x9k142667380205/fulltext.pdf.

The journal featured contributions from major business and academic leaders who worked with or were influenced by Drucker over the course of several decades. Additionally, the journal addresses market changes that are happening now, and how managers and academics can build on Drucker’s writings to guide theory development and managerial practice in today’s business environment.

Darroch was motivated to put together the special issue because she wanted to pay tribute to Drucker and acknowledge his contributions to marketing.

“I wanted Peter’s contribution to the field of marketing to be accessible to future generations of academics and practitioners,” Darroch said. “By putting together a special issue in an academic journal, we were able to revisit and update some of Peter’s ideas.”

“Although Drucker was primarily known as the creator of modern management, his influence on marketing was no less profound,” Slater said. “The special issue of JAMS should help marketers understand the debt that we owe to Drucker.”

Day added, “Drucker anticipated many of the changes that are transforming marketing practice in the wake of the knowledge revolution. Yet the fundamental implications of his view of marketing - that customers are the reason that you are in business, that customers are rational and that customers don’t buy products, they buy satisfaction - remain just as relevant today as when they were first written 55 years ago.”

Highlights were interviews with Peter Drucker, A.G. Lafley and Philip Kotler. Standout contributors include Frederick E. Webster Jr., who wrote, “Marketing IS Measurement: The wisdom of Peter Drucker,” Jerry Wind who wrote “Rethinking marketing: Peter Drucker’s challenge”, and Jagdish N. Sheth, who co-wrote, “Peter Drucker on marketing: An exploration of five tenets.”

Journal of the Academy of Marketing Science

Volume 37, Number 4
November 2009

The role of method: some parting thoughts from a departing editor
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What makes strategy making across the sales-marketing interface more successful?
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Creating commitment and loyalty behavior among retailers: what are the roles of service quality and satisfaction?
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Sustainability
Call for Papers, Special Edition of the Journal of the Academy of Marketing Science
Deadline: January 1, 2010

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

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

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

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

Questions pertaining to the special issue should be directed to:
G. Tomas M. Hult, Editor
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Email: jams@msu.edu

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

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

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

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

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

Questions pertaining to the special issue should be directed to:
G. Tomas M. Hult, Editor
Anne Hoekman, Managing Editor
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About The Journal of the Academy of Marketing Science
The Journal of the Academy of Marketing Science is an international journal for the study and improvement of marketing. Founded and sponsored by the Academy of Marketing Science, the journal serves as a vital link between research and practice. It provides readers with the most accomplished and authoritative scholarship in the field, advancing knowledge of the major substantive issues that affect the practice and theory of marketing.
The globalization of the marketplace is affecting consumers and businesses around the world. This conference aims at exploring how marketing is affecting consumers and businesses across national cultures and economies accelerates the emergence of a more homogeneous global consumer culture. The theme emphasizes also the need for educators and business leaders to recognize, appreciate, and understand how the ‘globalized’ marketplace is changing the cultural characteristics of consumers on the one hand and managerial practices on the other. We encourage scholars from every corner of the world to share their insights, research findings and experiences.

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

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

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

**Track Co-Chairs:**

**Business-to-Business Marketing across Cultures**

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Cross-cultural Research Methodology

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Cross-cultural Ethics and Social Responsibility

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**SCHOLARSHIP AND RESEARCH**

**Thought Leaders in Brand Management: 6th International Conference**

**USI Universita della Svizzera italiana, Lugano, Switzerland**

Call for Papers, Special Edition of the Journal of Business Research

Deadline: October 30, 2009

Papers are invited for the Thought Leaders International Conference in Brand Management taking place at Università della Svizzera italiana, Lugano, Switzerland on 18-20 April 2010. Professor Jean-Noel Kapferer will be the Academic Keynote Speaker. Three other Keynote Addresses that will be given by:

**Yves Daccord**, Head of Communications ICRI International Committee of the Red Cross

**Bruno Guimarães Motta,** Chairman Shell Brands International

**Johannes Matyassy, CEO**
Ambassador Federal Department of Foreign Affairs, Presence Switzerland

After the conference authors have the opportunity to revise their papers to be considered for a Special Edition of the Journal of Business Research

More details about the conference and paper submissions can be found at [http://www.brand-management.unisi.ch](http://www.brand-management.unisi.ch)

Questions regarding the conference should be addressed to Jennifer Hayes (Jennifer.Hayes@lu.unisi.ch). This event is held in association with the Academy of Marketing. A programme for partners has been arranged. Recall the saying “See Naples and die”, well when you visit Lugano you’ll understand why “See Lugano and marvel”!

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2010 AMS Cultural Perspectives in Marketing Conference, IESEG

Lille, France – July 21-24, 2010

Conference Theme: Cultural Perspectives in a Global Marketplace

Deadline: November 15, 2009

Conference Co-Chairs: Rubén Chumpitaz-Cáceres, Michel Laroche and Nicholas G. Paparodimadis

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AMS Quarterly Volume 10, Issue 2/3
Christopher R. Plouffe
Conference Co-Chair
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Program Tracks & Chairs
Advertising, Promotion, & Customer Relationship Management
This track invites papers and special session proposals that focus on behavioral, strategic, social or public policy/regulatory aspects of advertising and integrated brand promotion.
To participate, submit competitive papers (not abstracts) or special session proposals electronically to the appropriate track chair listed below.
Important Notes (1) Only papers or complete proposals must be submitted by e-mail (word.doc) files to the appropriate track chair. They should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. Special session/proposals will be reviewed, and those rated as highest will be accepted for presentation.

Christopher R. Plouffe Conference Co-Chair Department of Marketing Florida State University Tallahassee, FL 32306 Phone: (850) 644-7659 E-mail: cplouffe@cob.fsu.edu

Program Tracks & Chairs Advertising, Promotion, & Customer Relationship Management This track invites papers and special session proposals that focus on behavioral, strategic, social or public policy/regulatory aspects of advertising and integrated brand promotion. Topics include, but are not limited to: advertising, use of new media, product placement, sales promotion, management, social integration and interactivity in the communication process. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: Patricia A. Norberg (Patricia.Norberg@Quinnipiac.edu) Patricia A. Norberg (Quinnipiac University) David R. Fortin (University of Canterbury) Brand, Image, & Product Management This track invites papers and special session proposals addressing the broad array of product and brand issues in contemporary marketing; including branding via sports marketing. Topics include, but are not limited to creating, managing, or valuing products; brand or product images – such as brand equity and loyalty; brand portfolio management; brand strategy; brand ethics; cross functional collaboration and the branding process; internal branding; brand value reporting; innovation and technology management; alliances and outsourcing; brand extension; brand identity and meanings; naming brands; brand- celebrity linkages; and the development of brands via sports marketing. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: June Cotte (jcotte@ivey.ca) June Cotte, Ivey Business School, University of Western Ontario Allison Johnson, Ivey Business School, University of Western Ontario E-Marketing & the “Connected” Consumer For the E-Marketing and the Connected Consumer track, we encourage papers and special session proposals that focus on products or services that have an online purchase and/or consumption behavior of either consumers or organizations. Conceptual as well as empirical papers are welcome. Topics include, but are not limited to online marketing, technology and consumption, explicit and implicit attitudes; social identity; self-concept; attachment, commitment, trust; loyalty; consumer- marketer relationships; motivation, goals; unconscious, automatic, and intuitive information processing; consumption and culture; consumer decision-making; organizational buying; technology and consumption value; post-consumption reactions; and measuring consumption outcomes. Papers with cross-cultural elements are also encouraged. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are also especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: Michelle Roehm (Michelle.Roehm@mba.wfu.edu) Michelle Roehm (Wake Forest) Business-to-Business Marketing and Customer Relationship Management (CRM) This track invites papers and special session proposals that focus on all aspects of business-to-business marketing, customer relationship management (CRM), and organizational buying behavior. Suggested topics include CRM strategies; relationship development, creation, and effectiveness in B2B settings; creating and capturing value; emerging technologies germane to B2B and CRM; sole-sourcing; and outsourcing. Of particular interest is work surrounding the notion of “solutions” in B2B markets – the vendor’s crafting of solutions; the drivers of solution adoption and decision-making; the relationship between purchasing firms, and related topics. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16; 2009 to: Jeff Bonney (jbonney@cob.fsu.edu) Jeff Bonney (Florida State University) Douglas Hughes (Michigan State University) Consumer Behavior This track invites papers and special session proposals that focus on problem solving, purchase behavior, decision-making, and the purchase and/or consumption behavior of either consumers or organizations. Conceptual as well as empirical works are welcome. Topics include, but are not limited to affection, affect, attitude, affect contagion; explicit and implicit attitudes; social identity; self-concept; attachment, commitment, trust; loyalty; consumer- marketer relationships; motivation, goals; unconscious, automatic, and intuitive information processing; consumption and culture; consumer decision-making; organizational buying; technology and consumption value; post-consumption reactions; and measuring consumption outcomes. Papers with cross-cultural elements are also encouraged. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are also especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: June Cotte (jcotte@ivey.ca) June Cotte, Ivey Business School, University of Western Ontario Allison Johnson, Ivey Business School, University of Western Ontario
attachment no later than November 16, 2009 to: Angeline Close (angeline.close@unlv.edu) or Dr. Anjala Krishen (anjala.krishen@unlv.edu)

Anjala Krishen (UNLV)

Global & Cross-Cultural Marketing
The chairs of this track invite papers and special session proposals on a broad range of global and cross cultural marketing issues. Topics include, but are not limited to: globalization; geopolitics and marketing; global branding, pricing, promotion, or distribution issues; the global intersection of marketing and finance; challenges facing multinational firms; internationalization; cross-cultural validation; international marketing strategies; opportunities and challenges in emerging and transitioning economies; cross-cultural managerial practices; import and export; international joint ventures and alliances; global sports marketing; product-country image and country of origin risks; and the impact of government on firms working internationally; global diffusion of IT with implications for marketing and consumption; global food and beverage trends; global marketing systems and macromarketing. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business and business stakeholders are especially encouraged. Submit manuscripts and special session proposals via e-mail attachment no later than November 16, 2009 to: Detlev Zwick, (D.Zwick@schulich.yorku.ca) Department of Marketing, Schulich School of Business, York University, Toronto, Canada

Clifford J. Shultz, II, University of Loyola, Chicago Frédéric Jallat, European School of Management – ESCP-EAP France

Detlev Zwick, Schulich School of Business, York University

Inter-Disciplinary Solutions to Marketing Problems
This track encourages papers and special session proposals that cover issues directly related to combining marketing with other disciplinary perspectives to solving business problems. Topics may include, but are not limited to, applying concepts or theories from other disciplines to marketing, using marketing theory to solve problems in other disciplines, and blending theory from marketing and other disciplines. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals via e-mail attachment no later than November 16, 2009 to: John Hulland (j badly@kutztown.edu) John Hulland (University of Pittsburgh)

Marketing Pedagogy
This track invites papers and special session proposals that deal with the overall theme of collaborative approaches to improving marketing education. Collaborative papers include: students, faculty, practitioners, administrators, practitioners, researchers and others stakeholders. Potential topics or content areas include but are not limited to: applied course projects involving off and oncampus clients; case studies and out-of-classroom learning exercises, expanded use of interactive learning and communications technologies, co-teaching with practitioners, establishing and maintaining productive classroom atmospheres, successful student team structures, student participation in and learning from competitive marketing events (e.g., Google Challenge, AAF), the impact of student organization (e.g., AMA, Pi Sigma Epsilon) activities on student success, cutting-edge curriculum course development and implementation, evaluating instructional performance and learning outcomes, collaboration as a solution to institutional resource constraints, and other related topics. Both conceptual and empirical papers involving multiple stakeholders (e.g., full-time faculty, part-time or adjunct faculty, and practitioners) are especially encouraged. Top-rated papers in this track will be invited to revise for potential publication in the Journal of Marketing Education. Submit manuscripts and special session proposals no later than November 16, 2009 to: Douglas J. Lincoln (dlincoln@boisestate.edu)

Douglas J. Lincoln (Boise State University)

Sharon Ondjette-Thiele (Griffith University)

Marketing Research, Measurement, & Metrics
This track seeks papers and special session proposals that develop and apply methodologies, measurement techniques, or metrics to substantive marketing problems. Topics are topics are especially encouraged. Top-rated papers are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals no later than November 16, 2009 to: Kevin Malczewski (kevin.malczewski@bus.oregonstate.edu)

Kevin Malczewski (Oregon State University)

Ulrich Orth (Christian-Albrechts-Universität zu Kiel)

Pricing & Revenue Management
This track invites papers and special session proposals covering a wide spectrum of pricing and revenue management issues. Topics of interest include, but are not limited to: pricing strategies, pricing models and algorithms; and/or the influence of pricing on consumer decision-making, sales forecasting, managing cyclical demand, product line pricing, and managing demand through innovative business models. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: Kevin Fox (gdf04@cob.fsu.edu)

Gavin Fox (Texas Tech. University)

Maiyuh Dass (Texas Tech. University)

Selling & Sales Management
This track invites papers and special session proposals on a broad range of topics related to personal selling, sales management, and customer relationship management (CRM). Topics include, but are not limited to, how the sales force creates and delivers value to customers, how technology aids the sales function, leadership in sales, sales management metrics, key account management, knowledge-based selling, sales force strategy, performance measurement, managing cross-functional selling teams, relationship selling, intraorganizational issues in selling, compensation issues and models, sales forecasting models/methods, and models and applications for sales teams. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Top-rated papers in this track will have the opportunity to revise for publication in the Journal of Personal Selling & Sales Management. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: Jay Mulki (jmulki@nen.edu)

Jay Mulki (Northern Eastern University)

Fernando Jaramillo (Univ. of Texas, Arlington)

Services Marketing
This track invites papers and special session proposals covering a wide spectrum of service marketing and management issues. Topics of interest include, but are not limited to, service failure, service recovery, service guarantees, customer loyalty, customer / service employee interactions, service employee performance, e-services, the role of technology in service settings, and cross-cultural influences within the service environment. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to either one of the co-chairs: Michael Tsiros (tsiros@miiami.edu), Anne Roggeveen (rorgeveen@barson-edu) Julie Lee (julie.lee@awa. edu.au)

Michael Tsiros (University of Miami)

Julie Lee (University of Western Australia)

Anne Roggeveen (Babson College)

Social, Ethical, & Public Policy Issues in Marketing
Questions about what it means to be an ethical and responsible marketer

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SCHOLARSHIP AND RESEARCH
are growing in this era where business misconduct has contributed to a global credit crisis and an economic downturn. Marketing is criticized on one hand for promoting consumerism and on the other hand is responsible for promoting materialism and the degradation of the earth’s bio-systems and resources, and praised on the other hand for its ability to foster innovation and new forms of business development. While study of sustainable consumption has grown (i.e., the demand side of the equation), far less thought has been given to the supply side - ethical, responsible, and sustainable business management.

These challenges have simultaneously increased cross-sector conflict and cross-sector collaboration. Non-profit organizations, governments, and businesses debate as never before how best to approach social, environmental and economic issues. This track invites papers and special session proposals that deal with these critical topics and others related to marketing responsibility, stakeholder engagement, corporate governance, public policy, and marketing ethics. Controversial topics are encouraged. Topics include, but are not limited to, consumer well-being, vulnerable consumers, the sustainable marketing, the legitimacy and value of marketing, the implementation of responsible marketing programs, sustainable supply chains, social marketing, cause-related marketing, diversity, corporate social responsibility, ethics, marketing externalities, asymmetric market power, cross-cultural attitudes towards social issues, the interface between public policy and marketing, covert marketing, and the general responsibilities of marketing. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: Karen Flaherty (karen.flaherty@okstate.edu) or Donna Davis (donna.davis@ttu.edu).

Theory & Practice – Academics & Practitioners in Concert

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

Doctoral Colloquium Track

This track welcomes manuscripts and special session proposals by doctoral students and post-doctoral researchers to provide a collegial environment for the presentation of those papers. The associated sessions also provide doctoral students with the opportunity to network with leading scholars as well as with fellow doctoral students from around the world. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: John B. Ford (Old Dominion University College of Business and Public Administration Marketing Area Norfolk, VA 23529-0220 Phone: (757) 683-3587 E-mail: jford@odu.edu).

Mary Kay Doctoral Dissertation Competition

Doctoral candidates in marketing who have defended or who will defend a dissertation during calendar years 2009 or 2010 are eligible. Dissertations considered for the award in a previous year are not eligible. Dissertations abstracts should be no longer than 20 double-spaced pages, including appendices, tables, figures, references, and text. Contact the chairs of this competition for additional information or submit an electronic copy of the abstract no later than November 16, 2009 to: Karen Flaherty (karen.flaherty@okstate.edu) (405) 744-8653 Fax (405) 744-5180

Guidelines for Submitting Manuscripts and Special Session Proposals

All manuscripts and special session proposals are to be submitted by e-mail with "AMS" as the first word in the subject line (to avoid spam filter problems). Attach the submission document (e.g., word.doc) and send to the appropriate track chair. Manuscripts should follow the Journal of the Academy of Marketing Science style guide (found at http://www.springer.com/business/journal/11747). Papers should not exceed 20 pages in total length including all exhibits and references. On the cover, be sure to include the title of the paper, names and affiliations of each author and complete contact information for the corresponding author (surface mail address, e-mail address, fax, and phone number). Important note: It is against AMS policy to submit the same paper or special session proposal to multiple tracks.

Manuscripts will be double blind reviewed. Please do not identify authors in the paper beyond the cover page. All authors of papers must present a 10-minute presentation of their paper to the Academy of Marketing Science at the time of the conference. Upon acceptance, the author(s) agree to: (a) release the copyright to the Academy of Marketing Science unless they choose to publish only an abstract; (b) return the manuscript in correct format in a timely fashion to the Proceedings Editors; and (c) have at least one author appear at the conference to present the paper. Any accepted manuscripts not presented at the conference will not be published in the AMS Proceedings.

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

Ethical and Social Issues in Global Marketing

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

Deadline: November 30, 2009

Guest Editor: Patrick Poon, Lingnan University

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

Consumer attitudes toward ethical and socially responsible companies are largely positively. Previous research has shown that there is a positive relationship between corporate social performance and corporate financial performance. Accordingly, a global firm may tend to position itself as a socially responsible company and try to enhance its brand image. However, what would be the consumer responses to CSR initiatives at different contexts or scenarios? Is it important to have a high level of fit between the corporate brand and the social cause? What would be the appropriate marketing communication strategy for CSR initiatives? Are there any differences
Business-to-Business (B2B) Marketing Practices in India

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

Deadline: December 31, 2009


Increasing importance of India in the global economy

India, considered to be an emerging market, is also a prominent BRIC country (Brazil, Russia, India, and China), and fast becoming an important hub of the global economy. Matloff (2004) cites a Gartner study, according to which 25 percent of all US IT jobs will be offshored by 2010, up from 5 percent today. It is likely that most of these offshored jobs will land up in India. Some industry pundits predict that, like the Japanese zaibatsu and the South Korean chaebols, India too may have its share of successful game that accelerate her economic growth. Sheth and Sisodia (2006), in their path-breaking book Tectonic Shift: The Geoeconomic Realignment of Globalizing Markets, see the future fragmentation of the world into three main regional trading blocs: European/ African; Asian with China and Japan as its centre; and US/North American with USA and India as allies.

Learning from innovative Indian business-to-business market management practices

In such a business environment, new and innovative business marketing practices are required. One of the most successful examples of innovative business marketing practices is that of India’s largest private sector steel manufacturer, Tata Steel, which launched a series of marketing innovations such as customer value management (CVM), retail value management (RVM), branding of steel, and many more, enabling the company to exit from the vicious downward spiral of commoditization of steel that was prevalent in India. Similarly, Tata Steel’s joint venture with India’s largest public sector steel giant, Steel Authority of India (SAIL), has resulted in the launch of an e-sourcing initiative called www.metaljunction.com which is the largest B2B e-commerce platform in India. This joint venture also started an e-sourcing initiative that has resulted, among other things, in disintermediation and collecting statutory sales tax documents as well as receivables from buyers. It is well on its way to becoming a fully-fledged KPO (Knowledge Process Outsourcing) outfit, providing complete order generation and fulfillment services for the sales supply chain.

The promise of the India-focused special issue of JBIM

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

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

• Papers could be from both academics and practitioners in B2B Marketing and Sales
• Papers that take an interdisciplinary perspective in understanding B2B Marketing and Sales in India
• Papers presenting new theories or research relating to B2B Marketing and Sales in the Indian context
• Papers covering any type of research paradigm including: case studies, qualitative research, quantitative analysis, conceptual and empirical research.
• Papers presenting rigorously validated qualitative evidence that build new theories or provide a “really fresh perspective” in B2B Marketing and Sales that are relevant to India
• Papers presenting case studies of not so celebrated firms in India, that show-case innovative Marketing and Sales practices.

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

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

An indicative, though not exhaustive, list of suggested topics that would be suitable for this special issue would include:

1. Understanding and managing value in the B2B context in India
2. Managing buyer-seller relationships in the Indian market
3. Driving efficiency and effectiveness in B2B selling processes in India
4. Customer-centricity in B2B marketing processes in India
5. Role of buying centres in Indian B2B firms
6. Branding in B2B markets in India
7. Pricing issues in B2B buyer-seller relationships
8. Role of supply-chain and logistics in B2B marketing in India
9. Outsourcing/offshoring to India
10. Co-creation of value with B2B customers in India
11. Innovation and new product development for B2B customers in India
12. Segmentation practices in Indian B2B markets
13. Sales-marketing interface issues in industrial firms
14. Market orientation of B2B firms in India
15. Ethics in B2B marketing and sales
16. Marketing of green products and services in the B2B context
17. Influence of culture on B2B marketing
18. Tending to internal purchasing processes in India

All contributions should have the following sections, in addition to the specific content of the paper:

1. A section highlighting managerial implications, based on results from the application of the theories being presented.
2. For the key ideas presented, a section explaining the relevance/applicability to a broader audience of practitioners/academics in other parts of the world.

Process for the submission of papers:

Papers submitted should not have been published, accepted for publication, or presently be under consideration for publication with any other journal. Submissions should be approximately 6,000-8,000 words in length. Submissions to the Journal of Business & Industrial Marketing must be made using the ScholarOne Manuscript Central system. For more details, please visit www.emeraldinsight.com/jbim.htm and consult the author guidelines. A separate title page must be uploaded containing the title, author(s), and contact information for the author(s). Suitable articles will be subjected to a double-blind review. Hence authors should not identify themselves in the body of the paper.

Deadlines for various stages of processing the papers:

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

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**Business Networks - Globality, Locality, Theoretical and Managerial Perspectives**

Call for Papers: IMP Conference, Corvinus University of Budapest - Hungary, September 2 - 4, 2010

**Special Track: Business to Business Service Networks**

**Deadline:** January 18, 2010

Conference Organising Board: Judit Simon, Tibor Mandjak, and Attila Chikin

Web Site: http://www.imp2010.org

Business networks are complex webs of interdependent exchange relationships within which companies and individual managers operate. They consist of manifold actors, complex interactions, as well as organizational structures and resource transformation processes. This special track focuses on services in the context of business networks. This includes traditional services companies but also industrial companies which use services to provide tailored solutions to their customers (i.e. the concept of service infusion). The following themes represents some topics which are of particular interest to the overall focus of the special track: service networks, social network theory in a service environment, service infusions, networking and network position in services networks, supply chain management and marketing integration in services exchanges. However, other papers pertinent to the topic of business to business services networks are welcome.

**Submitting papers**

Papers will be selected on the basis of quality, originality and relevance to the development of ideas within the IMP framework and the conference theme. Papers may be submitted as either a ‘work-in-progress’ or ‘competitive’ papers. The final decision as to whether papers will be accepted as competitive will be made subsequent to the review process.

**Deadline for Submissions**

Submission of paper abstracts: 15th January 2010

Notification of abstract acceptance: 15th February 2010

Submission of full papers: 1st April 2010

Notification of outcome of review process: 1st June 2010

Final paper submission: 1st July 2010

Submit abstracts and full papers by e-mail attachment to:

Stephan C. Henneberg, stephan.henneberg@mbs.ac.uk,
Peter Naude, peter.naude@imbvs.ac.uk,
Theoren Grober, theoren.grober@imbvs.ac.uk

mIMP Research Group
The University of Manchester
Manchester Business School
MBS West, Booth Street West
Manchester M15 6PB, UK

Revised and extended versions of papers presented in the special track will be considered for a Special Edition of *Industrial Marketing Management* on business to business service networks.

**Connecting Thought and Action**

Call for Papers, 2010 International Not for Profit and Social Marketing Conference, Brisbane, Queensland, Australia - July 15-16, 2010

**Deadline:** February 15, 2010

Special Issue Editor: Rebekah Russell-Bennett, Queensland University of Technology

Social marketing is a powerful tool for individual and social change which has been used by governments and not for profit organizations for nearly 40 years. Although most often associated with health and road safety, social marketing can be implemented across a wide spectrum of behaviours and is a credible approach to behaviour change endorsed by governments and NFPs worldwide. The Australian Preventative Health Taskforce, for example, outlines a series of recommendations that are aimed at changing the choices that Australians make through the use of effective social marketing strategies. Australia has a vision to become the healthiest country by 2020. Social marketing and the not for profit sector are both central to achieving the vision. The Healthy Australia 2020 report places an emphasis on government, community groups and industry working together. The aim of this conference is to encourage, highlight, and promote such collaborative relationships between the social marketing academia and key stakeholder constituencies.

For profit marketing and ‘doing lots with little’ denotes NFPs as smart thinkers/practitioners, especially in tight times. A specific track will showcase applied and theoretical work across the NFP marketing gamut (e.g. fundraising/giving, branding, Web 2.0, corporate-community partnerships and multi-generational supporters).

The 2010 conference, jointly hosted by Queensland University of Technology and Griffith University will be held in Brisbane, Australia. There are many outstanding attractions in Brisbane (see http://www.ourbrisbane.com/) and the surrounding vicinities, e.g. the Gold Coast (see http://www.goldcoast.com.au/)

Keynote speakers include Prof. Craig Lefebvre, Department of Prevention and Community Health, The George Washington University, USA.

**Paper submission guidelines**

We seek rigorous conceptual and empirical submissions. Empirical work that has been conducted in conjunction with practitioners (corporate, non-profit, NGOs, or government) or has direct application for practice are particularly encouraged. Extended abstracts are to be submitted by February 15, 2009. Please direct enquiries to Associate Professor Sharyn Rundle-Thiele, s.rundle-thiele@griffith.edu.au, Griffith University.

Submissions will be blind reviewed. Upon acceptance, authors will be invited to submit either a full paper for further review and eventual publication in a range of publications outlets, e.g. journals and edited books. The author(s) agree to: (a) return the full paper or extended abstract in correct format in a timely fashion; and (b) have at least one author appear at the conference to present the paper. General conference enquiries can be directed to the conference chair Associate Professor Rebekah Russell-Bennett, Queensland University of Technology, email rebekah.bennett@qut.edu.au.

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**SCHOLARSHIP AND RESEARCH**

**Social Media**

Call for Papers, Special Issue of the International Journal of Advertising

**Deadline:** March 15, 2010

Special Issue Editor: S. Marina Choi, The University of Texas at Austin

Recent years have witnessed a flourishing of social media. Examples of the user-centric multimedia applications include Facebook, MySpace, Friendster, LinkedIn, Orkut, YouTube, Flickr, Twitter, etc. Over three quarters of American consumers have already integrated social media into their daily lives and Facebook alone caters to 250 million users. Social media are affecting the ways by which consumers connect with others, consumers exchange information and opinions, and persuasive messages are created and delivered. The magnitude and swiftness of the influence of social media challenges researchers and practitioners with a need to understand the science behind social media and devise applications of social media for marketing communications.

Manuscripts are solicited for a special issue of the International Journal of Advertising devoted to social media and their implications for advertising. The goal of this special issue is to extend our theoretical and practical knowledge of how consumers utilize social media and how brand messages are designed and placed in the era of social media. Authors may submit empirical studies or conceptual papers on various aspects of social media. Papers that are theoretically grounded and also provide managerial implications are especially encouraged.

Topics that may be addressed include but are not limited to:

- Social network structure in social media
- Psychological or ethnographic studies of social media
- Content creation and sharing in social media
- Brand-related conversations in social media
- Relationship between social media and mainstream media
- Customer relationship management (CRM) and data mining in social media
- Consumer-brand relationship building in social media
- Brand communities in social media
- Social media and viral marketing
- Current approaches to and practices of using social media for promotional purposes
- Social media development and practice in different countries
- Current metrics and alternative measures of social media effectiveness
- Legal and regulatory issues
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related to social media
* Consumer control and empowerment in social media

Submission Information:
Manuscripts should be submitted through the International Journal of Advertising’s regular review process while including a note that the paper is being submitted to the special issue. The deadline for submission is March 15, 2010. Inquiries should be directed to the special issue editor:

S. Marina Choi, Ph.D.
Department of Advertising
The University of Texas at Austin
1 University Station A1200
Austin, TX 78712-1092
marina@mail.utexas.edu
Phone: (512) 471-3359

The 9th International Conference on Research in Advertising (ICORIA)
Madrid, June 25 & 26, 2010
Deadline: March 31, 2010
Chair: Shintaro Okazaki, Universidad Autónoma de Madrid, Spain

The 9th ICORIA will be held on June 25 and 26, 2010, in one of the most exciting cities in Europe: Madrid. The ICORIA is an annual conference of the European Advertising Academy (EAA). Every year, over 90 papers on various topics related to advertising and brand communications are presented during the two days of the conference. The venue will be in the centre of Madrid. During the conference, several social events and city tours will be scheduled.

Please submit a five page summary of your paper no later than March 31, 2010 to: papers@icoria.org. All manuscripts will undergo blind peer review, so papers should be laid out in correct academic style and authors should not be identified in text. Your summary must include an abstract, introduction, research objectives, hypotheses, methods, findings, discussion and/or conclusions, as well as a list of references. The maximum submission length is five pages; single-spaced; 12 point font; Times New Roman; title page, tables, figures and references are in addition to this. The title page should include: paper title, author(s) names, affiliations, and contact information (including email address, telephone number, and postal address). Please refer to the submission guidelines for details regarding the required submission format: http://www.icoria.org/

SUGGESTED TOPICS
Potential topics for the 9th ICORIA include, but not limited to:
- Branding issues
- Psychology & advertising
- Consumer behavior
- Integrated Marketing Communications
- Cross-cultural/international advertising
- Internet/online marketing
- New technology & advertising
- Consumer generated content
- Product placement & branded entertainment
- Cross-media strategy & promotions
- Public relations & sponsorships
- Regulatory and public policy issues
- Media, ad content & creativity
- Health communication & social marketing
- Retailing & advertising
- Modeling & statistical methods
- Mythological issues

SPECIAL FEATURES
All accepted paper proposals will be published in the Conference Proceedings on CD-ROM. The Best Paper Award is awarded to the individual(s) judged by an independent selection committee. The Best Student Paper Award is presented to a Ph.D. candidate judged by an independent selection committee. Selected papers will be published in an official EAA publication, Advances in Advertising Research Vol. II. Selected papers will be invited for formal submission to the International Journal of Advertising:

Any questions or inquiries regarding the 9th ICORIA should be directed to: Shintaro Okazaki, Ph.D., Universidad Autónoma de Madrid, Department of Finance and Marketing Research

College of Economics and Business Administration
Cantoblanco, 28049 Madrid, Spain
Email: shintaro.okazaki@uam.es
Tel: +34 (91) 497-2872
Fax: +34 (91) 497-8725

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

Call for Papers, 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 (ABM&P), offers leading-edge theory, empirical research, and practice on sensemaking, planning, implementing, and evaluating of strategies in business-to-business (B2B) marketing and purchasing. Papers in 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 ABM&P series cite and build heavily on relevant literature. Volume 16 of ABM&P 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 study review, 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
- 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@aot.ac.nz) and Arch Woodside, (Email woodside@bc.edu).

Upcoming AMS Conferences
- 2010 AMS Annual Conference Portland, OR May 26 - May 29
- 2010 AMS Cultural Perspectives in Marketing (CPM) Conference IESG Lille, France July 21 – July 24
- 2011 AMS Annual Conference Coral Gables, FL May 25 – May 28
- 2011 AMS World Marketing Congress (WMC) Reims, France September 1 - September 4
- 2012 AMS Annual Conference New Orleans, LA May 22 – May 30 (approximate)
- 2012 AMS Cultural Perspectives in Marketing Atlanta, GA Dates forthcoming
- 2013 AMS Annual Conference Monterey, CA May 22 - May 30 (approximate)

AMS is an international, scholarly, professional organization dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world.
Institution: The University of Kansas, Division of Marketing and Supply Chain Management
Title: Assistant Professor
Location: Lawrence, KS, USA
Qualifications/Job Description: The University of Kansas, Division of Marketing and Supply Chain Management seeks an Assistant Professor in Marketing. The University of Kansas is one of the leading research universities in the United States, with a strong tradition of academic excellence. The Fiske Guide to Colleges 2009 describes the University of Kansas as "one of the premier college bargains in the United States," and lauds the University’s honors program as well as its campus by describing it as "among the loveliest in the United States." Moreover, it singles out business as one of KU’s strongest programs. The School of Business utilizes the Lawrence campus as well as the Edwards campus, located in Overland Park, a suburb of Kansas City. Lawrence, Kansas, is located 20 miles south of Oklahoma City. Lawrence, Kansas, is located 35 miles west of Kansas City and 6 miles east of the Kansas River valley. It is anything but flat. It has a population of about 90,000 with a large student population. It is a small-town, friendly atmosphere with many of the attractions of a big city. It hosts a nationally recognized live music scene and an active downtown full of shops, galleries, micro-breweries, restaurants, and charm to spare. Museums in town and on campus offer exhibits of classic and contemporary art, natural history and anthropology. Today, residents take advantage of the many walking and bike trails along the Kansas River and across the town perimeter. A few minutes outside the wooded campus of Lawrence is Clinton State Park and Reserve with over 1,000 acres of public land and water. With only a short drive, one can wander through the gently rolling Flint Hills or explore the numerous state parks and state parks of north eastern Kansas. Kansas City, home to the KU Medical Center, is a 40 minute drive from Lawrence. The Kansas City metropolitan area has a population of 2.6 million and offers many fine restaurants, superb shopping, and an extensive choice of professional, cultural and sporting events. The Kansas City International Airport, in Kansas City, MO, is about 50 miles from Lawrence. Lawrence is nestled in the heart of an hour and offers flights to all major cities. The KU School of Business offers undergraduate, Masters (full and part-time programs) and PhD programs. It currently enrolls 1,630 undergraduate students. The average professional GPA of juniors admitted to the undergraduate program is 3.32. The School has begun a new building campaign and is in growth mode. In recent years, the School has added more majors and significantly expanded the size of its faculty.

Contact: Stephanie Moore
Summerfield Hall
1300 Sunnyside Ave
Lawrence, KS 66045

Salary: Competitive.

Application procedures: Submit an application, curriculum vitae, evidence of research activities and teaching effectiveness, a list of three current references and three recommendation letters to the attention of Stephanie Moore, Administrative Associate, Summerfield Hall, 1300 Sunnyside Avenue, Lawrence, KS 66045-7534 or via e-mail to sammoire@ku.edu. For questions and additional information, please contact Kissan Joseph, Chair, Search Committee at kissanj@ku.edu. Applications received prior to September 7, 2009 will receive priority consideration. Review of applications will continue until the position is filled. EO/AA Employer.

Institution: Pepperdine University, Seaver College
Title: Assistant Professor of Marketing
Location: Malibu, CA, USA
Qualifications/Job Description: The Seaver College Business Administration Division of Pepperdine University is seeking an assistant professor associate professor in marketing for a tenure-track position beginning Fall 2010. Candidates should have a Ph.D. in marketing, or be expected to complete the requirements for the degree by August 2010, if ABD. To be successful, candidates must have a commitment to excellence in teaching, research, and service. Successful candidates at the undergraduate level, must have the potential to conduct research, and must be actively involved in a faith community. To be considered for candidate rank, candidates must have an established record of excellent teaching as well as publications in high quality journals.

Salary: Commensurate with qualifications and experience.

Starting Date: August 1, 2010

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

Deadline for application: 08/01/2010

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

Deadline for application: 08/01/2010

Contact: Chair, Recruiting Committee

Salary: Competitive.

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Contact: Chair, Recruiting Committee

Salary: Competitive.

Application procedures: Submit an application, curriculum vitae, evidence of research activities and teaching effectiveness, a list of three current references and three recommendation letters to the attention of Stephanie Moore, Administrative Associate, Summerfield Hall, 1300 Sunnyside Avenue, Lawrence, KS 66045-7534 or via e-mail to sammoire@ku.edu. For questions and additional information, please contact Kissan Joseph, Chair, Search Committee at kissanj@ku.edu. Applications received prior to September 7, 2009 will receive priority consideration. Review of applications will continue until the position is filled. EO/AA Employer.
IN THE NEWS

Irvine Clarke III, the Department Head and Wampler-Longacre Professor of Marketing at James Madison University was recently awarded the 2009 JMU Provost Award for Excellence in International Education. Dr. Clarke has taught in over ten countries, directed numerous students on study abroad activities, and been recognized as a leading academic contributor in the field of international marketing.

Paul Dishman, newly appointed Associate Professor of Marketing at Utah Valley University, has been awarded a Fulbright Scholar grant to lecture and research at the University of Donja Gorica (UDG) in Montenegro during spring 2010, according to the U.S. State Department and the J. William Fulbright Foreign Scholarship Board. Dishman will lecture on market intelligence applications to businesses in order to increase Montenegro’s global competitiveness during the country’s transitional economy stage.

As of Fall 2009, Andrea L. Dixon is the Executive Director for the Keller Center for Research and the Center for Professional Selling and holds the Frank M. and Floy Smith Holloway Professorship in Marketing at Baylor University. As a scholar working at the interface between the firm and the customer, Dr. Dixon joins the Marketing Department at the Hankamer School of Business where buyer-seller relationships represent a strategic core of the department’s strategy. As Executive Director of the Keller Center, Dr. Dixon is responsible for leading associated faculty and managing staff in the Center. She will work with Baylor-based and outside scholars to produce academic and applied research within the Center and to disseminate the latter to key constituents, including members of the real estate sales industry.

Essam B. Ibrahim has been appointed as the Director of Doctoral Programme at Edinburgh University Business School (UK) from 1st September 2009, in addition to his current position as Senior Lecturer (Associate Professor) of Marketing at the School. In this capacity, Professor Ibrahim is happy to discuss any kind of links/collaboration between Edinburgh University and other Doctoral programmes at American Universities.

News from AMS Headquarters

Hello from the AMS Central Office in Ruston, Louisiana. Right now in many parts of the world, the leaves are changing colors and the temperatures are beginning to drop. This can only mean one thing! Well two things…1) winter is coming, and 2) it is time for AMS members to renew their membership.

Membership fees will again be $90 for fellows and $60 for students. You can use the convenient membership form found within AMS Quarterly or use our website for renewal [http://www.ams-web.org/registernewmembers.cfm]. If you do not know, AMS Headquarters has moved to an entirely web-based renewal system. It is really very easy and can take less than 10 minutes for most of our members. Our new and improved website - www.ams-web.org - is now a simple and fast way to renew your membership. Register for a conference, and find out the latest news and information regarding the Academy. I encourage all of our members to log on to the website and check it out. I also ask each member to log on and update their profile. We NEED your correct mailing address and e-mail address to successfully communicate with you. If you change schools, get a new phone number, or get a new e-mail address, etc. we need to know. The best way to keep your information updated is to edit your profile when changes occur. For those members who do not know their username to log on to www.ams-web.org please contact me at ams@latech.edu or call 318-257-2612.

At the Central Office, I receive many e-mail messages from our membership. I try to answer all messages in a timely manner and I try to solve your problems to the best of my ability. Remember our membership is very large and I know a lot of you have questions and encounter problems. That is what I am here for – to help and to serve the members of AMS!

Thank you and I hope to see all of you in Portland in May!

~ Brian Miller
AMS Director of Marketing and Communications
ams@latech.edu

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MEMBERSHIP RENEWAL:

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

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

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

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

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

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

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

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

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

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