Academy of Marketing Science
September 2005 Volume 6, Number 3 & 4

Message from the President

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Finally, it is an honor and a privilege for me to serve as the President of the Academy of Marketing Science. Please do not hesitate to contact me anytime you have a question, suggestion or comment about the organization or any of its activities. My email address is c.lamb@tca.edu and my telephone number is (817) 257-7541. I look forward to seeing you at one of our 2005 or 2006 conferences. Chuck Lamb, Texas Christian University c.lamb@tca.edu

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You are encouraged to nominate someone by providing a brief statement of less than 100 words describing what the nominee has accomplished to be worthy of the Barken Award. You are also asked to affirm that to their knowledge the nominee has “at all times acted with integrity and high ethical standards.” Nominations should be sent via email or mail by August 31 to:

Prof. Michael R. Czinkota
McDonough School of Business
Washington D.C. 20057
mczinkota@mgsb.georgetown.edu

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David W. Stewart
Chair, AMS Marketing Practitioner Scholar Award Nominating Committee
Department of Marketing
Marshall School of Business
5660 Trousdale Parkway
2088 Accounting Bldg.
University of Southern California
Los Angeles, CA 90089-1428
Telephone: (213) 740-5077
Facsimile: (213) 740-6465
E-mail: david.stewart@marshall.usc.edu

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 and 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 the ancient Roman theater, and close to the hotels that will serve as our accommodations for the congress.

John T. (Tom) Menzler and Matthew B. Myers, both from the University of Co-Teachers for North America. The University of Verona team will be headed up by Antonino Borghesi, the Local Arrangements Chair, and Paola Signori as Project Manager. They will be ably supported by Barbara Gaudenzia (cultural events, services, catering), Ivan Russo (marketing and communication), and Simonte Girelli (site technical arrangements).

Nomination Call for Nominations: AMS "MARKETING PRACTITIONER SCHOLAR" AWARD

Starting your research and presentation plans now to be part of this unique experience.

The Academy of Marketing Science and the KPMG Ph.D. Project

The Academy of Marketing Science is a leading American-based association of marketing educators when it comes to supporting diversity and multiculturalism. According to its mission statement, “the Academy of Marketing Science is an international, professional organization that has held annual congresses in such diverse locations as Australia, Malaysia, and Turkey.” It also holds biennial congresses to create diversity in American colleges and universities.

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JAMS RANKING
Publishers such as Sage pay close attention to rankings which are put out each year by ISI (webofscience). Such rankings are often based on measures such as the impact factor, which indicates how often an article from a specific journal gets cited in other journals. ISI also divides journals into groups. JAMS is classified as a “business journal” (along with other marketing, management, general business and business law journals).

Here is a recent quote from Brad Parker, who is “Associate Editor, Journals” and JAMS’ main contact at Sage: “The 2004 ISI (Index of Scientific Information) rankings were recently released and I am happy to report that JAMS’ ranking in the “Business” category jumped from 1677 to 937. Further, JAMS’ impact factor improved from 1.321 to 1.417. This is great news for the ISI as the premier ranking service in scholarly publishing. Both libraries and potential authors monitor these ranking’s closely—good ranking helps ensure a strong subscriber base as well as quality submissions from top researchers.”

As described above, in the most recent (2004) ISI rankings, JAMS is listed as the 9th best business journal, out of 57 journals in the category. JAMS’ rank in 2003 is 16, and its rank in 2002 is 106. I am attaching a table which shows the top 25 journals from the business category (2002, 2003, and 2004).

George M. Zinkin
Journal of the Academy of Marketing Science
The University of Georgia
Terry College of Business
Bank of America Building, Suite 606
110 Clayton Street
Atlanta, GA 30002-5286
703.425.3004
703.542.3718 (fax)

David Stewart, Editor-elect, Journal of the Academy of Marketing Science

David W. Stewart, Robert E. Brooker
Professor of Marketing,
In the Marshall School of Business
at the University of Southern California

Dr. Stewart has been honored for innovation in teaching by the Decision Sciences Institute and received the 1988 Senior Research Fellowship from the American Academy of Advertising. His paper on warning messages was named the best paper published in the Journal of Public Policy and Marketing during 1992-94 and he was recipient of the American Academy of Advertising Award for best paper in the Journal of Advertising in 1989. In 1998, he received the American Academy of Advertising Award for Outstanding Contribution to Advertising Research. A 1990 report in the Journal of Advertising highlighted him among the top 25 contributors to the literature on advertising during the 1980’s.

The 2005 Annual Conference in Tampa was a Great Success

The 2005 AMS Conference at Innisbrook Resort in Tampa, Florida May 25-28, chaired by Jim Boley and Dana Lascu, was a great event attended by over 200 marketing academics from around the world. Attendees had the opportunity to attend sessions from 15 different tracks and a number of special sessions focusing on specific marketing topics. The sessions represented a good mix of academic/practitioner friendly sessions. The awards luncheon on Thursday, May 26 saw 150 attendees recognizing individuals for a variety of honors. These included: Naresh Malhotra, the Cutco/Vector Distinguished Marketing Educator, Victoria Cottenden, Dan Gorbel, Salah Hassan, and Robert Woodraff, recognized for Outstanding Teaching in Marketing; the Mary Kay Dissertation Competition Finalists - Chiharu Ishida, Chulso Kim, Caroline Tan Wee Lin, and Naeef Moura, with Chiharu Ishida being chosen for top honors; Meriith Griffiths, winner of the Jane Fenyo Best Student Paper, Samah H. Ahmed and Sandra Forsey, the winners of the Stanley Hollander Outstanding Retail Paper, as well as the Wayne DeLozier Outstanding Conference Paper Award. At the banquet on Friday, May 27, Margaret Henderson Blair, President of Research Systems Corporation was presented the 2005 AMS Distinguished Marketing Award and Gay Lindquist was presented the Harold Berkman Service Award. A number of pictures from this conference appear later in this issue of the AMS Quarterly.

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 Robins 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 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.

Voluntary Reddy Aileni reports that he has been appointed as the Chairman, Board of Studies of Business Management, Osmania University, Hyderabad, India. This Business School guides 95 other Business schools. They offer a Master’s Program in Management for prestigious Indian police officers (Indian Police Service), an MMS for the College of Defense Management, the only college of Defense services (with officers at least 20 years of age). They offer Master’s programs in hospital management for Apollo Hospitals along with Master’s programs for the National Institute of Hospitality & Tourism Management. It is the job of the Chairman of the Board of Studies to oversee curriculum development, and other academic activities.

Jean-Charles Chebat (HEC-Montreal) has been appointed as Executive Director, Lassonde School of Management, Carleton University, Canada, as a Leader In Business Administration. He served as the National Director for Mu Sigma Epsilon, the national honor society in marketing, for the past 22 years. He has worked to help publish several marketing textbooks, including the seven editions of Principles of Marketing and three editions of Effective Marketing. As with the past PSE National President, current Executive Committee member and past chapter advisor d’Amico has spent his professional career improving the lives of the next generation of business leaders. He has also been awarded numerous times for outstanding teaching. Dr. d’Amico is known for his ability to bring humor to the classroom while holding students to a very high standard of learning. He is a very involved member of his local community. He is a member of the Akion Symphony Orchestra, Advisor for the Akion Newcomen Center, past VP of the Board of Goodwill Industries, and a member of several other organizations including the National Motivation Task Force. Pi Sigma Epsilon is the only national professional business fraternity for men and women involved in sales, marketing and management. For more information on Pi Sigma Epsilon, Dr. Michael d’Amico, or how to join, visit www.psig.org.

Narekh K. Malhotra reports that he has just published his 100th Refereed Journal Article. This milestone publication is "A Longitudinal Model of Continued IS Use: An Integrative View of Four Mechanisms Underlying Post-Adoption Phenomena,” Management Science, 51(5) (May 2005): 741-755 (with S. Kim). Recently, Narekh has shifted some of his research focus to the interface between marketing and MIS. He has also published this research in other top rated journals such Information Systems Research (also published by INFORMS). Narekh received the Academy of Marketing Science CITCO/Vectordistincted Marketing Educator Award for 2005.

Roland Rust (University of Maryland), Katherine Lemon (Boston College), and Valerie Zehnaud (University of North Carolina) were awarded the MSI/H. Paul Root Award from the American Academy of Advertising for their article, “Return on Marketing: Using Customer Equity to Focus Marketing Strategy.” Russ joins Paul Green and Phil Kotler as one of the only three authors who have won the award three times. Rust will become Editor of the Journal of Marketing on July 1.
2005 CONFERENCE HIGHLIGHTS

Doctoral students mixing with AMS Faculty at Wednesday evening reception

Doctoral Colloquium students were an exciting addition to the normal mix of attendees

AMS awards luncheon attendees enjoying the setting
2005 CONFERENCE HIGHLIGHTS

AMS Awards Recipients

AMS President Chuck Lamb congratulating Program Co-chairs, Joe Hair and Jim Boles

Joe Hair presenting Samah H. Ahmed with the Stanley Hollander Retail Paper Award and the M. Wayne DeLozier Best Conference Paper Award (not pictured co-author Sandia Forsythe)

Joe Hair recognizing Ralf Schellhase for his work on the Mary Kay Dissertation award

The finalists for The Mary Kay Dissertation Award

The winner of the Mary Kay Dissertation Award, Chiharu Ishida
**2005 CONFERENCE HIGHLIGHTS**

- The 2005 Conference Track Chairs receiving their recognition certificates
- AMS Board of Governors Chairman, Tom Mentzer, presenting the Outstanding Teaching Awards to Salah Hassan, Vicky Crittenden, Dan Goebel and Bob Woodruff
- Jag Sheth and George Zinkhan recognizing Peter Dickson for the 2004 JAMS Best Paper award (co-author Rebecca Slottergraf not pictured)
- David Stewart, the new editor of JAMS
- Tom Mentzer presenting The Harold Berkman Service Award to Jay Lindquist
- Jay Lindquist discussing the 2007 World Marketing Congress in Verona, Italy
- Award winners Naresh Malhotra and Jay Lindquist
2005 CONFERENCE HIGHLIGHTS

AMS President Chuck Lamb presiding over the 2005 Conference Banquet

The 2005 AMS Distinguished Marketer, Margaret Henderson Blair, President of Research Systems Corporation

Erick Laine and Sarah Baker Andrus from Cutco/Vector with Antonio and Merilana Borghesi

A great time for relaxing from the rigors of Conference sessions - The AMS Receptions

Margaret Henderson Blair with a variety of AMS notables

Cutco/Vector Chairman, Erick Laine and AMS Board of Governors Chair, Tom Mentzer present the Cutco/Vector Distinguished Marketing Educator Award to Naresh Malhotra

The Borghesis with AMS Executive Director Harold Berkman and his wife Muriel

Past President Bob Peterson with Tom Mentzer and his wife Brenda
CALL FOR PAPERS

2006 Annual Conference, Hyatt Regency, San Antonio, TX, USA
May 24-27
Submission Deadline: October 31, 2005
Conference Phone: “Revolution in Marketing: Market Driving Changes”

Conference Co-Chairs

G. W. Marshall and J. A. Siguaw

The term ‘Revolution’ is not chosen lightly - it is clear that the role of marketing in both the firm and in society is in a period of substantial change. This change is being driven by many factors, not the least of which are changes in consumer capabilities to react to consumer preferences, and a return to focusing on serving customers as individuals through interaction. It is incumbent upon both marketing academicians and practitioners to critically assess the changes the way which companies can be market driven versus market driven. This is the goal of this year’s AMS conference is one of creating great awareness of the changes, trends, and advances associated with developing radically new products and services, creating new markets, creating new channels, establishing new price points, and formulating new business models.

To participate, submit competitive papers (not abstracts or special session proposals) electronically to the appropriate track chair listed below. Important: It is the responsibility of the submitter to submit the same paper or special session proposal to only one track. Submitters must be aware of the deadlines associated with theAMS Conference. The deadline for submission is October 31, 2005.

G. W. Marshall
Conference Co-Chair
Rollins College
Monticello, FL 32701
Phone: 407-660-4196
Email: gm336@rollins.edu

J. A. Siguaw
Conference Co-Chair
Nanyang Technological University
Singapore 639798
Phone: +65 6790 4464
Email: judy@siguaw.nus.sg

AMS Quarterly
Continued on Page 9
28th March 2006 at the Birmingham Business School, University of Birmingham. This international conference seeks to engage the advanced knowledge of brand management amongst scholars by disseminating new research and through the evolution of new research themes. It also aims to narrow the gap between practitioners and invited researchers from the Journal of Marketing who may have demonstrated significant experience as being at the leading edge of their discipline.

This thought provoking conference will open with a keynote address from the esteemed brand management and special session on the topic of conference. Throughout the second day, there will be parallel tracks, with a focus on academic papers, invited papers, and a plenary paper by the keynote speaker. The conference will conclude with a panel discussion, featuring the invited researchers, followed by a closing keynote address.

Papers on any aspect of brand management are invited. Information regarding the submission of papers and formatting instructions will be found at http://business.bham.ac.uk/mbm. Deadline for paper submissions is January 5, 2006. All papers will be refereed and authors will be notified early in February 2006.

After the conference, authors may wish to refine their paper and submit it for refereeing to a Special Issue of the Journal of Marketing which will be published in June 2006.

Further details are available at http://business.bham.ac.uk/mbm. Questions regarding the conference should be directed to the Conference Chair, Prof. Deirdre Lea (deirdre.lea@bham.ac.uk).
CALL FOR PAPERS AMS/KAMC Cultural Perspectives in Marketing Conference July 12-15, 2006 Venue: Lexington Hotel Conference Objectives Multiculturalism continues to be a vital aspect of global marketing that affects consumers and business practices across the world. The theme of this year’s conference is, “The Dynamic Nature of Cultural Perspectives in Marketing.” This theme emphasizes the fact that educators and business leaders to recognize, appreciate, and understand the significance of differences in values and consumer business practices, as they affect both domestic and multinational marketing strategies. The AMS/KAMC Cultural Perspectives on Marketing Conference offers outstanding opportunities for business leaders and academics to share their insights and learn from the research findings and experiences of other conference participants. Welcome participation from all cultures and parts of the world.

Papers: Content and format must be original and must not have been previously published or submitted for publication elsewhere. Proceedings of this conference will not be published.

Conference Chair: Professor Raymond C. Taylor, John A. Murphy Professor, Dept. of Business Administration, Villanova University, 1000 Chastain Road, Kennesaw, Georgia 30144 USA, Fax: (785)532-5522

SPECIAL SESSIONS AND WORKSHOPS

To submit a paper, special session proposal or to participate otherwise, contact the appropriate program manager listed below:

Marketing to Children/Family Decision Making: Professor Chankon Kim, Dept. of Marketing, School of Management, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, takahas@fbc.keio.ac.jp, Tel: (81-3)5-641-6111, Fax: (81-3)5-641-6112.

Sales Management: Professor Boluket Menguc, Dept. of Marketing, Brock University, St. Catharines, ON L2S 3A1, Canada, bmenguc@brocku.ca, Tel: 905-688-5504, ext. 5104, Fax: 905-684-4148.

Retailing: Professor Yong-Kyu Kim, Dept. of Marketing, Kyunghee University, 1, Hoegi-dong, Dongdaemun-gu, Seoul, Korea, kyungkoe@hku.kr, Tel: +82-2-961-3042, Fax: +82-2-961-0811.

Marketing to Ethnic Minorities: Professor John Stanton, School of Marketing and International Business, University of Western Sydney, Locked Bag 1797, Penrith South DC, NSW 2750, Australia, Tel: +61-2-4820-3140, Fax: +61-2-4972-7870.

Industrial Marketing: Professor Pilar PlaPiacca, Industrial Marketing, University of Western Ontario, 4150-4th Ave, Sarnia, ON, Canada, E50 4K8, Tel: 519-884-8071, Fax: 519-884-8070.

Marketing in General: Professor Jin Yong Lee, Department of Business Administration, Sedel National University, 1501 Koryugang-Ro, Guimpo-si, Gyeonggung-do, Korea, buzzlee@knu.ac.kr, Tel: +82-32-390-6443, Fax: +82-32-390-6445.

Consumer Behavior: Professor Chris Chon Chan-Fook, Dept. of Business Administration, Keio University, Anam-dong, Songpa-gu, Seoul, Korea, chonf@kku.kr, Tel: +82-2-3260-0420, Fax: +82-2-395-4006.

Brand Equity: Professor Chan Sun Yu, College of Business Administration, Keio University, Anam-dong, Songpa-gu, Seoul, Korea, Tel: +82-2-3260-1380.

Current Issues in Marketing in China: Professor Patrick Forrester, Dekker Publishers and International Business, Lingnan University, Taichung City, Taiwan. Tel: +886-4-2324-2494, Fax: +886-4-2324-2494.

Research Methods: Professor Sang-Hoon Kim, College of Business Administration, Seoul National University, San 56-1, IlHil-dong, Gwanak-gu, Seoul, Korea, Tel: +82-2-3209-6934, Fax: +82-2-378-5114.

Marketing in the EU: Professor Biljana Crnjak-Karanovic, Dept. of Marketing, Faculty of Economics in Split, Medicea latovica 31, 21 000 Split, Croatia, benjicek@ffs.hr, Tel: +385 21 340-652, Fax: +385 21 341 011.

Consumer Behavior: Visiting Professor Arne Reimers, Dept. of Marketing, University of Technology, 10581, Oslo, Norway, Tel: +47-22 17 36 11, Fax: +47-22 17 36 10.

Channels of Distribution: Professor Ilak Tahakashi, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, tahakashi@keio.ac.jp, Tel: +81-3-3453-4511, Fax: +81-3-443-4625.

Hotel and Restaurant: Professor Kijoon Back, Department of Hotel, Food and Tourism Management, Dankook University, Gyeonggi-do, 452-76, Korea, Tel: +82-31-480-3653, Fax: +82-31-480-5591.

Marketing Professor: Raj Schollkast, Dept. of Marketing, University of Applied Sciences Darmstadt, Haardtring 100, 64295 Darmstadt, Germany, schollkast-r.h@gmail.com, Tel: +49 6121 876674, Fax: +49 6121 876473.

Marketing to Children/Family Decision Making: Professor Chankon Kim, Dept. of Marketing, School of Management, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, takahas@fbc.keio.ac.jp, Tel: (81-3)5-641-6111, Fax: (81-3)5-641-6112.

Sales Management: Professor Boluket Menguc, Dept. of Marketing, Brock University, St. Catharines, ON L2S 3A1, Canada, bmenguc@brocku.ca, Tel: 905-688-5504, ext. 5104, Fax: 905-684-4148.

Retailing: Professor Yong-Kyu Kim, Dept. of Marketing, Kyunghee University, 1, Hoegi-dong, Dongdaemun-gu, Seoul, Korea, kyungkoe@hku.kr, Tel: +82-2-961-3042, Fax: +82-2-961-0811.

Marketing to Ethnic Minorities: Professor John Stanton, School of Marketing and International Business, University of Western Sydney, Locked Bag 1797, Penrith South DC, NSW 2750, Australia, Tel: +61-2-4820-3140, Fax: +61-2-4972-7870.

Industrial Marketing: Professor Pilar PlaPiacca, Industrial Marketing, University of Western Ontario, 4150-4th Ave, Sarnia, ON, Canada, E50 4K8, Tel: 519-884-8071, Fax: 519-884-8070.

Marketing in General: Professor Jin Yong Lee, Department of Business Administration, Sedel National University, 1501 Koryugang-Ro, Guimpo-si, Gyeonggung-do, Korea, buzzlee@knu.ac.kr, Tel: +82-32-390-6443, Fax: +82-32-390-6445.

Consumer Behavior: Professor Chris Chon Chan-Fook, Dept. of Business Administration, Keio University, Anam-dong, Songpa-gu, Seoul, Korea, chonf@kku.kr, Tel: +82-2-3260-0420, Fax: +82-2-395-4006.

Brand Equity: Professor Chan Sun Yu, College of Business Administration, Keio University, Anam-dong, Songpa-gu, Seoul, Korea, Tel: +82-2-3260-1380.

Current Issues in Marketing in China: Professor Patrick Forrester, Dekker Publishers and International Business, Lingnan University, Taichung City, Taiwan. Tel: +886-4-2324-2494, Fax: +886-4-2324-2494.

Research Methods: Professor Ilak Tahakashi, Faculty of Business and Commerce, Keio University, 2-15-45 Mita, Minato-ku, Tokyo 108-8345, Japan, tahakashi@keio.ac.jp, Tel: +81-3-3453-4511, Fax: +81-3-443-4625.

Hotel and Restaurant: Professor Kijoon Back, Department of Hotel, Food and Tourism Management, Dankook University, Gyeonggi-do, 452-76, Korea, Tel: +82-31-480-3653, Fax: +82-31-480-5591.

Marketing Professor: Raj Schollkast, Dept. of Marketing, University of Applied Sciences Darmstadt, Haardtring 100, 64295 Darmstadt, Germany, schollkast-r.h@gmail.com, Tel: +49 6121 876674, Fax: +49 6121 876473.
CALL FOR PAPERS
8th International Forum on The Sciences, Techniques, Management and Economics
December 24th-25th 2005

Subject: Objective and subjects
This Forum is a meeting point for researchers and researchers of marketing activities. It is open to all those researchers in any area of knowledge who through their work and contributions can influence the development and the advancement of marketing as a science, as a technique and as a tool.

The papers can be oriented towards investigations and research in any of the new developments related to marketing. They may originate in any of the academic disciplines: management, business, psychology, anthropology, philosophy, sociology, law, etc. Contributions related to the following issues are welcome:

Marketing research and techniques; Marketing communications; Pricing policy; Consumer behaviour; Marketing ethics; Product innovation; Direct marketing; Marketing and ecological issues; Relationship marketing; Distribution channels; Marketing models and new architectural innovation.

The number of authors of each paper must not exceed three. Acceptance of a paper means that at least one of the authors must pay the inscription fee and present the paper at the Forum. The registration form and registration fee should be received before November 10th.

Keynotes
Two keynote speakers will address the 8th International Forum on The Sciences, Techniques, Management and Economics.

Registration Fee
The Forum fee for the papers presented for those who wish to attend the Forum, is 180 Euros. This fee includes the Forum proceedings admission to all sessions, lunches, last day dinner and coffee breaks, photo and CD of proceedings and refreshments. The fee should be forwarded by bank transfer to:

Bank: BBVA

Hotel Accommodation
Hotel accommodation is not included in the Forum fee. Our travel agency has reserved reduced rates at three hotels and we would like to advise you to book early.

Hotel Tiel
Managua de Utrera, 4
Single $ double room 90 euros

Hotel NH Arenal
Alberto alguer, 53
Single room 90 euros, double room 105,5 euros.
The hotel is situated near the train and VAT is included.

Hotel NH Amapol
Vallermero, 65
Single room 90 euros, double room 105,5 euros.
The restaurant is beside the VAT and VAT is included.

Guidelines for Contributors of Papers
Papers must be written in English. The length of the manuscript may not exceed 12 pages including the title page, two pages in Times New Roman with double spacing and 12 point Times New Roman. The title page must contain: Title, Author(s), Affiliation(s) and email addresses. It shall also provide a statement that the submission contains original work which has not been published or published elsewhere. The submission text shall start with the bottom of the page.

The submission fee shall be paid by electronic transfer to:

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CALL FOR PAPERS
JOURNAL OF ADVERTISING RESPONSIBILITY IN ADVISING - MULTIPLE PERSPECTIVES
DUE DATE: MANUSCRIPTS 90 2006

Increasingly, responsibly and ethical business practice is expected across stakeholder groups. The growing expectation has arisen for several reasons:

• Consumers expect organizations to behave in a responsible fashion and they want to be informed about these issues. Concerns about the environment are more than a million.
• Public companies have responsibility to society to only.

Authors may submit either a full paper or an abstract of their intended paper.

Submission Information
Email: Michael.Polonsky@vu.edu.au
Fax: (61-3) 9688-4931

The submission should be sent to:

Michael Jay Polonsky
Journal of Marketing Theory and Practice
The University of Dayton
Dayton, OH 45402-1629

The manuscript must include:

• 250-word abstract
• Full biographical note
• References
• A cover sheet including the title of the manuscript, names of the authors, institutional affiliations, and the names of any other persons who should be acknowledged for their contribution to the work.

The manuscript must be sent in electronic form (as e-mail attachments) to:

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ALTERITES' SCHOLARSHIP

As editor of Journal of Consumer Affairs, about once a week I receive a letter from someone who probably considers submitting a journal article to me as a burden. As a professor, I have higher priorities than reading and replying to the many letters we receive that consider this submission manuscript for you. I have not found much joy in writing the attachments and rarely do I reply. They are usually about something I am somewhat familiar with but don’t wish to dwell on, so I do not consider them hateful criticism.

I would be surprised to find alterites with doctoral degree. Over the years I have met Journalism many years and faculty feel their presence is do not possess a basic understanding of his work, inexperienced. Even the weakest of low-prestige academic research programs to retain their jobs. raising research expectations on faculty, or, as conceptualization. In the early days of the Presidential election, numerous major political candidates stated, “When news breaks, we fix it!” Yet a comedian, he calls his program “fake news” and television network Comedy Central. The host of a century ago, advertising?supported newspapers instead of a service. News channels want to maximize profit maximization, news the people need gets a back seat to what they want to hear. A century ago, advertising?supported newspapers from being mislead.

A change in the news is minimal, as is economic news or exclusion of coverage of similar homicides or married politician supervisor. More recently, one were all O.J. all the time, bumping most other were consumed with the disappearance of a popular mood. Up till the end of 2004, public state of the U.S. public stating in economic numbers. In other televised meetings with the republican presidential campaign from the late night comedy news channels want to maximize profit maximization, news the people need gets a back seat to what they want to hear. A change in the news is minimal, as is economic news or exclusion of coverage of similar homicides or married politician supervisor. More recently, one were all O.J. all the time, bumping most other were consumed with the disappearance of a popular mood. Up till the end of 2004, public state of the U.S. public stating in economic numbers. In other televised meetings with the republican presidential campaign from the late night comedy news channels want to maximize profit maximization, news the people need gets a back seat to what they want to hear. A change in the news is minimal, as is economic news or exclusion of coverage of similar homicides or married politician supervisor. More recently, one were all O.J. all the time, bumping most other were consumed with the disappearance of a popular mood. Up till the end of 2004, public state of the U.S. public stating in economic numbers.

With the proliferation of journals and Internet data bases to find materials, people gather literature like gathering snow. We have had several issues in which the reference list generated even though the articles often the words. We have read so much that we do not want to be surprised to find alterites with doctoral degree. In his 1978 black comedy movie, “Network,” Peter O’Toole plays a journalist who news editors would not give people what they wanted. Critics charge that news consumers do not know what they want and popularity might not be covered. The once popular market for covering news and our reviewers that the authors appear to being mislead.

And a comedian

While using the format and style commonly reported on half-hour news programs. “The Daily Show” approach can be for consumers to count what research was done, there is no measure what is thought. The truth is not a subject to the journalistic field, but objectivity, they just report what is said instead of trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true. It is unfortunate that a comedian, an trying to point out what is true. The truth is not a way of thinking for themselves, but objectivity does not make facts bias, and objectivity does not make facts true.
Our innovative govenome, we will become a second-ratio positive world. Achieving this goal, as we is very complex and needs other types of investments in the short-term, not only will development and leadership in creativity. Simplicistic solutions such as tax cuts, but also it is an interesting beauty, however functional in the short-run, will do much harm to the society in the long-run. We must go back to supporting small- and medium-size development (R&D), high level student support and participation in international collaboration.

We have done it before and we could do it again. Ongoing research work:  

- A. Coskun “Josh” Samli, University of North Florida, jnsamli@unf.edu

HELP, MY DOCTOR FIRED ME  

Marketing Controversy #2  

A few months ago I received a very strange letter from my doctor. I told him maybe that he thinks I am a Democrat or politically incorrect. He called me to say that he fired me. "In this case if this is a consumer my health is in danger and without proceedings good research is not possible on the proceedings and perhaps give them to some one ancient and still not any getting it. Receiving bills that we doctors want to make the degree of knowledge about the procedures and the different natures of different patients or do not simply bother to get more information on the procedures and perhaps give them to some back. The reader of the research. If we do not have a feeling that those who decided to put proceedings in the library is a plus: Advertising, Integrated Communications, International Business, International Marketing and B2B Marketing. Successful candidates will have a PhD degree in marketing or related fields and must have a demonstrated record of research or strong potential for research leading to a completed doctor of philosophy degree by September 2004. Relevant work experience in a related discipline is a plus. Rank is open. Salary is competitive.

The undergraduate and Master's business development programs of the C.W. Post Campus of Long Island University are AACSB accredited.

The C.W. Post campus is one of three major campuses of LIU and is located on 308 magnificent acres of the Gold Coast (north shore) of Long Island, 25 miles from New York City (www.liu.edu).

We will be interviewing at the AMA 2003 Summer Marketing Educator and Student Conference in August in Chicago. The University is an equal opportunity, equal employment employer.

To apply, mail, fax, e-mail or cover letter along with a detailed Curriculum Vita including contact information on the references needed.

Dr. P.M. Rao, Chairperson Department of Marketing Attention: Ms. DRONLINE; LIUC.W Post Campus 720 North Blvd. Brookville, NY 11548 Phone: 516-299-2143 Fax: 516-299-2147 e-mail: rao@liu.edu

Monash's Department of Marketing is Australia's largest provider of tertiary-level education in all aspects of the discipline. We offer an exciting and rewarding environment for full-time academic staff, 15 administrative staff, a large number of sessional teaching staff and part-time and full-time research and teaching assistants. Some 1500 undergraduate students and over 500 graduate students are enrolled in department-managed degrees. Departmental staff teach in a number of other Monash programs. It has the stated research aim of undertaking and disseminating quality research in marketing through its PhD, masters and honours programs, with an emphasis on research support for staff.

The successful candidate will assume significant responsibilities for key areas in the department's activities and will be expected to contribute to teaching in undergraduate, graduate and executive programs, as well as taking a significant role in the development of the department's research activities and involvement in departmental management. Research and publication are seen as essential for all departments academic staff.

We must go back to supporting small- and medium-size development (R&D), high level student support and participation in international collaboration. Research work:  

- A. Coskun “Josh” Samli, University of North Florida, jnsamli@unf.edu

WHAT HAPPENED TO OUR PROCEEDINGS?  

Marketing Controversy #3  

The reason why marketing as a discipline exists is that it is "instrumented in the creation of customer value. But what about that the marketing in Development (MkD) is seen as a consumer and a quality leader role in leadership of research activities and undergraduate, graduate and executive programs has the stated research aim of undertaking and disseminating quality research in marketing through its PhD, masters and honours programs, with an emphasis on research support for staff.

The successful candidate will assume significant responsibilities for key areas in the department's activities and will be expected to contribute to teaching in undergraduate, graduate and executive programs, as well as taking a significant role in the development of the department's research activities and involvement in departmental management. Research and publication are seen as essential for all departments academic staff.

The appointee will have an outstanding, internationally recognized record of research in an area of marketing, applied expertise with that would support the department's current research strengths are particularly encouraged. These areas include: brands and communications; customer relationships; marketing performance and competitive success; retailing and channel management; marketing and technology, and e-commerce.

Remuneration: A competitive package, including professorial salary and age-related increments, tenure track and travel and research allowance.

Selection documentation may be accessed electronically on the world wide web http://www.adm.monash.edu.au/cool/employeeprofessor

Confidential inquiries regarding the position may be made with Associate Professor Ken Cooper, Department of Marketing, University of Melbourne, Melbourne, Victoria 3053, Australia; telephone: +61 3 9380 6655; fax: +61 3 9380 6657, email: john.noonan@adm.monash.edu.au

Further information and particulars of the application procedure may be obtained from Mr. John Noonan, Manager (Senior appointments), Monash University, Victoria 3053, Australia, Facsimile: +61 3 9380 6578, email: john.noonan@adm.monash.edu.au

Applications should reach Mr. Peter Marshall, Divisional Director, Student and Staff Development, Monash University, Victoria 3800, Australia, no later than Friday, 10 December 2004.

The university reserves the right to appoint by another date in the future.

Monash respects the privacy of your personal information. For more details visit our website http://www.commercess.com.au.
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.

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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!