

AMS Quarterly



Academy of Marketing Science

Fall/Winter 2015 Volume 15 Number 3

President's Message



We had a fantastic Executive Committee meeting in Florida this fall. There is a lot to look forward to in the coming year. We have our annual conference at the Disney Contemporary Resort. At the Contemporary Resort you'll be on a lake minutes from Walt Disney World® and the Magic Kingdom® Theme Park. This 4-star resort is within close proximity of Disney's Palm Golf Course and Disney's Magnolia Golf Course. The conference is May 18-21. The conference is

always the main draw, but this location is perfectly suited to those who want to come early or stay late and start the summer off right! We look forward to a record turnout. Please book the hotel early, as space may become tight.

The 19th AMS World Marketing Congress will take place at IESEG School of Management's Paris campus, situated within the Grande Arche of La Défense, in sight of the Arc de Triomphe. La Défense is Paris's business district and Europe's largest business hub. It is located just 50 minutes from the Charles de Gaulle International Airport with easy access via the Air France Les Cars, the metro, and RER. The conference is being very well designed and delivered by our conference co-chairs: Catherine Demangeot, IESEG School of Management; Jean-Luc Herrmann, University of Lorraine; and David Ortinau, University of South Florida. The conference theme is about topics that we are being challenged with successfully introducing into our curriculum: "Marketing at the Confluence between Entertainment and Analytics." The conference dates are July 19-23. We hope to see you there.

The World Marketing Congress in July was held in Bari, Italy. The sessions, social events, and location were a big hit. The conference was jointly hosted by the University of Aldo Moro, and AMS and we had two excellent conference co-chairs: Luca Petruzzellis, University of Bari Aldo Moro and Russ Winer, New York University. Thanks to all involved in submitting, reviewing, presenting, and creating the engaging interactions that continue to contribute to our brand equity.

It is with great pleasure that I announce our new Director of Social Media. Please welcome Janna Parker of James Madison University. Her passion and commitment to the position is already having an immediate impact. Look for her column inside this issue of AMSQ.

We always value your feedback and are constantly looking for ways to provide greater value to you. We are in the process of evaluating several strategic options that could accomplish these goals. If you have thoughts as to how AMS could expand our relationship with members, please feel free to reach out to me directly: Linda.Ferrell@Belmont.edu.

I hope you have a successful end to your semester and enjoy the holiday season. Special thanks to Diana for all the time and effort that goes into crafting the AMSQ. Also, don't forget that the Harold and Muriel Berkman Foundation supports student scholarships and faculty research grants. Dr. Berkman heroically served in the Battle of the Bulge and the Harold and Muriel Berkman Foundation provides special consideration to students who are U.S. Combat veterans or Combat infantryman. Please visit the AMS website for additional information (www.ams-web.org).

Linda Ferrell
President, AMS
Distinguished Professor of Leadership & Business Ethics
Belmont University

From the Editor

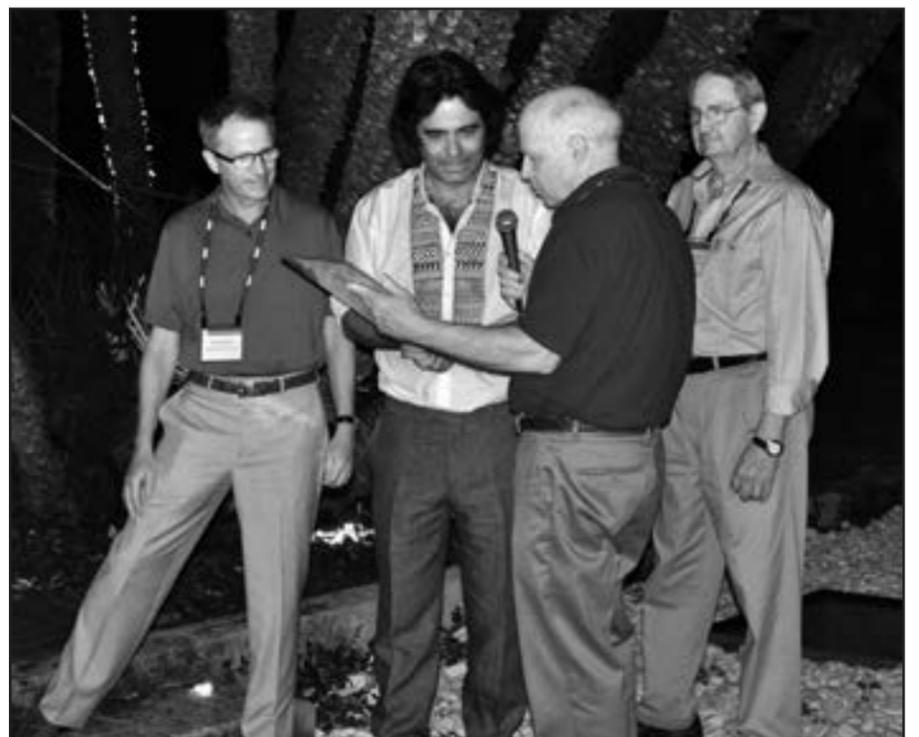


The world is certainly a different place than at any time in history. As we were going to press with this issue, terrorists struck in several places, including our WMC conference location of Paris. The French people are stoic and will not cave in to fear. Despite efforts by those who would seek to harm innocent people, we soldier on, living our lives and working to make the world a better place. In academia, our goal is to teach our students

how marketing works in free economies, but also how to be better global citizens. In addition, we hope to advance knowledge of our field and to build a future that will be more prosperous for all. It is in these trying times that we need to support each other and rally around those whose job is to protect our countries and keep us safe. May you all have a joyous and safe holiday season. We look forward to welcoming you to the "Happiest Place on Earth" in May.

Diana Haytko, *AMS Quarterly*, Editor
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Global Marketer of the Year



Kean Etro receiving his award in Bari, Italy with Barry Babin, Joe Hair and Jay Lindquist. See page 6 for details

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AMS UPCOMING EVENTS

ANNUAL CONFERENCE

2016 Academy of Marketing Science Annual Conference
Creating Marketing Magic and Innovative Future Marketing Trends
Lake Buena Vista, Florida – Disney World Contemporary Resort
May 18-21, 2016

Conference Program Co-Chairs:

Dipayan (Dip) Biswas, University of South Florida, USA
Claas Christian Germelmann, University of Bayreuth, Germany

“If you can dream it, you can do it...”

- Walt Disney

Marketing practices help create and deliver value-packed and meaningful customer experiences that last on as memories. The marketing scholars of AMS undertake cutting edge research that helps in understanding and providing guidance into creating such experiences. Previous conferences presented an impressive body of such research. These research studies also address responsibilities to other constituencies, including consumers at large and the environment in which we live. This meeting, like those before, continues to build the knowledge base on issues important to all of us.

The marketing environment continues to be dynamic. As a result, researchers need to adapt to the ever-changing scene. Several macro-level factors continue to play influential roles in changing consumer lifestyles and business practices. Key factors among these include the increasing use of technology and automation, while juxtaposed by nostalgia and “back to the roots” marketing trends. At the same time though, as

marketing scholars, we are able to access emerging technology with greater ease, to undertake more rigorous research practices.

Keeping with the trends of a changing world, the theme of this conference is a focus on creating marketing magic, especially in terms of future trends. The location of the conference is the Walt Disney World Resort, the single largest travel destination for consumers worldwide. Walt Disney is among the true pioneers and legends in the domain of creating memorable customer experiences and the company he left behind continues to be on the forefront of entertainment and innovation.

The conference hotel is the Disney World Contemporary Resort, which is literally walking distance to Disney’s Magic Kingdom, and connects to other Walt Disney World Resorts and Parks via monorail, bus, and boat. Come and see how magic is delivered!

Annual Conference Home Page: http://www.ams-web.org/events/event_details.asp?id=669094

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AMS UPCOMING EVENTS

2016 Academy of Marketing Science World Marketing Congress

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As WMC Program Co-Chairs, we invite and encourage all AMS members and scholars across all disciplines to attend the 19th AMS World Marketing Congress in Paris, France next July 19-23, 2016. The WMC and Paris welcome all AMS scholars and guests with leisure activities and hedonic stimulations, reminding us of the growing role of experiences and entertainment in consumers' daily lives. The WMC offers a wide variety of research topics and themes that many people will find interesting and interactive. Topics ranging from brand placement and



value, consumers' use of the internet, social media, and online communities across more devices and situations to pricing, online/offline word of mouth issues.



THE CONGRESS

The 19th AMS World Marketing Congress takes place at IESEG School of Management's Paris campus, situated within the Grande Arche of La Défense, in sight of the Arc de Triomphe. La Défense is Paris's business district and Europe's largest business hub. It is located just 50 minutes from the Charles de Gaulle International Airport with easy access via the Air France Les Cars, the metro, and RER.



Paper presentations and special sessions explore the rise of experiential and analytical capabilities that affects consumer *and* marketer behavior, raising the question of how these new capabilities influence the creation of utilitarian and hedonic value, a growing concern in business-to-consumer, the business-to-business as well as the social media/marketing arenas. The WMC program offers marketing scholars opportunities to question the validity of accepted managerial practices, theories, and methods in today's rapidly changing global landscapes. For example, what are the new challenges facing marketing scholars in exploring whether the role of utilitarian value is decreasing in importance for marketers and customers? Furthermore, you are encouraged to review 19th AMS World Marketing Congress "full" Call for Papers at the AMS website (ams-web.org) to see the full range of themes which our discipline is concerned with, as reflected in the many topics spanning the WMC tracks.



We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science and the World Marketing Congress.

For further information, see the Congress home page:
http://www.ams-web.org/events/event_details.asp?id=636154&group=

AMS OFFICIAL PUBLICATIONS

Vice President of Publications Update



Both JAMS and AMS Review are making a significant contribution to marketing knowledge. Rob Palmatier has successfully taken over as editor-in-chief of JAMS. This year the Thomson Reuters Journal Citation Report ranked JAMS number two in marketing and number seven in all business journals. JAMS has become the first journal of choice for leading scholars to publish their most important contributions. In this issue of AMSQ, Manjit Yadav, editor of AMS Review, provides an overview of the December 2015 issue. His new initiative involving the publication of articles from award-winning scholars will contribute toward building AMS Review into a leading journal in the long term. Over time these articles will play an important role in establishing and elevating the prestige of the journal. One important initiative for publications is to provide more guidance on improving the integrity

of research. A number of ethical issues relate to authorship, data quality, measurement, as well as fully reporting research results. Truthfulness in reporting all results, even studies that may not support the hypotheses, need to be considered. Doctoral students need to understand what constitutes plagiarism and how to make decisions about co-authorship. We hope to strengthen submission guidelines and to continue to address these concerns at all AMS conferences.

O. C. Ferrell
Belmont University

INSIGHTS FROM JAMS



As I begin my first year as editor-in-chief (EIC) of the *Journal of the Academy of Marketing Science (JAMS)*, I want to take this occasion to thank Tomas Hult for his significant contribution to *JAMS* over his six-year term. In addition to moving from four to six issues per year and raising the Journal's impact, he personally processed more than 3000 papers as EIC. These are some big shoes to fill.

By way of introduction, I would like to highlight some changes in the *JAMS* review process, excerpted from the editorial on "The past, present, and future of *JAMS*" that will be published in January 2016.¹

As part of the EIC transition, Tomas Hult and I have instituted an Area Editor (AE) structure, both to increase the level of expertise available across substantive and methodological domains and to add expanded editorial capacity, so that we can address the increasing rate of submissions. The AEs provide deep knowledge across diverse marketing areas and extensive experience successfully reviewing for and publishing in premier journals. The *JAMS* Area Editors are as follows:

Michael Brady, Florida State University
Dhruv Grewal, Babson College
Rebecca Hamilton, Georgetown University
Mark Houston, Texas A&M University
Douglas Hughes, Michigan State University
John Hulland, University of Georgia
Satish Jayachandran, University of South Carolina
Constantine Katsikeas, University of Leeds
V. Kumar, Georgia State University
Neil Morgan, Indiana University
Linda Price, University of Arizona
Raji Srinivasan, University of Texas at Austin
Rajkumar Venkatesan, University of Virginia

While we aim to keep the same timeliness and quality of review that has come to define *JAMS*, we are now following a slightly different process.

First, at the initial submission of a paper, the EIC evaluates it to determine if it fits the positioning of *JAMS* and has a viable chance of acceptance within a few revision rounds. Failure to meet these two hurdles results in the paper being desk rejected; typically, 40–60% of submissions are desk rejected. At first glance, this rate may seem high, but it is critical to ensuring sufficient bandwidth for the AEs and editorial review board members, such that they may focus on the remaining 200–300 submissions. A sufficiently large, qualified, and motivated reviewer pool simply does not exist to support processing all the papers received, including those with a very low probability of publication success, despite our strong desire to provide feedback to as many authors as possible. Second, the paper is distributed to three to four reviewers, with a request for a 25-day review window. Third, the EIC evaluates the received reviews and determines if the paper should be sent to an AE or rejected. Accordingly, the AEs do not expend considerable time "enabling" papers that, according to the reviews and the EIC's evaluation, would not receive a revision opportunity. A paper sent to the AE should reach an approximately 30–40% chance of publication, which means that each AE has the flexibility to spend considerable effort helping authors improve their contributions. After the AE writes a report (with a 10-day turnaround target), the paper returns to the EIC, who creates a decision letter for the authors.

The subsequent review rounds are more typical; the revised manuscript goes to the reviewers, AE, and EIC in each round. As key strengths of this new process, the AEs and editorial review board members—who represent the primary resources for improving any paper—can devote more of their time to papers that ultimately may be published, rather than spending the overwhelming majority of their time on papers that have little chance of being published, as is often the case. In addition, this process gives authors quicker feedback on their papers, including those with a low probability of being published in *JAMS*, rather than keeping manuscripts circulating in a lengthy editorial process.

The new *JAMS* team looks forward to receiving and reviewing your top quality, high impact, managerially focused marketing research.

Robert Palmatier, Editor
Journal of the Academy of Marketing Science

¹ Read the full editorial on Springer Link at <http://link.springer.com/article/10.1007/s11747-015-0465-2>; this article is excerpted from the "New review process" section.

AMS OFFICIAL PUBLICATIONS

INSIGHTS FROM AMSR

AMS Review Launches a New Initiative Focused on Award-Winning Articles



I'm very pleased to announce that, starting with the December 2015 issue, *AMS Review* (AMSR) is launching a new series of articles by award-winning scholars who have received the Sheth/JM Award for "long-term contributions to the discipline of marketing." The overarching goal of this series of articles is to direct attention at seminal, award-winning articles in our field, create debate and discussion around significant ideas, and facilitate the generation of more impactful research. Although a wide range of issues are likely to be discussed in these articles, there will be a significant focus on the implications for theory development. Each article will be accompanied by commentaries. Commentaries, in addition to contextualizing issues discussed in an article, will also provide value-added perspectives.

The inaugural article in this series is authored by Shelby Hunt (Texas Tech University). This article provides an insightful retrospective and prospective discussion of his impactful Resource-Advantage theory work (Hunt and Morgan 1997) that won the Sheth/JM Award in 2004. The following leading scholars have provided valuable commentaries: Rajan Varadarajan (Texas A&M University), Neil Morgan (Indiana University), and Sundar Bharadwaj (University of Georgia). For your reference, abstracts of the four articles in this inaugural series are shown below.

You can access these articles later in December on AMSR's website: <http://www.springer.com/business+%26+management/journal/13162>

Members of the Academy of Marketing Science (AMS) can download these articles by logging into the AMS website (www.ams-web.org). AMS members also receive a hard-copy subscription to *AMSR* as a membership benefit.

We are still in the process of increasing the distribution of *AMS Review* in libraries. Therefore, we would appreciate it if you could email your university library and request that they add this journal to their collection (ISSN: 1869-814X -- print version; 1869-8182 – Online). Increased distribution will allow *AMSR* to reach a broader spectrum of scholars. Thank you.

ABSTRACTS

Title: *The theoretical foundations of strategic marketing and marketing strategy: Foundational premises, R-A theory, three fundamental strategies, and societal welfare*

Author: Shelby D. Hunt, Texas Tech University

Abstract: The strategic marketing field of study has long suffered from an identity problem: the field has lacked clarity and consensus as to its theoretical foundations, its nature, and its scope. There have been two recent approaches that contribute to resolving the identity problem. First, Varadarajan's (2010) approach focuses on strategic marketing's (1) domain, (2) definition, (3) fundamental issues, and (4) foundational premises. Second, resource-advantage (R-A) theory's approach focuses on how R-A theory provides a theoretical grounding for eight forms of business and marketing strategy. This article evaluates how the two approaches relate to each other and shows how R-A theory (1) grounds extant business and marketing theories of strategy, (2) illuminates, informs, extends, and grounds the sixteen foundational premises of the strategic marketing field that Varadarajan (2010) proposes, (3) implies that there are three fundamental strategies, "superior value," "lower cost," and "synchronal," and (4) shows how the three fundamental strategies promote societal welfare. Therefore, the two approaches, when considered jointly, complement each other and foster the development of the field of strategic marketing and the forms of marketing strategy.

Title: *Strategic Marketing, Marketing Strategy and Market Strategy*

Author: Rajan Varadarajan, Texas A&M University

Abstract: In the lead article of this issue, Hunt (2015) provides an exposition of how the resource-advantage (R-A) theory undergirds the sixteen foundational premises of marketing strategy advanced in Varadarajan (2010). Hunt notes that R-A theory and its three foundational strategies, and the sixteen foundational premises of marketing strategy complement each other in securing the theoretical foundations of the field of strategic marketing. Building on Hunt's article, this commentary provides additional insights into issues fundamental to the field of strategic marketing and R-A theory, and the foundational premises of marketing strategy and R-A theory. The commentary also provides a retrospective and prospective on the domain of strategic marketing, definition of marketing strategy, issues fundamental to the field of strategic marketing, and the foundational premises of marketing strategy that I had proposed in my above referenced article. In the context of theory development, empirical research and organization of the cumulative body of knowledge in the field of strategic marketing, the conceptual distinction between marketing strategy and market strategy is highlighted.

Title: *Commentary on Shelby Hunt's "The Theoretical Foundations of Strategic Marketing and Marketing Strategy: Foundational Premises, R-A Theory, Three Fundamental Strategies, and Societal Welfare"*

Author: Neil Morgan, Indiana University

Abstract: Resource-Advantage theory has been an important addition to the marketing literature generally, and the marketing strategy literature in particular. Twenty years after its introduction, this paper explores R-A theory in the context of marketing strategy research and considers three main issues. First, while R-A theory has clearly been impactful, why it has not been relatively more impactful. Second, it identifies and elaborates on some important marketing strategy phenomena and questions that have not been explicitly addressed by R-A theory. Third, it offers some suggestions for the further development of R-A theory.

Title: *Developing New Marketing Strategy Theory: Addressing the Limitations of a Singular Focus on Firm Financial Performance A Commentary on Hunt (2015)*

Author: Sundar Bharadwaj

Abstract: This commentary complements the Hunt (2015) essay and identifies the challenges that the R-A theory poses with its emphasis on superior financial performance as a firm's primary and superordinate objective. It points to the need for new marketing strategy theory with a broader perspective of including other stakeholders beyond investors while designing firm objectives. In addition, the commentary points to shorttermism as an inevitable consequence of focusing on financial performance. It thus calls for new marketing strategy theory that includes intermediate objectives based on customer mindset metrics that reflect intangible marketing assets.

Manjit S. Yadav
Editor, *AMS Review*

AMS GLOBAL MARKETER OF THE YEAR



Kean Etro

Kean Etro is the 2015 Global Marketer of the Year. Kean oversees Etro, a leading fashion company out of Italy and available at leading fashion stores and department stores including Nieman Marcus.

Kean Etro was born in Milan in 1964. After studying against the backdrop of the majestic mountainscape of Villars Svizzera, he attended Aiglon College followed by Cambridge before returning to Milan to study Medieval History. He joined the company in 1986 to work on upgrading the information systems. In 1989 he developed the Etro Perfumes division. In 1990 he designed the first Menswear collection, giving extraordinary momentum to the wave of creative transformation that was already sweeping the Etro brand. In 1997 he presented the first Menswear show, theorizing the concept of New Tradition, which would become a keystone theme of his style. He also designed the Womenswear collection until his sister Veronica came on board in 2000. Kean is highly sensitive to environmental and social themes, creating and developing initiatives such as “Gli Oggetti dell’Affetto” (Objects of Love) with Sotheby’s for the Vidas charity association or “Tree of Life”. Volcanic, passionate and cultured, Kean is dominated by a nomadic, cosmopolitan and generous spirit.

The brand Etro is New Tradition, the sum of artisan know-how and creative experimentation. The entrepreneurial venture began in 1968, when Gimmo Etro, the brand’s visionary founder, launched a production of highly prestigious fabrics using noble and natural fibres, which he embellished with original designs and innovative colour ways. In 1981 the furnishing textiles line made its debut. The Paisley motif used to enrich the first collection was set to become the Etro mark of identity. The product range added another string to its bow in 1984 with leather goods and the bag and travel bag collection in Paisley jacquard fabric, which, thanks to its special resin finish, was to become a symbol of pure elegance. In 1986 Etro launched the home accessories and complements collection, thus consolidating the brand’s lifestyle concept. The creation of the Etro Perfumes division in the late 1980s was a natural consequence and today the collection extends to 25 exclusive fragrances and a dedicated boutique. The 1990s saw the unveiling of the first men’s and women’s prêt-à-porter collections, their inventive and recherché style earning the label instant recognition. The materials, the workings and a special talent with prints are what make Etro unique and unrepeatable.

SOCIAL MEDIA CORNER



The AMS social media accounts are a great way for you to communicate with the other members of AMS and to watch for weekly updates about AMS events. We are active on Facebook, Twitter (@AcadMktingSci) and LinkedIn so make sure to connect with us on these social networks.

On Facebook, we do need your help. As of January 1, 2015, Facebook’s new algorithm limits the reach of our posts. When you see our post on your timeline, please like it or comment on it so that it reaches more members.

Something new for 2016 is to have a different member each week start a discussion on LinkedIn. If you have an idea for a discussion, please email me. Discussion topics can be about teaching or research.

Attending the AMS conference is an event I look forward to each year. I have great memories and have met some wonderful friends over the years. I know I am not alone in feeling this way. Please share your conference memories and photos on our Facebook page.

Janna Parker
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News from AMS Headquarters

We have been busy as usual at the AMS home office located in Louisiana Tech’s College of Business. Plans for next year’s conferences are coming together and we are becoming more excited about both with each passing week.

The 44th AMS Annual Conference is scheduled for May 18 – 21, 2016. As most of you know, several awards are presented to deserving AMS members during the Awards Luncheon at each AMS Annual Conference. We are now accepting nominations for these prestigious awards. Specific information regarding the awards and qualifications can be found in this publication or on the AMS website. Nominations will close December 31, 2015. Please take the time to participate in the nomination process.

This year’s annual conference will be held in Lake Buena Vista, FL, and will no doubt be a magical experience. Located on the grounds of the *Walt Disney World Resort*®, the event will take place at the iconic *Disney’s Contemporary Resort*. Opened October 1, 1971, the hotel ballroom is the site where President Richard Nixon delivered his famous, “I’m not a crook” speech in 1973.

The Resort Monorail runs right through the center of the building—you can be whisked away to the *Magic Kingdom Park*® at a moment’s notice. From the *Magic Kingdom Park*® transportation hub, an easy transfer to Disney’s second Monorail system will take you to Epcot (among other attractions) where you can enjoy the flavors of the international pavilions with 11 countries represented in the World Showcase.

You may want to end one evening gazing at the award-winning *Magic Kingdom Park*® firework display from the Epcot’s France Pavilion while sipping a glass of Champagne or French wine—possibly dreaming of the sights you will enjoy in Paris during the 19th World Marketing Congress in July. Fireworks can also be viewed from the hotel while dining in the 15th floor California Grill Lounge.

The dates for the WMC are July 19-23, 2016. As always, conference attendees will be treated to a variety of extra special events. If you have never had the opportunity to attend an AMS WMC, Paris would be a wonderful location to see what it’s all about. Sessions spanning practically every aspect of marketing and related areas will be offered. We expect to have authors from over 50 countries participate in the program.



Spotlight on ... Nina Krey, fellow AMS staff member and a fourth-year marketing doctoral student at Louisiana Tech University, received the 2015 Outstanding Teacher-Scholar Doctoral Student Competition sponsored by Instantly™. The award competition is part of the 2015 Marketing Management Association (MMA) Fall Educators’ Conference held from September 16-18 in San Juan, Puerto Rico. The award recognizes doctoral students who excel in teaching and scholarship. Three finalists were selected from applications received from across the U.S. and beyond to demonstrate their teaching skills in a mini-teaching presentation session at the MMA conference. Three senior academic judges evaluated the performances of the finalists following the presentations. During the awards luncheon, an announcement was made declaring Nina the winner. Nina commented that she was surprised and honored to receive the award.

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

Send your news to dhaytko@fgcu.edu
by Feb. 15, 2016

BOARD of GOVERNOR'S CORNER

Calls for Nominations

The AMS Board of Governors is pleased to make the following announcements:

The Academy of Marketing Science is seeking nominees for its most prestigious awards. If you wish to nominate someone for one of these awards, you may submit your nomination directly to the appropriate subcommittee at the email address indicated for each award or you can send to ams@latech.edu. In each case, individuals who accept the nomination to be considered for an award may be asked to provide documentation supporting their case. All nominations are due by December 31, 2015 unless otherwise noted or otherwise extended by the chair of the respective subcommittee.

All nominations may be submitted via email to ams@latech.edu with the appropriate award title in the subject line. The nominating letter may be addressed to the subcommittee chair. Nominations are sought for the following awards:

The Harold W. Berkman Distinguished Service Award – named after the AMS Founding Fellow, who continues to serve as the AMS Executive Vice-President and Director, this award recognizes individuals who epitomize selflessness in service to the AMS and to the marketing discipline in general. A list of the ten previous recipients can be found at: http://c.ymcdn.com/sites/www.ams-web.org/resource/resmgr/Files/List_of_Winners.pdf

Include a brief statement of worthiness for the award given the criteria above. Subcommittee Chair: John Ford.

The Harold & Muriel Berkman Faculty Development and Achievement Award -- this award recognizes initiative in service to AMS and achievement within AMS among developing scholars. Candidates must have a minimum of three consecutive years of AMS Fellow membership and have served in some official capacity in AMS programs. Preference is given to candidates within the first 15 years in academics. Nominations should include a brief (200 words maximum) description of why the candidate is deserving.

A list of previous recipients can be found at this link: <http://www.ams-web.org/?page=HMBFDAAward>. Subcommittee Chair: Harold W. Berkman.

The AMS/Cutco-Vector Outstanding Marketing Educator – the award recognizes achievement in marketing education within AMS and the marketing Academy. This award recognizes long-term achievement in advancing the discipline through teaching, research, mentorship and service in promoting and upholding professionalism in the marketing discipline. V.K. Kumar is the most recent recipient of the award. Include a brief (200 word) statement of worthiness. Subcommittee Chair: James Lumpkin.

The AMS Outstanding Marketer of the Year – this award recognizes achievement and prominence through the practice of marketing. Winners have exemplified effectiveness in marketing and maintained high professional moral standards through all their actions. Dina Howell of Satchi & Satchi was the 2015 recipient. Subcommittee Chair: Leyland Pitt.

The AMS Global Marketer of the Year – this award recognizes achievement within the marketing discipline to an individual that has furthered the cause of marketing internationally and global market development. 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 – although the award can be give to either academics or practitioners. The most recent winner is Kean Etro, who received the award at the WMC in Bari. Nominations due by 1/31. Subcommittee Chair: Adel El-Ansary.



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