Message from the President

It is hard to believe that I am now in the latter half of my presidency in the AMS. As with any administrative position, there have been both ups and downs. Moving forward and in the second and final year of my presidential term, my hope is that the focus is on the positives of the AMS and the difference that we, as members of the Academy, can have to the future of the marketing profession. With the idea of contributing as a societal group in mind, the engagements with our membership and with the greater marketing community have been astounding over the past few months.

In my first presidential column, I stated that “…technology will shape our future” and 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.” I then introduced Colin Campbell as Director of Social Media and Angeline Close as Director of Doctoral Student and Junior Faculty Initiatives. Not surprisingly, young scholars and technology have played a critical role this year in the AMS. Angeline and Colin have focused their energies so as to bring the AMS to the membership in new and enlightening ways and in ways that allow us to reach out and align our efforts within the broader academic community, and I would like to highlight a few of those efforts.

At the annual conference in Monterey, Colin chaired a panel discussion on “How to become more involved in AMS.” Angeline participated on the panel, and it was amazing to me to see the level of engagement that Colin and Angeline brought from the executive perspective to a standing-room only crowd of essentially their peers. The scholars in the audience were largely those like Colin and Angeline who wanted to know how to get more involved in the Academy - basically how to get their names on whatever lists exist to become more involved. The session was so great and the audience so desiring of becoming more involved that Colin created a volunteer online site (http://tinyurl.com/HelpOutAMS) for people to sign up to help in various ways. While simple from a technology perspective, this Google docs approach to enabling service to the AMS is a wonderful way to allow our members to let program planners and track chairs know who is ready and able to serve in the numerous and necessary roles that make our conferences so successful.

While we are engaging our own membership more extensively through panels such as that in Monterey and Colin’s extensive social media efforts, Angeline has recently become involved in an association-wide initiative to create a common faculty recruiting website. These early-stage discussions include representatives from organizations such as the MSI, ISMS, AMA, ACR, EMAC, and ANZMAC since the success of a common marketing academic job website depends upon support from all marketing organizations. This clean-sheet design process has received start-up funding from MSI and the ISMS and is now in the early stage of development. Having Angeline represent the AMS in this development is yet another step in our efforts to engage our constituents as we continue to build the AMS of the future.

While Angeline and Colin are aiding and abetting an extensive network of marketing scholars, others such as Mike Ewing and Bob Peterson reached out to practitioners in ways that engaged industry executives, extensively, with the AMS in 2013. The direct selling industry, which was one of Bob’s early initiatives to engage practitioners in AMS, was well-represented in Monterey. Mary Kay Inc. hosted a reception in the president’s suite, which exhibited to many young scholars the level of interactions that can take place between the AMS and “real-world” marketers. The direct selling industry was also the topic of a session chaired by Linda Ferrell in which industry representatives served as panelists. While I have long been impressed with Bob’s success at bringing companies and executives into the Academy, I have to say that I was completely floored by the vast degree of corporate engagement at the World Marketing Congress in Melbourne. For example, Mike and Bob co-chaired a session entitled “Creating Academic-Industry Interactions” – another standing-room only session for AMS. What an amazing session! Two industry participants in that session were Ken Roberts, Managing Partner at Forethought Research and Bruce McColl, Chief Marketing Officer for Mars Incorporated. Not only were Ken and Bruce participating actively in this session, they had both already hosted breakfast and lunch events with interested conference attendees. Needless to say, Mike Ewing’s industry connections benefited not only Monash University but also the Academy of Marketing Science while we were in Melbourne. The Peterson – Ewing tag team might really be a dream team for industry involvement with AMS!

These are just a few examples of the internal and external outreach that is taking place within AMS. I guess it is not surprising that it is our newer scholars/members who are creating wonderful opportunities (largely with some technological component) for reaching our current and future membership base while the scholars/members who have been a part of the AMS for many more years are the ones who are making the connections with industry. Regardless of the connection, however, the outreach to all of our constituents bodes well for the AMS and represents who we are as an international association.

From the Editor

There are numerous sayings about not taking life for granted, or too seriously, such as “life is short,” or “live every moment.” Well, I learned first-hand that these sayings are legitimate. In March, I was in a car accident, rear ended by a man “distracted” by some form of technology. I had my 85 year old mother with me. She was rushed to the hospital. Six months later, she is doing great, and I am the one with lasting problems. This issue of the AMSQ is a bit later than planned because my eyesight has been compromised and I am awaiting a decision about having corrective eye surgery. As a result, I have had to rely on the wonderful people who were willing to help get this issue out by proofreading and putting together the picture collages, particularly Bink at Misty Graphics, my family and others in the academy who put in extra time. I appreciate their efforts.

For the first time in more than 20 years, I am not teaching classes, as I’m on medical leave this fall. I miss my students and my colleagues but staying off the computer has helped my vision. I wish you all the best for the fall semester and hope to be back into the swing of the life of an academic in the spring. Remember, you never know what will happen next, so don’t take life for granted.

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The focus of effective marketing has evolved in numerous ways over the past decade. However, now more than ever, successful marketing in all its many forms is largely dependent upon the ability to facilitate and sustain meaningful, engaging experiences for stakeholders. Not only have the momentous advances in technology and communications in recent years forever altered the nature of information dissemination from marketers to various stakeholders, but they have led to a re-imagination of expectations for both personal and professional activities. Customers have abandoned the influence of traditional one-way communication in favor of deeply engaging, multi-directional conversations that simultaneously span multiple media. Employee engagement has been steadily decreasing as employees feel less connected to organizations that hold fast to tried-and-true, yet decreasingly relevant practices to recruit, retain, and reward talent. Shifting societal expectations demand that organizations become genuinely involved with local communities in a way that monetary contributions alone cannot achieve. Students, are growing increasingly dissatisfied with conventional methods of lecture-based teaching and fact-based testing in favor of student-centered, experiential activities that captivate and motivate students to apply marketing concepts to solve real issues. The theme of the 2014 AMS Annual Meeting focuses on identifying novel ideas, refining contemporary ideas, and re-defining outdated ideas in marketing. We invite scholars across all of the disciplines within marketing to submit their novel ideas, their research results, and their refinements of current ideas, as well as their suggestions 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 the J.W. Marriott in downtown Indianapolis, Indiana. The hotel is surrounded by more than 200 restaurants and clubs, well-known sports venues, and a 10-block state park that features top museums, green space and a convenient canal walk in addition to a four-story urban shopping mall. Nationally recognized restaurants range from Shapiro’s (which USA Today called one of America’s greatest delis), to Goose The Market (ranked by Bon Appetit as one of their Top 10 U.S. sandwich shops), to St. Elmo Steak
AMS UPCOMING EVENTS

2014 Academy of Marketing Science World Marketing Congress
August 5-8, 2014
Universidad ESAN
Lima, Peru
Submission Deadline: October 1, 2013
Conference Theme: Marketing Challenges in a Turbulent Business Environment
Conference Program Co-Chairs:
Nicholas G. Paparoidamis, IESEG School of Management, France
Ruben C. Chumpitaz, IESEG School of Management, France
Jay Mulki, Northeastern University, USA

The key challenge for marketers during the last two decades was "assuring high satisfaction and strong customer loyalty." Today, the global economic climate remains unstable; plus, consumers' ever changing desires, coupled with instantaneous communication enabled by social media and mobile technology all come together to stir up market turbulence. The conference aims to explore how the blends of traditional and modern marketing practices facilitate development of new and innovative products, help create increased product/service differentiation, ensure better service quality, and most of all, create value for stakeholders even in such a turbulent business environment.

This, the 17th AMS World Marketing Congress, will be held at Universidad ESAN, in Lima, Peru. ESAN, founded on July 25, 1963 under an agreement between the governments of Peru and the United States of America, is the largest business school in Peru and one of the largest in South America.

About Lima

Lima is today a vast metropolis which blends the splendor of its colonial past with the modern era. Nestling on the banks of the Rimac River and on the shores of the Pacific Ocean, Lima is the seat of government and the country's most important institutions. The 2007 Census showed Lima was home to approximately 7,600,000 people, making it by far the country's largest city, bustling with more business and industrial activity than anywhere else in Peru.

Heir to ancient cultures and a rich colonial tradition, Peru is a magical spot characterized by rich biodiversity and is a melting pot of different cultures that together are forging the promise of a better future. Ten thousand years of history can be experienced through 180 museums and historical places. Peru inevitably evokes images of Machu Picchu and the Inca Empire and archaeological sites are found throughout the country. These sites reveal how great civilizations bequeathed a legacy of art, customs and rituals, their wisdom and skills.

Not to be forgotten, Lima is home to incomparable cuisine. Restaurants reflect the diversity of a nation that has mixed its native traditions with the cuisines of Europe, the Middle East, China, Africa and Japan. The results are unique flavors that make Peruvian cuisine one of the best and most varied in the world.

The congress will have presentations of peer-reviewed papers, as well as panel discussions and plenary sessions. The papers can range from theory development to concepts for measurement and modeling to testing propositions in empirical or experimental studies. Papers based on cross-cultural studies and having international implications are particularly welcome.

As an international event, this meeting is an excellent opportunity to submit work that explores marketing issues in today's emerging markets and other relevant topics not directly related to the theme. The various tracks provide you avenues to present research results and special sessions across the broad spectrum of our discipline.

All manuscripts and special session proposals to be submitted using a pdf document via the on-line submission process which can be entered from the following webpage: AMSWMC@LIMA.2014

We look forward to seeing you and to present you with the opportunity to engage in lively intellectual discussions, make new professional connections and experience warm fellowship.

Continued from page 2

House (home of the hottest meal in the world, as declared by the Travel Channel). Other attractions include the Indianapolis Zoo (ranked among the nation’s top 10 zoos by TripAdvisor) and the Indianapolis Museum of Art—one of the country’s 10 largest and oldest general art museums.

To participate, submit competitive papers or special session proposals electronically using the conference management system to the appropriate track chair listed on the conference website.

Important Note: it is against AMS policy to submit the same paper or special session proposal to multiple tracks. Additionally, the first author assumes the responsibility of insuring that at least one author attends the conference to present the paper. Papers that are not presented in the conference will be excluded from the proceedings. 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.

AMS Web Site: www.ams-web.org
AMS 42 in Monterey was all that conference chairs and organizers could wish for in a conference. With an attendance of around 400, the conference turned out to be one of the largest in AMS conference history. Monterey’s weather was about as perfect as conference weather could get and delegates agreed that the conference venue was idyllic. Highlights of the conference included Linda Price’s receiving the AMS Cutco-Vector Marketing Distinguished Marketing Educator Award, and Ceja Vineyards Amelia Ceja’s acceptance of the AMS Marketer of the Year Award. Linda inspired all the marketing scholars present, and especially the many PhD students with her thoughtful and humble address. Comments from PhD students after listening to her included, “She made me appreciate just how lucky I am to be entering this profession”, and “I want to be like Linda Price one day.” Amelia Ceja’s acceptance speech at the conference banquet moved the delegates deeply, as she traced Ceja Vineyards success story from her family’s humble beginnings as itinerant grape pickers to a premium winery that has been featured in the Wall Street Journal. The cherry on top at the conference dinner was a performance by the three tenors of Romanza, with songs ranging from Gilbert and Sullivan through “Bring him home” from Les Mis to “Raw Hide”. KTH Stockholm’s Philip Grant showed that he wasn’t just a capable PhD student, but also has a magnificent voice!

A number of best paper awards were made at the conference. These included:

The William R. Darden Award for the Best Research Methodology Paper, for papers demonstrating outstanding research methods, and submitted to the Research Methods Track. Following the advice of the track chairs Dr. Albert Caruana, of the University of Malta, and Dr. Ekin Pehlivan, of Bentley University and their reviewers, the winner of the 2013 William R. Darden Award was: George Franke, of the University of Alabama, for his paper entitled: “Performance Of Two Procedures For Assessing Discriminant Validity: Model Comparisons Versus Confidence Intervals”

The Stanley C. Hollander Best Retailing Paper for all papers submitted to the Services Marketing and Retailing tracks was for a paper entitled “From Mobile Phone To Smartphone: What’s New About M-Shopping?, co-authored by: Gérard Cliquet, Christine Gonzalez, Elodie Huré and Karine Picot-Coupey (all from the Rennes School of Business Administration, France).

Gérard Cliquet and Elodie Huré

The Jane K. Fenyo award for the best Student Paper is for all papers authored or co-authored by doctoral students only. This year we were especially impressed by the high quality of work submitted by our PhD students, which bodes extremely well for the marketing discipline. An independent committee of scholars, consisting of Dr. Bradley Barnes, University of Shefield, UK, Dr. Fiona Newton, Monash University, Australia, Dr. Ronika Chakrabarti, Lancaster University, and Dr. Kate Pounders, University of Nevada, Las Vegas assessed the submissions. The following submissions were highly commended: Courtney R. Szocs, University of South Florida, Spencer Ross, University of Massachusetts, Amherst, Stefanie Beninger, Simon Fraser University and Michael Obal, Temple University.

The Winners of the 2013 Jane K. Fenyo Award for the best Student Paper were: Debbie Vigar-Ellis and Daniel Hall, both of the Royal Institute of Technology, Stockholm, Sweden for their co-authored paper, “Ambush Marketing of the London Olympics: A Content Analysis”

The final, and probably the most important award was the M.Wayne Delozier for the Best Conference Paper. All papers submitted to the conference were eligible for this. Once again, an independent committee of scholars assisted in coming to this decision, and this committee consisted of: Dr John Peloza, Florida State University, Dr. Kevin Money, University of Georgia, Dr. Andrew Ainslie, University of California at Los Angeles, and Dr Richard Watson, University of Georgia. The 2013 M.Wayne Delozier for the Best Conference Paper was awarded to: Angelina Close and Young-A Song, both of the University of Texas at Austin for their paper, “Revisiting Determinants of Sports Sponsorship Response: A Schema Theory Perspective”

There were also a number of special awards given each year to distinguished members of the Academy.

The Harold W. Berkman Distinguished Service Award
Chuck Lamb

This prestigious award is given to an AMS Fellow who has stood out in terms of dedication and commitment to the Academy of Marketing Science and to the marketing discipline overall. The following is only a partial list of Chuck’s service over the past three decades:

- Immediate Past President 2006-2008
- President 2004-2006
- Chair, Academy of Marketing Science Foundation 2004-2006
- Co-Chair, Cultural Perspectives Conference 2004
- President-Elect 2002-2004
- Chair, Board of Governors 1998-2002
- Member, Board of Governors 1998-2004
- Co-Chair, Doctoral Dissertation Competition 1999
- Co-Chair, Annual Conference 1994
- Vice-President Publications 1992-1994
- Judge, Doctoral Dissertation Award 1988

In addition, Chuck has organized and chaired several sessions, frequently served as a panelist or discussant, and presented numerous papers at the Annual Conference, Cultural Perspectives Conference, and World Marketing Congress, and has been a continuous member of the Academy since the mid 1970’s. Chuck joins a distinguished list of recipients.

Harold W. Berkman Award Recipients:

- John Ford
- Jay Lindquist
- Robert A. Peterson
- A. Coskun Samli
- Tom Mentzer
- Joseph F. Hair, Jr.
- Barry J. Babin
- O.C. Ferrell
Julie Guidry Moulard, Louisiana Tech University, was recognized as the first ever winner of the Harold and Muriel Berkman Award for Faculty Achievement and Development. Julie sets the standard for this new AMS award. Harold Berkman, the AMS Founding Fellow, asked the Board of Governors to create an award which would recognize up and coming contributors to AMS who distinguish themselves by taking special initiative in serving AMS. Julie’s outstanding work as track chair for multiple conferences including the 2011 AMS World Marketing Congress in Reims and the 2012 AMS Annual Conference held in New Orleans and her contributions in the form of detailed research and reports regarding the AMS membership, distinguished her as worthy of the Award. Julie has been a member of AMS since 2001 and is currently AMS Vice President of Membership.

AMS hopes to give this award annually. The criteria to be considered include: no less than three years continuous membership as an AMS Fellow, participation in some official capacity in AMS programs and distinction through initiative in service to AMS. As the award is seen as promoting faculty development, preference is given to candidates with less than 15 years academic experience. The award is funded by the generosity of the Berkman Endowed Funds.

THE HAROLD AND MURIEL BERKMAN AWARD FOR FACULTY ACHIEVEMENT AND DEVELOPMENT

Julie Guidry Moulard

THE MARY KAY DISSERTATION AWARD

For more than 20 years, Mary Kay Inc. has supported marketing research by sponsoring the dissertation competition with the Academy of Marketing Science. This year’s winners of the Mary Kay Doctoral Dissertation Competition were recently recognized at the AMS Annual Conference by Kerry Tassopoulos, VP of Government Relations and Compliance at Mary Kay Inc. Marketing doctoral students from around the world submitted dissertation abstracts that were subjected to a blind review. This year there were three finalists: Zachary Hall, Hristina Dzhogleva, Sue Ryung Chang, and the winner was: Sue Ryung Chang.

OUTSTANDING MARKETING TEACHER AWARD WINNERS

Each year, the Academy recognizes members who are outstanding teachers as nominated by the members. Each nominee has to put together a portfolio of best practices and information on their teaching careers.

This year the winners were: Brian Vander Schee (Aurora University), Paul Busch (Texas A&M University), and Charles Fifield (Baylor University)
AMS Distinguished Marketer

Amelia Moran Ceja

Ceja Vineyards is an ultra-premium Latino family owned winery in the Napa Valley. It was founded in 1999 by Amelia, Pedro, Armando and Martha Ceja — first generation Mexican-American immigrants. Their dedication to sustainable agriculture and the gentle handling of the grapes in the cellar can be tasted in every sip of the legendary estate grown wines.

In 1967, Amelia Ceja immigrated to the U.S. to join her father, a farm worker, who toiled for years in California’s vineyards. Today she is crossing another border, turning upwardly mobile Latinos into wine aficionados with her subtle blend of viticulture, down-home cuisine and Web-based marketing campaign.

A strong matriarchal tradition in her family fostered Amelia’s independent spirit, but more than anything, Amelia feels it is flavors and her experiences with food that have shaped her life choices. Long before the California legislature recognized Amelia as “Woman of the Year” in 2005 for “breaking the glass ceiling in a very competitive business,” the first Mexican-American woman ever to be elected president of a winery was on the frontier of wine. The dynamo behind more than 140 video blogs since 2009 on preparing Mexican cuisine and pairing it with wine, Amelia has introduced thousands to exciting flavor combinations never dreamed of. Embracing both her Mexican heritage and American home, Amelia combines the best of what she finds in food and drink, tradition and innovation. “As a minority cellar, we are shaping the wine industry,” explains Amelia, who was honored as the “most outstanding female leader, innovator and visionary in the wine field in the North Bay” by North Bay Business Journal at its 2008 Woman in Business Gala.

Under her leadership, Ceja Vineyards has received numerous awards including the 2012 Latino Spirit Award. The Latino awards recognize those businesses/individuals that exemplify the spirit of the Latin community and have contributed to the State of California. INC Magazine selected Ceja Vineyards “Entrepreneur of the Year 2004” (one of seven) in the January 2005 issue. Case production has increased from 750 cases to 10,000 cases per year, and Ceja wines were offered at some of the most acclaimed restaurants in the United States.

Under her leadership, Ceja Vineyards has received numerous awards including: The California Latino Legislative Caucus 2012 Latino Spirit Award. The Latino awards recognize those businesses/individuals that exemplify the spirit of the Latin community and have contributed under her leadership, Ceja Vineyards has received numerous awards including the 2013 College of Business Distinguished Alumni award from the University of Wyoming. She currently serves as President-Elect of the Association of Consumer Research as well as serving on the AMA Academic Council, the Consumer Culture Theory Board and as Vice President of the Advisory Board for the Journal of Consumer Research.

Linda L. Price (BA, MBA, University of Wyoming; Ph.D. University of Texas at Austin) is Department Head and the Underwood Family Professor of Marketing in the Eller College of Management, University of Arizona. Linda has been on the faculty at several Universities including the University of Pittsburg the University of Colorado, the University of South Florida and the University of Nebraska. She has received many marketing honors and awards including the 2013 College of Business Distinguished Alumni award from the University of Wyoming. She currently serves as President-Elect of the Association of Consumer Research as well as serving on the AMA Academic Council, the Consumer Culture Theory Board and as Vice President of the Advisory Board for the Journal of Consumer Research.

Linda’s research is published in leading marketing and social science journals including Journal of Marketing, Journal of Marketing Science and the Journal of Consumer Research and combines qualitative and quantitative methodologies to examine consumer identity and adaptations, social influence and network interaction, and how consumer emotions and imagination enrich, distinguish and give agency to their lives. Her research has been and is currently funded by a variety of agencies including USDA, Marketing Science Institute. She has published books, chapters and over 70 articles that have collectively garnered over 7,000 citations. She has mentored many PhD students who are now leading marketing scholars in universities around the world.

Linda has approached research based on what she finds unusual and surprising in the world around her. Each piece of published research is in part a personal journal through Linda’s life. Using this approach she has uncovered many new concepts including consumers’ use innovativeness, consumer imaginary processing, market mavens and market helping behaviors, narrative satisfaction with extreme experience such as whitewater river rafting and commercial friendships. She has always been interested in how individual consumers and consumer networks create, adapt, and change. The last 20 years, she has explored fluid consumer identities including research on: global citizenship through global brands and emerging and transitional economies; cross cultural differences in how consumers make meanings with brands; family identity across generations through objects and practices; how families negotiate varying individual, coalitional and collective identities and goals in a material world; and the temporal dynamics of network identity and practices. As a recent empty nester, she is now especially interested in how families and organizations connect across distances through technology and how consumers can get a “fresh start.”

2013 AMS CutCO/VeCtor Distinguished Marketing Educator

Linda Price

The 2013 AMS Annual Conference Golf Championship was contested on the Tom Watson-designed Links at Spanish Bay Golf Course on May 18. The four ball match play event came down to a tight battle between the teams of Nick Terblanche/Kevin James and Dave Ortinau/Barry Babin. Playing in the same group, Terblanche and James took a three shot lead over the middle holes. Over the windswept finishing holes tucked closely by the roaring ocean, Ortinau and Babin made a comeback, winning the final two holes in exciting fashion. The match came down to an 18 foot par putt that Ortinau drained to end the match all square. Thus, the teams are co-champion AMS golfers for the year.
AMS 16th BIENNIAL WORLD MARKETING CONGRESS

The 16th Biennial World Marketing Congress was held July 17-19 at the elegant Langham Hotel in Melbourne, Australia (see www.2013wmc.org). The Conference Program Co-Chairs, Mike Ewing and John Ford had an excellent team of 52 Track Chairs for 26 Tracks, and the overall attendance was just over 400 delegates. There were 246 competitive papers presented, 14 special sessions, and the delegates represented 34 different countries. We also had 80 doctoral students in attendance.

While it was winter in Melbourne, the weather was sunny and mild for the most part (including a record day for July), and the delegates were treated to excellent Australian hospitality. The WMC Host was the Department of Marketing at Monash University, who did a truly outstanding job. The work of the Local Arrangements Chair, Paul Loughran was fantastic along with Angela Taylor and James Tappenden. Also many thanks to Jay Lindquist and Barry Babin, the Co-Directors of International Programs for working so closely with the Langham Hotel to make the event a success. The generous sponsorship of Forethought Research, Kimberly-Clark Corporation and Mars Incorporated all contributed greatly to making this a truly memorable event. The Conference Awards Luncheon was held at the impressive heritage-listed Melbourne Town Hall while the final Congress Banquet was held on Friday evening in the ballroom of the Langham Hotel and sponsored generously by Forethought Research and Kimberly-Clark. There was also an informative luncheon sponsored by Mars, Incorporated which focused on ways in which universities can engage with companies like Mars with presentations from Bruce McCall, the Chief Marketing Officer and Laurent Larguinat, the Director of the Mars Growth Lab.

The AMS 2013 Global Marketer Award was presented to John Zeigler, the Chairman & CEO of DDB Group Asia Pacific, India and Japan, and his words of wisdom were not only entertaining but they were extremely timely and valuable. His responsibilities for DDB include 33 agencies across 14 countries with a workforce of more than 3,200 employees.

Prior to the WMC, there were two consortia held at Monash University’s downtown Law Chambers: the AMS Doctoral Consortium run by Joe Hair, Rosann Spiro and Yelena Tsarenko and the Sheth Emerging Scholars Faculty Consortium coordinated by Siva Sivakumar and Goran Svensson. These events were run separately in the morning and were combined in the afternoon with a terrific assortment of presenters providing insights on research, career development and teaching. The attendees were very pleased with the content and the connections that they made as part of these events.

Finally, the delegates were treated to a fantastic tour on Saturday of the Healesville Native Animal Sanctuary (which is connected to the Melbourne Zoo), followed by a tour of the Rochford and Portet wineries. There were also three different walking Tours of Melbourne offered on Saturday.

It was an incredible World Marketing Congress, and we are now all looking forward to the 2014 WMC to be hosted by ESAN in Lima, Peru, 5-8 August.

Mike Ewing and John Ford, WMC Program Co-Chairs

2013 AMS Global Marketer Award

John Zeigler

As Chairman and CEO, DDB Group Asia Pacific, India and Japan, John Zeigler responsibilities span 33 agencies in 14 countries and more than 3200 employees. John launched his first agency in 1986. The world’s first integrated agency Kuczenski & Zeigler gained notoriety globally, and was acquired by DDB Worldwide in 1992. Possibly one of the most experienced integrated marketers at a time when others were taking a single minded approach to communications, John is a strong advocate of marketing effectiveness and its contribution to organizational performance.

Over the past 20 years, John has worked in noted roles across three continents as Director of Digital Services Worldwide and Worldwide Chairman of Tribal DDB based in New York; President & CEO, DDB Australia and New Zealand; President and CEO, DDB Singapore and President and CEO and Chairman of DDB Southeast Asia Region; President, CEO, and Founder of DDB Focus, an integrated services agency in Dallas; and Managing Director of DDB Melbourne. He has also held senior marketing roles at Nabisco Brands, Carnation Company, Nicholas Kiwi and Campbell’s Soups.

In 2010, under his watch, DDB Group Asia Pacific was awarded Campaign’s Creative Network of the Year and John was also named Campaign’s Agency Head of the Year. The agency network was awarded Creative Network of the Year again in 2012. To further affirm DDB Group Asia Pacific’s creative prowess, it was also crowned Spikes Asia Network of the Year in 2010 and 2011, AdFest Network of the Year for 2011 and 2012, and Mumbrella Asia Pacific Creative Network of the Year for 2013.

A great believer in reinvention, John is constantly pushing the boundaries of industry trends – an essential skill in an ever-changing global communications landscape. His passion for the pursuit of great ideas has endeared him with peers and clients, making him one of the most successful agency network leaders in recent times.

John completed a Bachelor of Business (Marketing) and a Master of Marketing at Monash University. In 2004, he joined the Monash Department of Marketing Industry Advisory Board, was appointed Chair of the Board in 2010. As an industry advisory board member John plays an important role, contributing his global expertise to the on-going research, teaching and curriculum development at Monash.
GOING INTERACTIVE
Dr. Debra Zahay
Professor of Marketing
Aurora University

HOW TO GET PUBLISHED IN INTERACTIVE MARKETING

Those of us who work in this area of interactive/internet/digital marketing often must cope with the lighting speed of change in industry. There are a lot of changes going on in interactive marketing on a daily basis. However, those who work in the area must also cope with changes that we normally don’t see in academia. This past month the Journal of Database Marketing and Customer Strategy Management merged (formerly Journal of Database Marketing) with another Journal to become the Journal of Marketing Analytics. The language of marketing has changed to where database marketing is now seen as an ‘antiquated’ term even while most companies are now focusing on database management projects. (Don’t get me started on the topic of big data; most firms can’t see a 360 degree view of their customers). I may have the sole distinction of having published in the same journal with three different names while continuing the same research in customer information management.

So as Editor-in-Chief of the Journal of Research in Interactive Marketing (JRIM) as well as a contributor to AMSQ, I thought it would be a good idea to look at the opportunities for publishing in this fast-paced field. The good news is that there are plenty of good outlets for publication in this area, as we can see from the above-listed graphic. The language of marketing is reflected in these Journal titles as we evolved as a discipline from a focus on ecommerce to interactivity to all forms of digital media.

Coming up in our next issue is an article which provides some insight into publication in the internet area. In this article by, Peltier, Pomirleau, Schibrowsky and Nill, authors Schibrowksy, Peltier and Nill have the sole distinction of having published in the same journal with three different names while continuing the same research in customer information management.

In the meantime, I encourage talented scholars to not give up on this important area of research. There are plenty of Journals ‘friendly’ to this type of work and lots of interesting work to be done. If an article is important and groundbreaking, it will be found and get cited. What I see young authors really needing to focus on is the big picture, larger strategic and theoretical issues in the field. We all said this at the Meet the Editors Panels at the recent AMS Conference in Monterey. Too often the submissions that I see focus on an incremental idea in the marketing often must cope with the lighting speed of change in industry. There are a lot of changes going on in interactive marketing on a daily basis. However, those who work in the area must also cope with changes that we normally don’t see in academia. This past month the Journal of Database Marketing and Customer Strategy Management merged (formerly Journal of Database Marketing) with another Journal to become the Journal of Marketing Analytics. The language of marketing has changed to where database marketing is now seen as an ‘antiquated’ term even while most companies are now focusing on database management projects. (Don’t get me started on the topic of big data; most firms can’t see a 360 degree view of their customers). I may have the sole distinction of having published in the same journal with three different names while continuing the same research in customer information management.

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DEAN
LUTGERT COLLEGE OF BUSINESS

Florida Gulf Coast University (FGCU) invites applications and nominations for a visionary, entrepreneurial, and innovative leader, teacher, and scholar of recognized accomplishments to serve as Dean of the Lutgert College of Business (LCOB).

A vibrant and growing public institution in Southwest Florida, FGCU is a young university valuing innovation and the pursuit of academic excellence. As reflected in its core mission, FGCU practices and promotes environmental sustainability, cultivates civic engagement and community partnerships, and provides a rich environment for teaching, scholarship, and outreach.

A member of the State University System of Florida, FGCU is a comprehensive university created to address the educational needs of the rapidly growing Southwest Florida region.

ABOUT the LUTGERT COLLEGE OF BUSINESS

The Lutgert College of Business, an AACSB International accredited institution, is an outstanding and dynamic leader in business and management education with over 3500 undergraduate and graduate students. AACSB accreditation for the LCOB was successfully reaffirmed in 2013.

The Dean serves as the chief academic, fiscal, and administrative officer of the College: reports directly to the Provost and Vice President for Academic Affairs, and is responsible for building on the impressive record of success the College has enjoyed in its first sixteen years. The new Dean will be responsible for fostering an environment conducive to quality instruction, superb learning outcomes, robust scholarly achievement, effective collaboration with other academic units, significant community involvement, and leading the College through its next phase of growth and development.

The Dean plays a leadership role connecting the LCOB to the community, establishing and maintaining relationships with business and community leaders, while contributing to regional economic development. The Dean communicates the College’s mission to the community and works with development officers in fundraising efforts.

The successful candidate will be responsive to the needs of the SWFL community and work to enhance the regional and national opportunities for student success.

Minimum Qualifications: Candidates should have the following credentials:

• Earned doctorate in an appropriate discipline found within the College
• Academic credentials commensurate with appointment at the rank of full professor in the Lutgert College of Business
• A record of increasingly responsible administrative, budgetary and other leadership experience
• Experience in private sector fundraising
• Experience in building community and alumni relationships
• Effective interpersonal and communication skills
• Demonstrated ability to foster a collegial environment through collaborative leadership
• Ability to work with deans and faculty of diverse colleges to advance programs and enhance student success
• Commitment to diversity

Preferred Qualifications:

• A proven record of significant leadership and administrative experience
• Evidence of the ability to be innovative and entrepreneurial
• Experience with student retention programs

Application/Nomination Process:

The LCOB Dean Search Committee will only accept applications (letter of application, complete CV, references and copy of transcript) online at: http://jobs.fgcu.edu, Req #1875.

Review of materials will begin October 25, 2013 and the position will remain open until filled. For more information or expressions of interest for the position, please contact Richard A. Behr, PhD, Search Advisory Committee Chair, directly by phone at (239) 590-7399.

FGCU is an EOE, which has a commitment to cultural, racial, & ethnic communities & encourages women & minorities to apply. It is expected that successful candidates share this commitment. FGCU is governed by the sunshine laws of the State of Florida. Application packages, including additional materials submitted are subject to public review under Florida’s Public Records law, shall become the property of FGCU, and cannot be returned.

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SCHOLARSHIP AND RESEARCH

Journal of the Academy of Marketing Science
Call for Papers for a Special Issue on “Brand and Innovation Interdependency”

Guest edited by Barry L. Bayus, Tim Oliver Brexendorf, and Kevin Lane Keller

The topics of brand and innovation management are strongly interrelated. Strong brands are not only supported by innovation, but they are also an important path to and source of innovation. Brands give new products and services meaning and guidance and facilitate and support the process of the new product and services launch. The brand allows ownership of the innovation, adds credibility and legitimacy, enhances visibility, and supports communication. Concurrently, successful product/services innovations strengthen brand equity because they may reinforce and in some cases broaden brand meaning, help to revitalize brands, act as an effective measure against private labels, and improve brand value and profitability.

A lot of research is done in the fields of brand management and product innovation management separately. Although both the search for product innovation excellence and for brand leadership have clearly become important management priorities and points of differentiation for many companies (e.g., Procter & Gamble, Unilever, and Henkel), the relationship between product innovation and branding is still under researched. Preliminary research findings indicate complex interactions among product innovation and brand management.

Nevertheless, little integration of these two streams with each other has appeared.

To address these issues, the Journal of the Academy of Marketing Science is issuing a call for papers that explore the relationship between innovation and brand management.

Submissions should address gaps that exist in the research of product and service innovation and brand management and investigate related research questions. Critical questions include: - How should a brand be managed as a growth platform for innovations?

- What does the brand need and how can the brand support an innovation?
- What is the effect of existing product and brand portfolios on successful launch strategies?
- How can the long-term new product potential of a brand be assessed?
- What are successful branding strategies for different forms of innovation?
- What kind of brand associations facilitate or inhibit the introduction of new product or service innovations?
- Are there any downsides of innovation for brand equity? Can innovation lead to consumer confusion, frustration, or mistrust?
- How do brand credibility and brand trust influence the perception of new products?
- What is the impact of new product preannouncements on brand perceptions?
- How do various launch strategies strengthen brand equity?
- How do brand values influence product development processes?
- How does brand position influence the organization of innovation activities?
- How does the breadth of a firm’s brand portfolio influence its R&D processes?
- What is the relationship between product design and branding?
- How can product design enhance a firm’s branding strategy?

Papers targeting the special issue should be submitted using the JAMS submission system (www.edmgr.com/jams) and will also undergo the same review process as regularly submitted papers. The deadline for submission is February 15, 2014. Questions pertaining to the special issue should be directed to Tim Oliver Brexendorf (tim.brexendorf@whu.edu) or the JAMS Editorial Office.

JAMS Editorial Office
G. Tomas M. Hult, Editor
Anne Hoekman, Managing Editor
Journal of the Academy of Marketing Science
Michigan State University
East Lansing, MI 48864-1121, USA
Phone: +1-517-353-4336
Email: jams@msu.edu

AMS/CUTCO Distinguished Marketing Educator Award
Call for Nominations: 2014 Award

The selection committee invites members of the Academy of Marketing Science to nominate a candidate, or candidates, for the 2014 AMS/CUTCO Distinguished Marketing Educator Award. The criteria for this award include:

1. first-rate scholar/scholarly impact on marketing,
2. global reputation,
3. impact on the theory and/or practice of marketing,
4. willingness to collaborate and mentor.

It is desirable that a nominee has already demonstrated an association with the Academy of Marketing Science. Below is a list of winners of this prestigious award since 1987. The selection committee wishes to emphasize that you may consider individuals from all parts of the world, to help make this a truly global award.

The presentation will be at the awards luncheon during the AMS 2014 Annual Conference in Indianapolis (Wednesday May 21 to Friday May 23). Please ensure the nominee is aware of the timing of this conference and is able to attend if selected.

To nominate an individual, you need to send:

1. one letter of recommendation, addressing the above award criteria. (only one letter per nominee but it may have more than one signatory)
2. the nominee’s resume.

Please submit these materials electronically by October 26, 2013 to: peter.mcgoldrick@manchester.ac.uk
Thank you for your assistance.
Peter J McGoldrick
Chair of Selection Committee: AMS/CUTCO Distinguished Marketing Educator Award.

AMS Distinguished Marketing Educators

1987 Shelby Hunt
Texas Tech University
1988 Robert Peterson
University of Texas
1989 Jagdish Sheth
Emory University
1990 William R. Darden
Louisiana State University
1991 Stanley C. Hollander
Michigan State University
1992 Paul E. Green
University of Pennsylvania
University of Wisconsin-Madison
1994 Richard P. Bagozzi
University of Michigan
University of North Carolina
1996 David W. Cravens
Texas Christian University
1997 Robert F. Lusch
University of Oklahoma
1998 William H. Cunningham
University of Texas
1999 George S. Day
University of Pennsylvania
2000 Leonard Berry
Texas A&M University
2001 A. Parasuraman
University of Miami
2002 Philip Kotler
Northwestern University
2003 Rajan Varadarajan
Texas A&M University
2004 Valerie Zeithaml
University of North Carolina
2005 Naresh Malhotra
Georgia Tech University
2006 David Stewart
University of Southern California
2007 Roland Rust
University of Maryland
2008 Christine Moorman
Duke University
2009 Don Lehmann
Columbia University
2010 Druv Grewal
Babson College
2011 Joe Hair
Kennesaw State University
2012 Rosann Spiro
Indiana University
2013 Linda Price
University of Arizona

International Journal of Wine Business Research
SPECIAL ISSUE CALL FOR PAPERS TERRITOIRE AND WINE – UNCOVERING THE VALUE OF THIS MYSTERIOUS RELATIONSHIP

“It’s hard to have a conversation about wine these days without hearing the French word terroir.” – Harold McGee, NY Times, May 2007

What is terroir? What is a product of terroir? Does terroir really matter? To whom and why? Terroir – the enigma of wine marketing,
the perpetual source of debate within the industry. While the Institut National de l’Origine et de la Qualité, the French National Institute for Origin and Quality (INAO) uses the word terroir to define the appellations (e.g. AOCs) for all sorts of products, ranging from cheeses to hay, the actual definition of the word is not included in its legal glossary. Producers and consumers cannot agree on how to define terroir products, and consumers’ use of terroir as an evaluative feature depends on their own understanding of terroir (Santos, Fernandez and Fernandez, 2006; Spielmann and Gelinas-Chebat, 2012). Amongst producers there are also questions with regards to what defines a terroir. In France for example, a Burgundian could argue that a terroir wine comes from one parcel and is made with one grape variety. On the other hand a Bordelais would argue that an assemblage of many grape varieties can be used, and a Champenois that grapes sourced from many parcelles in many villages can also result in a terroir product. From an international marketing perspective, the origins of terroir are also debated. Does terroir only exist in old world countries or can it be revealed in new wine producing regions? Ballantyne (2011) argues that terroir can be applied to all places, it just depends on how it is defined. This leads to a discussion about the potential dimensions of terroir – are they physical, commercial, mystical, social, or technical (Charters, 2006; Fort and Fort, 2006; Spielmann and Charters, 2013)? As Amy Trubek states in her book, The Taste of Place: “Terroir and goût du terroir are categories for framing and explaining people’s relationship to the land, be it sensual, practical, or habitual. This connection is considered essential, as timeless as the earth itself (p.18)”. With this in mind, this Special Issue focuses on the meaning and relevance of terroir in all aspects of the wine business. Some suggested themes for the papers include (but are not limited to):
- Terroir as it translates into place branding and the wine experience (i.e. tasting rooms, cellar tours, oenotourism, etc.)
- New and old world wine perceptions of terroir
- Meanings and definitions of terroir by different stakeholders
- Terroir and taste perceptions
- The limits of communicating about and marketing terroir
- Consumer behavior and terroir
- Cultural perspectives of terroir
- Methodological issues when measuring or gauging terroir
- Terroir the product versus terroir the place
- The costs of incorporating terroir into a product

All papers should be original contributions and should not be under consideration for any other publication at the same time. All submissions will be reviewed in accordance with the established reviewing process of the International Journal of Wine Business Research. They will be evaluated on the basis of originality, contribution and rigor as well as fit with the journal. Electronic submissions are required and should follow the author guidelines as stipulated on the Journal web site.

Due date for submissions: January 31st 2014

The guest editors:
Nathalie Spielmann
Associate Professor of Marketing
Reims Management School
59 rue Pierre Taittinger, 51100 REIMS, France
nathalie.spielmann@reims-ms.fr

Steve Charters
Director of the Research Centre in Wine and Spirits Business
Burgundy School of Business
29 rue Sambin, 21000 DIJON, France
steve.charters@escdijon.eu
Dr. Harold W. Berkman, Elective Vice President/Director, was recently elected to serve on the Board of Directors of the “Battle of the Bulge Association,” Southwest Florida Chapter. The chapter has over 200 members and is the third largest in the United States. The veterans of the “Battle of the Bulge” was organized to honor the Americans who served in the Ardennes Campaign and to remember those men who never made it home. VBOB is a non-profit educational organization which does not engage in either political lobbying, or propaganda activities.

Dr. Berkman is a WWII veteran having served in General Patton’s Third Army. He received eleven decorations for bravery and service and was appointed “Chevalier” of the Legion of Honor by the Republic of France. Dr. Berkman saw service in France, Luxembourg, Germany, Austria and Czechoslovakia. He was also appointed as Vice Commander of the “Combat Infantrymen’s Association,” Company B, 1st Battalion, 1st Regiment (Florida).

Anne L. Balazs (Head, Department of Marketing, Eastern Michigan University), Charles S. Richardson (Professor, Clark Atlanta University), and Jose Rosa (Professor, University of Wyoming) were all named as 2013-2014 American Council of Education Fellows, a prestigious honor.

Since 1965, more than 1,800 vice presidents, deans, department chairs, faculty, and other emerging leaders have participated in the ACE Fellows Program. The ACE Fellows Program helps ensure that higher education’s future leaders are ready to take on real-world challenges and serve the capacity-building needs of their institutions.

Fellows:
- Observe and participate in key meetings and events, and take on special projects and assignments while under the mentorship of a team of experienced campus or system leaders.
- Participate in three multi-day seminars, engage in team-based case studies, visit other campuses, and attend national meetings.
- Develop a network of higher education leaders across the US and abroad.
- Observe and participate in key meetings and events, and take on special projects and assignments while under the mentorship of a team of experienced administrators.

The ACE Fellows Program enables participants to immerse themselves in the culture, policies, and decision-making processes of another institution. This unique program condenses years of on-the-job experience and skills development into a single year. As a result, the ACE Fellows Program is the most effective, comprehensive leadership development program in American higher education today. Of more than 1,800 Fellows to date, more than 300 have served as chief executive officers at more than 350 institutions. Congratulations to three of our own.

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

Send your news to dhaytko@fgcu.edu by February 1, 2014

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ACADEMY OF MARKETING SCIENCE

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.
MEMBERSHIP RENEWAL:

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

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

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

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

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

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

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

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

Nina Krey  
Director of Marketing and Communications  
Academy of Marketing Science  
Louisiana Tech University  
PO Box 3072  
Ruston, LA 71272  
(318) 257-2612  
amsi@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!