Message from the President

As most of you know by now, we have all lost a valued colleague with the recent death of Tom Mentzer. Tom was a highly-respected scholar, and he was also a warm and friendly person who touched so many of us over the years. I remember how welcoming he was to me when I was new to marketing and AMS. I was always amazed that someone of his stature in the discipline would be so modest and approachable. I have heard the same things from many of you, and it is clear that he will truly be missed by all of us. A recent delineation of his AMS involvement includes an impressive list of accomplishments. Tom was President of AMS from 1990-1992 and Chair of the AMS Board of Governors for a number of years. He served on the AMS Foundation Board from 1990-1998 and was responsible for raising thousands in gifts. He also served on the Sheth Foundation Board from 1991-2003 during which years AMS and the Sheth Foundation built a strong partnership (e.g., JAMS Best Paper Award, doctoral stipends). Belting his many contributions to AMS, Tom was recognized as a Fellow of the Academy of Marketing Science and was awarded the Harold Berkman Distinguished Service Award. Tom was a vital contributor to the growth and development of AMS, and we can all be thankful for his involvement with us.

There are important AMS events coming up that I hope you are looking forward to as much as I am. We are all getting excited about the upcoming 2010 AMS Annual Conference. The conference co-chairs, Joe Cote and Chris Plouffe, have a real treat in store for all of the participants with their creative array of visits and cultural experiences that they have arranged for us. A new twist on the normal conference layout is the elimination of competitive sessions on Friday afternoon in favor of five interesting alternative opportunities to enjoy this beautiful region of the Pacific Northwest. There is extensive information about the conference in this issue of the AMS Quarterly, and I hope that you already made your plans to come and join all of us in Portland.

There is also the Cultural Perspectives in Marketing Conference coming up July 21-24 in Lille, France. The Conference Co-Chairs, Ruben Chumputaz, Michel Larroche and Nicolas Paparodimtis have put together a stimulating program of papers, activities and special sessions. Lille should be beautiful at that time of year, and I would encourage you to look for more information about the conference in this issue of AMS Quarterly.

As I have mentioned before, please make use of the AMS website. Membership in the Academy of Marketing Science has many benefits associated with it, and one of the best is the access to our flagship journal, Journal of the Academy of Marketing Science. Remember that online access to JAMS has been made available to all of our members for downloading copies of articles and tables of contents. There are also many other services that are provided at no extra cost with your AMS membership so please go to www.ams-web.org regularly and see what the AMS has available.

We are also excited about our new journal, JAMS Review. Bob Peterson and Vicky Crittenden have put together a strong Editorial Review Board and are now building a pipeline of top-notch manuscripts with the plan to make the first issue available in 2011. We are delighted that this new journal is in the capable hands, and we know that this will fill an important gap in marketing scholarship. Please be watching for further announcements regarding this new journal in future issues of AMS Quarterly.

~ John Ford, Old Dominion University

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From the Editor

I am delighted to present the April 2010 issue of AMS Quarterly. This issue provides information about AMS Review, JAMS, member news, publication opportunities, job announcements, and upcoming conference information. On behalf of all AMS members, I wish to extend a warm welcome to Florence Cazenave as our new Director of Marketing and Communications. I am pleased to feature Florence’s first “From AMS Headquarters” column in this issue.

I am in need of a favor for our next issue of AMS Quarterly. At the upcoming AMS conference in Portland, I would be grateful for your assistance in selecting a crystal for our Best Paper Award. Tom was a vital contributor to the growth and development of AMS, and we can all be thankful for his involvement with us.

For the next issue of AMS Quarterly, please e-mail photos and articles to me at flahertyb@jmu.edu no later than June 14, 2010. The firework at JMU is quite strong so I might suggest sending a copy to my personal address at theresa_flaherty@yahoo.com as well. I will send an e-mail message within 48 hours to acknowledge receipt of your electronic submissions. If you do not receive a confirmation message, please resubmit and/or contact me via phone at 1-540-568-3238.

As always, I welcome your feedback and suggestions about AMS Quarterly. I look forward to seeing everyone at our conferences this May and July.

~ Theresa B. Flaherty, James Madison University

ACADEMY OF MARKETING SCIENCE OPTIONAL BENEFIT FORM

As an added membership benefit, the Academy of Marketing Science is pleased to offer you the option of purchasing any of the following journals at a very reduced price. If you want to take advantage of this offer, please return this Optional Benefit Form with your completed membership form. Make sure to provide your name and address for each selected journal. The Academy will then advise the publishers of your membership status and you will be billed directly by the journal publishers.

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Return this form to:

Academy of Marketing Science
PO Box 3072
Ruston, LA 71272
AMS Announces New Theory Journal

The Academy of Marketing Science is pleased to introduce its new theory journal, the AMS Review. The AMS Review publishes thoughtful contributions that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena. The Review is receptive to different philosophical perspectives and levels of analysis that range from micro to macro. Especially welcome are manuscripts that integrate research and theory from non-marketing disciplines such as management, sociology, economics, psychology, geography, anthropology, or other behavioral sciences. Examples of suitable manuscripts include those incorporating conceptual and organizing frameworks or models, those extending, comparing, or critically evaluating existing theories, and those suggesting new or innovative theories. Comprehensive and integrative quantitative syntheses of research literatures (i.e., meta-analyses) are appropriate. Manuscripts that focus on descriptive literature surveys, proselytize research methods or techniques, or report findings from original empirical research will not be considered for publication in the Review. Similarly, the Review will not publish manuscripts focusing on practitioner advice or marketing education.

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Gregory Gundlach, University of North Florida
Tomas Hult, Michigan State University
Jagdish Sheth, Emory University
Rajan Varadarajan, Texas A&M University

Submissions now being accepted: http://amsr.edmgr.com

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AMS Quarterly Volume 10, Issue 4
New Minds Meet Great Minds

Charles Weinberg, B.Sc., MBA, PhD is a SMEV Presidents Professor in Marketing at the University of British Columbia, Vancouver, Canada. His previous appointments have been at Stanford University, London Graduate School of Business, and New York University. Dr. Weinberg has over 150 publications and has been recognized for his numerous teaching and research accomplishments. INFORMS Society for Marketing Science honored him as an Inaugural Fellow in 2008 and SME International named him Marketing Educator of the Year in 2002. His research interests include marketing models and analytical techniques, as well as public and non-profit (social) marketing. We are delighted to feature Dr. Weinberg as the second “great mind” in our new AMS Quarterly column.

Ravi Mehta is a PhD candidate in marketing (consumer behavior) at the University of British Columbia. He holds an undergraduate degree in electrical engineering from Delhi University and an MBA from York University, in Toronto. He worked in the field of technical sales and marketing for about ten years before returning to academia. Ravi’s primary research interests lie in consumer information processing with specific reference to context effects and consumer creativity. Ravi and his supervisor Rui (Juliet) Zha recently published an article exploring the effect of color on cognitive task performance. Thanks to Dr. Weinberg for taking the time to interview with us, Mr. Mehta for conducting the interview, and Theresa Flaherty for her help with this column. Any Ph.D. students interested in acting as an interviewee in the “New Minds Meet Great Minds” series are encouraged to contact Colin by e-mail.

You earned your MBA from Harvard in 1966 and usually after such a prestigious MBA people choose to work in industry and make some good money. But instead, you went into the PhD program at Columbia. Why did you decide to do that?

The one word answer is Vietnam. I always say I am an academic because I did not intend to be an academic. However, when I got my MBA, the US was in the midst of the Vietnam War. At that point in time, I looked at what my options were; I thought being a PhD would be my best choice. When I started my PhD, I still intended to go back to industry as a consultant, specializing in management science. But as I was studying for my doctorate, I found that I really enjoyed what I was doing and that I was having a lot of fun. So I obtained a part-time teaching position at New York University while studying at Columbia, and from there, I found out what it was like to be a faculty member. Once I saw the opportunity open up for me, I never looked back. It’s been great ever since.

How did you decide to work in the quantitative side of Marketing?

I have always liked doing math problems and quantitative analysis: as a boy, I played baseball on several teams, but I was better at the analysis of strategy than what my coach could do. I was an early reader of Percentage Baseball. My undergraduate major was in Applied Math, and I studied OR and Decision Analysis while doing my MBA. It was in the course of doing my PhD that I became exposed to marketing and marketing models. Don Morrison, my thesis advisor, had just come to Columbia and was doing really interesting research. I knew I wanted to apply quantitative approaches to interesting problems and marketing problems fascinated me.

Throughout your career you have worked through many interesting research areas starting from segmentation and sales force to movies and social marketing. When you look back, what area do you find has been the most interesting for you to work on?

My approach was always to apply quantitative and marketing insights to a wide range of problems, and, as well, beyond usual boundaries of business. My first Management Science article, published in 1974, concerned managing libraries. Social marketing is a great area, and I have also worked a lot with the arts as it has been an enduring interest of mine. There is an energizing tension between the analytic and creative approaches which I enjoy. One of the things you learn, as you work with marketing models in new fields, is that models are only approximations to reality. Especially when you work with the arts, you have insights and you can help them do things they normally couldn’t do. But of course, there is a limit to what you can do, so understanding that and working together with creative people has been stimulating and challenging.

How do you come up with new research projects?

I always like to work with other people, be they faculty or students. So for better or for worse, a lot of my research has been driven by whomever has offices near me. I have projects where if you really wanted to know what the source was, all you have to do is figure out who had an office next to mine. We chitchat and work at something that is of common interest to both of us; that is how a lot of papers develop. I talk a lot with colleagues and friends talk and share what each person is doing, often with the unspoken goal of finding research to do together.

How do you think the field of marketing has changed between when you started and today?

Marketing has become more global and a much more complex field. When I was starting out, it was much easier with relatively fewer people in the academic area of marketing. Now it is hard for one person, at least for me, to do an entire research project, and you have to know a lot more when you start out. But this is natural within the growth of any field. There is a larger body of knowledge now, which from a research standpoint makes it a lot harder to find out what your incremental contribution is. Quantitative marketing has changed dramatically in terms of its foundation. It draws more from economics and competitive strategy than it did initially. Early on, theoretical models typically assumed the monopoly case and empirical work didn’t take into account competitive responses. Also, empirical studies can be much richer than they were before, because there has also been a large increase in data availability, computational power, and statistical methodology. Despite all these advances, marketing researchers are still asking questions that stretch the boundaries of our knowledge.

As we move forward do you see research from the independent fields of quantitative, strategy, and consumer behavior marketing interact more together?

Marketing is clearly developing more areas of specialization and the challenge is getting the different areas to communicate. Marketing has always had the advantage of three distinct streams very early on, but I’d like to see them come together more in a meaningful way. For example, recent consumer behavior papers that argue for the use of continuous variables instead of dichotomizing them, show that a better way of analyzing data can be drawn from statistics. Recent interesting analytic work incorporates findings from behavioral research in meaningful ways. Most of these advances will originate from people being open to alternative approaches and a willingness to share deep insights.

You have supervised around a dozen PhD students and hired many junior faculty members so far. What is your advice for students as they prepare for the market and transition to being faculty members?

I’ll be practical here. Get your thesis done before you go, and keep challenging yourself to do better. Remember that nothing ever takes less time than you think. Also, make sure your research findings are “newsworthy,” in the sense that some audiences will be able to say there is something new here. Be tough with yourself when asking your questions and doing your projects. You won’t always be right, so don’t fool yourself. As soon as you think there is no news anymore, stop what you’re doing and get the most out of where you are. Sometimes that means abandoning the project. Lastly, try to work with people other than your thesis advisor. You want to be seen as independent from your supervisor, and you should find new colleagues who complement you. Also as a young faculty member I would say try to control your course preparations. Teach well, that’s important, but not too many different courses.

Finally, if there were one message you wanted to send out to the whole community of marketing scholars, what would it be?

Recognize how lucky you are. It is an absolutely great job; people pay you money to do academic work. You choose the problem you are working on, who you are working with, and when you do your work. It is a real advantage when raising a family. You have a lot of freedom that other people don’t have. You don’t really have a boss and you feel respected for your contributions.

Thank you Dr. Weinberg for taking the time to interview with us.
AMS ANNUAL CONFERENCE INFORMATION

Exciting Tours Planned for AMS 2010 Annual Conference Participants

Explore Portland, Oregon at the upcoming AMS Annual Conference this May. Conference Co-chairs, Joseph A Cote (Washington State University) and Christopher Plouffe (Florida State University) have created a unique conference format with paper sessions starting on Wednesday afternoon and running through Friday morning. Sessions resume on Saturday morning and continue all day. This leaves Friday afternoon completely open to help conference participants enjoy the local area.

Five unique tours are offered as part of the conference experience. Although AMS is partly subsidizing the tours, there is an additional $45.00 fee associated with each tour. To register for the conference and choose your tour, visit www.ams-web.org or http://www.ams-web.org/cde.cfm?event=256278.

DeVINE WINE TASTING ADVENTURE
Travel by luxury, restroom-equipped motor coach through the scenic Yamhill County wine region. Your tour guide will take you through several winery tasting rooms. Lunch, transportation, guides, and tasting fees included.

WAHCLELLA AND MULTNOMAH FALLS SHORT HIKES
For beginner or leisure hikers. Take two easy hikes in the scenic Columbia River Gorge. Hike 1 is the hidden Wahclella Falls, located at the end of an enchanting grotto (2 mile / 3.2 km; 300' / 91m elevation gain). Hike 2 is a short .5-mile (.8 km) hike to the Simon Benson Bridge at Multnomah Falls (the second highest year-round waterfall in the United States). Or just stand at the base of the falls and revel in their splendor. Bring: sturdy walking shoes/boots, comfortable hiking clothes, lightweight jacket, hat, sunglasses, sun protection, raingear, day pack/fanny pack, water, snacks, and camera. Lunch, transportation, and guides provided.

URBAN HIKE TO JAPANESE & ROSE GARDENS
Your tour guides will take you to the MAX (Portland’s Light rail) and the start of 2 miles (3.2 km) of easy-moderate walking to the Hoyt Arboretum Wildwood Trail in Portland’s Forest Park, (one of the largest urban parks in the US and the longest natural woodland trails winding through a city park). The forest trail winds its way under a canopy of trees to the beautiful 5.5 acre Japanese Gardens, considered one of the most authentic outside of Japan. You’ll then continue down the road to the famed International Rose Test Gardens to feast your eyes on a sea of color created by over 10,000 roses and 600 varieties at this 4 1/2 acre garden before continuing our trek back into the city and hotel (approximately 3 miles / 4.8 km). Bring comfortable walking shoes/boots, walking clothes, lightweight jacket, hat, sunglasses, sun protection, raingear, day pack/fanny pack, water, snacks, and camera. Lunch, MAX fare, garden entry fees, and guides provided.

COLUMBIA RIVER GORGE WATERFALL HIKE
For moderate to experienced hikers. This is a spectacular 5.4 mile (8.7 km) hike with a 1600' (488 m) elevation gain/loss in the scenic Columbia River Gorge. Hike to the top of MULTNOMAH FALLS, the second highest year-round waterfall in the United States, then along two creeks and through a lovely forest of firs, cedars, hemlocks and firs, past several waterfalls, then looping back to the tiered WAHKEENA FALLS, a Yakima Indian word meaning “most beautiful.” Bring: sturdy walking shoes/boots, comfortable hiking clothes, lightweight jacket, hat, sunglasses, sun protection, raingear, day pack/fanny pack, water, snacks, and camera. Lunch, transportation, and guides provided.

NIKE WORLD HEADQUARTERS, PRODUCT CATEGORY OVERVIEW, AND CAMPUS TOUR
Tour and learn from one of the preeminent marketing and branding organizations in the world – Nike. This excursion will see you travel to Nike’s worldwide headquarters and campus in nearby Beaverton, OR. Once there, a Senior Category / Brand Director for one of Nike’s major product lines will make an hour-long, interactive presentation in Prefontaine Hall on their product category, the brand itself, while also discussing the overall business direction and competitive climate (as well as an overview Nike in general). After this presentation, participants will then be taken on a guided tour of much of the Nike campus, with many unique stops along the way to view and discuss rare sports memorabilia, Nike’s sponsors and athletes, the history of the company etc. This excursion will finish up with a half hour or so stop at the Boston Deli Pub (located on the Nike campus) where participants can reflect on the day’s key learnings, catch-up with colleagues etc. Lunch and transportation provided. For a campus preview see http://orionstar76.blogspot.com/2008/04/nike-campus-at-beaverton-portland.html. This tour is limited to 47 attendees.
Wednesday May 26

AMS Executive Committee Meeting
8:00 am – 4:00 pm
Sunstone

Registration and Exhibits
10:00 am – 4:30 pm
Salons G/H

Special Session on Wine Marketing
5:00 pm – 6:00 pm
Salon I

AMS Early Bird Reception
6:30 pm – 7:30 pm
Mount Hood

Wednesday May 26 2010

Concurrent Sessions
1:00 pm – 2:30 pm

Session 1.1 – Salon I

INFLUENCING THE
INFLUENCERS: LOCATING,
MEASURING AND CREATING
PROGRAMS TO INFLUENCE
SOCIAL MEDIA INFLUENCERS
– Theory and Practice Special Session
Session Chair
Charla Mathwick, Portland State University, USA

Social Media and the Role of Professional Marketing Communication
Amber Lindsay, Koopman Ortho Marketing Communications, USA

Social Media Measurement: Identifying the Influencers
Jascha Kaykas-Wolf, Webtrends, USA

Influencing the Influencers: Rewarding Social Media Production
Charla Mathwick, Portland State University, USA

Session 1.2 – Columbia

STAKEHOLDER AND BRANDING STRATEGY
– Brand, Image, and Product Management Competitive Paper Session
Session Chair
Julia Sagedien, Dalhousie University, Canada

Sebastian Arendt, Aachen University (RWTH), Germany

The Role of Perceived Brand Quality and Involvement on a New Vertical Service Live Extension and Contextual Salience of a Parent Brand
Jean E Boivert, American University of Sharjah, United Arab Emirates

Consumer Evaluations of Private Label Extensions: An Exploratory Study in the FMCG Categories
Thomas Foscht, Karl-Franzens-University Graz, Austria

Marion Brandstätter, Karl-Franzens-University Graz, Austria

Bernhard Swooboa, Universität Trier, Germany

Cesar Maloless, California State University - East Bay, USA

Session 1.3 – Meadowlark/Douglas Fir

MEANINGFUL EFFORT AND LOYALTY – Consumer Behavior
Competitive Paper Session
Session Chair
Lei Huang, Dalhousie University, Canada

Discussant
Mahesh Gopinath, Old Dominion University, USA

Gift Card Meanings
Lei Huang, Dalhousie University, Canada

C the Net Graham Austin, Montana State University, USA

The 80/20 Rule of Customer Loyalty: Examining the Role of Share of Wallet (SOW) as a Moderator of Affect- and Trust-Mediated Effects
Ishista Ray, Pace University, USA

Morris Hofbrook, Columbia University, USA

The Motivational Effects of Recalling Unsuccessful Past Actions on the Enactment of Effortful Decisions
Mahesh Gopinath, Old Dominion University, USA

Utpal Dholakia, Rice University, USA

Session 1.4 – Portland

EXPORT-RELATED ISSUES IN CROSS-CULTURAL MARKETING – Global & Cross-Cultural Marketing Competitive Paper Session
Session Chair
Attila Yaparck, Wayne State University, USA

Discussant
Pelin Bicen, Pennsylvania State University - Erie, USA

Strategy Factors Associated with the Export Performance of Manufacturing Firms
Edward E. Marandu, University of Botswana, Botswana

The Facilitating Role of Export Promotion Assistance Program Efficacy on Export Performance: What We Know and What We Ought to Know
Attila Yaparck, Wayne State University, USA

Hugh M. Cannon, Wayne State University, USA

The Influencing Factors of China’s Textiles and Apparel Exporting Prices
Junyi Zou, Xiamen University, China

Xing Zhou, Xiamen University, China

Session 1.5 – Eugene

SCALE DEVELOPMENT AND EVALUATION – Marketing Research, Measurement, and Metrics Competitive Paper Session
Session Chair
Kevin E. Voss, Oklahoma State University, USA

Reconceptualizing Consumer Perception of Relationship Quality
James Agarwal, University of Calgary, Canada

An Alternative Scale of Emotional Attachment
Fernando R. Jiménez, University of Texas - El Paso, USA

Kevin E. Voss, Oklahoma State University, USA

Examining the Construct Validity of the Lockwood Goal Orientation Scale
Anjnad A. Abu ElSamen, University of Jordan, Jordan

John C. Mowen, Oklahoma State University, USA

Xiang Fang, Oklahoma State University - Tulsa, USA

Session 1.6 – Medford

THE CONTINUING SAGA OF MARKET ORIENTATION AND MARKETING DEPARTMENT INFLUENCE – Marketing Strategy Competitive Papers Session
Session Chair
Tom Gilpatrick, Portland State University, USA

On the Consequences of Market Orientation
Can Uslay, Chapman University, USA

Jagdish N. Sheth, Emory University, USA

Dynamism Inside the MO Box: The Credibility of Market Information as a Key Factor in Market Orientation
Yuko Yamashita, Hitotsubashi University, Japan

Wataru Uehara, Musashino University, Japan

Masato Sasaki, Musashino University, Japan

Gen Fukutomi, Kyoto Sangyo University, Japan

Hiroyuki Fukuuchi, University of Pennsylvania, USA

Tsuyoshi Numagami, Hitotsubashi University, Japan

Toshihiko Kato, Hitotsubashi University, Japan

Masaru Karube, Hitotsubashi University, Japan

Managing Marketing Employees for Superior Business Performance through High-Involvement HRM Practices: Does Marketing Department Structure Matter? Seiyyoung Aah, Thunderbird School of Global Management, USA

Bulent Menguc, Brock University, Canada

REFRESHMENT BREAK
2:30 pm – 3:00 pm
Salons G/H

Wednesday May 26 2010

Concurrent Sessions
3:00 pm – 4:30 pm

Session 2.1 – Salon I

UNDERSTANDING MARKETING-RELATED CAPABILITIES AND ADVERSARIES – Inter-Disciplinary Approaches to Market Problems Competitive Paper Session

Social Capital as a Micro-level Origin of Organizational Capabilities
Jan Kemper, RWTH Aachen University, Germany

Malte Brettel, RWTH Aachen University, Germany

Engaging with the Enemy: Understanding Adversarial Stakeholder Processes and Outcome
Maureen Bourassa, University of Saskatchewan, Canada

Peggy Cunningham, Dalhousie University, Canada

Deconstructing Research on Information Technology (IT) Capabilities: Implications for Marketing Strategy
Sreedhar Madhavaram, Cleveland State University, USA

Radha Appan, Cleveland State University, USA

Engaging with the Enemy: Understanding Adversarial Stakeholder Processes and Outcome
Maureen Bourassa, University of Saskatchewan, Canada

Peggy Cunningham, Dalhousie University, Canada

Deconstructing Research on Information Technology (IT) Capabilities: Implications for Marketing Strategy
Sreedhar Madhavaram, Cleveland State University, USA

Radha Appan, Cleveland State University, USA

Session 2.2 – Columbia

SERVICES MARKETING ISSUES – Doctoral Colloquium

Evaluating Credence Service Quality: The Effects of Experience Service Failure and Trust
Kungyo Tao, Old Dominion University, USA
Perceived Control in Service and Pricing Strategies
Dora Schmit, Louisiana State University, USA
Implications of Remote Service Delivery on Customer Relationship Management: A Qualitative Study in a B2B Setting
Stefanie Paluch, University of Dortmund, Germany

Session 2.3 – Meadowlark/Douglas Fire
CORPORATE SOCIAL RESPONSIBILITY AND MARKETING – Social, Ethical, and Public Policy Issues in Marketing Competitive Papers Session
Session Chair
Remi Trudel, Boston University, USA

Does CSR Influence the Taste of Chocolate? Examining the Influence of CSR Information on Consumers’ Subjective Consumption Experience
Jingzhi Shang, Simon Fraser University, Canada
Do Consumers Value Corporate Social Responsibility in an Economic Downturn?
Todd Green, Simon Fraser University, Canada
John Pelozu, Simon Fraser University, Canada

Intention Attributes as a Mediator between Corporate Social Responsibility Initiatives and Stakeholder Perception
Jacqueline Go, Simon Fraser University, Canada
John Pelozu, Simon Fraser University, Canada

Session 2.4 – Portland
MARKETING STRATEGY AND THE PERSPECTIVE OF CUSTOMER MANAGEMENT – Marketing Strategy Competitive Papers Session

Relational Trust and Firm Performance
Girish Ramani, Drexel University, USA
Patrick A. Saparito, St. Joseph’s University, USA
Srinivasan Swaminathan, Drexel University, USA
Susana Callegari, Max Planck Institute, Germany

Market Segmentation and Performance: A Critical Review of the Literature and a Reconceptualization as a Dynamic Capability
Adina Poenaru, ESSEC Business School (EBS), Germany

Exploring Hybrid Channels from the Customer Perspective: Offering Channels that Meet Customers’ Changing Needs
Angela Hausman, Howard University, USA

Session 2.5 – Eugene
SELF-GIFTING: WHAT COULD THIS MEAN FOR ME? – Consumer Behavior Special Session
Session Chair
Jikeyong Kang, University of Manchester, UK

‘I Deserved It!’: The Nature, Contexts and Emotions of Self-Gifting
M. Teresa Heath, University of Minho, Portugal
Caroline Tynan, University of Nottingham, UK
Christine T. Fanow, University of Nottingham, UK
Can Giving a Gift Really Change Me? An Examination of Self-Gifting, Interpersonal Gift-Giving and the Malleable Self
Suri Weisfeld-Spoalter, Nova University, USA
Manesh Thakkar, Radford University, USA
Exploring Generational Differences in Ethnic Minority Consumers’ Self-Gifting Behavior
Theeranuch Pusaksrit, University of the Thai Chamber of Commerce, Thailand
Jikeyong Kang, University of Manchester, UK

Session 2.6 – Medford
MARKETING METRICS – Marketing Research, Measurement, and Metrics Competitive Paper Session
Session Chair
Nareh K. Malhotra, Georgia Tech & Nanyang Technological University, Singapore
Uncertain Travel Environments and Risk Attitudes Scales
Zhongwei Sun, Chongqing University, China and Eindhoven University, Netherlands
Theo Arentze, Eindhoven University, Netherlands
Harry Timmermans, Eindhoven University, Netherlands
Do Investors Reward Car Manufacturers
Sascha Radl, Ludwig-Maximilians University, Germany
Sebastian Scharf, Ludwig-Maximilians University, Germany
Manfred Schwager, Ludwig-Maximilians University, Germany
Marketing Performance – Financial Performance
Yuhui Gao, Dublin City University, Ireland

Session 2.7 – Salem
RELATIONSHIPS AND ONLINE ISSUES IN RETAILING – The Value Chain, Supply Chain, Channels, and Retail Competitive Papers Session
Session Chair
Jan Owens, Carthage College, USA
An Empirical Test of an Integrative Model of Consumer Trust in an E-Retailer
Cuiping Chen, University of Ontario Institute of Technology, Canada
Matthew O’Brien, Bradley University, USA
Lin Guo, University of New Hampshire, USA
An Exploratory Investigation of Two Types of Browsers
Carolyn Sara (Casey) Findley, University of Alabama, USA
Stephanie T. Gillison, University of Alabama, USA
Kristy E. Reynolds, University of Alabama, USA
Michael A. Jones, University of Tennessee at Chattanooga, USA
Loyalty Programs Building Customer-Retailer Relationships: Role of Identity Salience
Te-Lin Chung, Purdue University, USA
Sejin Ha, Purdue University, USA

Special Session – Salon I (5:00 – 6:00)
WINE MARKETING Session Chair
David J. Ortnau, University of South Florida – Tampa, USA
Do Things Come Together in Oregon or in the Bottle?
Nathalie Spielmann, Reims Management School, France
Barry J. Babin, Louisiana Tech University, USA
Mitch Griffin, Bradley University, USA

Wednesday May 26, 2009

Evening Events

AMS Early Bird Reception
6:30 pm – 7:30 pm
Mount Hood

Thursday May 27

Daily Highlights
Registration and Exhibits
8:30 am – 4:30 pm
Salons G/H

Annual AMS Awards Luncheon
12:00 pm – 1:20 pm
Mount Hood
Reception
6:00 pm – 7:00 pm
Mount Hood

Thursday May 27
Concurrent Sessions
8:30 am – 10:00 am

Session 3.1 – Salon I
UNIQUE CONSUMER SITUATIONS – Consumer Behavior Competitive Paper Session
Session Chair
Ayalla A. Ruvio, Temple University, USA
Standing Out from the Crowd: Determinants of Consumers’ Niche Orientation
Tobias Schaefer, European Business School (EBS), Germany
Consumers’ Need for Uniqueness in the Workplace
Ayalla Ruvio, Temple University, USA
Product Information Presented as Ratios and Consumer Processing Modes: Can Analytical Processing Lead to More Biased Judgments for Certain Ratio Formats?
Dipayan Biswas, Bentley University, USA
Patricia Norberg, Quinnipiac University, USA
Donald Lehmann, Columbia University, USA

Session 3.2 – Columbia
INTERNATIONAL MARKETING/ WORLD WIDE WEB ISSUES – Doctoral Colloquium
The Revelation of Wal-Mart’s Fastest Growing Market
Li Li, Bryant University, USA
The Endorsement Effect of Country leaders on the Country Brand Equity
Mary Baruca, University of Texas – Pan American, USA
Do Price Comparison Website Practices Involve Ethical Problems? A Preliminary Assessment of the Practices of Price Comparison Websites and Their Operator(s)
Jason Flores, University of Texas – Pan American, USA

Session 3.3 – Meadowlark/Douglas Fire
CHANNELS AND SUPPLY CHAINS IN CROSS-CULTURAL MARKETING – Global & Cross-Cultural Marketing Competitive Paper Session
Session Chair
Sara L. Golicic, Colorado State University, USA
Susan L. Golicic, Colorado State University, USA
David Reid, Seattle University, USA
Factors Inhibiting the Standardization of Global Channel Strategy
Boryana Dimitrova, Drexel University, USA
Bert Rosenboom, Drexel University, USA
The Tension between Business and Romance: A Qualitative Study in the Global Wine Industry
Susan L. Golicic, Colorado State University, USA
Daniel J. Flint, University of Tennessee, USA

Parallel Imperial Debate and Resource Advantage Theory
Pelin Bicen, Pennsylvania State University - Erie, USA
Dale Duhan, Texas Tech University, USA
Rita Gudigantala, University of Portland, USA

Session 3.4 – Portland
THE HUMAN SIDE OF THE VALUE CHAIN – The Value Chain: Supply Chain, Channels, and Retail Competitive Papers Session
Performance Impacts of Integrated Downstream Supply Chain Partnerships: Mediating Role of Process Improvements
Karthik N.S. Iyer, University of Northern Iowa, USA
Zian Chang, University of Northern Iowa, USA

Convergence and Divergence in Meanings among Actors in the Value Chain for Potatoes
Lars Esbjerg, Aarhus University, Denmark
Franchise Expansion into International Markets: The Role of Entrepreneurial Orientation and Knowledge Resources
Gopalakrishnan R. Iyer, Florida Atlantic University, USA
How to Attract Prospective Session Chair
MARKETING SERVICES: VIEWS – Inter-Disciplinary Approaches to Market Problems Competitive Paper Session
Session Chair: Marco Wolf, University of Southern Mississippi, USA

Examining Project Management through a Marketing Lens: A Literature Review and Research Agenda
Daniel Prior, Australian Defence Force Academy, Australia

Branded Spaces: Understanding the Connection between Architecture Design and Services Marketing
Samina Gheorghe, Emerson College, USA
Silvia Hodges, Emerson College, USA

How to Attract Prospective Students? On the Influence of Study Course Image on Behavioral Intensions
Tom Schopp, Freeberg University of Technology, Germany
Anja Geigenmueller, Freeberg University of Technology, Germany
Marigot Enke, Freeberg University of Technology, Germany

Session 3.6 – Medford RELEVANCE IN THE MARKETING CURRICULUM – Marketing Pedagogy and Selling & Sales Management Competitive Paper Session
Session Chair: Douglas J. Lincoln, Boise State University, USA

Are Business Students Learning What Businesses Need?
Merideth E. David, Florida State University, USA
Fred R. David, Francis Marion University, USA

Service Learning with Nonprofit Organizations: The New Service-Dominant Logic in Education?
Mary Conway Dato-on, Rollins College, USA
Jule Gassenheimer, Rollins College, USA

Implementing an Older Innovation: Board Game Simulation in a Retail and Marketing Channels Course
Howard Forman, California State University - Fullerton, USA

Session 3.7 – Salem SUSTAINABILITY AND THE ENVIRONMENT – Social, Ethical, and Public Policy Issues in Marketing Competitive Papers Session
Session Chair: Judith Madill, University of Ottawa, Canada

Ethical and Environmental Product Sourcing: Additional Dimensions in Measuring Country-of-Origin Images
Peter J. McGoldrick, University of Manchester, UK
Terry Newholm, University of Manchester, UK

Corporate Social Responsibility: The Role of Governance
Lenita Davis, University of Alabama - Tuscaloosa, USA
Sarah Al-Houti, University of Alabama - Tuscaloosa, USA
Vincent Mylers Landes, University of Alabama - Tuscaloosa, USA

Consumer Misbehavior: The Dark Side of Brand Loyalty
Vassilis Dalakas, California State University - San Marco, USA
Joanna Phillips, Western Kentucky University, USA

REFRESHMENT BREAK
10:00 am – 10:30 am
Salons G/H
Thursday May 27
Concurrent Sessions 10:30 am – 12:00 pm

Session 4.1 – Salon I TELLING, TELLING STORIES: CRAFTING IMPACTFUL MARKETING THEORY
Session Chair: Victoria L. Crittenden, Boston College, USA

Panelists
Pater Dickson, Florida International University, USA
Tomas Hult, Michigan State University, USA
Linda Price, University of Arizona, USA
Bodo Schlegelmilch, Vienna University of Economics and Business, Austria
Rajan Varadarajan, Texas A&M University, USA
Manjit Yadav, Texas A&M University, USA

Session 4.2 – Columbia BBB MARKETING FROM THE BUYER’S PERSPECTIVE – Business-to-Business Marketing and CRM Competitive Paper Session
Session Chair: Silvia Hodges, Emerson College, USA

Do Companies Buy Individual Professionals or the Professional Services Firm “Brand”?
Silvia Hodges, Emerson College, USA

Innovation and Commoditization: Asian Cross-Border Sourcing Practices
Sudhi Seshadri, Lee Kong Chian School of Business, Singapore

Corporate Hospitality: Benefits, Challenges & Approach in Financial Services
Mohit Saluja, Lloyds TSB Corporate Markets, UK
Li-Wei Mai, University of Westminster, UK

Session 4.3 – Meadowlark/Douglas Fir WINE, SPORT AND HANDY-PERSONS – Consumer Behavior Competitive Paper Session
Session Chair: Jeremy J. Sierra, Texas State University - San Marcos, USA

Having a Great Vacation and Blaming the Wines: An Attribution Theory Perspective on Consumer Attachments to Regional Brands
Ulrich R. Orth, Christian-Albrechts-University Kiel, Germany
Albert Stockl, Burgenland University, Austria
Joëlle Brouard, ESC Dijon, France

Alessio Cavicchi, University of Macerata, Italy
Monica Faranoni, University of Florence, Italy
Mikel Larreina, Deusto Business School, Spain
Cristina Santini, University of Florence, Italy
Roberta Veale, University of Adelaide, Australia
Damien Wilson, ESC Dijon, France

Personal Opinions and Beliefs as Determinants of Collegiate Football Fan Consumption for Revered and Hated Teams
Jeremy J. Sierra, Texas State University - San Marcos, USA
Harry A. Taute, Utah Valley University, USA
Robert S. Heiser, University of Southern Maine, USA

Creating Value Through Prosumption: An Empirical Analysis of DIY Practice
Marco Wolf, University of Southern Mississippi, USA
Shaun McQuitty, Athabasca University, Canada

Session 4.4 – Portland MESSAGE ELEMENTS I – Advertising, Communication and Promotion Competitive Paper Session
Session Chair: Dipayan Biswas, Bentley University, USA

Skin Tone in Advertising: An Exploratory Study of the Factors Influencing Advertising Effectiveness
Kevin Lehner, Grand Valley State University, USA
Rick T. Wolf, Hofstra University, USA
Srdjan Zdravkovic, Bryant University, USA

Influencing Consumer Perceptions of a Social Issue: An Experiment on the Effects of Credibility of the Source, Message Sidedness and Inward/Outward Focus on Consumer Attitudes Toward Genetically Modified Foods
Michelle Ronton, Victoria University of Wellington, New Zealand
David Fortin, University of Canterbury, New Zealand

Kevin Voges, University of Canterbury, New Zealand
The Impact of Unique Attribute Information on the Evaluation of Branded Products
Rainer Elste, University of Gieflen, Germany
Franz-Rudolf Esch, University of Gieflen, Germany
Alexander Kulkov, University of Gieflen, Germany

Session 4.5 – Eugene PRICING AND MODELING – Marketing Research, Measurement, and Metrics Competitive Paper Session
Session Chair: K. Sivakumar, Lehigh University, USA

Free Shipping or Price Partitioning?
Sebastiano A. Delre, Bocconi University, Italy
Shander Essegaier, Koç University, Turkey

Optimal Pricing in Tiered Markets
K. Sivakumar, Lehigh University, USA

Method Variation in Calculating Perceived Change
Antonis C. Simintiras, Swansea University, UK
Nina L. Reynolds, University of Bradford, UK
Winner of the William R. Darden Award for Best Marketing Research Paper

Session 4.6 – Medford MARKETING STRATEGY AND INTERNATIONAL MARKET ENTRY – Marketing Strategy Competitive Papers Session
Session Chair: Yuko Yamashita, Hitotsubashi University, Japan

Discussant
Gen Fukatomi, Kyoto Sangyo University, Japan

The Impact of Strategic Characteristics, and Market Potential on Born global Firms’ Choice of Entry Mode
Khalid Efraim, Rappin Academy Center, Israel
Aviv Shoham, University of Haifa, Israel

The Persistence of Brand Value at Country, Industry and Firm Levels
Yi-Min Chen, National University of Kaohsiung, Taiwan

Managing Marketing Employees for Superior Business Performance through High-Involvement HRM Practices: Does Marketing Department Structure Matter?
William Baker, San Diego State University, USA
Amir Grinstein, Ben-Gurion University, Israel
Nukhet Harmancioglu, Koc University, Turkey

Session 4.7 – Salem ISSUES IN NOT-FOR-PROFIT AND SUSTAINABLE CONSUMPTION – Social, Ethical, and Public Policy Issues in Marketing Competitive Papers Session
AMS ANNUAL CONFERENCE INFORMATION

Session Chair
John Peeloza, Simon Fraser University, Canada

Testing the Premise that Marketing Attitudes and Brand Orientation Correlate with Nonprofit Performance: Connecting Research and Practice
Eileen Weisbach Keller, Northern Kentucky University, USA
Mary Conway Dato-on, Rollins College, USA

Mental Budgeting and Charitable Giving: Matching Motives with Budgets to Maximize Giving
Jeffrey L. Stinson, Central Washington University, USA
Monica LaBarge, Queen's University, Canada

Life is Good: An Exploration of Compassionate Marketing
B. Yasanthi Perera, New Mexico State University, USA
Pia A. Albinnsson, Appalachian State University, USA

Thursday May 27
Noon Event
Annual AMS Awards Luncheon
12:00 pm – 1:20 pm
Mount Hood
AMS CUTCO/Vector Distinguished Marketing Educator Award

Thursday May 27
Concurrent Sessions
1:30 pm - 3:00 pm

Session 5.1 – Salon 1
THINKING ABOUT THINKING – Consumer Behavior Competitive Paper Session

Session Chair
Remi Trudel, Boston University, USA

Mental Account Matters in Planning C2C Online Resale: The Influence of Endowment Effect
Tzu Ying Lee, National Cheng-Chi University, Taiwan
Shuling Liao, Yuan Ze University, Taiwan

The Impact of Consumer Nostalgia and Self Concept on Brand Evaluations
Guangzhi Zhao, University of Kansas, USA
Weiwei Li, Sun Yat-sen University, China
Taihong Lu, Sun Yat-sen University, China

Confidence in Ordinal Judgments: Role of Consumer Metacognition and Implications for Bayesian Updating
Dipayan Biswas, Bentley University, USA
Guangzhi Zhao, University of Kansas, USA
Donald Lehmann, Columbia University, USA

Session 5.2 – Columbia MARY KAY DISSERTATION AWARDS

Session Chair
Angela Hausman, Howard University, USA

Participants
Winners of the 2010 Mary Kay Doctoral Dissertation Competition will present their papers.

Session 5.3 – Meadowlark/Douglas Fir
MARKETING EDUCATION FOR SUSTAINABILITY – Marketing Pedagogy Special Session

Session Chair
Wendy Whilhelm, Western Washington University, USA

Panelist
Edith Love, Western Washington University, USA
Eric Mais, University of Hawaii - Manoa, USA
Jill Mosteller, Portland State University, Sandra Mottern, Western Washington University, USA
Erica Mina Okada, University of Hawaii - Manoa, USA
Wendy Whilhelm, Western Washington University, USA

Session 5.4 – Portland CORPORATE BRANDING STRATEGIES – Brand, Image, & Product Management Competitive Paper Session

Session Chair
Sagal Segev, Florida International University, USA

A Comprehensive Approach to Brand Equity: Integrating Product and Corporate Brand Equity into Total Brand Equity Measurement
Hamed M. Shamma, The American University in Cairo, Egypt
Salah S. Hassan, The George Washington University, USA

Brand Authenticity in the Creative Industries: The Case of Sustainable Architecture in Portland Oregon
Ian D. Parkman, University of Oregon, USA

Employee Openness and Organizational Responsiveness: Examining Environmental Influences on Positive Employee Brand Behavior
Cerdwyn King, Griffith University - Gold Coast, Australia
Daniel C. Funk, Griffith University - Gold Coast, Australia

Session 5.5 – Eugene ALTERNATIVE APPROACHES – Marketing Research, Measurement, and Metrics Competitive Paper Session

Session Chair
Louise Young, University of Western Sydney, Australia

Critical Review as a Method of Inquiry
Sreedeer Madhavaram, Cleveland State University, USA
Vishal Bhardwaj, Texas A&M University - San Marcos, USA
Pelin Bicen, Pennsylvania State University - Erie, USA

Researching the Structures and Processes of Collaborative Academic Networks
Louise Young, University of Western Sydney, Australia
Sara Denize, University of Western Sydney, Australia

Voice of Customer
Priya Rammoorthi, Sorbonne University, France
Sneha Singh, Shaiadi, India
Prashant Saxena, National University of Singapore, Singapore
Premna Modi, Shaiadi, India

Session 5.6 – Medford PRICING STRATEGY – Pricing and Revenue Management Competitive Papers Session

Session Chair
Mayukh Dass, Texas Tech University, USA

Discussant
Gavin L. Fox, Texas Tech University, USA

Antecedents to Pricing Strategy: Factors Driving the Selection of Pricing Strategy for New Products or Services of Technology-Based New Ventures
Jonas Kaiser, Aachen University, Germany
Tim Moeller, Aachen University, Germany
Malte Brettel, Aachen University, Germany

Pricing Strategies in Lotteries
Pablo Marshall, Pontificia Universidad Catolica de Chile, Chile
Rodrigo Guesalaga, Pontificia Universidad Catolica de Chile, Chile

An Examination of Price Evolution of a New Product During its Diffusion: A Case with Fine Arts
Mayukh Dass, Texas Tech University, USA

REFRESHMENT BREAK
3:00 pm – 3:30 pm
Salons G/H

Thursday May 27
Concurrent Sessions
3:30 pm - 5:30 pm

Session 6.1 – Salon 1
MEET THE EDITORS

Session 6.2 – Columbia SUSTAINABILITY AND MARKETING STRATEGY – Social, Ethical, and Public Policy Issues in Marketing Competitive Papers Session

Session Chair
Monica LaBarge, Queen’s University, Canada

Addressing Social Problems Through Social Enterprise: The Role of Marketing
Judith Madill, University of Ottawa, Canada
Towards an Integrated Strategic Sustainability Theoretical Model
Helen Barton, University of Birmingham, UK

Dynamic Capabilities for Environmental Sustainability (DCES): Antecedents and Characteristics
Rosa Maria Dangelico, Politecnico di Bari, Italy
Vito Albino, Politecnico di Bari, Italy
Devashish Pujari, McMaster University, Canada

Session 6.3 – Meadowlark/Douglas Fir
CORPORATE IMAGE AND CREATIVITY IN CROSS-CULTURAL MARKETING – Global & Cross-Cultural Marketing Competitive Paper Session

Session Chair
Kim Bielen, Pennsylvania State University - Erie, USA

Discussant
Arme Baruca, University of Texas - Pan American, USA

The Relevance of Specific Corporate Associations Against Overall Corporate Image for Consumer Behavior
Björnhard Swoboda, Universität der Tuere, Germany
Markus Meierer, Universität der Trier, Germany
Margot Loewenberg, Universität der Trier, Germany

Developing, Harnessing and Managing “Creative” Marketing Organizations: The Role of Creative People, Creative Communities and Macro-Environmental Characteristics
Van R. Wood, Virginia Commonwealth University, USA
Frank J. Franzak, Virginia Commonwealth University, USA
Daniel A. Pina, University of Baltimore, USA
Tom Gillpatrick, Portland State University, USA

An Assessment of Consumers’ Willingness to Patronize Foreign-Based Business Franchisepopulations: An Investigation in the Fast-Food Sector
Scott Ertzheim, University of North Texas, USA

Session 6.4 – Portland INTERNET ADVERTISING AND ONLINE MARKETING COMMUNICATIONS – Ecommerce and the Connected Consumer Competitive Paper Session

Session Chair
Angeline Close, University of Nevada - Las Vegas, USA

Discussant
Michael S. LaTour, University of Nevada - Las Vegas, USA

Consumer Skepticism and Blogs: Implications for Marketing Communicators
Leyland F. Pitt, Simon Fraser University, Canada
Peter Steyn, Lulea University of Technology, Sweden
Esmail Salehi-Sangari, Lulea University of Technology, Sweden
Gudrun van Hoorden, University of Pretoria, South Africa
Nic Terblanche, University of Stellenbosch, South Africa

Does Your Online Advertising Work for Every Consumer?: Measuring Age-Related Advertising Effectiveness in an Internet Company
AMS ANNUAL CONFERENCE INFORMATION

Johannes Grassmann, RWTH-Aachen University, Germany
Malte Brettel, RWTH-Aachen University, Germany
Political Ad Portraits: A Visual Analysis of Constituents’ Reaction to Political Spoof Ads
Colin L. Campbell, Simon Fraser University, Canada
Anjali S. Bal, Simon Fraser University, Canada
Leylane F. Pitt, Simon Fraser University, Canada

Session 6.5 – Eugene
MULTIVARIATE AND SEGMENTATION RESEARCH – Marketing Research, Measurement, and Metrics Competitive Paper Session
Session Chair
Edward E. Rigdon, Georgia State University, USA
Response-Based Segmentation in PLS Path Modeling
Edward E. Rigdon, Georgia State University, USA
Siegrid P. Guérdener, University of Technology Sydney, Australia
Christian M. Ringel, University of Hamburg, Germany
Marko Sarstedt, Ludwig-Maximilians University, Germany
Market Segmentation: Validating a Qualitative Algorithm
Daniel C. Funk, Griffith University, Australia
Ceridwyn King, Griffith University, Australia
Mark P. Pritchard, Central Washington University, USA
A Scobit-Travel Mode Choice Model
Junyi Zhang, Hiroshima University, Japan
Harry Timmermans, Eindhoven University, Netherlands

Session 6.6 – Medford
THE IMPACT OF EMPLOYEES ON SERVICE DELIVERY – Services Marketing Competitive Papers Session
Examine Value Equity in Event Service: The Moderating Role of Event Experience
IpKin Anthony Wong, Institute for Tourism Studies, China
Mark S. Rosenbaum, Northern Illinois University, USA
Matthew Tingchi Liu, University of Macau, China
Customer Co-Production and Service Innovation
Characteristics: A Conceptual Argument
Mohammad Ali Zolfagharian, University of Texas - Pan American, USA
Audhesh Paswan, University of North Texas, USA
Trustworthiness of Service Providers: A Comparison of Alternative Models
Sanjit Kumar Roy, IBS Hyderabad, India
Vaibhav Shekhar, IBS Hyderabad, India

Session 6.7
COUNTERFEITING – Consumer
Behavior Competitive Paper Session
Session Chair
Bob McDonald, Texas Tech University, USA
The Effects of Extrinsic Cues and Product Involvement Toward Willingness to Buy Non-Deceptive Counterfeit Branded Products: The Case Study of Indonesian Consumers
Anas Hidayat, Islamic University of Indonesia, Indonesia
Katherine Mizerski, Edith Cowan University, Australia
Investigation of Antecedents of Purchase Intention toward Counterfeits: Implications from Culturally Diverse Countries
Bernhard Swoboda, Universität Trier, Germany
Karín Penkemann, Universität Trier, Germany
Markus Taube, University of Duisburg-Essen, Germany
What Factors Influence Consumers to Buy or Rent DVDS? The Role of Consumer Perceptions and Implications to Movie Studios
Eddie Rhee, Stonehill College, USA

Thursday May 27
Evening Event
Reception
6:00 pm – 7:00 pm
Mount Hood

Friday May 28
Daily Highlights
Registration and Exhibits
8:30 am – 12:00 pm
Salons G/H

AMS Editorial Review Board Meeting
8:00 am – 9:00 am
Sunstone

AMS Editorial Review Board Meeting
9:00 am – 10:00 am
Sunstone

JPSSM Editorial Review Board Meeting
10:00 am – 11:00 am
Sunstone

AMS Board of Governors Meeting
11:00 am – 12:00 pm
Sunstone

Off-Site Events
12:00 pm – 6:00 pm
Hotel Lobby

Friday May 28
Concurrent Sessions
8:00 am – 9:30 am
Session 7.1 – Salon
HONORING OUTSTANDING MARKETING TEACHING
Chair
Jerome Williams, University of Texas at Austin, USA
Award Winners
Jule Gassenheimer, Rollins College, USA
Aylen Bakir, Illinois State University, USA
Jo Antonio Rosa, University of Wyoming, USA

Session 7.2 – Columbia
TRAUMATIZED ECONOMIES AND MARKETING PATHS TO RECOVERY AND WELL-BEING – Global & Cross-Cultural Marketing Special Session
Session Chairs
Clifford J. Shultz, II, Loyola University Chicago, USA
Frédéric Jallat, ESCP Europe
Cambodia: Navigating the Confluence of Cultures toward Sustainable Societal Wellness
Clifford J. Shultz, II, Loyola University Chicago, USA
Don R. Raatz, The College of William & Mary, USA
Exploring Consumer Attitudes toward Domestic Products and Products of Multinational Companies in the Balkan Region
Tona Kolar, University of Ljubljana, Slovenia
The Impact of Fear and Stress on Consumption Patterns for Luxury Goods: A Study in a Context of Low-Intensity Conflicts and Political Tensions in Lebanon
Frédéric Jallat, ESCP Europe
China’s 2010 Competitive Posture
David Reid, Seattle University, USA

Session 7.3 – Meadowlark/Douglas Fir
CONSUMER RELATIONSHIPS AND ONLINE COMMUNITY – Ecomerce and the Connected Consumer Competitive Paper Session
Session Chair
Anjala Krishen, University of Nevada - Las Vegas, USA
Discussant
Esther Swiley, Kansas State University, USA
Consumers’ Participation in Online Communities: A Conceptual Model
Hazliza Haron, University of New South Wales, Australia
Mohammed A. Razzaque, University of New South Wales, Australia
Interactivity Quality and Customer-Brand Relationship in the Virtual Brand Community
Xia Zhou, Drexel University, USA
Hyokjin Kwak, Drexel University, USA
Building the Right Online Consumer Community Platforms
Prashant Saxena, National University of Singapore, Singapore

Session 7.4 – Portland
CUSTOMER VALUE AND THE SELLING ORGANIZATION – Business-to-Business Marketing and CRM Competitive Paper Session
Session Chair
Lynette J. Ryals, Cranfield University, UK
Andreas Hinterhuber, Katholische Universität Eichstätt-Ingolstadt, Germany
How Companies Implement KAM: A Four-Stage Model
Ian A. Davies, Bath University, USA
Lynette J. Ryals, Cranfield University, UK
Social Capital as a Micro-Level Origin of Organizational Capability
Jan Kemper, RWTH Aachen University, Germany
Malte Brettel, RWTH Aachen University, Germany

Session 7.5 – Eugene
PRICING FAIRNESS – Pricing and Revenue Management Competitive Paper Session
Session Chair
Parvi Shah, Texas Tech University, USA
Discussant
Sherry Robinson, Florida State University, USA
Understanding Differences in Customer Willingness to Pay (WTP): Context Effects, Attribute Framing, and Perceptions of Fairness
Ashutosh Dixit, Cleveland State University, USA
Kenneth D. Hall, Cleveland State University, USA
Thomas W. Whipple, Cleveland State University, USA
Nicholas R. Bertram, Cleveland State University, USA
Price Drops and Price Unfairness Perceptions
Um Koc, Drexel University, USA
Rajneesh Suri, Drexel University, USA
Determining Fairness: A Cognitive Process of Price Fairness Situations
Brooke Reavey, Drexel University, USA
Rajneesh Suri, Drexel University, USA
Double Trouble: New Insights into Customer Evaluations of Pretreatment Treatment
Clay M. Voorhees, Michigan State University, USA
Roger Calantone, Michigan State University, USA
Don Conlon, Michigan State University, USA

Session 7.6 – Medford
RETAILING AND LUXURY – Consumer Behavior Competitive Paper Session
Session Chair
Daniel Heinrich, University of Mannheim, Germany
Consumer’s Inferences of Manipulative Intent in the Store Environment: The Effects of Atmospheres and Perceived Appropriateness
Renaud Lunardo, Groupe ESC Troyes, France
AMS ANNUAL CONFERENCE INFORMATION

Camille Saintvives, Université de Reims, France
Conceptualizing Independent and Interdependent Effects on Luxury Consumption
Minas Kastanakis, ESCP Europe
George Balabanis, City University, USA
Is all that Glitters Gold, Actually?
Exploring Advertising Impact of Refined Premium Print
Daniel Heinrich, Universitat Mannheim
Mannheim, Germany
Hans Bauer, Universitat Mannheim
Mannheim, Germany
Stefan Hampel, Universitität Bayreuth, Germany

Session 7.7 – Salem
WORKING IN CONCERT – Theory and Practice Competitive Papers Session
Session Chair
Jagdip Singh, Case Western Reserve University, USA
When the Twain Meets:
Scholarship at the Intersection of Theory and Practice
Jagdip Singh, Case Western Reserve University, USA
The Brand Scoring Project; an Exploration of Theory, and Practice
Jill Mosteller, Portland State University, USA
Jerry Ketel, Leopold Ketel & Partners, USA
Marketing Planning for New Ventures: The Hypercycle Concept
Peter S. Whalen, University of Denver, USA
Samuel S. Holloway, University of Portland, USA
Tim Berry, Palo Alto Software, USA
REFRESMENT BREAK
9:30 am – 10:00 am
Salons G/H
AMS Board of Governors Meeting
11:00 am – 12:00 pm
Sunstone
Friday May 28
Concurrent Sessions
10:00 am - 11:30 am
Session 8.1 – Salem
MEET THE REVIEWERS – Suggestions from Award Winning Reviewers on How to Get Published
Session Chair
Charles Ingene, University of Mississippi, USA
Panelist
Paru Parasuraman, University of Miami, USA
David J. Ortinau, University of South Florida – Tampa, USA
Joseph A. Cote, Washington State University, USA
Session 8.2 – Columbia
SERVICE FAILURE AND RECOVERY – Services Marketing Competitive Papers Session
Session Chair & Discussant
Sou Veesa, National Cheng Kung University, Taiwan
Service Failure: Causal Attribution, Emotional Responses and Behavioral Outcomes
L. Jean Harrison-Walker, University of Houston – Clear Lake, USA
The Effect of Service Failure and Recovery on Consumer-Business Relationships: An Attitude-Adaptation Model
David T. Taylor, University of North Texas, USA
A Multi-level-Investigation of the Moderating Role of Personality
Sou Veesa, National Cheng Kung University, Taiwan
Thailand
Session 8.3 – Meadowlark/Double Fit
MESSAGE ELEMENTS II – Advertising, Communication and Promotion Competitive Paper Session
Session Chair
Patricia Norberg, Quinpiec University, USA
Creativity and Visual Complexity
Christy Ashley, East Carolina University, USA
Daniel A. Sheinin, University of Rhode Island, USA
Sajeev Varik, University of South Florida, USA
The Moderating Effect of Creativity through Interference on Recall and Global Judgments
Kyle Coble, Saint Louis University, USA
Mark Arnold, Saint Louis University, USA
Kevin Lehner, Grand Valley State University, USA
Developing an Advertising Personal Nostalgia Intensity Scale
Aldah Merchant, University of Washington - Tacoma, USA
John B. Ford, Old Dominion University, USA
Kathryn LaTour, University of Nevada - Las Vegas, USA
Michael S. LaTour, University of Nevada - Las Vegas, USA
Session 8.4 – Portland
E-TAILING: ISSUES WITH TRUST, INFORMATION OVERLOAD AND ONLINE SHOPPING – Ecommerce and the Connected Consumer Competitive Paper Session
Session Chair
Angeline Close, University of Nevada - Las Vegas, USA
Discussant
Naresh Malhotra, Georgia Tech & Nanyang Technological University, Singapore
Under What Conditions Does Trust Make a Consumer Re-Patronize or Even Stay Loyal to an E-Retailer?
Cuiping Chen, University of Ontario Institute of Technology, Canada
Matthew O’Brien, Bradley University, USA
Ling Guo, University of New Hampshire, USA
A Study of Customer e-Loyalty: The Role of Mediators
Shu-Ching Chen, Massey University, New Zealand
What’s in Your Cart? Influence of Individual Differences on Product Class Specific Online Shopping
Chitra Srivastava, Michigan State University, USA
Nan Kwon, Ajou University, Korea
Session 8.5 – Eugene
CULTURE AND ACCULTURATION – Consumer Behavior Competitive Paper Session
Session Chair
Nizar Soueid, Laval University, Canada
Religious Commitment and Muslim Consumers: A Model to Study the Consumer Decision-Making Process
Mohammed A Razzouque, University of New South Wales, Australia
Sadia Chaudhary, University of New South Wales, Australia
Influence of Modes of Acculturation on the Consumer Behavior of West African Immigrants in Canada
Nizar Soueid, Laval University, Canada
Riadhi Ladhari, Université Laval, Canada
Consumer Loyalty Among Immigrants: The Moderating Influence of Ethnicity, Change-Tolerance, and Co-Cultural Loyalty in the Mediating Role of Acculturation
Sigal Segev, Florida International University, USA
Ayalla Revio, Temple University, USA
Aviv Shoham, University of Haifa, Israel
Session 8.6 – Medford
USING WEB RESOURCES – Marketing Pedagogy Competitive Paper Session
Session Chair
Wei Shao, Griffith University, Australia
Paper Incorporating Social Networking into the Marketing Course Curriculum: A Case Study
Jane McKay-Nesbitt, Bryant University, USA
Carol W. DeMoranville, Bryant University, USA
Promoting Student Learning with Online Videos: A Research Agenda
Chien-Chung Chen, University of Texas at Arlington, USA
Sharyn Rundle-Thiele, Griffith University, Australia
Second Best in Second Life: Teaching Marketing Cases in a Virtual World Environment
Aanjali S. Bal, Simon Fraser University, Canada
Victoria L. Crittenberg, Boston College, USA
Wade Halvorson, Lulea University of Technology, Sweden
Leyland F. Pitt, Simon Fraser University, Canada
Session 8.7 – Salem
TRAINING AND ASSESSING THE SALESFORCE – Selling and Sales Management Competitive Papers Session
Session Chair
L réalisé, Boise State University, USA
Applying Principles of Instructional Design to an Electronic Reverse Auction (e-RA) Negotiation Exercise
Jacqueline A. Williams, North Carolina A&T State University, USA
Kathryn Dokie, North Carolina A&T State University, USA
Curtis Wynn, RFQHosting, USA
Influence of Ethical Climate on Commitment and Ethical Behavior: A Study among French Salespeople
Laure Lavorata, Université Paris Est, France
Scales in JPSSM from 1980 to 2009: A Social Network Analysis
Chien-Chung Chen, University of Texas at Arlington, USA
Friday May 28
Afternoon Off-Site Events
12:00 pm – 6:00 pm
Follow Signs in Hotel Lobby to Your Transportation Buses leave exactly at 12:00
• DeVINE WINE TASTING ADVENTURE
• COLUMBIA RIVER GORGE WATERFALL HIKE
• WHIDBEILEA AND MULTNOMAH FALLS SHORT HIKES
• URBAN HIKE TO JAPANESE & ROSE GARDENS
• NIKE WORLD HEADQUARTERS, PRODUCT CATEGORY OVERVIEW, AND CAMPUS TOUR
Saturday May 29
Daily Highlights
Poster Presentations
8:30 am – 3:00 pm
Salons G/H
Annual AMS President’s Reception
6:00 pm – 7:00 pm
Salon F
Annual AMS President’s Banquet
7:00 pm – 9:00 pm
Salon F
Dinner on Your Own
Saturday May 29
Concurrent Sessions 8:30 am - 10:00 am

Session 9.1 - Salon I THE GLOBAL MARKETING AND CONSUMPTION OF SPORT – Global & Cross-Cultural Marketing Special Session
Session Chair: Clifford J. Shultz, II, Loyola University Chicago, USA
Global Sports and Global Athletes: Career Trajectories and their Role in Marketing and Public Policy
T. Bettina Cornwell, University of Michigan, USA
Paul Jaspers, Hogeschool Utrecht University of Applied Sciences, Netherlands
Social Media and the Marketing and Consumption of Sport
Keith W. Lambrecht, Loyola University Chicago, USA
Football Fan Identity Construction and Consumption of Sport
Alan Watkins, Swansea University Consulting Groups Ltd, UK

The Role of Norms in Early Stages of Business Relationships: An Action Research Approach
Christoph M. Ott, University of Lausanne, Switzerland
An Empirical Study of Relationship Benefit-Based Drivers of Customer Assets in the Context of China: The Mediating Role of Relationship Quality
Yonghui Wang, University of International Business and Economics, China
Fuan Li, William Paterson University, USA
Shenghui An, University of International Business and Economics, China

The Effect of Customer’s Greenness and Perceived Value on Loyalty in Industrial Relationships: The Role of Communication and Relationship Length
Nora Mustonen, University of Jyväskylä, Finland
Heikki Karjalausto, University of Jyväskylä, Finland
Chanaka Jayawardhena, Loughborough University, UK

Session 9.3 – Meadowlark/Douglas Fir WEBSITE LOCALIZATION, CHANNELS, AND ONLINE SALES – Ecommerce and the Connected Consumer Competitive Paper Session
Session Chair: Anjala Krishen, University of Nevada - Las Vegas, USA
Discussion: Nareesh Mahlotra, Georgia Tech & Nan Yang Technological University, Singapore

The Impact of Emotional Factors on Website Localization Decision
Rotem Shneor, UIA University of Tel Aviv, Israel
Source Effects in Online Sales Situations: the Role of Avatar-Buyer (Dis)Similarity
Iryna Pentina, University of Texas at Dallas, USA
David G. Taylor, University of North Texas, USA
Ainsworth A. Bailey, University of Toledo, USA
Utilizing Web2.0 to Provide Information and Build Relationships with Consumers: An International Assessment of Small and Medium Size Enterprises in the Wine Industry
Judith Madill, University of Ottawa, Canada
Leighann C. Neilson, Carleton University, Canada

Session 9.4 – Portland RELATIONSHIPS IN SALES – Selling and Sales Management Competitive Papers Session
Session Chair: Vishag Badrinarayanan, Texas State University - San Marcos, USA
Distal Salesperson - Supervisor Relationships: A Conceptual Integration of Self-Determination, Leadership, and Communication Theories
Vishag Badrinarayanan, Texas State University - San Marcos, USA
Ravi Jallapur, Texas State University - San Marcos, USA
Enrique Becerra, Texas State University - San Marcos, USA
This Ad’s for You: The Indirect Effect of Advertising Perceptions on Salesperson Effort and Performance
Douglas E. Hughes, Michigan State University, USA

The Relationship between Job Liking, Selling Skills and OC Performance
Konstantinos Georgakas, Gecon Consulting Groups Ltd, UK
Alan Watkins, Swansea University, UK
Antonis Simintiras, Swansea University, UK

Session 9.5 – Eugene SERVICE SATISFACTION AND LOYALTY – Services Marketing Competitive Papers Session
Session Chair & Discussant: William M. Madway, University of Pennsylvania, USA
Does Satisfaction Lead to Loyalty? An Attributional Theory Approach
Ryan C. White, Michigan State University, USA
Clay M. Voorhees, Michigan State University, USA
The Impact of Service Quality and Service Recovery on Buying Centers’ Satisfaction and Behavioral Intentions: An Empirical Investigation
Nicholas G. Paparoidamis, Catholic University of Lille, France
Ruben Chumputat, Catholic University of Lille, France

Soft and Hard Benefits of Loyalty Programs and Loyalty Outcomes
Timothy D. Butler, University of Alabama, USA
Giles D’Souza, University of Alabama, USA

Session 9.6 – Medford SOLUTION ORIENTATION: THEORETICAL FRAMEWORKS, PRACTICAL APPLICATIONS AND CHALLENGES – Theory and Practice Special Session
Session Chair: Jay Mulki, Northeastern University, USA
Developing Customer Solutions during an Economic Downturn
Michael Marck, University of Strathclyde, UK
Jay Mulki, Northeastern University, USA
Patrick Lipovski, Continuous Coaching, Canada
Co-creating Community Solutions with Customers
Matthew Alexander, University of Strathclyde, UK
John Yellowlees, First ScotRail, UK
Providing Business-to-Business Solutions in a Public Sector Context
Barbara Caeemmerer, University of Strathclyde, UK
Heiner Evanschitzky, University of Strathclyde, UK

Session 9.7 – Salem SELF-REGULATION – Consumer Behavior Competitive Paper Session
Session Chair: Mahesh Gopinath, Old Dominion University, USA
Choice Between Pleasure and Performance: The Role of Self-Regulatory Focus
Wei Shao, Griffith University, Australia
Regulatory Fit with the Benefit Level of a Go-To-Leader and Fit with the Goal: Their Combined Influence on Purchase Behavior
Vincent Brown, University of London, UK
Sameer Hosany, University of London, UK
Isabella Chaney, University of London, UK
Choosing Healthy Foods: The Consumer Behaviors that Lead to Healthy Selections when Eating at Restaurants
Rebecca Hochradel, Delta State University, USA
Mahesh Gopinath, Old Dominion University, USA

Session 10.1 – Salon I MARKET PERFORMANCE IN RETAILING – The Value Chain: Supply Chain, Channels, and Retail Competitive Papers Session
Session Chair: Karen Hood, University of Arkansas at Little Rock, USA
Marketing Profits as a New Profitability Metric Based on Lead Products: Comparison with Accounting Profits and Implications for Retailers
Pilsik Choi, Clark University, USA
Interconnected Operant Resources and Market Performance: The Retailers’ Perspective
Lauren Skinner, University of Alabama at Birmingham, USA
Michael Townsen Madison University, USA
R. Glenn Richery, Jr., University of Alabama, USA
Winner of the Stanely C. Hollander Award for Best Retailing Paper
Retail Free-Riding: The Case of the Wallpaper Industry
Paul W. Farris, University of Virginia, USA
S. Umit Kucuk, Central Washington University, USA
Robert C. Maddux, University of Richmond, USA

Session 10.2 – Columbia PERCEPTUAL ISSUES IN MARKETING – Doctoral Colloquium Consumer Understanding and Use of Numeric Information in Marketing Product Claims
Namika Sagara, University of Oregon, USA
Ellen Pletsch, University of Oregon, USA

Warranty and Price as Quality Signals: The Effect of Signal Consistency/Inconsistency and Signal Unexpectedness on Product Perception
Sultan A. Al-Enazi, Old Dominion University, USA
Closer Than You Think: Outshopping Intentions and the Perception of Distance
G. David Shows, Louisiana Tech University, USA

Dimensions of Commitment in the Relationship Development Process: An Exploratory Study
Deborah Goldring, Florida Atlantic University, USA

Session 10.3 – Meadowlark/Douglas Fir IMPROVING SALESFORCE PERFORMANCE – Selling and Sales Management Competitive Papers Session
Session Chair: Laurie Lavorata, Université Paris Est, France
The Impact of Servitization on Sales: Complex Selling and Sales Opportunity Selection
Lynette J. Ryals, Cranfield University, UK

REFRESHMENT BREAK
10:00 am – 10:30 am
Salons G/H

Saturday May 29
Concurrent Sessions 10:30 am - 12:00 pm
AMS ANNUAL CONFERENCE INFORMATION

AMS Distinguished Marketer Award
Syed Tariq Anwar, West Texas A&M University, USA

Session 12.7 – Salem
COUNTERFEITING – Consumer Behavior Competitive Paper Session
Session Chair
Bob McDonald, Texas Tech University, USA

The Effects of Extrinsic Cues and Product Involvement Toward Willingness to Buy Non-Deceptive Counterfeit Branded Products: The Case Study of Indonesian Consumers
Anas Hidayat, Islamic University of Indonesia, Indonesia
Katherine Mizerski, Edith Cowan University, Australia

Investigation of Antecedents of Purchase Intention toward Counterfeits: Implications from Culturally Diverse Countries
Bernhard Swoboda, Universität Trier, Germany
Karín Pennemann, Universität Trier, Germany
Markus Taube, University of Duisburg-Essen, Germany

What Factors Influence Consumers to Buy or Rent DVDs? The Role of Consumer Perceptions and Implications to Movie Studios
Eddie Rhee, Stonehill College, USA

Saturday May 29
Annual Business Meeting
4:00 pm – 6:30 pm
Salons G/H

Annual President’s Reception
6:00 pm – 7:00 pm
Salon F

Annual President’s Banquet
7:00 pm – 9:00 pm
Salon F

AMS Distinguished Marketer Award

* Tentative program as of March 2010. Please check the AMS website or your conference brochure for updated information on sessions.

The deadline for the next issue of AMS Quarterly is June 14, 2010. Send your items to flahertb@jmu.edu
Getting Around at the CPM Conference, IESEG  
Lille, France  
http://ams.ieseg.fr/  

How to get to Lille  
By train  
Situated just 400 meters from one another, Lille’s two train stations are located in the city centre and are served by both the metro and the tram.  
**Lille Flandres Station**: Regional trains and direct TGV service to Paris  
**Lille Europe Station**: Eurostar service to London and Brussels, direct TGV service to Roissy Airport, Paris and all major French cities.  
- **Brussels**: 38 minutes, 14 TGV and Eurostar trains a day  
- **Paris**: 1 hour, 26 direct TGVs a day  
- **London**: 1 hour 15 minutes direct by EUROSTAR  
For more information:  
- SNCF trains and TGVs, please visit [http://www.sncf.fr/indexe.htm](http://www.sncf.fr/indexe.htm)  
- EUROSTAR, please visit [http://www.eurostar.com/](http://www.eurostar.com/)  

By air  
The Lille-Lesquin International Airport is located 10 km from Lille city centre. It serves more than 60 national and international destinations.  
- **Scheduled domestic flights** to and from Bordeaux, Clermont-Ferrand, Lyon, Marseille, Nantes, Nice, Strasbourg and Toulouse.  
- **Direct international flights** to and from Algiers, Casablanca, Marrakech, Milan, Venice and Warsaw.  
- **Flights** to and from Ajaccio, Barcelona, Berlin, Biarritz, Bologna, Brétigny, Dakar, Edinburgh, Figari, Frankfurt, Glasgow, Limoges, Lisbon, Madrid, Montpellier, Pau, Porto, Prague, Rome, Toulon, Zürich, etc.  

Airpor Shuttle service  
From the airport (at door A) to the city centre (stop in front of Euralille shopping center) is available. Length of ride: 20 minutes.  
- **From Lille to the airport**: departs every hour Monday to Friday from 5 AM to 10 PM, Saturday from 5 AM to 6 PM, and Sunday from 10 AM to 10 PM.  
- **From the airport to Lille**: departs every hour Monday to Friday from 5:30 AM to 10:30 PM, Saturday from 5:30 AM to 6:30 PM, and Sunday from 10 AM to 10:30 PM.  
For further information on the airport shuttle service, please visit [http://www.lille.aeroport.fr/gb/acces/navette.asp](http://www.lille.aeroport.fr/gb/acces/navette.asp)  

Lille is also less than 90 minutes away by train from three international airports:  
- **Paris Charles de Gaulle (CDG)**: 50 minutes. Linked to Lille Stations by TGV train. [http://www.aeroportsdeparis.fr](http://www.aeroportsdeparis.fr). At your arrival at the Paris CDG airport, go straight to Terminal 2D and book a ticket for the next TGV to Lille (50 minutes). The TGV personnel is always helpful and friendly!  
- **Brussels Zaventem**: 38 minutes. Linked to Lille by Bus/Train service. [http://www.brusselsairport.be](http://www.brusselsairport.be)  
- **Brussels South (Charleroi) airport**: A shuttle coach is available from Brussels South Charleroi Airport. 1h30 minutes [http://www.charleroi-airport.com](http://www.charleroi-airport.com)  
Tickets are on sale inside the Charleroi airport terminal (counter no. 1) and on the Internet: [http://www.voyages-lelan.be](http://www.voyages-lelan.be)  
From Lille, tickets may be purchased on board the coach.  

By car  
Six motorways lead to Lille:  
- A1 from Paris (220 km)  
- A22 / E17 from Gand (75 km), Antwerp (125 km) and Amsterdam (290 km)  
- A23 from Valenciennes (53 km)  
- A25 from Dunkerque (80 km) and the A26 from Calais (110 km)  
- A27 / E42 from Brussels (110 km)  
- If you come from Paris (Motorway A1), from Gand (A22) or from Bruxelles (A 27) take the ring motorway, direction Dunkerque. Take exit 4;  
- If you come from Dunkerque / Calais (Channel Ports), you’ll be on the A25, take the exit number 5.  

How to get to IESEG  
The 2010 AMS Cultural Perspectives in Marketing Conference is organised in the facilities of IESEG School of Management in the centre of Lille.  
IESEG is located at the following address:  
**IESEG School of Management**  
3 rue de la Digué  
59000 Lille, France  
Tel: +33 320545892  
Fax: +33 320574855  

By train  
- The nearest main train station in Lille is either “Lille-Flandres” or “Lille Europe”.  
- Take a taxi at the exit or take a bus (see below). It is about 20 minutes walking to the conference site.  

By bus  
- From both train stations “Lille Europe”, “Lille Flandres”, take line C2 (La Citadine) direction Porte des Postes.  
- Get out at the stop “Solferino” (which is on “Boulevard Vauban”) and turn right at the rue de la Digué.  

By metro  
- From the train station Lille-Flandres, take line 2 in the direction “Saint-Philibert”.  
- Get out at the stop “Cormontaigne”.  
- Walk towards the “Boulevard Danel”, then continue on the Boulevard Vauban. At the crossroad with “Rue Solferino”, turn left into the “rue de la Digué”.  

For accommodations, please visit [http://ams.ieseg.fr/accommodation](http://ams.ieseg.fr/accommodation)
2010 Academy of Marketing Science Cultural Perspectives in Marketing (CPM) Conference, IESEG

IESEG School of Management
Lille, France
July 21-24, 2010

Conference Co-Chairs: Rubén Chumpitaz-Cáceres, Michel Laroche and Nicholas G. Paparoidamis
http://ams.ieseg.fr/

TUESDAY, July 20, 2010

Registration (15:00-18:00) – Ground floor, A Building
Reception (18:00-19:00) – Ground floor, B Building

Session 1-1 (8:30-10:00) – A101, First floor, A Building
Cultures, Regions, and Identity

“Of Universal and Regional Cultural Values in Multicultural Markets: Implications for Marketers”
Devinder Pal Singh (Punjabi University, India)

“Testing the Association of Ethnic Identity and Acculturation”
Mahesu N Kraisjanti (Atma Jaya Yogyakarta University, Indonesia)

“How Bonding Are Latin America’s Cultural and Economic Bonds? The Case of International Advertising Standardization in the Mercosur”
Fernando Fastoso (Bradford University, UK)
Jeryl Whitelock (Bradford University, UK)

Session 1-2 (8:30-10:00) – A103, First floor, A Building
Cross-Cultural Ethics and Social Responsibility

Session Chair: Minoo Farhangmehr
(University of Minho, Portugal)

“Articulating the Meanings Attached To Collective Experiences of Ethical Consumption: A View from Spain”
Eleni Papaokonomou (University of Rovira and Virgili, Spain)
Ryan Gerard (University of Rovira and Virgili, Spain)
Matias Ginieis (University of Rovira and Virgili, Spain)

“Unmasking Family Allowances: Retail Nepotism as Marketplace Discrimination”
Julia Zimmermann (Johannes Gutenberg-University, Germany)

“Development of a Short and Valid Scale to Assess Consumers’ Cognitive Justifications for not Behaving Ethically: A Canada-China Study”
Alain d’Astous (HEC Montréal, Canada)
Jean-Mathieu Falla (HEC Montréal, Canada)

COFFEE BREAK – A022, Ground floor, A Building

Session 2-1 (10:30-12:00) – A101, First floor, A Building
Marketing Strategy and Performance

Session Chair: Jorge Francisco Bertinetti Lengler (ISCTE-IUL, Lisbon, Portugal)

“Learning Orientation and Radical Innovation as Antecedents of Business Performance”
Jorge Francisco Bertinetti Lengler (ISCTE-IUL, Lisbon, Portugal)
Daniel Jimenez Jimenez (University of Murcia, Spain)
Marcelo Gattermann Perin, Pontificia (Catholic University of Rio Grande do Sul, Brazil)
Juan-Gabriel Cegarra-Navarro (Polytechnic University of Cartagena, Spain)
Cláudio Hoffmann Sampaio (Catholic University of Rio Grande do Sul, Brazil)

“Marketing Competences and Customer Value: A Comparison Study across Cultures”
Hanny N. Nasution (Monash University, Australia)
Felix T. Mavondo (Monash University, Australia)

Jaana Tahtinen (University of Oulu, Finland)

COFFEE BREAK – A022, Ground floor, A Building

Session 3-1 (14:00-15:30) – A101, First floor, A Building
Consumer Behavior across Cultures (I)

“What Drives Consumers to Resell on C2C Websites? An Exploratory Study in Taiwan”
Hsunchi Chu (MingDao University, Taiwan)

“Twenty Years after Reunification: Consumer Decision-Making Process for Electronic Products in Former East and West Germany”
Eunyoung (Christine) Sung (Michigan State University, U.S.A.)
Patricia Huddleston (Michigan State University, U.S.A.)
Sebastian Uhrlrich (University of Rostock, Germany)
Michel Clement (University of Hamburg, Germany)
Steven Wu (University of Hamburg, Germany)

“Engagement with Travel Web sites and the Influence of Online Comparative Behavior”
Enrique Bigné (University of Valencia, Spain)
Joaquín Aldas (University of Valencia, Spain)
Antonio Hyder (University of Valencia, Spain)

“The Effect of Perceived Corporate Competencies on Brand Strength: A Comparison between Domestic and Foreign Markets”
Frank Huber (Johannes Gutenberg-University, Germany)
Frederik Meyer (Johannes Gutenberg-University, Germany)
Johannes Vogel (Johannes Gutenberg-University, Germany)

Angela Hausman (Howard University, U.S.A.)

Jaana Tahtinen (University of Oulu, Finland)

COFFEE BREAK – A022, Ground floor, A Building

Session 4-1 (16:00-17:30) – A101, First floor, A Building
Cross-Cultural Research Methodology

Session Chair: Enrique Bigné
(University of Valencia, Spain)

“The Determinants of Consumer Multi-Media Kiosk (MMK) Adoption Behavior in Taiwan: The Dyadic Perspectives”
Kuan-Yin Lee
Shu-Tzu Huang
Yin-Chieh Hsu

“Capturing the Home Country Conditions for Exporting SMEs: Scale Development and Implications”
Raluca Mogos Descotes (IESEG School of Management, Lille, France)
Bjorn Walliser (University of Nancy and ICN Business School, Nancy, France)
Hartmut H. Holzmüller (TU Dortmund University, Germany)
Cultural Perspectives in Marketing Conference Information

“An Illustration of a Sustainable Business Cycle”
Beverly Wagner (University of Strathclyde, U.K.)
Göran Svensson (Halmstad University, Sweden)

Session 11-2 (8:30-10:00) – A103, First floor, A Building
Social, Complaining and Not-for-Profit Marketing
Session Chair: Glen Brodowski
(California State University, San Marcos)

“The Commercialisation of Charities: Developing or Destroying the Brand?”
Yasmin Kaur Sekhon
(Bournemouth University, UK)

“Effects of Satisfaction and Promotion”
Valérie Swaen (Louvain School of Management, Belgium)
Erik Benavides
(Chile)
Jorge Zamora (University of Talca, Chile)

“Underlying Motivations for attending soccer games”
Karayaka, Fahri (University of Massachusetts, U.S.A.)

“An explanation of elderly tourist decisions on travelling to risky destinations”
Kazeminia, Azadeh (Luleå University of Technology, Sweden)

“Motivation and Satisfaction of Chinese Tourists in Korea”
Kim, Jonghoon (University of Incheon, Korea)

“Travel and Tourism Marketing (I)”
Mohammed Slim Ben Mimoun
(ESE-Lille, France)
Mélanie Ouvry (ESC-Lille, France)
Ingrid Poncin (ESC-Lille, France)

“A Veblen Approach to Tourist Decisions and Behavior: The case of Upper and Middle classes”
Jorge Zamora (University of Talca, Chile)

“Loyalty: A Cross-National Analysis”
Gopal Iyer (Florida Atlantic University, U.S.A.)
Sandra Rothenberger
(Babson College, U.S.A.)

Session 11-3 (8:30-10:00) – A201, First floor, A Building
Travel and Tourism Marketing (I)

“Underlying Motivations for attending soccer games”
Karayaka, Fahri (University of Massachusetts, U.S.A.)

“In search of the brand: Understanding the role of tourism in promoting cultural heritage”
Marcos (California State University, San Francisco, U.S.A.)

“Chinese Tourists in Korea”
Incheon, Korea
Kim, Jonghoon (University of Incheon, Korea)

“Perceived Environmental Uncertainty, Market Orientation Strategy, and Organizational Structure in South Korean Apparel Stores”
Eun Jin Hwang (Indiana University of Pennsylvania, U.S.A.)

“An explanation of elderly tourist decisions on travelling to risky destinations”
Kazeminia, Azadeh (Luleå University of Technology, Sweden)

“Motivation and Satisfaction of Chinese Tourists in Korea”
Kim, Jonghoon (University of Incheon, Korea)

“As Advances in the Design and Implementation of a Methodology for Developing a Competitive Tourist Product Applied in Rural Municipalities in Comala and Colima, Mexico”
Irma Magaña Carrillo
Ernesto-Manuel Conde Pérez

“An explanation of elderly tourist decisions on travelling to risky destinations”
Kazeminia, Azadeh (Luleå University of Technology, Sweden)

“Perceived Environmental Uncertainty, Market Orientation Strategy, and Organizational Structure in South Korean Apparel Stores”
Eun Jin Hwang (Indiana University of Pennsylvania, U.S.A.)

François Maon (Louvain School of Management, Belgium)
Valérie Swaen (Louvain School of Management, Belgium/IESEG School of Management, France)

* Tentative program as of March 2010. Please check the AMS website or your conference brochure for updated information on sessions.
The 9th International Conference on Research in Advertising (ICORIA) Madrid, June 25 & 26, 2010

Deadline: March 31, 2010

Chair: Shintaro Okazaki, Universidad Autónoma de Madrid, Spain

The 9th ICORIA will be held on June 25 and 26, 2010, in one of the most exciting cities in Europe: Madrid. The ICORIA is an annual conference of the European Advertising Academy (EAA). Every year, over 90 papers on various topics related to advertising and brand communications are presented during the two days of the conference. The venue will be in the centre of Madrid. During the conference, several social events and city tours will be scheduled.

Please submit a five page summary of your paper no later than March 31, 2010 to: papers@icoria.org. All submission will undergo a rigorous blind peer review, so papers should be laid out in correct academic style and authors should not be identified in text. Your summary must include an abstract, introduction, research objectives, hypotheses, methods, findings, discussion and/or conclusions, as well as a list of references. The maximum submission length is five pages; single-spaced, 12 point font; Times 1ew Roman; title page, tables, figures and references are in addition to this. The title page should include: paper title, author(s) names, affiliations, and contact information (including email address, telephone number, and postal address). Please refer to the submission guidelines for details regarding the required submission format: http://www.icoria.org/.

SUGGESTED TOPICS
Potential topics for the 9th ICORIA include, but not limited to:

- Branding issues
- Psychology & advertising
- Consumer behavior
- Integrated Marketing Communications
- Cross-cultural/international advertising
- Internet/online marketing
- New technology & advertising
- Consumer generated content
- Product placement & branded entertainment
- Cross-media strategy & promotions
- Public relations & sponsorships
- Regulatory and public policy issues
- Media, ad content & creativity
- Health communication & social marketing
- Retailing & advertising
- Modeling & statistical methods
- Mythological issues

SPECIAL FEATURES
All accepted paper proposals will be published in the Conference Proceedings on CD-ROM. The Best Paper Award is awarded to the individual(s) judged by an independent selection committee. The Best Student Paper Award is presented to a Ph.D. candidate judged by an independent selection committee. Selected papers will be published in an official EAA publication, Advances in Advertising Research Vol. II. Selected papers will be invited for formal submission to the International Journal of Advertising.

Any questions or inquires regarding the 9th ICORIA should be directed to: Shintaro Okazaki, Ph.D. Universidad Autónoma de Madrid Department of Finance and Marketing Research College of Economics and Business Administration Cantoblanco, 28049 Madrid, Spain Email: shintar.o.kaazak@uam.es Tel: +34 (91) 497-2872 Fax: +34 (91) 497-8725

Going Green: Best Marketing Practices for a Global World
Deadline: April 1, 2010

The Society for Marketing Advancements 2010 Annual Conference will be held in Atlanta, Georgia from November 3 - 6, 2010. The Conference Theme is Going Green: Best Marketing Practices for a Global World. The deadline date for paper submissions is April 1, 2010.

Information on the conference can be found on the following website: http://www.marketingadvances.org/displaycommon.cfm?an=6

The 19th Annual World Business Congress of the International Management Development Association (IMDA)
Deadline: May 3, 2010

Come to Intriguing Konya, Turkey this summer! The 19th Annual World Business Congress of the International Management Development Association (IMDA) will be held in Konya, Turkey, from July 21-25, 2010. This unique opportunity is organized and hosted jointly by the IMDA and KTO Karatay University, in partnership with Konya Chamber of Commerce. Scholarly papers, panel/special session proposals, and case study exercises for presentation and possible publication in the refereed Congress proceedings are invited. Theoretical, conceptual, and empirical papers (using qualitative/historical and quantitative methodologies) are solicited. Those on the Congress theme of “Critical Issues in Global Business: Lessons from the Past, Contemporary Concerns and Future Trends” are encouraged although all aspects of business and economics from a global perspective are of interest.

Manuscripts submitted must be complete papers, ready for blind review, to be considered for inclusion in the Congress proceedings. A workshop-proposal may be reviewed and considered for presentation, even though not published in the Congress proceedings. In addition to scholarship, the Congress is designed to offer an excellent opportunity to meet colleagues from around the world and exchange information and ideas on a variety of global business development topics.

Konya is one of the oldest settlements in the world and its history goes back as far as the year 6880 BC. From pre-history to modern times, peoples from various nations have settled in and urbanized this region, bringing with them their own culture, art folklore, customs, and traditions. Attendees will have the chance to partake in a planned regional tour included in the registration fee. This is a great organization and a great venue to develop new contacts and friendships. No visas are required for nationals of most countries.

MORE INFORMATION IS AVAILABLE ONLINE AT THE IMDA WEBSITE: http://www.imda.cc

Modeling “Multichannel” Customer Behavior
Call for Research Proposals
Sponsored by the Marketing Science Institute and the Wharton Interactive Media Initiative
Deadline: May 15, 2010

The Marketing Science Institute (MSI) and the Wharton Interactive Media Initiative (IMI) are jointly sponsoring a research proposal competition intended to stimulate new thinking and impactful research on “Modeling: Multichannel Customer Behavior.” We anticipate awarding 8-12 grants ranging from $3,000-$12,000 to support high-quality empirical research on critical questions in this area. Authors of winning proposals will be invited to present their work at a joint WIMI-MSI event at the Wharton School in December 2010.

For many business and academic researchers, the “Holy Grail” is the ability to tie a particular customer’s behavior in one domain together with his/her actions in another domain. Investigations of behavior across multiple delivery channels and communications media are especially challenging because there has been a rapid proliferation of touch points connecting a firm and its customers, arising from the fragmentation of media and channels. Specifically, there are many customer-firm touch points within a single channel or communication medium (e.g., multiple television channels, multiple in-store shopping experiences), as well as many different channels or media.

Hence, we adopt a broad definition of “channel” to include well-established distribution methods (e.g., retail stores, mail, e-commerce), new media (e.g., sponsored search, social media, and mobile communications), and other media/channels. By tracking individual-level behavior within channels and merging it with different but related individual level behavior in other channels, customer behavior across channels can be fully connected to derive valuable insights regarding the effectiveness of marketing actions. Some examples of different but related customer behaviors are:

- On-line and off-line shopping behavior
- Sponsored search and product purchasing
- A consumer’s media exposure across television, Internet, mobile, etc.
- Attendance at a cultural institution and donation behavior
- Purchase/consumption of digital and print publications

One feature which has stymied many efforts to fully understand cross-channel behavior is that it is difficult to link individual-level datasets that describe behavior in one channel with those that describe behavior in another one. There are several reasons: the data may be collected by different entities (e.g., manufacturers versus retailers, advertisers) or the data may have been collected by the same entity using entirely different technology platforms (e.g., online versus offline) or the data may have been collected at different levels of temporal aggregation (e.g., monthly for traditional media and more frequently for new media) so that it is difficult to disentangle the dynamic contributions of each medium. At the same time, there is an enormous opportunity to derive new customer insights and (ultimately) value for the firm from...
integrating data sources and empirical approaches from different channels or domains.

**RESEARCH COMPETITION**

We invite empirically-oriented research proposals that model “multichannel” customer behavior and derive insights that advance marketing science and practice. Proposals should demonstrate both rigor and relevance. Successful proposals will be financially supported via joint funds available from MSI and WIMI.

**Topics.** Managerial challenges that led to the decision to launch this research competition include the following:

- How can firms measure, understand and manage customer engagement, preferences and purchase behavior in multi-channel, multi-media environment?
- How can firms gain a “360” view of customers and understand the factors that affect search and purchase behavior in B2C and/or B2B markets?
- How can CPG manufacturers move beyond retailer-supplied data to incorporate other sources (e.g., social metrics, RFID) and thereby garner insights about how multi-media multichannel marketing activities influence purchase behavior?
- How can more granular information about consumer preferences and “addressable” social and mobile media enhance (or supplant) conventional market segmentation and targeting?
- How do mobile services influence consumer behavior—e.g., the sequencing and impact of consumer search behavior in one channel on their purchase behavior in another channel?
- How does the value (impact) of online advertising vary by context and/or whether placed in branded content sites such as WSI or served up in response to search or tracking of consumers’ online activities?
- What are effective ways of integrating online and offline media/channel activities to enhance customer/shopper online and offline experiences?

**Evaluation.** Proposals will be evaluated by a special set of reviewers:

- Eric T. Bradlow, The University of Pennsylvania (Co-chair)
- Peter S. Fader, The University of Pennsylvania (Co-chair)
- Ruth N. Bolton, Marketing Science Institute
- Marrink G. Dekimpe, Tilburg University & Catholic University Leuven
- Vonkatesh (Vance) Shankar, Texas A&M University
- Russell S. Winer, New York University

In cases where the appropriate data are unavailable to the researcher, MSI and WIMI will make every attempt to find suitable corporate “data donors”. We encourage researchers to make such requests, but we offer no guarantees that we can fulfill them.

**SUBMISSIONS**

Research proposals are due by May 15, 2010, and funding decisions will be announced by June 30, 2010. E-mail submissions to Ross Rizley, Research Director, Marketing Science Institute, 100 Massachusetts Avenue, Cambridge, MA 02138, USA; Telephone: +1 (617) 491-2060; E-mail: Ross@msi.org. Please indicate that your submission is in response to this Call.

While there are no formal guidelines for formatting proposals, submissions should include:

1. A one-page summary
2. A clear statement of the expected contribution, such as a new framework or methodology, a better understanding of how key variables affect marketing processes, or new information to assist managers in making better marketing decisions
3. A background section giving a brief review of the relevant literature and a statement of how the proposed research is expected to contribute to knowledge and improve business practice
4. A list of research questions, models, or hypotheses describing the issues to be studied, the researchers’ initial insights or beliefs, and what should be learned from the study
5. A detailed description of the proposed research design, methodology, model to be used, analysis plan, etc. (Methodological details will play a critical role in the evaluation process.)
6. A timetable, including dates for key research milestones, deliverables, and an expected completion date
7. Funding or support needs (typically, an itemized budget)
8. Vitae(s) of the researcher(s), as well as a short biographical note and contact information for each author

Proposals must be no more than 10 double-spaced pages; however the summary, vitae(s), and appendices/exhibits will not be counted toward the page limit.

Please feel free to include as appendices any additional papers that might be useful to the reviewers in evaluating your proposal (for example, drafts of research materials, questionnaires, more detailed explanations of statistical analysis, and/or modeling issues, lengthy literature review, detailed development of hypotheses, description of datasets to be used, etc.).

Information on the competition will be available in early March on the MSI website at www.msi.org and on the WIMI site at http://www. whartoninteractive.com.

**Shopper Marketing**

**Call for Research Proposals**

**Sponsored by the Marketing Science Institute**

**Deadline: May 15, 2010**

The term “Shopper Marketing” has recently emerged to reflect a change in how marketers understand and relate to the overall “path to purchase.” To stimulate new thinking, the Marketing Science Institute (MSI) and the Association for Consumer Research (ACR) are jointly sponsoring a research competition on challenges related to Shopper Marketing. We anticipate awarding 8-10 research grants ranging from $3,000-$20,000 to support high-quality empirical research on critical questions in this area.

Why introduce the new term Shopper Marketing? Over the past ten years, there have been profound changes in shoppers’ behavior due to changes in the technological and business landscape, such as the emergence of new shopping “tools” (e.g., the ability to search for product/pricing information anywhere anytime—outside or inside the traditional store.) The resulting changes in shopper behavior has made a number of new managerial and academic questions, as well as casting some important “old” questions in a new light. These changes are influencing firms in many industries, including consumer packaged goods, durable goods, health and financial services, etc. Manufacturers, retailers, and advertisers are seeking ways of realizing their resources to more effectively influence shoppers, both inside and outside the “store.” Manufacturers increasingly recognize that brand management, in-store experiences, and store or category management activities (which have typically functioned independently) must work together to effectively influence consumption and shopping behaviors in today’s increasingly rich multi-channel, multi-media environment.

**Definition of Shopper Marketing:**

For the purposes of this Call, Shopper Marketing encompasses all marketing actions that influence a person’s purchase journey, from the point at which the motivation to shop first emerges through the entire “path to purchase” (including returns and repurchase). This path includes influence processes and touch points that occur:

- **Outside the store:**
  - Prior consumption experiences
  - Impulsive or habitual shopping behavior
  - The role of prior purchase, service, or consumption experiences with manufacturer or retail brands on their influence on subsequent purchase behavior

Proposals are likely to draw upon diverse theoretical perspectives and methodologies. Studies may be conceptual or empirical; they may involve combinations of methodological approaches including literature reviews, comparative studies, observational and ethnographic studies, natural, laboratory, or field experiments, and so forth.

**Evaluation:** Proposals will be...
evaluated by a special set of reviewers:
- Kusum Ailawadi, Dartmouth College
- Ruth N. Bolton, Marketing Science Institute
- Stephen J. Hoch, University of Pennsylvania
- J. Jeffrey Inman, University of Pittsburgh (Chair)
- Donald I. Lehmann, Columbia University
- Deborah J. Machniss, University of Southern California
- Baba Shiv, Stanford University

Funding decisions will also be guided by an advisory committee of industry experts:
- Bill Bean, Worldwide Director, Global Shopper Insights, Colgate-Palmolive Co.
- Ed Jaworski, Vice President Digital Marketing, Kohl’s Corporation
- Robert Woodard, VP Global Consumer & Customer Insights, Campbell Soup Co.

While there are no formal guidelines for formatting proposals, submissions should include:
1. A one page summary.
2. A clear statement of the expected contribution to marketing theory and practice, as well as an explanation of the specific ways the proposed research will contribute to the extant literature.
3. A brief background section introducing the research problem and offering a succinct summary of the relevant literature. (Note: An expanded literature review may be included as an appendix.)
4. A list of research questions, models, or hypotheses describing the issues to be studied, the researchers’ initial insights or beliefs, and what should be learned from the study.
5. A detailed description of the proposed research design, methodology, model to be used, analysis plan, etc. Methodological details will play a critical role in the evaluation process.
6. A timetable with dates of key research milestones, deliverables, and expected completion date.
7. Funding or support needs (typically, an itemized budget).
8. Vita(e) and full contact information for all of the researchers involved in the work.
9. Proposals must be no more than 15 double-spaced pages; however the summary, vita(e), and appendices/exhibits will not be counted toward the 15-page limit.

Please feel free to include as appendices any additional information that might help reviewers evaluate your proposal, such as drafts of questionnaires or research materials, details of the sampling plan, an extended literature review and/or hypothesis development, detailed explanations of statistical analyses, modeling plans, or datasets to be used, etc.

E-mail submissions to Ross Rizley, Research Director, Marketing Science Institute, 1000 Massachusetts Avenue, Cambridge, MA 02138, USA; University, Be(9)N Philippe Ayriel (Université Montpellier 2), Gilles N’Gola (Université de Savoie)

The Organizing Committee encourages submissions on a broad range of marketing topics, especially, but not limited, to contributions emphasizing marketing modeling, quantitative empirical research, methods, consumer behavior and decision making, market strategy as well as theory. Since the Conference’s objective is to understand market dynamics in a holistic manner, we welcome contributions from behavioral researchers as well. The aim of the GFA Conference Series is to provide a platform for rich intellectual exchange among marketers and related scientists in the heart of Europe. Therefore, we joyfully invite researchers from the general scientific community from all cultures and parts of the world to actively participate by presenting, discussing and exchanging their personal insights into marketing issues.

Submission of Abstracts and Deadlines
Submission of research abstracts should be no later than May 20, 2010. Please ensure that your submitted abstract does not exceed 300 words. The abstract should thereby clearly define a marketing topic and the contribution of the research. Submissions have to be prepared as a WORD file and have to be uploaded electronically through the conference’s online interface. Further details regarding your abstract submission (formal requirements, etc.) and the conference in general can be found on the meeting’s website http://gfa2010.univie.ac.at.

All submissions will undergo a review process. Presenting authors will be notified by July 15, 2010. All accepted paper proposals will be published in the Conference Proceedings on CD-ROM. Selected papers will be invited for formal submission to Marketing – Journal of Research and Management and maybe for other publication organs. The deadline for online registration is August 30, 2010.

Please address all enquiries to the GFA2010 Conference Secretariat:
University of Vienna, Department of Marketing, Attn.: Wolfgang Weitzl, Braunerer Strasse 72, A-1210 Vienna, AUSTRIA; Email: gfa2010.bw@univie.ac.at.

We are looking forward to your submissions - your personal thoughts on marketing - and an inspiring conference in the beautiful city of Vienna!

6th Nordic Workshop on Relationship Dynamics (NoRD2010)
October 6-8, 2010 in Sweden www.fek.uu.se/NoRD2010

Deadline: June 7, 2010

The theme of the workshop is dynamics in buyer-seller relationships, including both business-to-consumer and business-to-business relationships. Relationship dynamics refer to all changes taking place in relationships; their beginnings, their ups and downs as well as their endings. The main purpose of the workshop is to give business and consumer researchers and doctoral students interested in the field of relationship dynamics an opportunity to present and discuss their research in informal workshop sessions.

As the earlier workshops, also this 6th workshop provides researchers with an opportunity to discuss the research and thinking in the field of relationship dynamics. This year we focus especially on how to capture relationship dynamics. The goal is to open up for a fruitful and scientific discussion to expand our views and knowledge.

Each participant will have 45 minutes to discuss the paper and receive comments from the commentators and workshop participants. Moreover, to enhance co-operation and dissemination of ideas, the workshop includes teamwork on specific research issues that are of interest to the researchers. The goal is to come up with fresh research ideas on the challenging topic of relationship dynamics.

Workshop venue
The workshop will be hosted by the Department of Business Studies (www.fek.uu.se) at Uppsala University, Sweden. It will be held at Gimo Herrgård, which is a 18th century manor located in the heart of the ironworks region (http://www.gimokonferens.se/index.php) about 40 minutes drive from Arlanda Airport.

For further information, please visit the workshop website www.fek.uu.se/NoRD2010 or email nord2010@fek.uu.se.

Deadlines for the year 2010
Monday, June 7th - Abstract, 1 page
Friday, June 18th - Notification of acceptance
Wednesday, September 1st - Final registration
Wednesday, 15th September - Final paper submission

Workshop fee
The organisers aim to keep the workshop fee as low as possible. The number of participants is restricted to about 30 persons.

Workshop organisers
Main responsible: Prof. Virpi Havila, Doctoral Candidate Jeanette Fors and Dr. Mikael Gidhagen, Department of Business Studies, Uppsala University, Sweden

Prof. Bo Edvardsson, CTF, Karlstad University, Sweden
Prof. Kjell Gronhaug, Norwegian
Business-to-Business (B2B) Marketing Practices in India

Journal of Business & Industrial Marketing (JIBM), Special Issue

Deadline: June 30, 2010

Guest Editors: DVR Seshadri, Indian Institute of Management Bangalore, and Ramendra Singh, Indian Institute of Management Ahmedabad

Introduction: Increasing importance of India in the global economy

India, considered to be an emerging market, is also a prominent BRIC country (Brazil, Russia, India, and China), and fast becoming an important hub of the global economy. Matloff (2004) cites a Gartner study according to which, 25 percent of all U.S. IT jobs will be offshored by 2010, from 5 percent today. It is likely that most of these offshored jobs will land up in India. Some industry pundits predict that like the Japanese zaibatsu, and the South Korean chaebols, India too may have its share of successful giants that accelerate her economic growth. Sheeth and Siosidia (2006) in their path-breaking book, Tectonic Shift: The Geoeconomic Realignment of Globalizing Markets foresee the world to get fragmented into three main regional trading blocks: the European/African bloc, the Asian bloc with China and Japan as its center, and the US/North American bloc with US and India as allies.

Learning from innovative Indian business-to-business market management practices

In such a business environment, new and innovative business marketing practices are required. One of the most successful examples of innovative business marketing practices is that of India’s largest private sector steel manufacturer, Tata Steel, which launched a series of marketing innovations such as customer value management (CVM), retail value management (RVM), branding of steel, and many more, enabling the company to exit from the vicious downward spiral of commoditization of steel that was prevalent in India. Similarly, Tata Steel’s joint venture with India’s largest public sector steel giant, Steel Authority of India (SAIL) has resulted in launching an e-sourcing initiative called www.metajunction.com which is the largest B2B e-commerce platform in India. This joint venture started an e-selling initiative that has resulted among other things, in dis-intermediation and, collecting statutory sales tax documents as well as receivables from buyers. It is well on its way to become a full-fledged KPO (Knowledge Process Outsourcing) outfit, providing complete order generation and fulfillment services for the sales supply chain.

The promise of the special India-focused issue of JIBM

New B2B marketing practices should engender new B2B marketing theories, which while originating from Indian practice and context, are expected to have wider applicability and relevance. Most B2B Marketing literature presents theories and models that are grounded in B2B marketing practices in developed countries, which are characterized by mature markets. Very little research has been carried out on the issues and challenges facing B2B marketers in different sectors in India. Many of these sectors are growing rapidly, taking up important positions in the global context as well. This special India-focused issue of JIBM seeks to highlight intriguing practices and resulting theory relating to B2B Marketing and Sales in some of the key industries in India.

Indicative coverage of the special India-focused issue of JIBM

Contributions to this special issue should fulfill one or more of the following conditions:

- Papers could be from both academicians and practitioners in B2B Marketing & Sales
- Papers that take an interdisciplinary perspective in understanding B2B Marketing & Sales in India
- Papers presenting new theories or research about B2B Marketing and Sales practice in the Indian context
- Papers covering any type of research paradigm including: case studies, qualitative research, quantitative analysis, conceptual and empirical research
- Papers presenting rigorously validated qualitative studies that build new theories or provide a “really fresh perspective” in B2B Marketing and Sales that are relevant for India
- Papers presenting case studies of not so celebrated firms in India, that showcase innovative Marketing & Sales practices
- Papers that will not be appropriate for the special issue are:
  - Papers that are mere replication studies and/or based on validating existing theories in the Indian context.
  - Teaching cases.

Indicative list of topics for developing the papers

An indicative, though not exhaustive list of suggested topics that would be suitable for this special issue would include:

- Understanding and managing value in the B2B context in India
- Managing Buyer-Seller relationships in the Indian market
- Driving efficiency and effectiveness in B2B selling processes in India
- Customer-centricity in B2B marketing processes in India
- Role of buying centers in Indian B2B firms
- Branding in B2B markets in India
- Pricing issues in B2B buyer-seller relationships
- Role of supply-chain and logistics in B2B marketing in India
- Outsourcing/offshoring to India
- Co-creation of value with B2B customers in India
- Innovation and new product development for B2B customers in India
- Segmentation practices in Indian B2B markets
- Sales-Marketing interface issues in industrial firms
- Market orientation of B2B firms in India
- Ethics in B2B marketing and sales
- Marketing of green products and services in the B2B context
- Influence of culture on B2B marketing
- Tendering and purchasing processes in India
- Online B2B marketing practices and innovations

Additional Dimensions that the paper should address

All contributions should have the following sections, in addition to the specific content of the paper:

1. A section highlighting managerial implications, based on results from the application of the theories being presented.
2. For the key ideas presented, a section explaining the relevance/applicability to a broader audience of practitioners/academics in other parts of the world.

Process for the submission of papers

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication with any other journal. Submissions should be approximately 6,000–8,000 words in length. Submissions to the Journal of Business and Industrial Marketing must be made using the ScholarOne Manuscript Central system. For more details, please visit: http://mc.manuscriptcentral.com/jbim

A separate title page must be uploaded containing the title, author(s), and contact information for the author(s). For additional guidelines please see the “Notes for Contributors” from a recent issue of the Journal of Business and Industrial Marketing, or see the home page of the journal at www.emeraldinsight.com/jbim.htm.

Suitable articles will be subjected to a double-blind review. Hence authors should not identify themselves in the body of the paper.

Submission of first draft of paper: June 30, 2010

Details for communication

Please address all communication to the special issue editors:

DVR Seshadri
Visiting Faculty – Marketing Area
Indian Institute of Management Bangalore
Bannerghatta Road, Bangalore
560 076, India
Email: dbers@iimb.ernet.in or Ramendra Singh
Doctoral Candidate (Marketing)
Indian Institute of Management Ahmedabad
IIM Ahmedabad, Vastrapur, Ahmedabad 380015, India.
Email: ramendra@iimahd.ernet.in

References

2. Sheeth, Jagdish N., and...
SCHOLARSHIP AND RESEARCH

Doctoring More with Less

ANZMAC 2010
Australian and New Zealand Marketing Academy
University of Canterbury, Christchurch, New Zealand
Monday 29 November – Wednesday 1 December 2010

Deadline: June 30, 2010
Co-Chairs: David Fortin, University of Canterbury and Lucie Ozanne, University of Canterbury

A decade after the millennium, the time is ripe to pause and reflect about the past and the future that lies ahead. In a time of climate change, turbulent global economies, and emerging consumer environments, how do businesses respond to changing consumer environments?

ANZMAC 2010 marks the return of ANZMAC to a campus location and offers participants the opportunity to visit the region’s fantastic recreational facilities and cultural opportunities. We look forward to welcoming you to our beautiful park-like grounds of the University of Canterbury, with its state-of-the-art lecture theatres and seminar rooms, wide choice of accommodation and easy access to public transport.

Stay a bit longer and experience the region’s fantastic recreational and cultural opportunities. We look forward to welcoming you to our beautiful city, Christchurch, in 2010. ANZMAC is hosted by the College of Business and Economics, University of Canterbury.

The CfP is available at the following website: http://www.anzmac2010.org. For further information, contact David Fortin at david.fortin@canterbury.ac.nz.

Organization Theory
Special Edition of the Journal of the Academy of Marketing Science

Deadline: July 1, 2010

Organization theory offers a variety of useful perspectives, including the resource-based view of the organization, knowledge-based view, strategic choice theory, agent theory, institutional theory, and systems theory as a small sample of important organization theories.

The application of such theories varies significantly in the marketing field. These theories that are guiding organizational inquiry can also shed significant light on marketing phenomena.

The special issue on organization theory and marketing aims to publish papers that will shed greater insights into how organization theories can help describe, explain, and predict marketing phenomena. Theories and questions that can be addressed include but are not limited to: Do certain marketing practices meet the criteria for serving as strategic resources (resource-based view)? To what extent does knowledge exchange facilitate marketing action (knowledge-based view)? To what extent do strategic decisions about marketing activities shape performance (strategic choice theory)? Under what conditions is a marketing channel member likely to exploit other members (agency theory)? To what extent should marketing practices mimic industry best practices (institutional theory)? To what extent does the marketing level of analysis help explain behaviors beyond other levels of analysis, e.g., firm, industry, country (systems theory)?

To address these issues, the Journal of the Academy of Marketing Science is issuing a call for papers for the purposes of advancing knowledge on organization theory and marketing. In terms of content, papers may be either conceptual or empirical in nature, adopt a domestic or international focus, and pursue either theory-building or theory-testing. The purposes of methodology, papers may be based on empirical techniques (e.g., case, survey, archival research) or on modeling techniques (i.e., optimization or simulation). Papers that integrate multiple perspectives and/or multiple methodologies are especially encouraged.

Papers targeting the special issue should be submitted using the JAMS submission system (www.edmgr.com/jams) and will undergo the same review process as regularly submitted papers. G. Tomas M. Hult and David J. Ketchen, Jr. will co-edit the issue. The deadline for submission is July 1, 2010.

Questions pertaining to the special issue should be directed to:
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
E-Mail: jams@msu.edu

Industrial Marketing Management Special Issue on Service and Solution Innovation

Industrial Marketing Management
Deadline: July 15, 2010

Guest Editors: Heiner Evanschitzky, University of Strathclyde, Florian v. Wangenheim, Technische Universität Muenchen, and David M. Woisetschläger, TU Dortmund University

Companies are moving from selling pure products or services to selling complex solutions consisting of hybrid bundles of interrelated services and goods. A solution, from the customer’s point of view, can be understood as a relational process comprising the definition of the customer requirements, customization and integration of goods and services, their deployment, and post-deployment customer support. New opportunities and challenges for companies arise through an increased demand for solutions.

Innovation for complex solutions does not function in the same way as product innovation. For example, the elements of integrated solutions have divergent innovation and lifecycle cycles. Throughout the entire innovation cycle, therefore, manufacturers need to rethink their processes and come up not only with services and solutions, but also with new business models and processes for innovation generation. Also, the definition of a solution as an ongoing business relationship implies possibilities for further developing the solution after its implementation through, e.g., modifications, upgrades, cross-selling etc.

The guest editors of the Special Issue of Industrial Marketing Management invite authors to submit original papers on the broad topic of Service & Solution Innovation, with special attention on challenges and success factors of managing the entire innovation cycle. Papers may address the following research questions:

- How does the services & solution business change innovation management for manufacturers?
- How do firms innovate within business solution relationships?
- Which parts of the innovation cycle are affected by a services and solution strategy?
- How can innovation cycles for solutions be managed? How can firms deal with the challenge of divergent innovation and lifecycle cycles?
- How is the introduction of services and solution different from the introduction of manufactured goods?
- What are enablers and drivers of solutions and solution offerings and how does solution business (as opposed to product or service business) and its drivers change firm-customer interfaces?
- Should all firms strive to become solution sellers? Why do some firms (both on the provider and the customer side) refrain from solutions? What are the risks and barriers to purchasing and selling solutions?
- How can added-value be provided by integrated solutions be conceptualized and measured?
- How can value networks be developed and managed to effectively create and deliver solutions?
- What transformations in organizational structure are required for the provision of solutions?
- Which aspects of company culture are critical for successful solution innovation?
- What are the antecedents and consequences of solution orientation?
- What role should the sales force play in the process of solution innovation?
- What are appropriate techniques to elucidate customer requirements for business solutions?
- How can companies use requirement engineering in the context of solution innovations?
- Is the level of customer expertise and integrating enhancing or decreasing the quality of solution innovation results?
- What are differences between business solution and consumer solutions?

Empirical papers are especially welcome. Strong and innovative conceptual work with a clear contribution to the advancement of marketing and management science and case-based papers illustrating solution selling practices would also be considered.

Papers should be 25-50 pages in length and follow the guidelines of Industrial Marketing Management. (http://www.elsevier.com/wps/find/journaldescription.cws_home/505720/authorinstructions)

Electronic submission is required. All papers will be subject to a double blind peer review procedure.

Deadline for submission is July 15, 2010. Please send your submission or any inquiries to: IMM@marketing.wi.tum.de Also send a copy of your submission to plaplaca@journalimm.com

Special Issue Co-Editors are:
Dr. Heiner Evanschitzky Professor of Marketing Department of Marketing University of Strathclyde
Dr. Florian v. Wangenheim Professor of Services and Technology TUM Business School Technische Universität Muenchen
Dr. David M. Woisetschläger

AMS Quarterly 23
Assistant Professor of Services Management
TU Dortmund University

2010 SMA Doctoral Dissertation Proposal Competition
Call for Submissions
Deadline: July 31, 2010

The Society for Marketing Advances offers three awards to recognize outstanding dissertation proposals in marketing and related fields:

Best Proposal Award
- $1,100 cash with no restrictions on use
- Complimentary SMA student membership for the following year (includes one-year subscription to the Journal of Business Research and the Journal of Marketing Theory and Practice)
- Complimentary SMA regular membership for the year following completion of the Ph.D. degree (includes one-year subscription to the Journal of Business Research and the Journal of Marketing Theory and Practice)
- Complimentary SMA Annual Conference registration for the current year
- Presentation of the proposal in an Annual Conference Special Session

Runner-up Proposal Award
- $500 cash with no restrictions on use
- Complimentary SMA student membership for the following year
- Complimentary SMA student membership for the following year
- Presentation of the proposal in an Annual Conference Special Session

Submission Criteria and Procedure
1. Eligible entrants are those doctoral candidates who have successfully defended their dissertation proposal, but have not completed the final defense of the dissertation prior to the competition submission deadline. A letter from the primary dissertation advisor must be submitted with the proposal, stating that the candidate meets this eligibility criterion.
2. The dissertation proposal must focus on some aspect of marketing or related fields such as logistics, supply chain management. In general, any topic acceptable for dissertation research in these fields is appropriate.
3. Each entry should be in the form of a dissertation proposal that includes the nature of the problem to be researched, relevant theory, hypotheses to be tested, method, analysis, and indicative references. 4. Documents must be formatted in MS Word, double-spaced, using Times New Roman 11 point font with 1 inch margins all around. Proposals are limited to 15 pages, including all figures, tables, and references and should begin with an abstract of 150 words or less. Authors must use the style of the Journal of Marketing.
5. Authors should avoid identifying themselves, their advisor(s), or their university in the text. Please include the following information on a separate cover page: title, author's name, institutional affiliation, postal mail address, e-mail address, telephone and fax numbers, and name of primary dissertation advisor.
6. Proposals are evaluated through a blind review format and reviewer comments will be provided to the author. All electronic files sent out for review will include this message: “To safeguard the intellectual property rights of authors, the Society for Marketing Advances requests that you do not share or otherwise make use of the manuscript, proposal or reviews.”
7. Submission deadline is July 31, 2010. Submit entries electronically as an email attachment (MS Word document file) to Zach Finney at zfinney@usouthal.edu. Please write “SMA Proposal Competition” in the subject line.

For questions or additional information please contact:
Dr. R. Zachary Finney, SMA VP for Research and Publications, University of South Alabama, Mitchell College of Business, Department of Marketing, Mobile AL 36688, (251) 460-6033, Fax (251) 460-7909, zfinney@usouthal.edu

Business and Industrial Marketing Management:
Theory, Research and Executive Case Study Exercises
Advances in Business Marketing and Purchasing, Volume 16.
Deadline: August 16, 2010

Editor(s): Mark Glynn, Auckland University of Technology and Arch Woodside, Boston College

Advances in Business Marketing and Purchasing (ABM&P), offers leading-edge theory, empirical research, and practice on sensemaking, planning, implementing, and evaluating of strategies in business-to-business (B2B) marketing and purchasing. Papers in the series are usually longer and provide more details in reviewing literature, developing theory, reporting empirical procedures, describing implications for strategy, and examining implemented strategies than articles in the pages of quarterly and monthly journal issues. All papers in the ABM&P series cite and build heavily on relevant literature. Volume 16 of ABM&P will not only showcase these research advances but also will provide helpful evidence-based information, achieve highly competent decision making by B2B marketing and purchasing executives. Volume 16 is also to be relevant to MBA and postgraduate research students as part of their business management training programs. All papers need to focus on B2B theory, research, and management practice and will include an executive training case study, view questions, together with instructor’s notes that provide additional commentary on these view questions.

The co-editors seek both empirical positivistic research and interpretive research papers. Papers can come from a broad range of topics including (but not limited to) the following:
- B2B Brand Management
- B2B Customer Relationship Management
- B2B Global Marketing
- B2B Integrated Marketing Communications

The Business of Motorsports:
Issues in Channels Management
Special Issue of the Journal of Marketing Channels
Deadline: September 30, 2010

Editor(s): Joyce A. Young, Indiana State University
The Journal of Marketing Channels is pleased to announce and invite submissions for a Special Issue on “The Business of Motorsports: Issues in Channels Management.” The deadline for manuscripts is September 30, 2010 with publication of accepted papers planned for 2011.

Special Issue Background Information
As the motorsports industry looks forward to the year 2011 and the 100th
The special issue is designed to bring together research that focuses on theoretical and practical issues raised across the entire spectrum of distribution in relation to the motorsports industry. Conceptual as well as empirical papers are appropriate. Exploratory studies using case research, as well as applied and basic research are welcomed. Subject matter should relate to any of the following broad areas, though other relevant topics are encouraged:

* The Racing Series and/or Sanctoning Body as channel manager
* The Racetrack as a service retailer
* The Role of the Event Promoter in the motorsports channel
* Channel cooperation and conflict between Series and Tracks
* The Role of Vertical Integration in the motorsports channel
* Global Channels for Motorsports
* Supply Chain Management and the OEM in Motorsports
* Wholesale and Retail Cooperatives in the Specialty Aftermarket
* The Role of the Trade Show in Motorsports
* The Racing Media as Channel Member and Channel Facilitator

Submission Information
Authors are invited to submit original and unpublished research to be considered for this special issue. All papers will be double-blind refereed. Manuscripts must be submitted electronically in Word format, follow the author submission guidelines of the Journal of Marketing Channels (available at: http://www.informaworld.com/smpp/title~db=all~content=t792306905~tab=submit) which uses APA style, and be no longer than 25 pages in length. Manuscripts should be submitted electronically to one of the guest editors, preferably through e-mail as a Microsoft Word document.

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The Role of Affect in Personal Selling and Sales Management
Journal of Personal Selling and Sales Management, Special Issue
Deadline: November 30, 2010
Special Issue Editor, Sunil Erevelles,
University of North Carolina

There has been rapid growth in the study of the role of affect in marketing over the past two decades. This growth has been fueled by the realization that cognitive models, by themselves, have been inadequate for understanding many marketing phenomena. An area in marketing where the potential for a more comprehensive understanding, through the study of affect, is considerable is “personal selling and sales management.” Virtually all aspects of personal selling and sales management inherently have an affective element. Yet, challenges in the observation, identification, measurement and classification of affective processes and outcomes in personal selling and sales management may have hindered expanded of the body of research in the area. In addition, critical intervening affective processes in personal selling and sales management studies have not sufficiently been studied thus far. Manuscripts are invited for a special issue on “The Role of Affect in Personal Selling and Sales Management.” All research approaches and methodologies are welcome. Innovative methodological approaches are especially encouraged. Papers should be both theoretically well grounded and managerially relevant. Possible topics include, but are not limited to:

SCHOLARSHIP AND RESEARCH

anniversary of the Indianapolis 500 Mile Race, we seek to examine the importance of channel management in terms of the overall success of the industry. Globally, billions of dollars are spent annually in relation to the motorsports industry, yet there has been a lack of academic research conducted within this context. As universities and facilities around the world begin to develop programs that center around the motorsports industry, it is now time to draw our attention to such in terms of a marketing channels perspective.

The special issue is pleased to announce and invite submissions for a Special Issue on “Salesforce Interactions with Channel of Distribution Members.” The deadline for manuscripts is September 30, 2010 with publication of accepted papers planned for 2011.

Special Issue Background
The role of the salesforce within the marketing channel is critically important in the development of productive long term relationships. Long partnerships yet there has been an alarming lack of sales research conducted within this context. In fact, the preponderance of academic salesforce research has focused on manufacturers interacting directly with other manufacturing firms within the business to business market. Within developed economies, however, a majority of economic transactions do not involve end users. Consequently, there is a significant need for a better understanding of how salespeople work with wholesalers, agents, brokers, and other channel intermediaries within both the consumer as well as the business to business sector of our economy.

The special issue is designed to bring together research that focuses on theoretical and practical issues raised in making and managing sales to and by organizations across the entire spectrum of distribution. This includes exchanges in the supply chain which occur prior to the point where the end product is manufactured and also after it is manufactured but prior to its purchase for household consumption. Conceptual as well as empirical papers are appropriate. While creative and innovative topics are encouraged, some examples of research that would be welcomed include:

• Selling practices that enable the development of effective long term partnerships with channel members versus selling practices that facilitate profitable transactions with one time customers
• Management of a salesforce working with multiple organizations operating at the same level in the supply chain
• A conceptual or empirical examination of how members of a supply chain work together and the impact of this on members of the salesforce
• Channel cooperation from members of the salesforce with the goal of better selling final consumer needs
• An examination of the selling processes used by channel intermediaries who sell to other channel intermediaries
• Managing long term selling relationships within the marketing channel for maximum profitability
• Sales force recruitment challenges for channel intermediaries
• Preferred metrics used to control and evaluate members of a salesforce within a channel system/supply chain system
• Salesperson involvement in efforts to coordinate, cooperate, and/or manage conflict within the marketing channel
• Salesperson involvement in the integration of systems among long term partners within the marketing channel
• Scale development for sales research within the marketing channel
• Research methods most suitable for examining sales practices within the channel
• Integrating the concepts of sales and supply chain management
• Sales education and pedagogy for students who pursue careers in sales within the channel
• Buyers' perceptions of the effectiveness of various sales channels
• Selling practices within the channel for services as well as for goods
• The selling role of facilitators within the channel of distribution
• Selling franchise systems to channel members
• A comparison of best practices for selling to end users versus selling to other channel members
• Channel conflict and its impact on the salesperson-buyer relationship

Submission Information
Authors are invited to submit original and unpublished research to be considered for this special issue. All papers will be double-blind refereed. Manuscripts must be submitted electronically in Word format, follow the author submission guidelines of the Journal of Marketing Channels (available at: http://www.informaworld.com/smpp/title~db=all~content=t792306905~tab=submit

—mode=paper_submission_instructions) which uses APA style, and normally should be no longer than 25 pages in length. Manuscripts should be received no later than September 30, 2010. Please submit manuscripts to any of the guest editors, preferably through e-mail as a Microsoft Word document.

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Management Theory and Practices in China

Special Issue in International Journal of Business and Emerging Markets (IJBEM)

Deadline: December 15, 2010

Guest Editor(s): Dr. Eric Wang, Athabasca University, Canada, Dr. Jun Yang, Acadia University, Canada, Dr. George Ye, Saint Mary’s University, Canada, and Dr. Lan Lan Huang, Shandong University, China

China’s unprecedented growth and the opportunities are evident. As China’s economic reform and open door policy are entering the fourth decade, its economy is claimed to have shifted from a central-planned to a primarily market-based one. As a result of the shift, it is time to examine the development and status of prevailing management theory and practices (MTP) in China.

Further, the growing importance of China’s contribution to the world economy suggests that understanding of the current MTP is critical to an organization’s success. Keeping this in mind, this special issue is dedicated to China, and provides researchers and managers with the insight as to specific characteristics of the current Chinese MTP.

Specifically, the aim of the special issue is to explore the impact of the economic reform policies on MTP in the context of the emerging market of China. Therefore, the guest editors welcome conceptual, empirical and experimental submissions that have not been previously published or submitted for publication consideration.

Subject Coverage

The suggested subject coverage includes but is not limited to:

- Evolution of Chinese management thought
- Management theory and practices in state owned companies and private sectors
- Effectiveness of China’s management theory and practices
- Agency relationship versus stewardship theory in China
- Gender, diversity and management
- Stakeholder, social responsibility and environmental issues
- Management education and education management
- Strategic management and risk management issues facing Chinese companies
- Economics, management and decision sciences
- Current management issues and trends in China
- Other management issues in China

Notes for Prospective Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. (N.B. Conference papers may only be submitted if the paper was not originally copyrighted and if it has been completely re-written).

All papers are refereed through a peer review process. A guide for authors, sample copies and other relevant information for submitting papers are available on the Author Guidelines page.

Important Dates

Paper submission: 15 December, 2010

Did You Know?

AMS members have online access to the Journal of the Academy of Marketing Science, the Journal of Business Ethics, the Journal of Business and Psychology, and Marketing Letters? Visit http://www.ams-web.org/msmindex.cfm to get started.
Journal of the Academy of Marketing Science
Volume 38, Number 1
February 2010

SPECIAL ISSUE: EXPLORING THE RELATIONSHIP BETWEEN MARKETING AND SUPPLY CHAIN MANAGEMENT

Guest Editors: John T. Mentzer and Greg Gundlach

Exploring the relationship between marketing and supply chain management: introduction to the special issue
John T. Mentzer and Greg Gundlach

Demand and supply integration: a conceptual framework of value creation through knowledge management
Terry L. Esper, Alexander E. Ellinger, Theodore P. Stank, Daniel J. Flint, and Mark Moon

Service, value networks and learning
Robert F. Lusch, Stephen L. Vargo, and Mohan Tanniru

Research opportunities in supply chain management
James R. Stock, Stefanie L. Boyer, and Tracy Harmon

Supply chain technology: the role of environment in predicting performance
Beth Davis-Sramek, Richard Germain, and Karthik Iyer

Gaining comparative advantage in supply chain relationships: the mediating role of market-oriented IT competence
Donna F. Davis and Susan L. Golicic

Examining collaborative supply chain service technologies: a study of intensity, relationships, and resources
R. Glenn Richey Jr, Mert Tokman, and Vivek Dalela

The effects of supplier capabilities on industrial customers’ loyalty: the role of dependence
Lisa K. Scheer, C. Fred Miao, and Jason Garrett

Marketing at the retail shelf: an examination of moderating effects of logistics on SKU market share
Matthew A. Waller, Brent D. Williams, Andrea Heintz Tangari, and Scot Burton

The Journal of the Academy of Marketing Science will have a new cover design starting with the February 2010 issue.

Starting in 2010, JAMS will be going from four issues per year to six issues per year.
Institution: Shanghai University of Finance and Economics
Title: Assistant, Associate and Full Professor Positions
Location: Shanghai, China
Qualifications/Job Description: The School of International Business Administration at Shanghai University of Finance and Economics invites outstanding candidates to fill several full-time positions in Marketing at all levels (Assistant, Associate, and Full Professor). The starting time of employment is flexible. Applicant should have excellent research training and teaching potential, and should have a Ph.D. or be a Ph.D. candidate.

Located at the most dynamic and exciting city of Shanghai, the School has an aggressive plan to grow in academic areas such as Applied Econometrics, Business Strategy, Industrial Organization, International Trade, Marketing, Logistics and Operations Management. As one of the earliest Chinese universities to develop research and teaching programs in Marketing, we have established a highly reputable academic system offering Bachelor’s, Master’s and Ph.D. degrees.

The compensation package is competitive, and includes full professor funds, housing allowances and other fringe benefits.

Interested candidates please email a cover letter, CV, a sample of recent papers, and arrange three letters of reference to be sent to siba.zhaojpin@gmail.com. The contact person is Professor Yijing Yin, Associate Dean, School of International Business Administration, Shanghai University of Finance and Economics, 777 Guoding Road, Shanghai, 200433, China.

Contact: Professor Yijing Yin
School of International Business Administration
Shanghai University of Finance and Economics
Shanghai, 200431 China
Contact Email: siba.zhaojpin@gmail.com
Deadline: 03/31/2010
Position Start Date: Flexible
Web Site: http://equal.shufe.edu.cn/
Application Notes: Multiple positions possible

Institution: The University of Western Ontario, Aubrey Dan Program in Management and Organizational Studies
Title: Assistant Professor in Marketing (Consumer Behavior)
Location: London, ON, Canada
Qualifications/Job Description: The University of Western Ontario, 1151 Richmond Street, Social Science Centre, Room 3208, London, ON, N6A 5C2. Applications will be accepted until December 31, 2009 or thereafter until the position is filled. Files will be reviewed prior to the deadline.

Position subject to budget approval. Applicants should have fluent written and oral communication skills in English. All qualified candidates are encouraged to apply: however Canadians and permanent residents will be given priority. The University of Western Ontario is committed to employment equity and welcomes applications from all qualified women and men, including visible minorities, aboriginal peoples, and persons with disabilities.

Contact: Professor Mitch Rothstein, Director
Aubrey Dan Program in Management and Organizational Studies
The University of Western Ontario
1151 Richmond Street, Social Science Centre, Room 3208
London, ON, N6A 5C2 Canada
mrothstein@uwo.ca
Deadline: 05/10/2010
Position Start Date: 07/01/2010
Web Site: www.mos.uwo.ca

Institution: Karlsruhe Institute of Technology
Department of Economics and Business Engineering
Title: Chair/Full Professor in Marketing
Location: Karlsruhe, Germany
Qualifications/Job Description: Karlsruhe Institute of Technology (KIT) is the result of the merger of the University of Karlsruhe and the Research Center Karlsruhe. It is a unique institution in Germany, which combines the mission of a university with that of a national research center of the Helmholtz Association. With 8000 employees and an annual budget of EUR 650 million, KIT is one of the largest research and education institutions worldwide.

The Department of Economics and Business Engineering at the Karlsruhe Institute of Technology (KIT) invites applications for a full professorship in Marketing (W3). KIT seeks to appoint an individual with excellent academic credentials in research and teaching in the field of marketing preferably with a focus in service marketing, strategic marketing or business-to-business marketing. Participation in the department’s new area of research focus Services in Network Economies is desirable.

An individual appointed to the professorship should be committed to the teaching of the degree programs offered by the department and to participate in courses offered for programs in the natural and engineering sciences.

Prerequisites are a habilitation or an equivalent research record as well as the ability to teach at all academic levels. Relevant practical experience and the willingness to raise funds outside the university are beneficial as well as an interest in interdisciplinary research. KIT is pursuing a gender equality policy. We would therefore particularly encourage qualified women to apply. Given equivalent qualification, preference will be given to candidates with disabilities.

Applications (including copies of curriculum vitae, degree certificates, list of publications) should be sent by March 31st, 2010, to: Karlsruhe Institute of Technology
Dean of the Department of Economics and Business Engineering
Schloßberg 12
D-76131 Karlsruhe Germany

Contact: Jan Kramer
Kaiserstr. 14
Karlsruhe,
jan.kramer@kit.edu
Deadline: 03/31/2010
Position Start Date: as soon as possible

Institution: Ulsan National Institute of Science and Technology
Title: Full-time faculty in marketing
Location: Ulsan, South Korea
Qualifications/Job Description: The School of Technology Management of Ulsan National Institute of Science Technology (UNIST) invites applications for full-time tenure-track positions. Positions are invited for all rankings in marketing. The School of Technology Management is looking for: Professor, Associate Professor, Assistant Professor, Bachelor’s, Master’s, and Ph.D. programs. Candidates who apply for the positions must have a Ph.D degree in a relevant discipline. The appointees will be required to teach undergraduate/graduate courses, conduct research that leads to publications in top-tier refereed journals, and participate in departmental activities. All the lectures at UNIST are taught in English.

UNIST is offering competitive salary, relocation expense, accommodation for early career faculty and accommodation for senior faculty members at UNIST receive the highest level of starting salaries among national universities in South Korea. Other benefits include modern (on-campus) housing, medical coverage, pension plan, moving costs to Korea, and children’s benefits.

UNIST was recently founded with the aim of becoming one of leading global universities in education and research. The university is located in Ulsan Metropolitan City, South Korea, which is known for its large industry including automobile, ship building and petroleum chemistry are clustered. With this location, UNIST is in the potential of emerging as a hub of industry-academic cooperation in high technology. Research activities will be focused on several interdisciplinary areas that can generate basic principles and on technological innovation.

To apply, please submit a complete job package including a resume, list of references with contact information, future research plan, and recent prominent research results (in PDF files). Application can be filed online at: http://www.unist.ac.kr/invite/pro/eng/invite_proeng_main.jsp

Review of applications will begin immediately for the positions starting in March 2010. Applications received after November 30 will be reviewed for the positions starting in September 2010 or later.

Please visit the website at www.unist.ac.kr for the information about the school and email at faculty@unist.ac.kr for any further information.

Contact: UNIST Faculty Affairs Team
#100 Banyeon-ri, Eonyang-eup, Uiju-gun Ulsan, 689-798 South Korea
fa@unist.ac.kr
Deadline: 06/30/2010
Position Start Date: March 2010
September 2010
Web Site: http://www.unist.ac.kr/invite/pro/eng/invite_proeng_main.jsp

Institution: Kansas State University
Title: Assistant Professor of Marketing
Location: Manhattan, Kansas
Qualifications/Job Description: The Department of Marketing at Kansas State University invites applications for a tenure-track position in Marketing at the Assistant Professor level beginning in August 2010. We have a special interest in candidates with research interests in professional selling and sales management. The department is starting a focus in this area and is currently also seeking to fill a newly created endowed chair position to lead a new relational selling center. Either a Ph.D. or a Ph.D. in Marketing or a related area is required by the starting date. Salary and fringe benefits are competitive with peer AACSB schools. Excellent teaching and research opportunities exist at competitive marketing journals, professional service to the Department, College, and University and continuing career development are required for promotion and tenure. The average teaching load is 2/2 (6 Hrs./Semester). The successful applicant is
expected to be an outstanding colleague with demonstrated teaching ability who will interact professionally with other active faculty and teach at the MBA and undergraduate levels. The Department of Marketing currently consists of twelve faculty members serving nearly 300 marketing majors. The culture of the department is extremely collegial and fosters a high level of quality research output. The AACSB accredited College of Business Administration is housed in historic Calvin Hall, which features renovated office space, multimedia classrooms, and an updated and expanded student computing facility.

Applications will be accepted until the position is filled. Consideration of applications will begin March 1, 2010. Representatives from the Department will be attending the Winter AMA Educators Conference in New Orleans. Please send a letter of application, vitae, and contact information on three references to: Dr. Swinder Janda, Department of Marketing, College of Business Administration, 201 Calvin Hall, Kansas State University, Manhattan, KS 66506-0506. Kansas State University is an equal opportunity employer. Kansas State University actively seeks diversity among its employees.

The surrounding area offers excellent opportunities for outdoor activities such as camping, boating, hunting, fishing, hiking and biking. Mostly as a result of the university’s influence, cultural and sporting events are at a level of frequency and quality unheard of by most cities this size. Further, Manhattan offers affordable housing, extremely strong elementary, middle, and high school programs, and a crime rate one-half the national average. In short, Manhattan offers a variety of urban amenities yet retains the best qualities of a small university town. For more information, visit our Web site at: http://www.cba.ksu.edu/marketing.

Institution: WU Vienna (Vienna University of Economics and Business)
Position: 3 Full Professors in Marketing
Location: Vienna
Qualifications/Job Description: Position Pre Announcement (Subject to Senate Approval)
WU (Vienna University of Economics and Business) is currently inviting applications for three positions at the Department of Marketing at Full Professor level:
(1) Marketing Management
(2) Marketing with focus on Consumer Behavior
(3) Marketing with focus on Service Marketing

Subject to the applicant pool generated, WU Vienna will also consider to split one of these posts and offer part-time appointments instead.

WU is the largest business university in the European Union and is centrally located at the heart of Europe. The University maintains an excellent position as a centre for research and teaching and attracts an international group of students and faculty. It offers a broad range of subjects in all areas of economics and business administration. WU is one of only five EQUIS accredited universities in the German-speaking world and is striving to achieve a top position among the leading European business universities. For details, please see www.wu.ac.at.

The new professors will be members of the full-time senior faculty of the Department of Marketing. They will contribute their expertise to enhance the Department’s profile, and will be expected to work closely with all staff and faculty members. Applicants should have: a) a solid academic qualification (e.g. PhD, Habilitation); b) an outstanding international reputation in high quality scholarship in the relevant area of Marketing, especially by having demonstrated the ability to publish in top-tier journals of the field; c) a strong record in attracting research funding; d) an interest in teaching at bachelor, master, and PhD levels as well as a demonstrated commitment to excellence in executive teaching; and e) proven leadership qualities.

Teaching experience in English is required; teaching experience in German is not necessary. Non-German-speaking candidates will be expected to acquire proficiency in German over a certain period of time.

Please direct any informal inquiries to Professor Bodo B. Schlegelmilch: bodo.schlegelmilch@wu.ac.at.

Candidates should send their applications (including all relevant documents, curriculum vitae, list of publications, list of classes held, etc.) to the Rector of WU Wirtschaftsuniversität Wien, Professor Christoph Badelt, Augasse 2-6, A-1090 Vienna. Electronic applications can be sent to prof.application@wu.ac.at. Please quote the reference no. given above when submitting your application.

WU is an Equal Opportunity Employer and seeks to increase the number of its female faculty members. Therefore qualified women are strongly encouraged to apply. In case of equal qualification, female candidates will be given preference.

Mark Your Calendar for Upcoming AMS Conferences:

- 2010 AMS Annual Conference
  Portland, OR
  May 26 - May 29

- 2010 AMS Cultural Perspectives in Marketing (CPM) Conference
  IESÉG Lille, France
  July 21 – July 24

- 2011 AMS Annual Conference
  Coral Gables, FL
  May 25 -- May 28

- 2011 AMS World Marketing Congress (WMC)
  Reims, France
  September 1 - September 4

- 2012 AMS Annual Conference
  New Orleans, LA
  May 22 - May 30 (approximate)

- 2012 AMS Cultural Perspectives in Marketing
  Atlanta, GA
  Dates forthcoming

- 2013 AMS Annual Conference
  Monterey, CA
  May 22 - May 30 (approximate)
In Memoriam

Dr. John T. Mentzer, Chancellor’s Professor and Harry J. and Vivienne R. Bruce Chair of Excellence in Business in the Department of Marketing & Logistics at the University of Tennessee passed away in his Knoxville home on Friday morning, February 26th. Dr. Mentzer was a preeminent scholar. Each day he exemplified the best of the business academic discipline, consistently contributing through teaching, application and discovery. His presence was in great demand by a broad range of audiences, ranging from undergraduate students to CEO’s of multinational corporations. He approached the business world as a laboratory, enabling him to integrate theoretical insights with cutting edge practices. The knowledge he generated helped facilitate his impressive teaching and research record. He unselfishly extended those benefits to include his colleagues, here at the University of Tennessee and elsewhere in business and academe.

In addition to his commitment to scholarship, Dr. Mentzer passionately served his institution and his discipline. Over the years he held key leadership roles including the President of the Academy of Marketing Science, President of the Council of Logistics Management and Executive Director for the University of Tennessee Demand & Supply Integration Forums. While serving in high-level positions, he continued to chair a variety of university committees, author impactful books and articles, and serve on many editorial review and advisory boards. He received numerous awards in the fields of Marketing and Supply Chain Management including the Berkman Distinguished Service Award for lifetime service to the Academy of Marketing Science in 2008, the Armitage Medal of the International Society of Logistics Engineers, and the Council of Logistics Management’s Distinguished Service Award in 2004. To garner such recognition in one discipline is a great accomplishment, to be so highly recognized in two competitive disciplines is extraordinary. He leaves a lasting legacy as mentor to dozens of former doctoral students now serving as faculty at institutions around the world.

In addition to Dr. Mentzer’s numerous awards and achievements, he will be most remembered for positively touching the lives and careers of those around him. Countless people benefitted from the kindness of Tom Mentzer. This perhaps stands as his greatest attribute, appropriately reflecting his mission to live an impactful life. He was a loving husband, father, son and friend and he will be deeply missed by family, students, and colleagues. He is survived by his wife, Brenda and daughters Ashley and Erin, of Knoxville, and his mother Minnie and sister Susan, of Harpers Ferry, West Virginia.

The family asks that in lieu of flowers contributions be sent to either the Tom & Brenda Mentzer Scholarship Fund, College of Business Administration Development Office, 468 James A. Haslam II Business Building, 1000 Volunteer Boulevard University of Tennessee, Knoxville 37996, or the Melanoma Research Foundation in honor of John T. Mentzer, 170 Township Line Rd., Building B, Hillsborough, NJ 08844.
**IN THE NEWS**

**Lyn S. Amine**, Professor Emerita of Marketing and International Business at Saint Louis University, will join the Semester at Sea as Visiting Faculty for the Spring 2010 voyage to ten countries around the world. Lyn will teach undergraduate courses in marketing and international business, and can be reached as normal by email at: amine@slu.edu until May 10.

Jean-Charles Chebat, the ECSC Chair Professor at HEC Montreal received his 13th Best Paper Award for a paper co-authored with Haimetz Zournig, a Ph.D. student at the same School, Roy Toffoli (UQAM), and Alexandra Medina-Borja (U. of Porto Rico at Mayaguez). The American Society of Business and Behavioral Sciences (ASBBS) presented this award for the paper entitled: “In-Group Favoritism” and “Out-Group Prejudice” - Customers’ Coping with Interpersonal Conflicts in Intra- and Inter-Cultural Service Encounters.

**Cathy Hartman** and Edwin Stafford at the Jon M. Huntsman School of Business, Utah State University, Logan, have won the Seven Summits Award “Best Mountain/Environmental Film” at the Mountain Film Festival in Mammoth Lakes, California, for their documentary entitled, “Wind Uprising,” a case history about Utah’s four-year struggle to establish the state’s first commercial wind project at the mouth of Spanish Fork Canyon, about 50 miles south of Salt Lake City. The film tells the story from the entrepreneurs’ perspective, highlighting the social, political, and market barriers hurdled by the developers and the lessons learned from jumpstarting a new sustainable industry in the state. The film will premiere in Utah this spring and is expected to show on PBS later this year.


Roland Rust, Katherine Lemon and Valarie Zeithaml won the Sheth Foundation/Journal of Marketing Award from the Journal of Marketing, for their article, “Return on Marketing: Using Customer Equity to Focus Long-term Contribution to the discipline of marketing. This year, the committee considered all articles published in JM between 2000 and 2004.

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**News from AMS Headquarters**

Hello from the AMS Central Office in Ruston, Louisiana. I am the newest addition to the AMS team. From what I hear I have very big shoes to fill, but I am ready for the challenge.

I graduated from Louisiana Tech University in 2007 with a Bachelor of Science in Marketing and a minor in Journalism. I was in the process of completing a Master in Business Administration and considering taking the leap into the real world, when I heard of the opening at AMS. So now I found myself back in the academic world, specifically the marketing world.

I had my first encounter with marketing when I was eleven years old. I was getting ready to brush my teeth so I squeezed the toothpaste tube and realized that the hole was almost as wide as the tube itself. After thinking about it, I realized that this made me run out of toothpaste faster which meant that I would need to replace the toothpaste more frequently. I applied the same concept to the large detergent caps and thick straws. That little insight opened the door to a lifelong curiosity for all things marketing.

I am currently involved in putting together the upcoming AMS annual conference in Portland. This year’s theme is “Achieving Balance: Research, Practice, & Careeer.” If the theme is not enough to lure you in, charming Portland may do the trick. You can either register online or download the registration form and mail it to the headquarters address.

I would like to take the chance to remind members to update their contact information. This is vital in order to communicate efficiently as well as in delivering your JAMS issue to the correct address. I recommend members to take a moment to update their personal information when you renew your membership.

I am open to any suggestions or questions you may have.

~ Florence Cazenave
AMS Director of Marketing and Communications
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!

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