

## **Mission of the Academy**

The **Academy of Marketing Science** is a non-profit, international, scholarly, professional organization. It is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world. The Academy is committed to the highest of ethical standards and collegiality in the pursuit of this mission.

## **History of the Academy**

The Academy began at C. W. Post Center of Long Island University in 1971. Under the directorship of founder Dr. Berkman, the Academy grew into a substantial regional association. In 1972 Berkman established the *Journal of the Academy of Marketing Science* (JAMS). For his services, Dr. Berkman is recognized with the title of distinguished professor of the Academy of Marketing Science.

Today, JAMS is widely acknowledged as a premier marketing research journal and was recently recognized as one of the top 10 most cited business academic journals. Members receive JAMS free of charge.

As the Academy expanded nationally in both scope and recognition, it became evident that more structure was needed. Consequently, in 1979 the Academy was reorganized with a new Constitution and Articles of Association and Bylaws. The Academy currently has elected officers and a Board of Governors, with elections held on a biennial basis.

Each year, hundreds of delegates attend a research conference hosted by the Academy. The first annual conference took place in Akron, Ohio. Subsequent annual conferences have been held in every corner of the USA and in Montreal and Vancouver. Biennial world marketing congresses (The AMS World Marketing Congress) have been held in such diverse locations as Italy, Australia, Malaysia, and Turkey with future conferences planned for Oslo, Norway and Reims, France.

The Academy also hosts the Cultural Perspectives in Marketing (CPM). The CPM also has been held in diverse settings including New Orleans, La; Seoul, South Korea; Puebla, Mexico; Valencia, Spain; Hong Kong, Montreal and Long Beach, Miss.

Presently the Academy of Marketing Science is a full-service, scholarly professional organization. It offers a wide range of services, including a series of conferences and special interest programs and symposia, a refereed scholarly journal, a quarterly member newsletter, and conference proceedings. The

Academy has numerous programs that sponsor future scholars and encourage thought leadership in marketing research.

The University of Miami had been the home of the Academy for the past 30 years. With the support of Dean James Lumpkin, Barry Babin and Harold Berkman, Louisiana Tech became the new home of the Academy in June, 2008.

## **Presidents of the Academy of Marketing Science**

The current AMS President is Adilson Borges and the President Elect is O.C. Ferrell.

### **Past Presidents**

Robin T. Peterson, 1978-1982  
Ivan R. Vernon, 1982-1984  
Douglass K. Hawes, 1984-1986  
Roger L. Jenkins, 1986-1988  
Jay D. Lindquist, 1988-1990  
John T. (Tom) Mentzer, 1990-1992  
James R. Lumpkin, 1992-1994  
Naresh K. Malhorta, 1994-1996  
Joseph F. Hair, Jr., 1996-1998  
Kathleen A. Krentler, 1998-2000  
Robert A. Peterson, 2000-2002  
M. Joseph Sirgy, 2002-2004  
Charles W. Lamb, 2004-2006  
Barry J. Babin, 2006-2008  
John B. Ford, 2008-2010  
Greg Marshall, 2010-2012  
Victoria L. Crittenden, 2012-2014  
Linda Ferrell, 2014-2016