AMS Review

Theory Forum

Impactful Ideas | New Directions | Dialog

A Pre-Conference Event Hosted by: Academy of Marketing Science
Tuesday, May 20, 2014 (1 p.m. – 5:30 p.m.)
Indianapolis, IN

Co-Chairs:
Manjit Yadav, Texas A&M University
O.C. Ferrell, University of New Mexico

Overview of the Theory Forum

The AMS Review Theory Forum brings together leading and emerging marketing scholars to share their perspectives on theory development in marketing. Although the marketing discipline remains vibrant and progress continues to be made on multiple fronts, there has been growing concern in recent years about the lack of emphasis on conceptual/theoretical contributions. This is detrimental to long-term knowledge development in our field and significantly diminishes its impact and influence. To address this issue, the Theory Forum has the following objectives:

- Critically assess the state of knowledge development in marketing, with special emphasis on theoretical progress.
- Identify significant theory development gaps in various substantive domains and advance proposals for addressing these gaps.
- Discuss specific strategies and tools that marketing scholars can utilize for enhancing theory-building efforts in their research programs.
- Strengthen institutional factors (e.g., journals and doctoral programs) to reinvigorate theory development in the marketing discipline.

Location

JW Marriott Hotel, 10 S. West St. Indianapolis, IN. This is also the venue of the Academy of Marketing Science (AMS) 2014 Annual Conference (May 21-23, 2014). For additional details about the conference and venue, see: www.ams-web.org.

Who should attend?

The Theory Forum is aimed at a broad spectrum of participants—from senior scholars who have well developed research programs to new scholars who are just starting on this journey. In fact, with this diverse set of participants, we hope to create a flourishing scholarly community to facilitate debate and discussion related to theory development. See program details below.

Registration

All participants must register for this pre-conference event at the conference website: www.ams-web.org. Cost: Free; participants must, however, register for the AMS conference.
Overview of the Program

1:00 p.m.       Welcome

                  O.C. Ferrell, V.P. of Publications, Academy of Marketing Science
                  University of New Mexico

Conference Overview & Introductions

                  Manjit Yadav, Editor, AMS Review
                  Texas A&M University

1:15-1:45 p.m.   Keynote Presentation:

                  Shelby Hunt, Texas Tech University

1:45-2:45 p.m.   Panel Session 1: A Critical Assessment of Theoretical Progress in Marketing

                  Ajay Kohli, Georgia Tech
                  Robert Lusch, University of Arizona
                  William Wilkie, University of Notre Dame

2:45-3:15 p.m.   COFFEE BREAK

3:15-4:15 p.m.   Panel Session 2: The Art and Craft of Developing Impactful Theory

                  Peter Golder, Dartmouth College
                  David Stewart, Loyola Marymount University
                  Manjit Yadav, Texas A&M University

4:15-5:15 p.m.   Panel Session 3: Rethinking Doctoral Programs to Facilitate Theory
                  Development

                  Tomas Hult, Michigan State University
                  Kent Monroe, University of Illinois, Urbana-Champaign
                  & University of Richmond
                  Lisa Scheer, University of Missouri

5:15 p.m.       Concluding Comments

                  Manjit Yadav, Texas A&M University