Message from the President

My two years as president of the Academy of Marketing Science will come to a close on June 1 of this year. I thank all of you for allowing me to serve in this important leadership position. In an earlier draft of this message I started listing all of the people who had made special contributions to the Academy during this time. The number was staggering! We have been very fortunate to have such a capable and committed cadre of officers, Board of Governors, editors, program chairs, presidential appointees, track chairs, and journal and conference reviewers. The contributors to our journals, newsletter, and conferences are crucial to the growth and development of our Academy. I would like to single out Mr. Sally Sultan, Coordinator of the AMS Central Office for her dedication and many contributions to the smooth operation of this organization. As you can see, hundreds of people, contributing in their own ways, have made my term as president so satisfying and memorable.

There have been many highlights. One that has been very important to me and to John Ford is the strengthening of our relationships with, and programs for, doctoral students including the AMS Sheth Foundation Doctoral Student Scholarship Program, the Doctoral Colloquium, and the Mentor's Breakfast. Another is the contract that Harold Berkman, Rajan Varadarajan, and Barry Babia negotiated with Springer to publish JAMS for the next five years. This contract will help to provide important financial stability to the Academy for years to come.

I look forward to seeing you at the annual conference in San Antonio, Texas from May 24 to 27. Judy Sugaw and Greg Marshall have done a great job planning this event. Also remember to put the Cultural Perspectives in Marketing Conference on your summer schedule. It will be held from July 12-15 in Seoul, Korea. The conference will be hosted by the Korean Academy of Marketing Science. Co-chairs Ray Taylor and Jonathan Most have an exciting event planned for all attendees.

In closing, it has been a great honor for me to have had the opportunity to serve as president of the Academy of Marketing Science for the past two years. I am proud of our accomplishments. I am thankful for all of the new friends I have made. The Academy is very fortunate to have Barry Babia as its next president. Barry is a skilled and experienced leader. I look forward to serving as immediate past president under his leadership.

Chuck Lamb, Texas Christian University clamb@tca.edu
1/2006

From the Editor

This winter/spring issue of the AMS Quarterly is primarily focused on the 12th Biannual World Marketing Congress, which was held from July 6-9, 2005 at The Movenpick Hotel Muenster, Muenster, Germany along with many announcements, calls for papers, thought-provoking articles and position announcements. Please make your plans to attend the 2006 Annual AMS Conference that will be held from May 24-27 at the Hyatt Regency, San Antonio. Greg Marshall and Judy Sugaw are the Conference Co-Chairs, and they and their Track Chairs have developed an excellent program. Information on the conference can be found in this issue as well as on the AMS website: www.ams-web.org. San Antonio is a great city to visit, and the Hyatt Regency is right on the Paseo del Rio and practically across the street from the Alamo. I hope to see you there. Greg Marshall has provided a list of attractions in the area for attendees which appears in this issue.

I would also like to thank Chuck Lamb for all of his help and commitment to the AMS partnership with the KPMG Ph.D. Project’s Marketing Doctoral Students Association. This year we are grateful to have a new partner in our providing of scholarships to allow doctoral student members of MDSA to attend the AMS National Conference, the Sheth Foundation. From now on this initiative will be known as the “AMS Sheth Foundation Doctoral Student Association Scholarship Program.”

At last year’s Tampa Conference eight students received funding up to $2,000 to attend the conference, and they all mentioned many times how much they had benefited from the experience. The hope is that the Ph.D. project will help to increase the number of underrepresented minority students in doctoral programs in marketing. We are proud to be involved with this project and look forward to a number of years working closely with the MDSA.

This issue of the AMS Quarterly is my last as Editor. I have been the editor for six years, and I will be turning the newsletter over to my successor, Dana-Nicoleta Lascu at the University of Richmond. Dana is excited about the opportunity, and I know that she will do an excellent job. I appreciate all of the help that I have received over the years from the AMS Executive Committee, and I look forward to helping Dana as she takes over the responsibility for the newsletter. I have enjoyed this role with the Academy of Marketing Science, and I wish Dana well on her work with the Quarterly.

As always, I ask you to send in your position announcements or your latest news for the News section of the AMS Quarterly. Position announcements are a free service for AMS members, and these announcements will be carried on the AMS website as well. Our mailing list is over 1,500 members worldwide, and it is a great way to get the word out to the appropriate audience. I would also remind you that you are happy to publish your Calls for Papers and any other academic news that you have that you would like your membership to see. Please send your materials for publication in the newsletter to Dana at dlascu@richmond.edu.

I hope that you are all well, and I welcome your comments and suggestions regarding the AMS Quarterly.

- John Ford, Old Dominion University, jford@odu.edu

Return this form to: Academy of Marketing Science University of Miami P.O. Box 248012 Coral Gables, FL 33124-6536, U.S.A.
The 2005 Academy of Marketing Science World Marketing Congress, organized jointly with Marketing Center Muenster, University of Muenster, Germany, was held from July 6-9.

The Congress was a resounding success and will be remembered for its quality and for bringing together the world’s top researchers from 53 countries and all the world’s continents. A total of 152 papers and eight special sessions were presented over three and a half days. One hundred and thirty-two scholars from 53 countries and all the world’s continents were represented in Congress and 300 students contributed their expertise in reviewing the manuscripts. A total of 220 scholars attended the congress. Two distinguished plenary speakers were invited to address the delegates. Michael Czinkota addressed International Marketing and Terrorism on July 6, and David Cravens spoke about Strategic International Marketing and Terrorism on July 8. Michael Czinkota’s presentation took place in the Little Rhine Steak House and The Fig Tree is located on the university campus and offered an excellent lunch. David Cravens’ talk was entitled “Making the most of the new media” and was held at the University of Muenster’s Hotel where Teddy Roosevelt held court with the rich and famous. Both presentations were outstanding. The Academy of Marketing Science World Congress at the University of Muenster, Germany, was a wonderful experience.

Twelfth Biennial World Marketing Congress 2005
Marketing in an Inter-Connected World: Opportunities and Challenges

Academy of Marketing Science
San Antonio May 2006
Dining Experiences

Riverwalk or downtown - San Antonio has a variety of professional and ethnic restaurants and the city is definitely supports outstanding independent operators. San Antonio is a city with many good places to go that I will restrict the list to the personal favorites and local “must do’s”.

Riverwalk - beautiful location overlooking a quiet stretch of the Riverwalk this restaurant is not only especially romantic but great for a dinner with old friends and made new ones. The Congress Gala Banquet on July 8th at the Hotel where Teddy Roosevelt held court with the rich and famous. A total of 152 papers and eight special sessions were presented over three and a half days. One hundred and thirty-two scholars from 53 countries and all the world’s continents were represented in Congress and 300 students contributed their expertise in reviewing the manuscripts. A total of 220 scholars attended the congress. Two distinguished plenary speakers were invited to address the delegates. Michael Czinkota addressed International Marketing and Terrorism on July 6, and David Cravens spoke about Strategic International Marketing and Terrorism on July 8. Michael Czinkota’s presentation took place in the Little Rhine Steak House and The Fig Tree is located on the university campus and offered an excellent lunch. David Cravens’ talk was entitled “Making the most of the new media” and was held at the University of Muenster’s Hotel where Teddy Roosevelt held court with the rich and famous. Both presentations were outstanding. The Academy of Marketing Science World Congress at the University of Muenster, Germany, was a wonderful experience.

Dining Experiences

Riverwalk or downtown - San Antonio has a variety of professional and ethnic restaurants and the city is definitely supports outstanding independent operators. San Antonio is a city with many good places to go that I will restrict the list to the personal favorites and local “must do’s”.

Riverwalk - beautiful location overlooking a quiet stretch of the Riverwalk this restaurant is not only especially romantic but great for a dinner with old friends and made new ones. The Congress Gala Banquet on July 8th at the Hotel where Teddy Roosevelt held court with the rich and famous. A total of 152 papers and eight special sessions were presented over three and a half days. One hundred and thirty-two scholars from 53 countries and all the world’s continents were represented in Congress and 300 students contributed their expertise in reviewing the manuscripts. A total of 220 scholars attended the congress. Two distinguished plenary speakers were invited to address the delegates. Michael Czinkota addressed International Marketing and Terrorism on July 6, and David Cravens spoke about Strategic International Marketing and Terrorism on July 8. Michael Czinkota’s presentation took place in the Little Rhine Steak House and The Fig Tree is located on the university campus and offered an excellent lunch. David Cravens’ talk was entitled “Making the most of the new media” and was held at the University of Muenster’s Hotel where Teddy Roosevelt held court with the rich and famous. Both presentations were outstanding. The Academy of Marketing Science World Congress at the University of Muenster, Germany, was a wonderful experience.

Dining Experiences

Riverwalk or downtown - San Antonio has a variety of professional and ethnic restaurants and the city is definitely supports outstanding independent operators. San Antonio is a city with many good places to go that I will restrict the list to the personal favorites and local “must do’s”.

Riverwalk - beautiful location overlooking a quiet stretch of the Riverwalk this restaurant is not only especially romantic but great for a dinner with old friends and made new ones. The Congress Gala Banquet on July 8th at the Hotel where Teddy Roosevelt held court with the rich and famous. A total of 152 papers and eight special sessions were presented over three and a half days. One hundred and thirty-two scholars from 53 countries and all the world’s continents were represented in Congress and 300 students contributed their expertise in reviewing the manuscripts. A total of 220 scholars attended the congress. Two distinguished plenary speakers were invited to address the delegates. Michael Czinkota addressed International Marketing and Terrorism on July 6, and David Cravens spoke about Strategic International Marketing and Terrorism on July 8. Michael Czinkota’s presentation took place in the Little Rhine Steak House and The Fig Tree is located on the university campus and offered an excellent lunch. David Cravens’ talk was entitled “Making the most of the new media” and was held at the University of Muenster’s Hotel where Teddy Roosevelt held court with the rich and famous. Both presentations were outstanding. The Academy of Marketing Science World Congress at the University of Muenster, Germany, was a wonderful experience.
From the Director of International Programs

Verona, Italy - Site of the 2007 World Marketing Congress:
I made a site visit to Verona, Italy from 28 February to 1 March 2005 confirming that this will be the location for the 2007 World Marketing Congress from July 11 through July 14. Sessions will be held on the campus of the University of Verona. The location is but a few minutes walk from the Piazza Bra, the site of L’Arena, an ancient Roman theater, and close to the hotels that will serve as our accommodations for the congress.

John T. (Tom) Mentzer and Matthew B. Myers, both from the University of Tennessee, will act as Program Co-Chairs for North America. The University of Verona team will be headed up by Antonio Borghesi, the Local Arrangements Chair, and Paola Signori as Project Manager. They will be ably assisted by Barbara Glaedzen (cultural events, services, catering), Ivan Russo (marketing and communication), and Simome Girelli (site technical arrangements).

The university setting is excellent. We will be in the main meeting facility, built in 2002, which has outstanding audio visual technology in support of fine rooms for our sessions.

As our custom we will be providing a strong professional program and opportunities to experience the culture for all delegates. Italian culture and we will also be part of the experience. And we will be having at least one of our evening functions at a wonderful villa outside the city. It is possible to see an opera at L’Arena and we are looking into this. Booking would have to be done well in advance. Stay tuned on this possibility.

Verona has an incredible history and if you would like to get a taste of the sites please visit the websites virtourist.com for a tour of the city with photos and commentary, and wguides.com. The latter has pages dealing with the sites, accommodations, shopping, visiting the city, restaurants, practical information, weather, and more. My wife, Shirley, and I did the 40-stop tour listed at wguides.com. The latter has pages dealing with the city with photos and commentary, and the formative stages, but as details firm up they will appear on a website to be developed for the congress later this year.

Verona is in the north of Italy and by rail only an hour and a half west of Venice and three to four hours east of Florence.

Start making your research and presentation plans now to be part of this unique experience. If you are interested in being part of the program team please contact Matt Myers at mmyers@utk.edu. We will begin to put together the team later on this summer.

Questions about the Verona location should be directed to Paola Signori at paola.signori@univr.it. Things are still in the formative stages, but as details firm up they will appear on a website to be developed for the congress later this year.

Jay D. Lindquist, Ph.D.
jay.lindquist@wmich.edu

New Editor Selected for AMS Quarterly:

We are pleased to announce that a new Editor has been chosen for the AMS Quarterly newsletter. Dana-Nicoleta Lascu will take over the newsletter with the Spring 2006 issue. Dana is currently the Chair of the Marketing Department in the Robert School of Business at the University of Richmond. Dana will succeed John Ford, who is completing his sixth year as editor. John Ford will edit the Winter 2005 issue, and Dana will take over for the Spring 2006 issue. Please plan to send your news items, calls for papers, position announcements, etc. to Dana at "Lascu, Dana" <dlascu@richmond.edu> after December 2005. We welcome Dana to this new role in the Academy of Marketing Science.
2006 AMS Annual Conference Program

Hyatt Regency - Austin, TX
May 24 - May 27

Wednesday May 24, 2006

Daily Highlights

AMS Executive Committee Meeting 8:30 a.m. - 9:30 a.m. Director Room
Registration and Exhibits 10:00 a.m. - 6:30 p.m. Pecan

“Another Look at Wine and Popular Culture - Some ‘Grounded Theory’” Mitch Griffin, Joe Hair, and Barry J. Babin 9:15 - 10:15 a.m. Live Oak

AMS Early Bird Reception 6:00 p.m. - 7:30 p.m. Lone Star Palace [In the event of inclement weather, please join us in the Rio Grande Ballroom]

Concurrent Sessions 12:00 p.m. - 5:30 p.m.


Session 2.2 - Frio Retailing Track - Competitive Paper Session Title: Store Environment andImage Session Chair: Jingyun (Kay) Zhang, Bowling Green State University The Effects Of Store Image and Product Branding On The Assignment Of Responsibility For Failures Involving Multiple Firms Ronald L. Hee, Jr., The College of William & Mary Margaret G. Molyk, The Pennsylvania State University And, Minor, University of Texas-Pan American Do Other Customers Matter? Examining the Impact of Other Customers in Retail/Service Settings Jingyun (Kay) Zhang, Bowling Green State University

Session 2.3 - Nexus Consumer Behavior Track - Competitive Paper Session Title: Cultural Influences on Behavior Session Chair: James H. Leigh, Texas A&M University Religious and Cultural Anomaly Model Extension: Implications for Purchase Intentions Monica Collisson, Michigan State University Angela Hauman, University of Texas-Pan American And, Minor, University of Texas-Pan American Supernatural Beliefs as Antecedents of Consumer Evaluation of Brand Loyalty Yong Jian Wang, University of Texas-Pan American Melissa Hernandez, Kansas State University And, Minor, University of Texas-Pan American China’s Changing Culture: Rural and Urban Consumers’ Favorite Things Francine Pern, Quincy University

Session 2.4 - Blanc Service Marketing Track - Competitive Paper Session Title: Value Creation and CustomerService Provider Collaboration Session Chair: Charles Blankson, University of North Texas Value Creation within a Service Dominant Logic for Marketing: Lessons for the 1960s Nadine Menon, IIM Calcutta The Use of Place-Based Marketing to Promote Social Inclusion: A Multidisciplinary Perspective Andreas Herrmann, University of St. Gallen and Andreas Hopf, University of St. Gallen

Session 2.5 - Llano Excellence to Marketing Education andInnovative Teaching Track - Special Session Title: Moving Education Theory to Practice: Experiential Learning for Part-time MBA Programs Session Chair: Tracy R. Hammen, University of South Florida

Session 2.6 - Blanco Excellence to Marketing Education andInnovative Teaching Track - Double Session Title: Consumer Behavior Issues, Part II Session Chair: Rajkeeza R. Kajuma, University of North Texas The Neuroscience of Consumer Behavioral Decision Making Dante Monico Prez, University of California, Irvine Fun or Fanciful: A Measure of Consumer Deviation Mandy H. Ozo, University of Alabama

Consumer-Based Brand Trust Scales: Validation andAssessment Susan Bradly, Florida State University End of Life Care: The Need for a Cultural Transformation Mohammad Zoghbashian, University of North Texas


Session 2.8 - Frio Marketing Environment Track - Competitive Paper Session Title: Marketing Environment andProductivity Session Chair: Michael S. Minor, University of Texas-Pan American

Session 2.9 - Pecos Marketing Communications Track - Competitive Paper Session Title: Ad Acceptance: Scale Development, Purification, and Validation of Acceptance of Advertising on Mobile Telephones Anuj Kumar, University of Texas-Pan American Kevin Cuthbert, University of Texas-Pan American M. S. Minor, University of Texas-Pan American Ad Acceptance: Scale Development, Purification, and Validation of Acceptance of Advertising on Mobile Telephones Anuj Kumar, University of Texas-Pan American Kevin Cuthbert, University of Texas-Pan American M. S. Minor, University of Texas-Pan American Individual Assessment of Humankindle Consumer Robots - An Extended TAM with Aesthetics Adhokshi Ojha, University of Texas-Pan American Srinivasan Hong, University of Texas-Pan American M. S. Minor, University of Texas-Pan American

Session 3.1 - Llano Consumer Behavior Track - Competitive Paper Session Title: Marketing Environment andProductivity Session Chair: Monica Hernandez, Kansas State University

Integration of Consumer Buying Behavioral Parameters with Signal Detection Tests Saulo Pinto, Purdue University Robert D. Melar, City University of New York Joe P. Pottenger, Raj Arangan, Purdue University Francisco de Massis, University of Arkansas A Multi-Attribute Utility Model for Consumer Decision Making and Optimal Product Configuration Jitendra K. Singh, Southern Polytechnic State University Satok Bola, University of Tennessee Gokhan Sarpkaya, Auburn University

Individual Decision Making Under Variety: The Effects of “Attribute Alegibility” Andreas Hermann, University of St. Gallen Mark H. Heitmann, University of St. Gallen Ben Hof, University of St. Gallen
discussion. Tillmann Wagner, Texas Tech University

Thursday May 25, 2006

Daily Highlights

AMS Annual Review Meeting 8:15 a.m. - 9:15 a.m. Director Room
Registration and Exhibits 8:00 a.m. - 4:30 p.m. Pecan

AMS Annual Awards Luncheon 12:00 p.m. - 1:30 p.m. Regency Center 1/3

Session 3.1 - Pecos Excellence in Marketing Education andInnovative Teaching Track - Special Session Title: Marketing Strategy - Competitive Paper Session Chair: Vishal Lala, Pace University

Session 3.2 - Blanco Excellence in Marketing Education andInnovative Teaching Track - Double Session Title: Consumer Behavior Issues, Part II Session Chair: Rajkeeza R. Kajuma, University of North Texas

Session 3.3 - Llano Marketing Strategy Track - Competitive Paper Session Title: Organizational Learning and Market Orientation Session Chair: James Sinatra, University of Vermont

Developing and Validating an Instrument for Measuring the Driving Forces in Market Structure David Martin-Consuegra, University of Castilla-La Mancha Arturo Molina, University of Castilla-La Mancha Alexander Einarhorn, University of Castilla-La Mancha Organizational Learning and New Product Outcomes: Integrating Research Approaches Stephan Schlegelmilch, University of Miami The Strategic Outcomes of Market Orientation and Market Segmentation Mohammad Zoghbashian, University of North Texas Discount: Gregory Whitfield, University of Melbourne

Session 3.4 - Blanc Electronic and Interactive Marketing Track - Competitive Paper Session Title: Impact of Technology on Consumer Behavior Session Chair: Vashal Laloo, Pace University Enhancing Customer Trust in E-Commerce Through Portal Hans H. Bauer, University of Mannheim Carmen Amura Albuquets, University of Mannheim Marcus M. Neumann, University of Mannheim Tobias Wilde, University of Mannheim Wow! Acceptance: A Model for the Development of Acceptance of Advertising on Mobile Telephones Anuj Kumar, University of Texas-Pan American Kevin Cuthbert, University of Texas-Pan American M. S. Minor, University of Texas-Pan American Individual Assessment of Humankindle Consumer Robots - An Extended TAM with Aesthetics Adhokshi Ojha, University of Texas-Pan American Srinivasan Hong, University of Texas-Pan American M. S. Minor, University of Texas-Pan American

Session 3.5 - Frio Regional Issues Track - Competitive Paper Session Title: Session Chair: K. Douglas Hoffman, Colorado State University

Session 3.6 - Pecos Innovation and Entrepreneurship Track - Competitive Paper Session Title: Market Segmentation Session Chair: Rajasree K. Rajamma, University of North Texas

Title: Consumer Behavior Issues, Part II Session 2.1 - Pecos Session 2.2 - Frio Session 2.3 - Nexus Session 2.4 - Blanc Session 2.5 - Llano Session 2.6 - Blanc Session 2.7 - Rio Session 2.8 - Frio Session 2.9 - Pecos Session 3.1 - Pecos Session 3.2 - Blanco Session 3.3 - Llano Session 3.4 - Blanc
Session 4.2 - Frio
Services Marketing Track - Competition Paper Session
Title: Service Quality and Its Impact on Customer Satisfaction
Session Description: A study of customer satisfaction, perceived risk and personal involvement in Internet banking.
Presenter: Noel Y. Siu, Hong Kong Baptist University

Session 4.3 - Nueces
Supply Chain Management Track - Special Session
Title: Market Driving Changes in Global Supply Chains
Session Description: The following critical question serves as the focal point for this session. How are global markets changing in terms of supply chain activities? What should the changes mean for research agendas in the Marketing Supply Chain Management interface?
Moderator: John T. Mentzer, University of Tennessee
Panel:
Greg Gudlach, University of North Florida
Carol Yuh-Yun Lin, National Cheng-Chi University
Sandeep Krishnamurthy, University of Washington

Conference Chair: Angela Hausman, University of Texas-Pan American

Session 4.5 - Llano
Retailing Track - Special Session
Title: Understanding Retail Satisfaction
Session Description: Although past research has identified several important issues and has had light on several aspects of specific sub-markets, retail performance, and retail satisfaction, several snapshots of the research area still exist that restrict our understanding of retail satisfaction. The special session will pursue some of these underresearched themes and seek to provide a contextual and deeper understanding of consumer satisfaction in retailing.
Moderators: Dhire Grewal, Babson College
Gopalakrishnan R. Iyer, Florida Atlantic University
Presenters:
Paola Wright, Bureau of the Census

Session 5.1 - Pecos
Excellence in Marketing Education and Research
Title: Market-Driven Changes in College Textbooks - Perspectives from Leading Authors and Publishers, Part II
Session Description: Continuation of Session 5.1 - a sec session description at that location in the program.
Moderator: Charles W. Lamb, Texas Christian University
Panel:
Neil Magruder, Executive Marketing, Thomson Higher Education
Kate Rose, Senior Sponsorship Editor, Marketing, Houghton Mifflin Co.
Andy Winton, Publisher-Marketing, McGraw-Hill

Session 5.2 - Frio
Consumer Behavior Track - Competitive Paper Session
Title: Consumer Communication and Decision Making
Session Chair: Angela Hausman, University of Texas-Pan American

Do You Hear What You Need? Hedonic-Experiential Effects in Word-Of-Mouth Communications
Liu Huang, McGill University
Sonia Barlas, McGill University

College Students Go Mobile: An Age Difference in Mobile Service Loyalty Decisions
Ashura Yi, University of Tennessee
Heejin Lim, University of Tennessee

Consumers' Preference Shift Under the Delusion of Common Features: The Paradox of Attractiveness: An Examination of Competing Explanations
Wai-bei Chen, Kensho Hospitality College

Discussant: Laura Servia, University of Texas-Pan American

Session 5.3 - Nueces
Business-to-Business Marketing Track - Competitive Paper Session
Title: Pricing, Service, and Trust in B2B Relationships
Session Chair: Tim Foster, Lalitā University of Technology

Pricing and Revenue Partnership and Trusting Relations
John W. Henke, Jr., Oakland University
Ran Paramanathan, Oakland University
R. Mohan Polatolu, Oakland University

The Impact of Service Quality, Relationship Satisfaction, Trust and Commitment on Loyalty: An Empirical Investigation in a Business-to-Business Service Context
Raven Chateaupé, Université catholique de Lille, France
Nicolas G. Papadamou, Université catholique de Lille, France
Christina Chang, University of Southern Mississippi

Customer-oriented Selection and Pricing of Supplementary Services in Business Markets
Christina Sichtens, Free University of Berlin
Robert Wilken, University of Münster
Discussant: J. Tomas Gomez-Arias, St. Mary's University of California

Session 5.4 - Blanco
Doctoral Colloquium Track Session
Title: Advertising Issues
Session Chair: John B. Ford, Old Dominion University

Gender Roles in Advertising: A Perspective from Feminist Theory
Lilly Ye, University of North Texas

Is it Ethical to 'Scare' a Consumer? An Ethical View of Ethics and Fear in Advertising
Deltona Minor, University of Memphis

The Use of Swear Words in Print Advertising
Brent Baker and C. Jared Broadus, University of South Florida

Session 5.5 - Llano
Electronic and Interactive Marketing Track - Special Session
Title: Online Marketing Communications
Moderator: Sandip Krishnamurti, University of Washington
Panel:
Sandip Krishnamurti, University of Washington S. Ulric Kueck, Post-Doctoral Fellow, Danesh School, University of Victoria Vidal Lala, Pace University Nancy Spates, University of North Texas

Session 6.2 - Frio
Business-to-Business Marketing Track - Competitive Paper Session
Title: B2B Marketing in the New Electronic Environment
Session Chair: Gunve Sossven, Halmstad University

Virtual New Product Development Teams: An Integrated Framework of Interface Effectiveness
Vishal Budhrani, Texas State University - San Marcos
Denis B. Assent, Texas Tech University

Increasing the Chance of Success in B2B Customer Database Management
Deba Zaky, Northern Illinois University

Industrial Marketing Communication: A (Re)Evolutionary Journey From MarketPlace to Marketplace
Tim Foster, Lalitā University of Technology
Discussant: Brian P. George, Georgia State University

Session 6.3 - Nueces
Excellence in Marketing Education and Innovative Teaching Track - Competitive Paper Session
Title: Revising the Marketing Curriculum
Session Chair: Vince Hoeve, University of North Carolina - Wilmington

Revising Courses in the Marketing Curriculum Based on Exploratory Research Using and Index of Learning Styles
Mary T. Galvan, North Central College

A Multi-Level Approach to Retail Management Education
R. Glenn Richer, Jr., University of Alabama
Lanren Skinner, University of Alabama

The Undergraduate Capstone Marketing Course: Objectives, Content, and Pedagogy
Victoria L. Crittenden, Boston College
William F. Crittenden, Northeastern University
Kevin Galligan, Boston College
Discussant: Debbie Thom, Texas State University

Session 6.4 - Blanco
Supply Chain Management Track - Competitive Paper Session
Title: Logistics Services - Strategic Implications
Session Chair: Donna Davis, Texas Tech University

The Role of Technology in Industrial Customers' Perceptions of Logistics Service Quality and Their Future Purchase Intentions
Carol C. Birnbaum, Radford University
Marla Roye Stafford, University of Memphis
Thomas F. Stafford, University of Memphis

Towards An Integrated Theory of Logistics Service Competency: Orienting Firms Towards Service Excellence
Mark Tolman, University of Alabama
R. Glenn Richer, University of Alabama

Business Model of Relationship Marketing
Terrence Beckman, Queen's University
Discussant: Madhur Pappu, Texas A&M University

Session 6.5 - Llano
Services Marketing Track - Special Session
Title: Research on Services at the Bottom of the Economic Pyramid
Annual AMS Awards Luncheon
Regency Center C3

Session Description: Research on services has tended to emphasize the needs of high-purchasing practices, -- 1.30 pm-2 consumers in highly developed economies. However, we need to escape the bias of service research and also address the need for affordability among the four billion people in the bottom two-thirds of the world's economic pyramid. This session will present new findings from two ongoing projects.
Moderator: V. Vasanthi Ramana, University of Hyderabad

Presenters:
Sandeep Krishnamurthy and Financial Services Developed by Companies for Poor Consumers
Jochen Wirtz, National University of Singapore
Services Developed and Offered by Poor Entrepreneurs in Mexico
Daniel Mariano, EGADE, Tec de Monterrey
Jaime Rosenberg, EGADE, Tec de Monterrey

Session Chair: S. Komai, University of Missouri - Columbia

Session 7.2 - Frio
Excellence in Marketing Education and Innovative Teaching Track - Special Session
Title: Maintaining Professionalism in the Classroom
Session Description: This session will discuss the changes in student behavior and the classroom dynamics for maintaining professionalism in the classroom.
Moderator: Victoria L. Crittenden, Boston College
Panel:
Linda Ferrill, University of Wyoming
O. C. Ferrill, University of Wyoming
Debbie Thom, Texas State University

Session 7.3 - Nueces
Inter-Industry and International Marketing Track - Competitive Paper Session
Title: Understanding the International Retailing Customer
Session Chair: John Cudahy, Longfellow University

A Revisit of Theoretical Model of Store Image Formation and its Application to Chinese Consumers
Han-Chuan, Utah State University
Cynthia Izquier, University of Wisconsin-Madison

A Consumer Ethnocentrism Model of Foreign Retail Store Location Attitude Among the Potential Customers of Extricative Cues and Moderating Effect in Beijing
Kellon Tay, Lougborough University
Muhammad Rafiq, Longborough University

Consumers' Need for Uniqueness and Customization Behavior strategies Among Chinese Consumers
Akwy, University of Gloucestershire
Charles Chi Cui, University of Manchester
Kathyia Fordham, University of Manchester
Discussant: John Cudahy, Lougborough University

Session 7.4 - Blanco
Inter-Industry and International Marketing Metrics Track - Competitive Paper Session
Title: Understanding the Performance of Product Sampling
Session Chair: Komal S. Kanani, Drexel University

The Effect of Price for Incidental Products in
2005 WORLD CONGRESS HIGHLIGHTS

The Congress begins—Chuck Lamb (AMS President) with Tanuja Singh (Congress Co-Chair).

Conference attendees came from all over the world and made friends.

Chuck Lamb and John Ford (Vice-President, Membership) share a light moment. It wasn't all work you know! Evenings were mostly fun and games.

Students from the Marketing Center Muenster with David Winsecelinger and Tanuja Singh. Some conference attendees found the Pinkus Mueller Brewery.

It was good to see old friends—John Ford, Jay Lindquist, Michael Czinkota and Wesley Johnston.

Plenary speaker Dave Creons is welcomed by Tanuja Singh and Heiner Evanschitzky.
2005 WORLD CONGRESS HIGHLIGHTS

Chuck Lamb addresses attendees at the Awards Banquet

Chuck Lamb recognizes Tanuja Singh, Congress Co-Chair

Chuck Lamb thanks Klaus Backhaus

Good job David Weisheitläiger!

Chuck Lamb with Manfred Krafft

Chuck Lamb recognizes Ralph Schellhas (Co-program Chair)

Chuck Lamb recognizes Heiner Evanschitzky (Co-program chair)

Professor Dr. Herbert Miffler announces the recipient of the distinguished European Marketer Award - Jose Maria Castellano Rios of ZARA
Plenary Speaker Michael Czinkota's discussion of International Marketing and Terrorism was an eye opener!

Plenary speaker Dave Cravens engaged the audience by addressing strategic marketing's global agenda.

Jose Maria Castellano Rios of ZARA is presented the Distinguished European Marketer Award.

Tanuja Singh says a few words.

Jay Lindquist is acknowledged for his dedication to the Congress.

Jose Maria Castellano Rios with other Congress Leaders.

Jose Maria Castellano Rios, European Distinguished Marketer Award Recipient, addresses the audience.

Attending to the day-to-day details are Jay Lindquist, Heiner Evanscitzky, Tanuja Singh and Muenster students.
2005 WORLD CONGRESS HIGHLIGHTS

Attendees found time to see the beautiful city of Muenster

The walking tour of the city provides a historical perspective

Attendees experienced German rural life and tradition at the Muehlenhof—the Museum of Rural Life of Muensterland

Attendees at the Muehlenhof—the windmill still works!

German hospitality at its best

The beer was really good, so we indulged

Dinner at the home of Wolfgang Holker, the famous Children’s author

It is time to say goodbye till we meet again in Verona
CALL FOR PAPERS
Special Issue-European Business Review
Assessing and Building upon Wroe Alderson’s Intellectual Legacy

An important legacy volume, A Twenty-First Century Guide to the Marketing Thought, has very recently been published by Springer. That book—edited by Roger Black on the basis of Alderson’s own writings over a forty year period, and moderately updated—explores Alderson’s thinking in the marketing management of commerce in his many theoretical contributions. The extensive bibliographies included in the book provide a rich source not only of his many theoretical contributions. The extensive bibliographies included in the book provide a rich source not only of his many theoretical contributions.

As its contribution to a long overdue Alderson renaissance, the European Business Review will be publishing, in the Spring of 2006, an original, contemporary, and original, by Alderson’s own hand, written in his own handwriting, and published by Springer. That book—edited by Roger Black on the basis of Alderson’s own writings over a forty year period, and moderately updated—explores Alderson’s thinking in the marketing management of commerce in his many theoretical contributions. The extensive bibliographies included in the book provide a rich source not only of his many theoretical contributions.

The deadline for submission of the papers for this special issue is Sept 15, 2006. Contributions should be submitted electronically to the Guest Editor of this Special Issue, Prof. Patricio Donoso, Professor of Strategy and Research Management, Universidad Católica de Chile, 1221, Las Condes, Santiago, Chile. Submissions should be in English, and can be no more than 20 pages in length (including charts, figures, references, appendix, and cover page), using 1.5 spacing.

The first cover page should contain the title of the paper, the name of the author(s), their affiliation, their contact information and a clear indication of whether the cover page will be removed so as to make the refereed anonymity sustainable.

The second cover page should contain the title of the paper, the name of the author(s), their affiliation, the number of words (plus 5 key words, the entire page being brought in both French and English). The main body of the paper should be followed by - and in the following order - an abstract, continuous-text, footnotes and references, and figures and tables to be integrated in the text. The first page of the manuscript, if included, should be indicated in the body of the paper. For all references, bibliographic references, and figures and charts and figures and the appendix, please respect the instructions as given in the IRM review (Review at http://www.iepm.org). The charts and figures should be of excellent quality as they will be reproduced as they are.

All outside material should be accompanied by an acknowledgement to reproduction rights. Papers which do not conform to these instructions will not be accepted. Each paper will be assessed anonymously by 3 readers. The authors may be asked to modify his or her paper before it is accepted.

The papers may be written in either French or English. All papers written in French, the abstract is written in English, the abstract is cursor

Alderson's own writings over a forty year period

The Journal of Interactive Advertising announces a special issue on Mobile Advertising Issues and Challenges.

Wireless communication networks have increased rapidly worldwide, enabling many firms to use a new set of advertising vehicles. The use of mobile devices WAP contributed to the initial implementation of mobile marketing, but the most drastic change occurred following the introduction of the Universal Mobile Telecommunications System (UMTS) and later Digital Cellular System. MMS. These new mobility options vary from text messages, to mobile search, online shopping and social networking. Mobile marketers can create new opportunities for location-based advertising, while mobile portal offers content such as campaigns sites displayed on micro-browser screens. These strategies could „puff smirks' attention to unprecedented marketing opportunities. However, although mobile phone and applications in this area have increased substantially in recent years, there is still considerable uncertainty with regard to both empirical evidence and a theoretical framework.

The Journal of Interactive Advertising therefore invites the submission of empirical and conceptual papers on „Mobile Advertising Issues and Challenges." In this Special Issue, we expect to raise new possibilities for theory development, methodology innovation and cross-disciplinary approaches in interactive advertising research.

RESEARCH TOPICS:
Potential manuscript topics include (but are not limited to)

- Push versus pull advertising
- Issues associated with SMS/MM messaging
- Trust in mobile advertising
- Word versus wireless advertising comparison
- Attitude toward mobile campaigns sites
- Location-based messaging
- Video versus text in transmission
- Mobile advertising recall

CALL FOR PAPERS
Special Issue on Mobile Advertising Issues and Challenges

Guest Editor: Shintaro Okazaki, Ph.D., Department of Marketing and Research College of Economics and Business Administration Autonomous University of Madrid

The Journal of Interactive Advertising announces a special issue on Mobile Advertising Issues and Challenges.

With more than 50 million subscribers and more than 10 million mobile devices sold in these countries (France, of course, but also Germany, Canada, UK, Austria, Switzerland, Sweden, Norway, Sweden, Spain, Morocco, Tunisia, Norway, Japan, L), the AFFM is definitely more prominent than foreign English speaking. Please look at your website for further details about the MEGA-FDMA.

The 22nd Congress of the French Marketing Association will be held in Nantes (FRANCE) on May 14th and 12th 2006. It is being organized by Audencia National School of Management and Nantes University. The scientific committee will be chaired by Joel Brie, Pierre Dumez, Jean-Pierre Fleuret, Jean-Louis de Panafieu, Peter Jones and François Trinqué.

This conference will cover all areas of marketing - academic or applied research, ethical concerns - and will be entitled to the following address before December 15th 2005: OBARQUITC@COAC.NET

Papers have to respect the following format:
- Submit three copies, in Times New Roman, 12 points, with pages numbered at the bottom right corner (including text, figures, references, appendix, and cover page).
- A maximum of 20 pages, excluding charts, figures, references, appendix, and cover page, using 1.5 spacing.
- The first cover page should contain the title of the paper, the name of the author(s), their affiliation, their contact information and a clear indication of whether the cover page will be removed so as to make the refereed anonymity sustainable.
- The second cover page should contain the title of the paper, the name of the author(s), their affiliation, the number of words (plus 5 key words, the entire page being brought in both French and English). The main body of the paper should be followed by - and in the following order - an abstract, continuous-text, footnotes and references, and figures and tables to be integrated in the text. The first page of the manuscript, if included, should be indicated in the body of the paper. For all references, bibliographic references, and figures and charts and figures and the appendix, please respect the instructions as given in the IRM review (Review at http://www.iepm.org). The charts and figures should be of excellent quality as they will be reproduced as they are.

All outside material should be accompanied by an acknowledgement to reproduction rights. Papers which do not conform to these instructions will not be accepted. Each paper will be assessed anonymously by 3 readers. The authors may be asked to modify his or her paper before it is accepted.

The papers may be written in either French or English. All papers written in French, the abstract is written in English, the abstract is cursor

5. Keywords: A maximum of 5 keywords should be supplied to aid in the indexing of the paper.

6. Size and length: The maximum length of paper should be 12 pt.

7. Language: Papers should be submitted to present identical or substantially similar work already published, reviewed for another conference, or publication will not be considered.

1. Submission:
- Manuscripts must be submitted on-line to Professor Domenico at dominicio@lafac.net.
- Electronic submission is mandatory.
- Manuscripts must be in MS WORD.

2. Title and abstracts and must be in English. The abstract should be written in English, not exceeding 250 words and must include the title of the paper, an abstract of no more than 50 words, the authors' names, their affiliations and contact information.

3. Only electronic submissions of abstracts and final manuscripts will be accepted.

4. All original, unpublished work is sought. Any paper submitted to present identical or substantially similar work already published, reviewed for another conference, or publication will not be considered.

5. Manuscript:
- Manuscripts must be submitted on-line to Professor Domenico at dominicio@lafac.net.
- Electronic submission is mandatory.
- Manuscripts must be in MS WORD.

6. Title and abstracts and must be in English. The abstract should be written in English, not exceeding 250 words and must include the title of the paper, an abstract of no more than 50 words, the authors' names, their affiliations and contact information.

7. Only electronic submissions of abstracts and final manuscripts will be accepted.

8. Paper's title and Track.

9. Three to five key words should be supplied to aid in the indexing of the paper.

10. Language:
- All papers must be submitted to present identical or substantially similar work already published, reviewed for another conference, or publication will not be considered.

11. Cover Page:
- Paper title and Track.
- Author's full name, title, affiliation, full address, phone, fax number and e-mail address. The name, affiliation, and e-mail address should be indicated on the first page of the manuscript.
- The last page of the manuscript should contain a statement that the paper submitted to present identical or substantially similar work already published, reviewed for another conference, or publication will not be considered.

12. Blind Review:
- The manuscript should be presented in their final form.
- The paper must be submitted to present identical or substantially similar work already published, reviewed for another conference, or publication will not be considered.

13. Teaching Case:
- Teaching cases are not subject to the 20-page limit and must include teaching notes.

14. Brief Track Description:

1. Latin American Competitiveness
- Microeconomics of Competitiveness in Latin America
- Strategic Human Resource Management
- To facilitate the blind review process, please cite the author's name, their affiliation, and contact information.

2. Latin American Capital Markets
- Corporate Governance in Latin America
- Strategic Human Resource Management
- To facilitate the blind review process, please cite the author's name, their affiliation, and contact information.

3. Latin American Entrepreneurship
- Firm or market concentration of national competition, the strategy literature recognizes that the fundamental resources of the firm can be found beyond the boundaries of the firm and that the firm is a microeconomic business environment.

4. Latin American Entrepreneurship
- Firm or market concentration of national competition, the strategy literature recognizes that the fundamental resources of the firm can be found beyond the boundaries of the firm and that the firm is a microeconomic business environment.

5. Latin American Entrepreneurship
- Firm or market concentration of national competition, the strategy literature recognizes that the fundamental resources of the firm can be found beyond the boundaries of the firm and that the firm is a microeconomic business environment.
entreprenurial ventures and evolving family businesses on Latin American economic development are imporant. Papers or case studies may address issues such as: startup entrepreneurial ventures in family businesses; first public offerings and the impact of privatization on the development of emerging entrepreneurship in sustainable development.

2. Business and Institutional Behavior in Latin America

a. Institutional Maturity in Latin America

The objective of this track is to analyze the influence and impact of the economic, social, and political processes on the strategic behavior and development process. How can public service institutions become robust and ethical places to work in, and how can they develop strategies that take into account the impact of the momentary and independent judicial system? What are the key success factors for a desirable institutional system? What is the cost of corruption?

b. Social Accountability in Latin America

A number of Latin American companies and multilatinas firms are only being established. Latin America are currently facing the topic of social accountability. Studies and papers on the role of non-profit organizations, corporate philanthropic activities, the role of public policy, and international policies, etc. are invited to the Conference.

c. Ethics and Governance in Latin America

Many companies and organizations in Latin America and the rest of the world have experienced ethical and management systems have become critical concerns in corporations. Many Latin American companies have begun to review stakeholders’ performance, and their impact on corporate strategy and capital markets development. Much of the literature has been centered on the role of ethics in the public and private sectors, but many companies are looking for alternative solutions to these moral problems. Works that critically develop the way in which Latin American companies are confronting this situation and issues related to ethics and management will be favored.

3. Strategy Formation and Execution in Latin America

a. Strategy Process in Latin America

This track focuses on the role of general managers in shaping, executing and changing strategies in Latin American companies. Papers, comparative studies and case studies that discuss issues such as the roles of top management, the strategy process and the strategic development process are welcomed. Works that critically develop the way in which top management teams become sensitive to the business environment or to the changes in the strategy process will be favored, as well as works that help to understand and retain the market emergent strategy and strategic management. Papers that demonstrate empirical study or that show the result of different marketing management will be favored.

b. Strategic Rapid Growth in Latin America

This track focuses on the role of general managers in shaping, executing and changing strategies in Latin American companies. Papers, comparative studies and case studies that discuss issues such as the roles of top management, the strategy process and the strategic development process are welcomed. Works that critically develop the way in which top management teams become sensitive to the business environment or to the changes in the strategy process will be favored, as well as works that help to understand and retain the market emergent strategy and strategic management. Papers that demonstrate empirical study or that show the result of different marketing management will be favored.

4. Functional Strategic Issues

a. Strategic Human Resource Management in Latin America

This track focuses on the relationship between corporate strategy and HR practices in Latin America, and the use of human capital to gain competitive advantage. Papers or case studies including topics as the following are welcomed: Values and their role in shaping high-performing organizations; Alignment of strategy and HR practices and policies; Achieving organizational effectiveness through HR staffing; Organizational change and transformation; the strategic role of the HR manager, HR strategies and HR development as essential part of strategy.

b. Core Competencies and Marketing Strategies in Latin America

Latin American buyers in general segments such as the following are welcomed: how companies communicate and show distinctive practices that should be studied. Underlying and interpreting Latin American markets, and identifying and finding marketing opportunities are crucial to develop successful businesses and marketing strategies in the region. Empirical and practical works that help understanding Latin American consumer behavior or that show the result of different marketing strategies applied in the region are invited to the Conference.

Latin American Capital Markets

Original research that promotes the understanding of mechanics that Latin American capital markets use for valuation, risk assessment and price creation (market microstructure) are welcomed to the Conference, as well as works that help to understand and retain the market emergent strategy and strategic management. Papers, comparative studies and case studies that discuss issues such as the roles of top management, the strategy process and the strategic development process are welcomed. Works that critically develop the way in which top management teams become sensitive to the business environment or to the changes in the strategy process will be favored, as well as works that help to understand and retain the market emergent strategy and strategic management. Papers that demonstrate empirical study or that show the result of different marketing management will be favored.

b. Strategic Rapid Growth in Latin America

This track focuses on the role of general managers in shaping, executing and changing strategies in Latin American companies. Papers, comparative studies and case studies that discuss issues such as the roles of top management, the strategy process and the strategic development process are welcomed. Works that critically develop the way in which top management teams become sensitive to the business environment or to the changes in the strategy process will be favored, as well as works that help to understand and retain the market emergent strategy and strategic management. Papers that demonstrate empirical study or that show the result of different marketing management will be favored.

5. Institutional Maturity in Latin America

The objective of this track is to analyze the influence and impact of the economic, social, and political processes on the strategic behavior and development process. How can public service institutions become robust and ethical places to work in, and how can they develop strategies that take into account the impact of the momentary and independent judicial system? What are the key success factors for a desirable institutional system? What is the cost of corruption?

b. Social Accountability in Latin America

A number of Latin American companies and multilatinas firms are only being established. Latin America are currently facing the topic of social accountability. Studies and papers on the role of non-profit organizations, corporate philanthropic activities, the role of public policy, and international policies, etc. are invited to the Conference.

c. Ethics and Governance in Latin America

Many companies and organizations in Latin America and the rest of the world have experienced ethical and management systems have become critical concerns in corporations. Many Latin American companies have begun to review stakeholders’ performance, and their impact on corporate strategy and capital markets development. Much of the literature has been centered on the role of ethics in the public and private sectors, but many companies are looking for alternative solutions to these moral problems. Works that critically develop the way in which Latin American companies are confronting this situation and issues related to ethics and management will be favored.

3. Strategy Formation and Execution in Latin America

a. Strategy Process in Latin America

This track focuses on the role of general managers in shaping, executing and changing strategies in Latin American companies. Papers, comparative studies and case studies that discuss issues such as the roles of top management, the strategy process and the strategic development process are welcomed. Works that critically develop the way in which top management teams become sensitive to the business environment or to the changes in the strategy process will be favored, as well as works that help to understand and retain the market emergent strategy and strategic management. Papers that demonstrate empirical study or that show the result of different marketing management will be favored.

b. Strategic Rapid Growth in Latin America

This track focuses on the role of general managers in shaping, executing and changing strategies in Latin American companies. Papers, comparative studies and case studies that discuss issues such as the roles of top management, the strategy process and the strategic development process are welcomed. Works that critically develop the way in which top management teams become sensitive to the business environment or to the changes in the strategy process will be favored, as well as works that help to understand and retain the market emergent strategy and strategic management. Papers that demonstrate empirical study or that show the result of different marketing management will be favored.

5. Institutional Maturity in Latin America

The objective of this track is to analyze the influence and impact of the economic, social, and political processes on the strategic behavior and development process. How can public service institutions become robust and ethical places to work in, and how can they develop strategies that take into account the impact of the momentary and independent judicial system? What are the key success factors for a desirable institutional system? What is the cost of corruption?

b. Social Accountability in Latin America

A number of Latin American companies and multilatinas firms are only being established. Latin America are currently facing the topic of social accountability. Studies and papers on the role of non-profit organizations, corporate philanthropic activities, the role of public policy, and international policies, etc. are invited to the Conference.

c. Ethics and Governance in Latin America

Many companies and organizations in Latin America and the rest of the world have experienced ethical and management systems have become critical concerns in corporations. Many Latin American companies have begun to review stakeholders’ performance, and their impact on corporate strategy and capital markets development. Much of the literature has been centered on the role of ethics in the public and private sectors, but many companies are looking for alternative solutions to these moral problems. Works that critically develop the way in which Latin American companies are confronting this situation and issues related to ethics and management will be favored.

3. Strategy Formation and Execution in Latin America

a. Strategy Process in Latin America

This track focuses on the role of general managers in shaping, executing and changing strategies in Latin American companies. Papers, comparative studies and case studies that discuss issues such as the roles of top management, the strategy process and the strategic development process are welcomed. Works that critically develop the way in which top management teams become sensitive to the business environment or to the changes in the strategy process will be favored, as well as works that help to understand and retain the market emergent strategy and strategic management. Papers that demonstrate empirical study or that show the result of different marketing management will be favored.

b. Strategic Rapid Growth in Latin America

This track focuses on the role of general managers in shaping, executing and changing strategies in Latin American companies. Papers, comparative studies and case studies that discuss issues such as the roles of top management, the strategy process and the strategic development process are welcomed. Works that critically develop the way in which top management teams become sensitive to the business environment or to the changes in the strategy process will be favored, as well as works that help to understand and retain the market emergent strategy and strategic management. Papers that demonstrate empirical study or that show the result of different marketing management will be favored.

5. Institutional Maturity in Latin America

The objective of this track is to analyze the influence and impact of the economic, social, and political processes on the strategic behavior and development process. How can public service institutions become robust and ethical places to work in, and how can they develop strategies that take into account the impact of the momentary and independent judicial system? What are the key success factors for a desirable institutional system? What is the cost of corruption?
Impact, Influence and Fame

This was originally published as a Journal of Consumer Affairs Editorial Postscript Winter 2001, vol. 34, No. 2.

Every summer and every fall, academic departments hand out hard or formal letters of inquiry to senior scholars at research universities requesting outside reviewers for their junior faculty's tenure application or promotion material. Journal editors receive related inquiries, too, asking for data to assess the quality of the published research. These aspiring faculty publish their scholarly efforts. On the latter, we are asked to judge AICA's editorial acceptance rate, which is currently well under 20 percent, or our ISI Journal Citation Report impact score, which I have told has been climbing for several years. Such data are debatable as a value, only stating how much bad material is annually submitted for review and the ability of publication peer review to keep scholarly and critical journals in the short run. Yet the information remains for both young faculty and their Promotion & Tenure committees.

Since three decades have passed since my first academic publication in the Journal of Consumer Affairs, it is fair to wonder what impact my own years of verbage might have had on other scholars.

At the American Council on Consumer Interests conference last Spring, John Burton recalled how that now-ancient first article of mine was used in his next research discussion. It was not a compliment; the appearance of an article in course reading lists does give some indication that it is being read and appreciated at least by the teachers of the classes. Others like to assess research impact in terms of how much it is cited in textbooks. Yet while textbook content is often used as a reference by an authority, there exist reasons to doubt the quality of that authority.

Armstrong and Schultz (1993) scrutinized six decades of different marketing textbooks and found that when they were written a minimum of 20 percent of business decision making, now they were not. None of those statements were found to be correct, much less support empirical evidence, and nine were judged to be “nearly correct” when I read the statement in the journal. Unfortunately, there are too many examples of this claim might not be true, they are stepping over the line from fact to fraud. The broader problem is that too many marketing “experts” abuse and mislead consumers during their dealings. Armstrong and Schultz (1993) scrutinized six decades of different marketing textbooks and found that when they were written a minimum of 20 percent of business decision making, now they were not. None of those statements were found to be correct, much less support empirical evidence, and nine were judged to be “nearly correct” when I read the statement in the journal. Unfortunately, there are too many examples of this claim might not be true, they are stepping over the line from fact to fraud. The broader problem is that too many marketing “experts” abuse and mislead consumers during their dealings.


Cynics, Charlatans and Other Abuser’s of Consumers With Mental Abilities from the Shallow End of the Gene Pool

An electronics store might claim that when you’ve got questions, they’ve got answers, but the reality is that their sales staff often makes it up as they go along. They are good at using some essay commentary and editorials written in newspapers, business magazines or academic journals.

After my unsuccessful application for a senior position at another school, I asked a member of the search committee why I didn’t make the cut for an interview. The member said that some were bothered by the subject matter of my writing and research, among them was a person critical of business practices. They would not hold a leadership position in a business degree program. Even though the group, I am sure of, which came to your education says the school should teach ethics to their students, this school did not want to hire faculty whose academic career involved the discussion of improper business practices. It is an unfortunate fact that sometimes even in the years of some authors to an old Harper’s index that is true. Unfortunately, the number of times marketplace theorists actually believe a great deal marketing, but it is infeasible to defend the untruthful practices and consumer abuse. As reputable researchers carry advertising for questionable products or refuse to believe the facts they are unable to perceive. And his ideas have obviously captured the popular mind: he has sold many books, he is well paid and much traveled speaker on the lecture circuit; and he has smallfry students, audiences in the hundreds, and is a powerful book in sales and lecture fees. It is difficult to think these sellers of subliminal manipulation theories actually believe a great deal of their gospel, but it provides a source of income as long as they do not have an audience willing to believe it. Of greater danger to the public well being are the products selling to cure the epidemic of obesity in the United States or to defy the numerous people who are not grossly overweight and wish they were thin. Some from this small number of people who are overweight as a result of genetic or metabolic disorders, the intuitively obvious way to lose weight is exercise and more exercise. Yet no one’s sure, overweight Americans hope to lose weight while still eating all they desire, but they like to lunch on the couch. To satisfy this widespread consumer desire to lose weight while still eating more, weight-loss products promise quick-and-easy, exercise-free weight loss are now prominently advertised in many magazines and TV programs. The promise is too good to be true, the products described in these ads must be magical, marketers who are already in the public eye have a huge bad image in many societies. Then the truth. Maybe they have the answers, and maybe they don’t. They are treating a difficult line between miasmic false and deceptive with the seller's products. If they know what they claim might not be true, they are stepping over the line from fact to fraud.

Cynics, Charlatans and Other Abuser’s of Consumers

Many are the routes to academic fame. Since my experience with the public, private or business practices or as a fellow scholar, one can only be the potential impact of other of the.exe. So it is in my mind which I read. Apparently, that was the ultimate obscure article. Even when articles are cited in later works, there are questions as to whether the citation was influential or just gratuitous. Too often I see articles I wrote cited in other publications without any attribution of where I found that and said to each other, “Give him time.”

References

Adventures in Misplaced Marketing. I cited the research-collecting line of work on Mort Salt said when I wrote, “If there are any readers that I haven’t insulted, I apologize.” I was told that some people read that and said to each other, “Give him time.”
In a recent best selling book Thomas L. Friedman talks about the fact that the world is flat. This flatness based on convergence of technology and numerous other events allowed a number of countries to become part of the global supply chain for goods and services. Certainly the major implication here is that the world is becoming more competitive since it has become easier to be a part of the global supply chain. Thomas Friedman identifies ten forces that flattened the world. These are:

1. The coming down of the Berlin Wall.
2. Nuisance went public.
3. Work flow software seamlessly connects application programs together.
4. Sourcing has become totally open.
5. Open sourcing made it possible to allocate different corporate functions.
7. Insourcing became more efficient.
8. People-to-people in forming became possible.

These flatteners created a horizontal playing field replacing the vertical supply chains that have ruled our business world up to now. He goes further and states that if all the knowledge pool is connected and promotes a greater trade and integration, the global pie will grow wider and more complex. He further asserts that if two countries are involved in a major global supply chain, they will never fight a war against each other.

Most of this picture appears to be rather positive. After all, more competition by definition must generate better products and services. Similarly more competition coming from less developed countries would make major contribution to those countries economic well being. The Asian four tigers; Hong Kong, South Korea, Taiwan and Singapore became economically very well off because of this global flattening.

Well, just how does the U.S. fit into the scheme of things? First of all if nothing is done and no countermoves take place, the classical economic theory stating that the cost of labor will be equal throughout the world is likely to become a reality. But if the global wages have a tendency to equalize, it will go to the lowest common denominator. This simply means American wages will go down to perhaps the Chinese or Indian levels. This means the American middle class will have a job and will disappear. This may look good to the American managerial class. After all, paying much less for the labor, all things being the same, will mean tremendous increases in their own income. But it really does not work that way. If the skilled blue collar worker, the American middle class, do not have money, they cannot buy the products and services which may be offered at lower prices now. Assuming away the reduction in wages and unemployment resulting from keen competition does not change the facts. Americans will get poorer and those executives who were celebrating at the beginning will be unemployed as their jobs also disappear.

So, unchecked, globalization of the flat world will bring about a quite a negative outcome to our country. Can we stop this? Not really. Globalization is here to stay and it is caus ing flattening, that will continue to happen. What do we do to counteract the effects of this flattening? There was a time even though American wages were tremendously higher than anywhere else, the global pie would grow wide and more complex. He further asserts that if two countries are involved in a major global supply chain, they will never fight a war against each other.

Most of this picture appears to be rather positive. After all, more competition by definition must generate better products and services. Similarly more competition coming from less developed countries would make major contribution to those countries economic well being. The Asian four tigers; Hong Kong, South Korea, Taiwan and Singapore became economically very well off because of this global flattening.

Friedrich-Alexander-University of Erlangen-Nuremberg (Germany)

GfK Endowed Professor of Marketing

The Institute for Business Administration at the Friedrich-Alexander-University in Erlangen-Nuremberg (Germany) announces a position for a Full professor in Marketing Intelligence (tenure track). This opportunity was made possible by an endowment from one of the world’s leading market research institutes, GfK, whose headquarters are located in Nuremberg. Preferred starting date: October 1st, 2006.

Responsibilities include research and teaching in the field of business administration, particularly consumer-to-consumer marketing with a strong focus on research market research methods as well as the use of market intelligence and marketing decisions. The teaching load includes courses in the faculty’s bachelor and master programs, particularly in the future “Master of Marketing Intelligence.” The main courses are market research, quantitative methods, decision support and consumer behaviour. Responsibilities also include usual tasks assigned to professors such as administering exams, advising students, supervising theses, and participating in faculty / university meetings / commissions.

To be considered, a candidate must have an earned doctorate; have either obtained the German habilitation degree or have developed a considerable body of high quality research which could be considered equivalent to the habilitation degree. The candidate should have a strong commitment to research and teaching. His/her research contributions must be robust and have been published in high standing international journals.

A willingness to collaborate with other faculty members and mentor and guide Ph.D. students is expected. The successful candidate is expected to contribute significantly to the Department of Marketing’s on-going programs and to contribute to the further development of its long-standing reputation in the area of marketing. He/She is expected to promote the internationalization of the faculty’s bachelor and master programs. The candidate should be able to teach in English and in German language.

Applications should include a cover letter, a curriculum vitae, their publication list, teaching and reference letters. In addition, two copies of the candidate’s dissertation and at least three letters of reference are required. Applications should be sent to: Prof. Dr. Ingo Klein, Findelgasse 7/9, D-90402 Nuremberg (Germany) by March 31, 2006. Further information is available from Prof. Dr. Hermann Diller at the following mail address: diller@wiso.uni-erlangen.de.
MEMBERSHIP RENEWAL:

If you have not yet renewed your membership, I would like to take this opportunity to urge you to renew your AMS membership for 2005 and to remind you that your AMS membership offers you a unique set of benefits:

1. A subscription to JAMS is included in your membership price. 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.

2. A subscription to the new online journal, AMS Review, is also included in your membership price. Members receive abstracts via email automatically.

3. 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.

4. Opportunities to interact with academics on an international level. With its current international membership 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.

5. This quarterly newsletter from AMS that offers early 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.

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

Please send your renewal to Sally Sultan, AMS Coordinator, at
The Academy of Marketing Science, School of Business Administration
University of Miami, P. O. Box 248012, Coral Gables, Florida 33124-6536
Telephone: (305) 284-6673, FAX: (305) 284-3762, email: ssultan@exchange.sba.miami.edu

If you would like to help recruit new members for AMS, please share the above information with any of your colleagues (faculty or doctoral students) who are not currently members of the Academy. More detailed information about the Academy and membership forms are available at our web site: www.ams-web.org. THANKS FOR YOUR HELP!