Message from the President

It is with great honor and pleasure that I write my first President’s column for the AMS Quarterly. As you know, it has been a very busy AMS-related past few months and I will try to re-cap some of the major events in this column. Before doing that, however, I would like to acknowledge the wonderful team that the AMS membership elected to work with me for the next two years: Linda Ferrell (President-Elect), Adilson Borges (VP for Programs), Julie Guidry Moulard (VP for Membership, N. America), Constantine Katsikeas (VP for Membership, Int’l), Michael Hartline (VP for Development), and Lauren Beitelspacher (Secretary/Treasurer). Added to that elected team, we have O.C. Ferrell who has agreed to stay on as VP for Publications for another three years and several appointed directors in Jay Lindquist and Barry Babbin (Co-Directors for International Programs), Colin Campbell (Director of Social Media), Angeline Close (Director of Doctoral Student and Junior Faculty Initiatives), and John Ford (Director of Consortia). Greg Marshall will continue to share his wisdom as Immediate Past President, and we have a wonderful Board of Governors with several members (including Joe Hair and Barry Babbin as co-chairs) who are more than willing to share their sage advice. Thus, it is with a strong team that we begin the next two years in the Academy of Marketing Science.

Many of you have asked about my plans for the Academy. My thoughts for the future are initially evidenced by the two new directors we have on board – a Director of Doctoral Student and Junior Faculty Initiatives and a Director of Social Media. I believe that the Academy’s future is co-mingled with those who are now entering our profession and with the way we communicate in the 21st century. Thus, our future is tied up – in some way – in both people and technology. While none of us knows exactly how people and technology will shape our future, I believe we need to be prepared.

Even with the right people and the right tools, the Academy needs to consider where our future might lie. To that end, the AMS leadership held a strategic planning session on Tuesday afternoon, August 28, in Buckhead. I am sure you will be hearing more regarding AMS strategic planning as we better solidify our thinking (we only allocated four hours to this first round of planning). However, I thought this column would be a good time to share some of the insights developed initially. Before doing that, I should first mention that our VP for Development, Michael Hartline, was planning to lead the session. However, Hurricane Isaac exacted its wrath on Michael and made it difficult for him to join us from Tallahassee. Thus, with Michael’s notes in hand, I tried to steer the officers, directors, and a few members of the Board of Governors in a strategic planning discussion. Suffice it to say, that was a tough initiation into the presidency!

The afternoon of planning enabled all of us in attendance to talk through and begin to think more clearly about who we are as AMS. Michael encouraged us to think along the lines of the popular “blue ocean” and “red ocean” thinking. In doing that, we came to a preliminary discovery that our blue ocean is in our emerging scholars initiatives and in our conference opportunities. To that end, several task forces were formed to pursue opportunities in each of the areas. Of course, there will be more to come related to both of these topics as work is done over the next few months. Several other areas are also being explored as potential avenues for the Academy to grow and to become better at what we do already. To this end, the entire AMS leadership team is open to your ideas.

Finally, amidst the strategic planning, day-to-day affairs are ongoing. I am happy to report that the “Legends in AMS” videos are now posted on the members-only portal of the AMS website. While I have not yet watched all of the videos, I think I have watched enough of them to encourage us to think along the lines of the popular “blue ocean” and “red ocean” thinking. In doing that, we came to a preliminary discovery that our blue ocean is in our emerging scholars initiatives and in our conference opportunities. To that end, several task forces were formed to pursue opportunities in each of the areas. Of course, there will be more to come related to both of these topics as work is done over the next few months. Several other areas are also being explored as potential avenues for the Academy to grow and to become better at what we do already. To this end, the entire AMS leadership team is open to your ideas.

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From the Editor

Welcome to the Fall/Winter issue of AMSQ. It’s hard to believe that we are all well into the semester already. From what I hear (and see in all those pictures), the WMC-CPM conference in Atlanta was a great time. I was sad to have missed it, but it was the second week of class here in Florida, and I owed it to my students to be here. As I write this, the weather channel is talking about the first major cold front up north and snow in upper Midwest. Of course, it’s still 90 degrees here. However, it is getting colder and colder for all of us involved with higher education. I cannot speak for those of you in other states, but I’m sure many of you are also experiencing the significant cuts in funding, as well as the increases in tuition each year. I won’t speak of politics because cuts seem to be happening no matter which side you support. What I will speak about is the need to band together and support each other in this work we have all chosen to do. I am in this field because I love what I do, and seeing students light up with understanding about concepts that were completely foreign to them, really makes my day. My involvement with AMS has given me not only great experiences at conferences, seeing and discussing cutting edge research presentations, but also good friends from around the world and new coauthors. I hope it has been the same for each of you. We are all so lucky to have jobs that we enjoy, that help people, and allow us to live comfortably. Some days we need to remember this and reflect on it. Have a great holiday season! I’m looking forward to seeing you all in May in Monterey.

Please send any news items for the next issue of AMSQ to me by January 15th, 2013.

Diana L. Haytko
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Table of Contents

AMS Upcoming Events ..............................................................2
AMS Current Events ..............................................................3
AMS 2012 WMC-CPM Conference .........................................4
AMS Upcoming Consortia .........................................................6
Insights From AMS Journals ....................................................7
New Minds Meet Great Minds ................................................8
From the Classroom ...............................................................10
Going Interactive .................................................................11
AMS Global Marketer Award ...............................................12
Scholarship and Research ......................................................13
Position Announcements .......................................................14
From AMS Headquarters ......................................................14
In The News ...........................................................................15
“Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen.” – John Steinbeck

A new way to think about ideas transform the way we live and think. Exactly 50 years ago Thomas Kuhn coined the term “paradigm shift” – that moment when our worldview fundamentally changes because of a new idea, as when people understood that the sun does not revolve around the earth or that climate change is altering the way we will all have to live. As Kuhn had it, “a paradigm is what members of a scientific community, and they alone, share.” Marketing has always been a powerful source of new ideas, and this has recently been put into overdrive as new technologies and media change the way the world markets, and customers respond. At the same time, many of marketing’s good ideas are not so much outdated, as in need of a good polish. The theme of the 2013 conference is searching for, and identifying new ideas in marketing, and also modifying, polishing and buffing the many good ideas marketing has already brought to the organizational table.

We invite scholars across all of the disciplines within marketing to submit their new ideas, their research results, and their repolishings of good existing ideas, as well as their ideas for special sessions that have direct or tangential connection to the conference theme. Also, we welcome ideas that may not be directly related to the theme. Other theory, research results and special sessions across the broad spectrum of our discipline as indicated by the many tracks included are also of interest, and we encourage your submission(s).

The venue of the conference is magical Monterey, California – a previous Spanish and Mexican capital of Alta California, city of Steinbeck, home to the world-renowned Monterey Bay Aquarium, Fisherman’s Wharf and the annual Monterey Jazz Festival. John Steinbeck immortalized Monterey in his novels Cannery Row, Tortilla Flat and East of Eden. Visitors can enjoy a meal on Cannery Row overlooking Monterey Bay, or venture a little further to explore 17 Mile Drive, perhaps bump into Clint Eastwood in the neighboring town of Carmel, or view the 7th hole at nearby Pebble Beach, reputedly the most beautiful hole on one of the world’s most legendary golf courses.

The Portola Hotel and Spa (www.portolahotel.com) provides a relaxing waterfront retreat surrounded by unique shopping, fine dining, spectacular coastal trails and beaches, and the rich historical setting of Old Monterey. The hotel is in an ideal location near Carmel by the Sea, 17-Mile Drive and the world class Pebble Beach Golf Links.

To participate, submit competitive papers or special session proposals electronically using the conference management system to the appropriate track chair. Important Note: it is against AMS policy to submit the same paper or special session proposal to multiple tracks. We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science. Conference information: http://ams-web.org/cde.cfm?event=379890
Much has changed since Monash University last hosted an AMS WMC in 1995. New internet technologies have revolutionized the way we search and share information, while consumer devices such as the iPhone and smart TVs have brought the internet out of the study and into our pockets and living rooms. This rapid pace of change is unlikely to stop as more new technologies (such as semantic search engines and intelligent personal agents), appear on the horizon. What, then, can we learn from the recent past to help the marketing discipline prepare for the challenges of the future? With this in mind, we invite scholars to submit papers that give scope to some of the future challenges that the marketing discipline is likely to face. We also encourage scholars to submit papers on marketing-related issues not associated with the conference theme.

The venue for the conference is the Langham Hotel, located in Southbank in the heart of Melbourne, Australia (http://melbourne.langhamhotels.com.au). Melbourne, the second largest city in Australia, rose to prominence in the 1850s following the discovery of gold in the Melbourne hinterlands. Evidence of the gold rush can still be found in the city, with stately Victorian-era buildings sitting alongside modernist-inspired towers. Today, Melbourne is known for its lively laneway culture, vibrant restaurant scene, galleries, and international sporting venues. Melbourne is also within easy reach of the picturesque Great Ocean Road, the vineyards of the Yarra Valley and Mornington Peninsula, and National Parks that are home to some of Australia’s unique flora and fauna.

For more information about the congress, including track themes and paper submission requirements, please visit: www.2013wmc.org at your earliest convenience!
Close to 190 individuals attended the AMS 2012 WMC-CPM conference held in Buckhead (Atlanta), Georgia (USA). A productive and fun conference, over 150 papers on a variety of topics were presented in 60+ sessions. More than one-half of the attendees were from outside the USA, representing 45 different countries. The sessions were very informative and the social events provided many opportunities for networking. At the Awards Luncheon on Thursday, the AMS awarded the first Global Marketer Award to Sheryl Adkins-Green, Chief Marketing Officer for Mary Kay Inc. Sheryl delivered a plenary presentation on strategies for being successful in an increasingly global marketplace. In addition to the regular sessions, many participants visited local cultural attractions such as the Coca Cola Museum, CNN Studios, the Atlanta Aquarium, and Stone Mountain. The conference ended with an excellent banquet and a dance with music by the Cosmic Americans – a classic American rock band. Photos from the event are posted on the AMS Facebook page: https://www.facebook.com/AcadMktngSci

Many of you are likely aware that the Cultural Perspectives in Marketing conference will be branded under the World Marketing Congress in the future. As a result the WMC will be an annual event but will continue to solicit papers on cultural topics as a major component of the conference. For individuals with an interest in cultural aspects of marketing, the next WMC with an emphasis on this topic will be in Lima, Peru, in early August 2014. We hope to see you there!

For more info and reminders related to upcoming conferences, please like our Facebook page (https://www.facebook.com/AcadMktngSci), follow us on Twitter (@AcadMktngSci), or join AMS’ LinkedIn group http://tinyurl.com/linkedinAMS.
Second Biennial Sheth Emerging Scholars Faculty Consortium
World Marketing Congress
July 16, 2013
Monash Law Chambers, Melbourne, Australia

Highlights:
Up to US$1,000 grant for each applicant selected to attend the Consortium

Application deadline: March 1, 2013

Academia is a knowledge-based community that plays a dual role in the knowledge arena. It is both a consumer/receiver and producer/provider of knowledge. Historically, knowledge creation in marketing has been driven largely by scholars from developed countries. As such, many of the more established marketing journals reside in the developed countries of North America, Europe, and Australasia. Yet, the economies of emerging countries are expected to grow at a more rapid pace than that of developed countries and close to 85 percent of the world population resides in these emerging economies. This growth has fueled the establishment and growth of business/management schools in emerging countries. An important component of this interaction is the development of the marketing professoriate across the emerging countries so that the research and educational mission in marketing is broad-based, relevant, and impactful.

As a preeminent international society focused on marketing as an academic field, the Academy of Marketing Science (AMS) is pleased to announce the Second Biennial Sheth Emerging Scholars Faculty Consortium. The consortium has been made possible by the financial support from the Sheth Foundation. The intent of this faculty consortium is to bring together two groups of scholars - those who have distinguished themselves in the academic arena (“Distinguished Scholars”) and those university scholars from emerging market economies who hold promise for the future of the global marketplace (“Emerging Scholars”) - in order to begin a knowledge-sharing venture with respect to both research and teaching.

This Second Biennial Sheth Emerging Scholars Faculty Consortium will be held in the Monash University Law Offices, Melbourne, Australia in conjunction with the World Marketing Congress (WMC) and the 3rd Biennial AMS Doctoral Consortium. The Consortium is a day-long program focused on research, teaching, and topics related to the overall success of a marketing scholar in the global arena. The scholarly sharing and social interactions continue the day after the consortium with the official beginning of WMC.

Delegates will receive up to US$1000 to attend the faculty consortium and the World Marketing Congress (reimbursement via receipts for expenses submitted after the conclusion of the consortium). The consortium delegates are responsible for making their own travel arrangements and for obtaining any necessary travel documents into Australia. The consortium program will be presented in English. A certificate of completion will be awarded to Emerging Scholars delegates at the end of the program.

We look forward to receiving your applications for attending the Second Biennial Sheth Emerging Scholars Faculty Consortium. The goal is to arrive at a mix of scholars from Africa, Asia, and South America so as to achieve an exciting exchange of ideas. Marketing faculty members from emerging countries in these continents are especially encouraged to apply. Applicants should be full-time marketing faculty members with a doctoral degree or equivalent. Although applications from colleagues at different career stages will be considered to ensure broad-based impact of the consortium, applicants in the early-to-mid career stage will be given priority consideration.

To apply for participation in the consortium as a delegate, please forward the following materials (in English) to Consortium Co-Chairs K. Sivakumar (k.sivakumar@lehigh.edu) and Göran Svensson (goran.svensson@hh.se): a letter of intent to attend the consortium if invited, a letter of support from your dean or institutional colleague, a 500-750 word document briefly outlining your research and teaching interests and how participation in the consortium will help in your professional development as well as how you will leverage your experience to help other emerging scholars in your institution and in your country, and a copy of your curriculum vitae. Selection as a consortium delegate will depend upon a variety of factors, including research accomplishments, teaching diversity, support and encouragement from the nominee’s institution, and geographic representation. The deadline for consideration as a consortium delegate is March 1, 2013. Decisions will be made and notification sent to all applicants around April 15, 2013. Please forward this announcement to any potential applicants for the Second Biennial Sheth Emerging Scholars Faculty Consortium.

Announcing the 3rd Biennial AMS Doctoral Consortium
July 16th, Melbourne, Australia
Monash Law Chambers, Melbourne, Australia

Consortium Co-chairs: Rosanna Spiro, Indiana University, USA
Yelena Tserenko, Monash University, Australia
Joe Hair, Kennesaw State University, USA

Continuing its tradition of innovative programs for marketing doctoral students, the Academy of Marketing Science is proud to announce the Third Biennial AMS Doctoral Consortium – a truly global doctoral consortium – that is being held in conjunction with the 2013 AMS World Marketing Congress in Melbourne, Australia. Late-stage marketing doctoral students worldwide are warmly invited and encouraged to attend. Sessions will be at the Monash University Law Chambers (Melbourne CBD). Attendees are expected to register for and attend the AMS World Marketing Congress that continues through Saturday, July 20th.

Eminent scholars from the U.S., Europe, and the Asia-Pacific region will provide learning opportunities on current research approaches in marketing, incorporate advice and best practices on conducting cutting-edge research, and offer guidance on building a long-term successful career in marketing scholarship. The event will involve a full-day program on Tuesday, July 16th, and it is expected that participants will arrive the previous evening so that they are able to make the first session on Tuesday morning.

To achieve the intended concentrated faculty/student interaction, attendance is strictly limited to 40 students, chosen on a competitive basis. To qualify, students need to complete an application online, enclose two letters of recommendation from their professors (could be by a supervisor or a faculty member familiar with your background and training), and include an abstract (double spaced, maximum 500 words) indicating their current dissertation ideas, plans, where they are in the process, and its likely contribution, along with a current vita. These materials should be submitted by January 15, 2013 to one of the Doctoral Consortium Co-chairs. Students chosen to attend the consortium will be notified by February 15, 2013. Note that a follow-up paper (double-spaced,
Dr. Valerie Zeithaml is the Academy’s featured great mind. She has devoted the last 30 years to researching, consulting and teaching service quality, services management and customer equity. Dr. Zeithaml is the David S. Van Pelt Family Distinguished Professor of Marketing and an award-winning teacher and researcher. She has researched customer expectations in more than 40 industries including IBM, Kaiser Permanente, GE, John Hancock Financial Services, Aetna, AT&T, Sears, Metropolitian Life Insurance, Bank of America, Chase Manhattan Bank, Allstate, U.S. West, BellSouth, Pacific Bell and Procter and Gamble. MSI presented Dr. Zeithaml with the 2003 Buzzzell Best Paper Award for “Driving Customer Equity: Linking Customer Lifetime Value to Strategic Marketing Decisions,” with Roland Rust and Katherine N. Lemon. Zeithaml and her co-authors also won the Berry-American Marketing Association Book Prize for their book, Driving Customer Equity: How Customer Lifetime Value is Reshaping Corporate Strategy. She also co-authored the best-selling Delivering Quality Service: Balancing Customer Perceptions and Expectations and the textbook, Services Marketing. She is the former associate dean of the MBA Program, former senior associate dean for academic affairs and former chair of marketing at UNC Kenan-Flagler. She received her MBA and MBA from the University of Maryland and her BA from Gettysburg College.

Introducing a new mind—Debika Sihii of The University of Texas at Austin. Debika is a fourth-year doctoral student in marketing and she is interested in marketing strategy and services. Debika expressed her appreciation for this amazing opportunity to ask some great questions to our great mind, and we hope that one day she too, will be advising doctoral students. Thank you to both scholars for your contributions, and thank you Dr. Diana Haytko for putting the column together. Doctoral students interested in getting involved with this column or other AMS initiatives for junior faculty, don’t hesitate to contact me.

Dr. Angeline Close, The University of Texas at Austin
Assistant Professor, Texas Advertising & Public Relations
Texas Program in Sports & Media
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AMS Director of Doctoral Student and Junior Faculty Initiatives

I wanted to start today’s interview discussing one of your seminal works, “SERVQUAL: A Multiple-Item Scale for Measuring Service Quality.” How has SERVQUAL affected the way marketing academics and practitioners think about measuring service quality, and managing customer relationships?

First, there were twenty-three service companies in the research itself. Since then, hundreds of companies all over the world have implemented SERVQUAL in different ways. The managers of these companies have taken the SERVQUAL framework and scales and then adapted them for use in their individual companies. The SERVQUAL papers have over 40,000 citations (practitioner and academic) and many marketing academics have used the scale in their own work. In addition, our book Delivering Quality. Service, published in 1990, was the first business book on the market to address measuring service quality at a time when companies were desperately trying to differentiate measuring service quality from quality in a product sense.

In 2005, you addressed assessing service quality in an electronic retailing or commerce setting in your paper, “e-SERVQUAL: A Multiple-Item Scale for Assessing Electronic Service Quality.” Given the preponderance of e-retailers and ever-changing technology, what are the challenges faced by e-marketers and retailers as more products, especially services are purchased online (e.g. insurance, tax preparation services etc.)

One of the biggest challenges these companies are likely to face is the prevalence of competition. There are consumers whose shopping needs are focused on price and others whose needs are focused on service quality. With so many competitors in the e-marketplace, a big challenge for companies is to distinguish themselves to consumers in the market. In addition, there is a need to gauge customer satisfaction in the online shopping environment. Stella Services (http://www.stellaservice.com/) is a great new website which rates the customer service performance of online businesses using over three hundred elements of the online customer experience. I sit on the advisory board of Stella Services and use their site in the classroom.

Your paper “Customer Metrics and their Impact on Financial Performance” is centered on the linkages between customer metrics, financial stability and firm value. What, in your view, are some of the steps in making the link between the often intangible assets generated through marketing (e.g., customer satisfaction) and firm value?

You can analyze the steps in making the link between marketing and firm value in the aggregate (looking at the relationships cross-sectionally) or within a company. Claes Fornell, Eugene Anderson, and many researchers have a body of work that links the American Customer Satisfaction Index (ACSI) to measurable financial value by providing evidence of the link between other marketing activities and firm value at the aggregate level. At the company level, making this link (between marketing and firm value) requires connecting all the databases in the company. This is not an easy task. Take, for example, the situation of Wells Fargo trying to merge all of their databases. Wells Fargo merged with Wachovia Corporation, which had previously merged with First Union Corporation. Thus, to merge all their databases, Wells Fargo has to gather all the data within these legacy systems, which can be a huge undertaking. However, companies should think about trying to link all of their legacy databases so that they can uncover the connections between different functional areas and firm value.

Given the increasingly cross-functional nature of research questions at the intersection of marketing and other sub-disciplines (accounting, finance), there appears to be a need for cross-functional research programs. What suggestions can you offer to marketing scholars interested in addressing cross-functional research questions? They should absolutely try to work with individuals in other fields.

Marketing researchers focused on services often work with researchers in operations. Depending on the research question, marketing researchers may also collaborate with finance colleagues. The challenge arises in the publication process. For example, if I want to collaborate with an operations researcher, we have to come up with an agreement on whether this work is going to be submitted to an operations journal or a marketing journal. While I think working with individuals in other fields is very beneficial, it can present these publication challenges. The other advice I would offer is using your background in a specific area to do cross-functional work. For example, if you had a Masters degree in finance and were currently in the marketing field, you could use your expertise from your finance background when conducting research.

A large portion of your research addresses a customer-centric viewpoint in managing brands and setting the focus for marketing strategy: how has this idea evolved over time? What are your collaborations with industry (e.g., your work with IBM, GE, Sears)? Are managers receptive to this way of thinking or was it a challenging discussion at first?

They were very receptive as my work came at a time when the companies were really looking for ways to measure service quality. When I was at Duke, there were so many requests from other companies who wanted to improve and measure service quality that I actually had to take a five-year sabbatical. There were just too many requests to reasonably handle in addition to the commitments of academia.

You have been very successful in your career in building partnerships and engaging in collaboration with companies. What advice do you have for scholars interested in collaborating with companies to build research partnerships?

I am the Marketing Science Institute’s (MSI) biggest fan! They sponsored twelve of our studies. The steps that I would suggest to younger scholars are:

1. Doctoral students should enter MSI’s Clayton Doctoral Dissertation Proposal Competition
2. Researcher and doctoral students should also look at the MSI research priorities which are published every two years. I examine this list to see where my interests align with these issues that are very important to the field. That is how I actually started in the area of service quality. It was the number one MSI research priority in 1990.
3. Then you can also submit a proposal to MSI to apply for “seed money” for a research project.
4. In addition, MSI now has a program where they link companies which have data and need a question answered with academics who need data and can help answer the company’s question. As a final step, young scholars can also talk to anyone they know who is an MSI academic trustee.
(5) The Center for Services Leadership in Arizona State University also has many opportunities for collaboration with companies, as does The Center for Excellence in Service at the University of Maryland.

Your work transcends both behavioral and strategy domains. As we move forward as a field, what are ways for researchers from all the marketing domains (behavioral, strategy, and quantitative) to collaborate to a greater extent on mutual projects to advance knowledge in the field?

Yes, the field does tend to categorize researchers in different “buckets.” However, there are outliers in which collaboration is embraced. Journal of Marketing has a number of papers, which include authors from different sub-domains. For example, the lead article in the July 2012 issue of Journal of Marketing is a collaboration between Peter Goldie, Debjan Mitra, and Christine Moorman who specialize in different areas within marketing. Journal of Marketing Research and Journal of Service Research also allow for the straddling of domains.

You are the first female winner of the American Marketing Association Irwin Marketing Educator Award and the Paul Converse Award. What advice would you offer to other female scholars and researchers who hope to one day be nominated or even honored with these prestigious awards?

I was fortunate because I was raised to believe I could do anything I wanted to do. Part of that was because I had a father who really wanted a son and raised me as if I were his son. I always felt like I could achieve anything I worked for and was not limited by gender. My advice to all researchers would be to work hard, publish, and teach well. Try to be the best scholar you can be among all your peers, men and women alike.

In addition to the McGraw Hill Distinguished Marketing Educator Award, you also won the Academy of Marketing Science’s 2012 Marketing Educator of the Year Award, and several university-specific teaching awards. What are three things you try to accomplish with your students in the classroom? And three things you seek to avoid?

First, the three things I try to accomplish are:

1. I try to raise the students’ level of process and thinking. I try to take them from where they are and bring them up to a different place, whether it is daytime MBAs, evening MBAs, or any group.
2. I try to involve everyone in the class by drawing upon their previous experiences. At the beginning of the semester, I have them fill out forms where I ask them about their work experience, educational background, reasons for taking the course, and something unique about themselves. I read these forms and then call on students so they can incorporate their experiences into class discussions. For example, I am now teaching a course on Digital Marketing, so I may call upon a student who has previously worked in a digital marketing firm to share their perspectives on a topic.
3. The three things I try to avoid are:
   1. I avoid teaching only to student evaluations. You can get good student evaluations in a lot ways. You can tell jokes, which I don’t do well. You can give a high proportion of good grades. To me, teaching evaluations are not the only indicator of good teaching. I am teaching to get the highest student evaluations; I am teaching to offer the best course that I can.
   2. I avoid lecturing because I don’t think that is an effective way to engage students anymore. Students need to have opportunities to talk and think.
   3. I try to avoid allowing gadgets (computers, iPads, phones) in my classroom. Students tend to be less engaged in the class when they are involved with their gadgets. However, this is a really difficult policy to enforce. For example, many of the case packets now come in digital form so the students often need their computers to view the case materials. It is a tough battle, but I try to enforce this policy as much as possible to the extent that is reasonable.

You have served on the editorial review board for the Journal of Marketing, Journal of Marketing Research, Journal of Service Research, and Journal of Consumer Research. This service requires a large commitment on your part, what do you feel are the most important things you have taken away from these experiences as an editorial review board member?

I find it very rewarding to help an author develop a manuscript, rather than just being critical of their work. It is exciting to see a manuscript develop and know that you are a part of the development. I am a big believer that excellent writing is an integral part of being a successful researcher. Often, there are good papers that are not written well. My advice, as a reviewer, would be that authors practice refining their writing skills. In addition, before authors submit a manuscript to a journal, they should try to have at least five other people in the field read it and provide comments. This process makes the paper so much better! For young scholars who are coming into the field, I think it is important to be selective about what you review. You are likely to be inundated with requests for reviews, and you cannot possibly review everything you are asked to review. I would try to review papers that are submitted in the major journals and tend to be the most closely aligned with your area of expertise. It is difficult to say no as a young, assistant professor, but sometimes it is both acceptable and necessary to say no.

The marketing field has evolved greatly in the past three decades with advances in methodological techniques, new theoretical insights, a rise in cross-national research and more. What two advances or changes do you believe have made the biggest impact on the field?

The first big advancement would be the Internet. There are new data available in new contexts. People used to rely primarily on Nielsen data because it was readily available. Now, there are so many different ways to collect and analyze online data. The second advancement would be cross-national research. If you looked at marketing journals twenty years ago, all the authors would be North American. If you examine those same journals today there are authors from all over the world, Belgium, the Netherlands, China, Korea, and more.

Your research on assessing and measuring service quality helped to shape the marketing field in the era of the service-dominant logic, what emerging areas do you see as really changing the way the field thinks in the next ten to fifteen years?

Within the services domain, one area that is going to be extremely important is service infusion, which relates to manufacturing companies introducing services. These companies have been focused on products, and many of them believe everything will operate the same when they introduce services into their product line. This is just not the case. The best place to find the other emerging areas in services domain is to look at the article “Moving Forward and Making a Difference: Research Priorities for the Science of Service” (Ostrom et al. 2010) in which the authors collaborated with business executives from small startups to Global 1000 companies to identify ten overarching research priorities.

Finally, I wanted to end on a fun note, what is the BEST conference you have attended in your career and why?

I have no doubt about my best conference; it was my doctoral consortium in Wisconsin in 1979. The people I met there are still my colleagues, my co-authors, my friends, and my biggest supporters. Roland Rust, Bill Cron, Ray Fisk, and Tom Ingram were all there. It was also a wonderful opportunity for stargazing. I remember I met Orville Walker Jr. who made a huge impression on me and really shaped the way that I conduct research. I also met Kent Monroe who spent so much time with me at the conference discussing my dissertation topic on pricing and who has since been a valuable and trusted advisor.

Thank you Professor Zeithaml for sharing your great mind with the Academy.
Before embarking on a career in academia, I had a brief career in general aviation. For those knowledgeable about this industry, I worked at an FBO or fixed base operator, primarily in the air ambulance and charter businesses. I had intimate working knowledge of Federal Aviation Administration (FAA) regulations and flight maps and manuals. I flew in everything from a Cessna 150 to a Gulfstream IV. The most fun I ever had was in a LearJet 25; my most uncomfortable flight was definitely in a Dauphin helicopter. All in all, flying in these aircraft is better, by a wide margin, than driving or flying commercially to me.

One meets a lot of interesting people working at an FBO. Our pilots, 90 percent of whom had accumulated their flight hours in military service, were fascinating people with amazing stories. Then there are the weekend pilots, whose passion for flying borders on irrational if the expense of their hobby is considered. Never to be forgotten are the air medics who see everything from the highs of successful and personally gratifying organ transplant transport to the lows of horrific accidents necessitating air travel over traditional ground ambulance services. But I must say, some of the most interesting people one meets are the charter service passengers.

Now, I’m not going to name names, but think about the types of people who fly in small business jets. These are financially successful people. Their time is incredibly valuable. Their talent and drive are second to none. They perform at high levels for extended periods and recognize opportunity when it knocks. If I think about the industries they represented, they were primarily from two broadly defined fields: business and entertainment.

The business people would make day trips. The out-of-towners – the visitors – would arrive in the morning, attend meetings all day, and fly out at the end of the day. The locals would do the reverse: fly out in the morning, be gone all day in meetings before arriving back in the evening. Interaction with visiting business people was sporadic. There was usually a car waiting for them on the tarmac at arrival. The same car took them straight to the plane at the end of the day. I got to know the local community members fairly well. Most were hugely successful entrepreneurs enjoying the rewards of their risk-taking behavior.

The entertainment entrepreneurs were almost exclusively visitors. They were either arriving for a performance in our city or using our FBO as a stop-off point while traveling cross-country. Again, I’m not going to name names, but I could tell some stories. Like the famous actress who decided she was too important to use the indoor facilities, instead electing to make the tarmac her personal outhouse. Or the rock band who clearly traveled with instrument-rated pilots because the view from inside the plane was so “cloudy.” Then there was the country singer who was so humble and down-to-earth you might never realize how famous he was. And how could I forget the 50 Miss USA contestants. A young, single guy working with 50 state beauty pageant winners: torture, pure torture (wink, wink).

I began reminiscing about my FBO days right about the time it became clear that we at Oklahoma State were going to have a new Ph.D. program for Executives (http://phdexec.okstate.edu/). Would executives be interested in earning a Ph.D.? If so, who might they be? Perhaps they would be visitors who would come in for classes or members of our local community. Business people? Entertainers? Might Bill Cosby, Ed.D., also be interested in a Ph.D.?

We started the program with our cohort of students and our first seminars this past spring. After spending some time with them through research workshops and a variety of both online and face-to-face seminar sessions, I can conclude that Yogi Berra was right. It was like déjà vu all over again. These were the same types of people I met in my earlier career. They are successful, their time is incredibly valuable, they have talent and drive second to none, they perform at high levels for extended periods, and they recognize opportunity when it knocks. They are visitors and members of our community. The visitors live out of state and commute in for classes while the members of our community are always right here. They are all people willing to take a risk on a new program, a new concept in business higher education really. We trust they will ultimately enjoy the rewards of their risk-taking behavior after a few years with us.

The curriculum of this doctoral program is a mix of content and methods seminars just like any business school Ph.D. program. On the content side we ask them to take seminars like Organizational Science, Corporate Governance, and Creativity, Innovation and Leadership. For methodological subject matter, we cover everything from regression analysis to multi-level modeling. We will not ask them to take preliminary or comprehensive exams, but we will ask them to complete a dissertation. If we can do this right, we can marry the executive capabilities, expertise, and insights of the students with the scientific capacity, knowledge, and acumen of the faculty to everyone’s benefit. So far, so good.

If I take the opportunity to more completely compare and contrast my old FBO days with my new (Executive) Ph.D. professor role, there is a key difference that really stands out: I don’t have to work with 50 state beauty pageant winners again, and I can’t tell you how happy that makes me. That would be torture, pure torture.
One of the most important and under-researched areas of interactive marketing is the role of the salesperson. Geiger and Guizi argued in 2009 that sales is a mature area of study. I would say that sales marketing revolves around the role of the sales force. Geiger and Guizi also noted that B2B marketers might need academic research the most. As an example, much of B2B internet marketing and ecommerce comes at a time when B2B marketers are relying heavily on the internet when making purchase decisions. Business customers conduct searches, visit industry social media sites and blogs (increasingly on mobile applications), talk to their colleagues and have a lot of information at their fingertips when the salesperson arrives at the door. I have tried to show what is happening in the graphic above, which illustrates all the places the B2B customer can collect information before the salesperson arrives. In fact, I have seen current estimates that the salesperson might only be involved in two percent of the sales process. Certainly it is time to explore how we might redefine the B2B search process and to consider extending the concept of the buying center to beyond the limits of the firm.

2) The role of the salesperson. This trend toward collecting more and more information before the salesperson arrives diminishes the critical role of the salesperson as the provider of information. Sheth and Sharma (2004) have noted that the salesperson role has become more service-oriented. However, lead nurturing systems such as those provided by Marketo now make automated decisions and hand the lead off to the salesperson at the exact right moment to close the sale. The relative effectiveness of these automated systems is also an area ripe for research as well as implications on salesforce size and structure (Mantrala and Albers 2012).

3) The role of content marketing. The role of content marketing is another under-researched area of business-to-business internet marketing. B2B marketers tend to rely on presentation and downloading of content for nurturing relationships. The suggestion is that effectively placed content on a web site can lead the prospect through the sales process, educating and answering questions along the way. However, many questions need to be answered about content marketing, including what types of content are most effective in each stage of the customer lifecycle. For example, the relative effectiveness of webinars versus whitepapers and the theoretical explanation for effectiveness.

4) The role of social media. Business-to-business marketers are successfully using social media but the role of these new media is also largely unexplored in academic research. We know intuitively and from practitioner studies that LinkedIn and Twitter are more likely to be useful in B2B contexts than Facebook but we need to understand why and in what context each type of social media marketing tool should be used. What companies like IBM are doing with internal social networks could also be productive areas of academic study.

I want to close by noting that there are a lot of opportunities for growth and research in the area of B2B internet and interactive Marketing and ecommerce beyond what we have time to mention here. Also, regarding my last column on multichannel marketing, after we went to press I received the latest electronic newsletter from the Wharton Customer Analytics Initiative. I wanted to note some of the excellent work being funded by Wharton in the multichannel attribution area, particularly for retailers. As always, I can be reached at zahay@niu.edu for comments.
Sheryl Adkins-Green, Mary Kay Inc.’s Chief Marketing Officer received the Academy of Marketing Science’s 2012 “Global Marketer Award” at the organization’s annual World Marketing Congress last month in Atlanta.

Adkins-Green is the first recipient of this distinction by the AMS as 2012 marks the inaugural bestowment of the Global Marketer Award by the professional society which has members from more than 50 countries. The award is reserved for individuals who have distinguished themselves in the practice of marketing through a demonstrated history of supporting and appreciating the role of marketing and its contribution to global market development.

“Sheryl’s accomplishments during her tenure at Mary Kay, along with her track record at major brands like Snapple, Citibank and Kraft Foods, distinguished her as a key leader in the practice of marketing,” said Victoria Crittenden, D.B.A., President of the Academy of Marketing Science and Marketing Professor at Boston College’s Carroll School of Management. “Mary Kay is a powerful global brand that has enriched the lives of millions of women worldwide by providing a rewarding opportunity, supported by high-quality skin care and captivating color cosmetic products that delight women around the world.”

Adkins-Green joined Mary Kay in 2009 as Vice President for Global Brand Development. She was appointed Chief Marketing Officer in July 2011 and leads the team responsible for brand positioning, new product development, advertising, packaging and digital marketing. She has overseen the creation and deployment of new technology-based marketing tools for the company and its 2.4 million Independent Beauty Consultants. The new digital tools give Independent Beauty Consultants’ customers greater access to their Mary Kay businesses through mobile devices and tablets, provide simplified business management programs to Independent Beauty Consultants in their businesses, strengthen brand awareness and provide consumers an opportunity to have more interaction with the Mary Kay brand through social media sites.

“It is particularly meaningful to be the very first recipient of the Global Marketer Award and being recognized by the Academy of Marketing Science, an organization dedicated to globally promoting excellence in the creation and dissemination of marketing knowledge and best practices, is a huge honor,” said Adkins-Green.

“This award is a testament to the impact of the innovative, business-building marketing initiatives that the global Mary Kay marketing organization is delivering to support the success of Independent Beauty Consultants around the world. Being a category leader in new products, social media and mobile marketing strategies is critical to the future growth of the Mary Kay brand as we quickly approach our 50th anniversary in 2013.”

Prior to joining Mary Kay, Adkins-Green held senior marketing positions with Alberto-Culver, Snapple Beverage Group, Citibank and Kraft Foods. She has been honored for her professional achievements and community involvement by Black Enterprise in 2010 as one of the 75 most powerful women in business. She is a member of the Southern Methodist University Cox School of Business Senior Marketing Executive Advisory Board.

Adkins-Green received a B.S. in retailing from the University of Wisconsin and holds an MBA from the Harvard Business School.

Mary Kay Inc. has maintained a longstanding relationship with the Academy of Marketing Science and supports an annual dissertation competition for doctoral students in the marketing field. More than 20 awards have been funded since 1993, the results of which are determined by a competition held at the AMS conference each year.

Mary Kay is one of the world’s largest direct selling companies with more than $3 billion in annual wholesale sales worldwide. Mary Kay was founded in 1963 by Mary Kay Ash with the goal of helping women achieve personal growth and financial success. Mary Kay remains committed to enriching women’s lives, and today more than 2.4 million people of all backgrounds are enjoying the advantages of being Mary Kay Independent Beauty Consultants. Mary Kay’s high-quality skin care and color cosmetics products are sold in more than 35 countries around the world. To learn more about Mary Kay, visit marykay.com or facebook.com/marykay.
AMS Annual Conference
Monterey, CA
May 15-18, 2013
Submission Deadline: December 7, 2012

Co-Chairs Leland Pitt and Costas Katsekes invite scholars across all of the disciplines within marketing to submit their new ideas, their research results, and their repolishings of good existing ideas, as well as their ideas for special sessions that have direct or tangential connection to the conference theme. Also, we welcome ideas that may not be directly related to the theme. Other theory, research results and special sessions across the broad spectrum of our discipline as indicated by the many tracks included are also of interest, and we encourage your submission(s).

The venue of the conference is magical Monterey, California – a previous Spanish and Mexican capital of Alta California, city of Steinbeck, home to the world-renowned Monterey Bay Aquarium, Fisherman’s Wharf and the annual Monterey Jazz Festival. John Steinbeck immortalized Monterey in his novels Cannery Row, Tortilla Flat and East of Eden. Visitors can enjoy a meal on Cannery Row overlooking Monterey Bay, or venture a little further to explore 17 Mile Drive, perhaps bump into Clint Eastwood in the neighboring town of Carmel, or view the 7th hole at nearby Pebble Beach, reputedly most beautiful hole on one of the world’s most legendary golf courses.

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

All manuscripts and special session proposals are to be submitted using a pdf document via the online submission process at the following website:

In the case of track co-chairs, the authors may communicate with either or both of the track chairs regarding a submission.

Manuscripts should follow the Journal of the Academy of Marketing Science style guidelines (found at http://www.jams.org). Competitive research papers may be submitted either as:
- (1) a full paper or
- (2) a structured abstract.

Full paper submissions should not exceed 20 double-spaced pages (Times New Roman or Calibri 12 pt. font) in total length including all exhibits and references. Be sure to include the title information with each submission but do not include a title page in the submitted document file itself. The name 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) will be requested as part of the submission dialog. 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. Only papers submitted as full papers can be published as full papers. Full papers may also be published as one page abstracts in brief.

Structured abstract submissions are allowed and should not exceed 5 single-spaced pages following the same style guidelines as above. A sample structured abstract can be found on the conference web page. Structured abstracts can only be published as structured abstracts or as one page abstracts in brief.

Upon acceptance, the author agrees to: (a) release the copyright to the Academy of Marketing Science unless choosing to publish only an abstract; (b) submit the manuscript in correct format in a timely fashion according to the instructions provided by the Proceedings Editor; and (c) have at least one author appear at the conference to present the paper. The page limit for published full papers is 8 single-spaced pages. Longer papers (up to 12 pages) will be allowed at the rate of US$50 per page over the limit. Any accepted manuscripts not presented at the conference will not be published in an AMS Proceedings. Accepted papers will undergo a further edit for style prior to the meeting and final pdf files will uploaded to the system for submission to the Proceedings Editor. Detailed instructions will be provided by the Proceedings Editor at that time. It is ultimately the author’s responsibility to see that any paper accepted for publication is provided to the Proceedings Editor and appropriate track chair on time and in the proper format. Membership (current at the time of the meeting) in AMS for all authors not attending the meeting is expected and appreciated.

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

AMS Web Site: www.ams-web.org
Annual Conference Home Page: http://ams-web.org/cde.cfm?event=354530
Submission Deadline: December 7, 2012

Association for Marketing and Health Care Research
31st Annual Conference
Big Sky, MT
February 27 – March 1, 2013
Submission Deadline: December 7, 2012

AMHCR requests your submissions for its annual conference. Proposals are due by December 7, 2012 for paper presentations and special sessions focusing on issues related to marketing and health care. Submit abstracts of 200 words or less for papers, or one-page special session proposals to:

Program Chairs: Karen Hood, karenhoodphd@gmail.com or Jim Oakley, jame.oakley@montana.edu

The Association for Marketing & Health Care Research is dedicated to advancing relevant knowledge and increasing the professional competence of individuals and organizations working to develop and market products and services related to healthcare; to promoting and providing a forum for the presentation and application of research and related scientific activities; to assisting the formation of public policy by accumulating knowledge related to healthcare; and to analyze and develop strategies associated with operating a small business in the health care sector. Individuals who may be interested in attending include academics, healthcare practitioners, health services administrators and others who have an interest in health services issues. AMHCR President is Michael Weber of Mercer University, and Chair Emeritus is Joe Hair of Kennesaw State University.

More information about the conference and submitting proposals is available at AMHCR.org.
POSITION ANNOUNCEMENTS

Michael F. Price College of Business
The University of Oklahoma
Norman, Oklahoma

Siegfried Centennial Chair in Marketing

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

Although representatives of University of Oklahoma will be attending various recruiting conferences, we hope to recruit for this position more through word of mouth and networking rather than formal interviews at these conferences. For the same reasons, nominations are also welcome.

This is a tenured senior position beginning August 2013. We expect the successful candidate to be a nationally recognized scholar and with a strong empirical and theoretical background and an established record of excellence in research and teaching skills. We also expect the Siegfried Chair to play a leadership role within the division and the college and are therefore seeking individuals with demonstrated evidence of academic leadership skills. This is a nine-month appointment; a PhD is required in order to be considered.

The University of Oklahoma is a comprehensive research university offering a wide variety of undergraduate, graduate, continuing education, and public service programs. Its 2000-acre Norman campus houses 12 colleges with approximately 800 faculty and 22,000 students. In addition, eight medical and health-related colleges are located on the Health Sciences Center campuses in Oklahoma City and Tulsa. The University of Oklahoma is an Equal Opportunity/Affirmative Action employer. Women and minorities are encouraged to apply. The University of Oklahoma has a policy of being responsive to the needs of dual career couples.

First screening for both positions will begin immediately and continue until the position is filled. To apply and schedule an interview, send a letter of application, resume, and names of three references to:

Professor Rajiv P. Dant
Division Director & Michael F. Price Chair in Business
Division of Marketing and Supply Chain Management
Price College of Business
The University of Oklahoma
307 West Brooks, Norman, OK 73019-4001
Voice Direct: 405-325-4675
Email: rdant@ou.edu

For more information, please refer to these web sites:

http://price.ou.edu/index.asp
http://www.normanok.org/
http://quickfacts.census.gov/qfd/states/40/4052500.html

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Assistant or Advanced Assistant Professor of Marketing

The Division of Marketing and Supply Chain Management at the University of Oklahoma has a position opening for an Assistant or an advanced Assistant Professor of Marketing. This is a tenure/tenure-track position and applicants must have a PhD or will have earned a PhD prior to the start of employment.

Persons with research interests in the following areas are particularly encouraged to apply – Channels of Distribution, Marketing Strategy, Sales Management, and Services Marketing. Nominations are also welcomed.

This is a tenure track position beginning August 2013. Candidates should have a strong empirical and theoretical background and be able to demonstrate excellence in research and teaching skills. The normal teaching load at the University of Oklahoma is 6 hours per semester (a 2-2 load).

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For more information, please refer to these web sites:

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http://www.normanok.org/
http://quickfacts.census.gov/qfd/states/40/4052500.html

The American Marketing Association has made it possible to share all of those wonderful event photos with our members. Simply visit the AMS homepage at http://www.ams-web.org to access the “members-only” photo link. Look for the Photo Gallery link in the upper-right corner of the AMS home page.

The Academy of Marketing Science
recently wrapped up the 2012 AMS World Marketing Congress – Cultural Perspectives in Marketing in Buckhead, Georgia successfully. I hope everyone enjoyed the conference which included the very popular Plenary Session with our 2012 Global Marketer award winner, Sheryl Adkins-Green, Chief Marketing Officer of Mary Kay Inc. Proceedings from this conference can be found in the Members webpage.

The 2013 AMS annual conference will be held in Monterey Bay, California May 16 through May, 18, 2013 at the Portola Plaza Hotel. As usual, you will be able to register online or by sending the registration form via fax or snail mail (see address below). We will send an email announcement once registration opens. There have been a couple of changes to the Call for Papers online so make sure you have the updated version.

The 2013 World Marketing Congress will be held in Melbourne, Australia July 17 through July 20, 2013. Information regarding registration fees and sponsorship opportunities can be found at www.2013wmc.org.

As a reminder, you can join the AMS LinkedIn group to connect with fellow members or follow AMS on Twitter for updates and reminders. You can also “Like” AMS on Facebook where you will find news and photos from past conferences.

If you are having trouble login to the AMS website or are not receiving AMS renewal reminders or email notifications, please contact me.

Florence Cazenave
Academy of Marketing Science
Louisiana Tech University
P.O. Box 3072
Ruston, LA 71272
Phone: 318.257.2612
Fax: 318.257.4253
Email: ams@latech.edu

IN THE NEWS

Dr. V.H. Manek Kirpalani Bloomsburg University, PA and Distinguished Professor Emeritus, John Molson School of Business Concordia University, Montreal announces the publication of a book she co-wrote with Mika Gabrielsson, University of Eastern Finland entitled: Handbook of Research on Born Globals.

Born Globals (BGs) are a new but relatively well-known innovative small firm’s category from the SME sector. This book defines them and deals with their speed of growth, the product types that permit such rapid growth, the cultural traits of the leaders, and institutional and organizational obstacles successful leaders have surmounted while acquiring ability and knowledge. Further, it discusses the channels of distribution and networks BGs have to link with. The book has been reviewed as an appealing, useful and well-crafted end product. Examples are drawn of successful BGs from Austria, Australia, Belarus, Canada, China, Cyprus, Denmark, Estonia, Finland, Germany, Norway, Portugal, Spain, Taiwan U.K, and the USA. The book is published by: Edward Elgar Publishing Inc. Information can be found at: www.e-elgar.com.

Professor Vince Mitchell (Cass Business School, City University of London) has joined the Fellowship rank of the UK’s most prestigious marketing organisation, The Marketing Society, together with Richard Brasher, former CEO Tesco UK and Sir Keith Mills, Deputy Chair of LOCOM. Professor Mitchell is one of the few academics to be awarded the Fellowship.

He joins other recipients of the Marketing Society’s honour such as Lord Saatchi, Lord Heseltine, Sir Martin Sorrell and Sir Terry Leahy.

Professor Vince Mitchell said: “I am deeply honoured to be in such distinguished company. It reflects a lifetime of commitment to marketing teaching and research as well as the standing of Cass as a premier business school.”

Founded in 1960, the Marketing Society is an exclusive network of 2,600 distinguished business school.

Marie-Odile Richard, who won the Jane K. Fenyö in 2004, has just received the prestigious Banting Post-doctoral Fellowship, a two-year award to allow her to further develop her neuromarketing skills, this time with advertising to bilingual audiences, at Concordia University in Montreal. She is the first Ph.D. in business to be selected for this prestigious award.

For more information, see http://news.gc.ca/web/article-eng.do?nid=695009

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The Board of Governors recommends a donation to the AMS Foundation.

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

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College of Business
Louisiana Tech University
P.O. Box 3072
Ruston, LA 71272

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

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

Send your news to dhaytko@fgcu.edu by January 15, 2013

President’s Message continued from page 1

be able to recommend them for your viewing pleasure. Several of our members dedicated considerable time and energy to making this video series possible. In particular, Barry Babin deserves considerable kudos for his relentlessness on this project. Thank you, Barry! Additionally, we continued to work closely this summer with our partners, the Sheth Foundation, Mary Kay Inc., and CUTCO/Vector. The Sheth Foundation was the cornerstone for the Legends videos, and both Mary Kay Inc. and CUTCO/Vector played an active part in the success of the WMC–CPM in Buckhead.

To end this column, I want to thank everyone for making my 56th birthday a wonderful experience – having the entire attendance of the 2012 AMS WMC–CPM conference sing Happy Birthday to me – not once, but twice – is more than I could ever have hoped for! THANK YOU!
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 or by sending your renewal to:

Florence Cazenave
Director of Marketing and Communications
Academy of Marketing Science
Louisiana Tech University
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!