The 2001 Conference was a distinctive collage of contributions from track chairs, authors, session leaders, reviewers, officers, past presidents, fellows, exhibitors, sponsors, and others. This energy was harnessed and crafted into a program offering that resulted in a wide variety of papers, presentations, and awards. Special thanks are due Greg Marshall for his creative and energetic leadership during a period of transition in the organization. He guided the Society with both focus and enthusiasm. Additionally, Tracy Suter deserves special recognition for undertaking the yeoman’s task of Proceedings Editor.

No program is possible without the timely and focused input of track chairs. The 2001 track chairs did a superb job of innovatively managing the intricacies of the job.

There were a number of conference highlights, including the Elsevier Science Advances in Marketing Distinguished Scholars Series. This year’s honorees were Sharon E. Beatty (University of Alabama) and Leon G. Schiffman (St. John’s University). Beatty discussed “Service Failures in On-Line Retailing: A Recovery Opportunity” and Schiffman’s presentation was on “Consumer Gerontology: The Past, The Present, The Future.” Special thanks to Arch Woodside for spearheading this effort. Other awards include: Steven J. Shaw Award for Outstanding Paper in Conference, sponsored by Irwin/McGraw-Hill – Michael Hyman (New Mexico State University); Sherwin-Williams Distinguished Teaching Award – Erika Matulich (University of Tampa); Houghton Mifflin Pride Ferrell Award for Innovations in Teaching – Melissa Moore (Mississippi State University); South-Western / Lamb Hair and McDaniel Award for ‘Best Paper in Marketing Education Track’ – Michael Hyman (New Mexico State); Marketing Education Review Best Paper Award – Fred Miller and Glynn Mangold (both at Murray State University); Outstanding Contributions to Retailing Award – Louis P. Bucklin (University of Southern California); SMA Best Dissertation Award – Katherine Harris

(Continued on page 2)
(Georgia State University). While the above listing of awards and recognition is not all-inclusive, it provides a representative overview of some of the conference highlights.

Two longtime SMA contributors were inducted into the distinguished ranks of SMA Fellows. David Ortinau (University of South Florida) and Ron Taylor (Mississippi State University) were recognized for their stellar contributions to the marketing profession in general and SMA in particular. Congratulations to both of these committed marketing colleagues!

**SMA Business**

For quite some time SMA has operated under the ASBA (Allied Southern Business Association) umbrella. ASBA has been disbanded and we are now a stand-alone organization! This new status carries both opportunities and challenges. The opportunities include more flexibility in conference site selection and programming. The challenges will be mainly financial. However, the chances to be innovative in what we do far outweigh any of the liabilities. To assist in the transition, the Society has appointed a new Executive Director, Leisa Flynn (Florida State University). Leisa will spearhead conference planning, perform an archiving role, and generally assist in making the Society a smooth running professional organization. Additionally, Mitch Griffin (Bradley University) is the new Vice President for Development. His key role is to be creative in identifying and developing funding sources, including sponsorships for the annual conference. Mitch will work closely with the SMA Foundation to enhance our financial posture.

The Society’s new alliance with the *Marketing Education Review (MER)* is a timely addition to the value package received by members. Under the editorship of Bruce Stern (Portland State University), *MER* is poised to grow in stature and influence in the marketing profession. It complements nicely the Society’s continuing emphasis on marketing education. Our strong connection with the *Journal of Business Research (JBR)*, edited by Arch Woodside, remains pre-eminent. For quite some time, the *JBR* link has buttressed the Society’s commitment to excellence in research. Having both *JBR* and *MER* allows the Society to have an enviable ‘product line.’

The Society is testing the waters regarding international conferences. Our first global conference will be June 21-23, 2002 in Heidelberg, Germany. The theme is “Global Marketing in a New Century.” The conference is under the able leadership of Don Robin (Wake Forest University) and Ralf Schellhase (Darmstadt University). Having high hopes for the success of this conference, preliminary plans are already underway for another global conference in 2004. Arch Woodside has agreed to explore some possibilities.

The Society has a rich and illustrious history. This year a formal effort will be initiated to prepare the history of the Society for Marketing Advances. Preliminary conversations with Morris Mayer (Alabama) were held regarding this project. Given the number of past presidents and Fellows that remain very active in the organization, the resource well is quite wealthy. Hopefully, all of you will embrace this project enthusiastically.

The future of the Society is very bright. It is strategically positioned in the marketing academic organization marketplace to grow and prosper. The organization has a well-defined niche and considerable ‘brand equity.’ Our capacity to leverage that equity will be the key to continued growth. As we embark on this journey as a 'stand-alone' organization, the foundation on which to build is quite sturdy. With your continued energy and enthusiasm, the Society is destined for a great future. Stay involved and stay focused!

Alvin J. Williams
SMA President
New Partnership Formed with Chinese Marketing Professionals

A productive partnership is emerging between SMA and a group of marketing professionals from China who sponsor a marketing excellence award competition. Each year the group oversees the “Golden Tripod” competition, a series of awards that recognizes the most outstanding marketing practitioners in China. The top award is named for Philip Kotler and is presented by him annually.

Richard Su, president of Beijing Spenor Data Management Corporation and the spokesman of the Chinese group, greeted SMA members at the conference luncheon with the announcement of a new award to recognize U.S. marketing scholars who make outstanding contributions in scholarly research relating to China. The winner each year will be recognized at the SMA Awards Luncheon, then invited to China for several weeks to continue in-depth research on aspects of marketing in China. All expenses will be paid by the Chinese hosts.

The Society will appoint a committee to oversee the establishment of selection criteria, promotion of the award, and screening of applicants. This award is a major step forward in enhancing the global visibility of the Society. The partnership between the Society and the China Marketing Forum and the Golden Tripod Awards is a progressive step toward better understanding the role of marketing in both economies. Insight can definitely be gained from this exchange.

If you are aware of marketing scholars that devote research efforts to marketing issues in China, please consider nominating them for consideration for this award. While the specific criteria have not been established as yet, they will be available in the near future and posted on the Society’s website: mkt.cba.cmich.edu/sma.

The China group consisted of Yongsheng Li, Chief Editor of China Marketing Magazine; Qiang Zhao, Vice President of Marketing, Menjin PDA Ltd.; Fanren Kong, Chairman of the Board, Spenor Business Consulting Organization, and Chairman of the Executive Committee of the China Golden Tripod Award; and Richard Su, President, Beijing Spenor Data Management Corporation. Chinese marketing professionals have attended both the 2000 and 2001 SMA conferences. Their presentation at the 2001 conference was “Marketing Progress in China During the Economic Reform Era: 1978-2001.”

2001 SMA Conference Sponsors are Very Special

The Society is fortunate to have a host of sponsors supporting our endeavors. The support of these partners adds immensely to the quality and character of our programming. Our partners included: Sherwin-Williams, Elsevier Science, McGraw-Hill/Irwin, Direct Selling Education Foundation, Southeast Wholesalers, University of New Orleans (Marketing Department), Houghton Mifflin, South-Western, Promotional Products Association, and the University of Mississippi (Marketing Department). We look forward to future opportunities to enhance the Society’s alliance with key supporters. When possible, please convey our thanks to these organizations for what they do for us! Thanks sponsors, you take the cake!
Ron Taylor and Dave Ortinau are the Society’s Latest Fellows

Past President Faye Gilbert had the privilege to announce the appointment of these two outstanding scholars to the Society’s list of fellows. In her remarks at the awards luncheon, Faye made reference to the significance of this honor and the contributions made by these special individuals.

The first SMA Fellow was inducted in 1980 and 17 others have been so honored since that time. The distinction of SMA Fellow signifies extraordinary contributions to the discipline and to this organization. The 2001 decision certainly honors that tradition in recognizing the accomplishments of two different SMA members. Combined, these two honorees have over 40 years of dedicated service to SMA, scholarly records that span the breadth of journal options, and records of teaching and mentorship that honor the concept of a balanced approach to an academic career.

Particularly today, it is important for us to recognize the contributions of those among us who, with quiet and unassuming dignity, work continuously to care and feed the association’s heart. As important, we must also celebrate the contributions of those who are willing to stand in the spotlight, challenge us, and spark our imaginations to force us to examine our goals and directions. Thus, for 2001, SMA honors and recognizes the unique contributions of Ronald D. Taylor and David J. Ortinau and designates them to be Fellows. Ron is professor of marketing and chair of the marketing department at Mississippi State University. Dave is professor of marketing at the University of South Florida. Congratulations Ron and Dave!
Fellow Nominations for 2002 are Welcome

Nominations are sought for candidates to hold the distinguished title of SMA Fellow. The Society recognizes individuals who have demonstrated long-term, extraordinary contributions to SMA specifically, and to the marketing discipline overall. The SMA Fellows program is a great asset to the Society.

Any member can nominate someone for consideration. Nominees should have demonstrated a long-term, meaningful dedication to SMA through their actions, services and spirit. Nominees should also have an outstanding record of scholarly achievement. All nominees will be considered by a standing executive committee.

A nomination may be made by submitting a letter of nomination, two additional letters supporting the nomination (from members other than the one submitting the nomination), and any supporting materials to Greg Marshall, Department of Marketing, College of Business Administration, Oklahoma State University, 700 N. Greenwood Avenue, Tulsa, OK 74106-0700, or phone: (918) 594-8596, Fax: (918) 492-1597 or Email: gwmmkt@okstate.edu

The Fourth Annual Retail Symposium Held

The Fourth Annual SMA Retail Symposium was held in New Orleans in conjunction with the Society of Marketing Advances 2001 annual meeting. The seminar was co-chaired by Jean-Charles Chebat, University of Montreal, Barry Babin, University of Southern Mississippi and Bob Robicheaux, University of Alabama.

Twenty-seven (27) papers were submitted, ten were accepted for presentation and 5 will be published in a special section of the Journal of Business Research. The topics of the papers vary from store atmospherics and models of retailers selection by shoppers to interaction between shoppers and employees.

A special session featured David Huff, Century Professor of Business at the University of Texas, William Black, Louisiana State University and Arthur A. Allaway, University of Alabama. The session focused on spatial aspects of marketing. Professor Louis "Pete" Bucklin was featured in a second special session. Professor Bucklin was the featured scholar at the first annual Retail Seminar and has been a regular participant on the program.
Katherine Harris Receives Best Dissertation Award

Under the guidance of last year's VP of Research & Publications, Debbie Thorne McAlister, the Society for Marketing Advances once again sponsored the Doctoral Dissertation Proposal Competition. As in past competitions, there continues to be strong diversity in the institutions and topics represented. A total of twenty-five proposals were submitted. Communications via ELMAR, the SMA newsletter and SMA email list helped generate the strong response.

Based on the reviewers' evaluations, a plaque and check for $500.00 from the Society was awarded to Katherine E. Harris of Georgia State University for her winning proposal, "Online and Offline Service Failure: The Role of Attribution for Failure in the Formation of Remedy Expectations." The Society congratulates both Kathy and her advisor, Ken Bernhardt. In addition, Debbie Thorne McAlister would like to personally thank the judges listed below who volunteered their time and expertise to this scholarly activity.

Nancy Albers-Miller, University of North Texas
Barry Babin, University of Southern Mississippi
Abe Biswas, Louisiana State University
Les Carlson, Clemson University
Peggy Cunningham, Queen's University
John Ford, Old Dominion University
Mitch Griffin, Bradley University
Michael Hartline, Florida State University
Michael Hyman, New Mexico State University
Chris White, University of Central Florida
Elizabeth Wilson, Boston College

Students from these Universities Submitted Competitive Proposals

Boston University
Florida State University
Georgia State University
Harvard Business School
Indiana University
Louisiana State University
Penn State University
Rensselaer Polytechnic Institute
Southern Illinois University
The Ohio State University
Université Catholique de Louvain
University of California at Berkeley
University of Georgia
University of Illinois
University of Illinois at Chicago
University of London
University of Mississippi
University of Rhode Island
University of South Carolina
University of Washington
Virginia Tech
The Society’s Doctoral Consortium continued a tradition of outstanding programs. Speakers from around the world participated in a program that emphasized professional and personal development.

The Doctoral Fellows were most appreciative of the marginal value provided by insights they had not heard in any other forum. Topics included lessons learned the hard way, questioning of theory in research, a true-false quiz on how to publish marketing journal articles, research through serendipity, appropriate and inappropriate conference (collegial) behavior, and the 30 all time best marketing articles.

Keynote addresses were given by Dave Huff and Pete Bucklin. Dave’s talk related his career to the history of location research.

Pete placed the over-hyped pure E-tailing ‘trends’ into a more realistic frame of reference. Fellows and Faculty mingled at the Tuesday evening reception until all the wine was gone, keeping with the SMA mission of networking, hospitality and friendship. A special thanks to all who participated. It was a greatly rewarding experience for the Chairs, Faculty and Fellows alike. A special thanks goes to the following individuals who served as faculty:

Bill Bearden, Univ. of South Carolina
Michel Laroche, Concordia University
David Ortinau, USF
Mitch Griffin, Bradley University
Joe Hair, LSU
Arthur Money, Henley Management School, London
Phil Samouel, Kingston University, UK
Jens E. Jorgensen, Copenhagen Business School, Denmark
Charles R. Taylor, Villanova University
Alex Ellinger, University of Alabama
Tracy A. Suter, Oklahoma State University
David Hardesty, University of Miami
Alvin Williams, USM
Arch Woodside, Boston College
Don Robin, Wake Forest University

Rusty Brooks, Houston Baptist University
Tom Baker, University of North Carolina-Wilmington
Denise T. Smart, Southwest Texas State University
Bill Moncrief, TCU
O.C. Ferrell, CSU
Bill Perreault, UNC
Greg Marshall, Oklahoma State University
Jim Boles, GSU
Ralf Schellhase, Fachhochschule Darmstadt
Jean-Charles Chebat, HEC Montreal
Bob Robicheaux, University of Alabama
Dave Huff, University of Texas
Louis P. Bucklin, UC - Berkeley
Faye Gilbert, Ole Miss
Barry J. Babin, USM
New Orleans Conference Picture Gallery


Melissa Moore and O. C. Ferrell. Melissa won the Houghton Mifflin Pride Ferrell Award for Innovations in Teaching.

Michael Hyman (left) and Kurt Strand. Michael also won the Steven J. Shaw Award for Outstanding Paper in the Conference, sponsored by Irwin/McGraw Hill.

Joe Hair (left) and Michael Hyman. Michael won the South-Western Hair and McDaniel Award for “Best Paper in Marketing Education.”
Alvin Williams (left) with Louis Bucklin. Louis was the winner of the “Outstanding Contributions to Retailing Award.”

Raymond “Buddy” LaForge (left) and Glynn Mangold. Glynn was the winner of the “Marketing Education Review Best Paper Award.”

Greg Marshall addresses conference attendees at the awards luncheon.

Alvin Williams with Rama Yelkur, Chair of the Global Marketing Track.

Alvin Williams (left with Tom DeWitt, winner of the Best Paper in the Services Marketing Track.

Ron Taylor (left), John Summey and Bruce Stern enjoy the conference.

Nicole Hoffman (left) receives her registration packet from Stacey Goodman at the reception.

New Orleans Conference Picture Gallery
Call for Papers
2002 Society for Marketing Advances Conference
Trade Winds Resort, St. Pete Beach, Florida
November 12-16, 2002

Make plans now to attend the Society for Marketing Advances (SMA) 2002 Conference on St. Pete Beach, Florida. The Society is a substantive, dynamic and influential contributor to marketing thought, practice and education. Our members live around the world, teach at many types of universities, and bring expertise in diverse areas of marketing. The Society has grown into a truly global marketing organization while retaining strong ties to irreplaceable roots and hospitality. The 2002 conference venue is the TradeWinds Resort on St. Pete Beach, which offers miles of white, sandy beaches and breathtaking sunsets on the Gulf of Mexico.

For 2002, we have combined a great location with the fine tradition of the Society’s past conferences. This year’s meeting will include the Elsevier Science Distinguished Scholars Series, the Sherwin-Williams Distinguished Teaching Competition Award, and the McGraw-Hill/Irwin Stephen J. Shaw Award for Outstanding Conference Paper. Other forms of recognition will include the Houghton Mifflin Pride Ferrell Award for Innovations in Teaching, Best Student Paper Award, and Best Paper in Track Awards.

Get involved with the 2002 conference! Volunteer to be a session chair, discussion leader, reviewer, or a sponsor. Consider submitting a special session proposal that includes both marketing professionals and academicians. If your institution is interested in sponsoring a Society event, 2002 is a great time to make that move. As you have thoughts on making the 2002 conference a success, just send a note to dm29@business.swt.edu and I will respond. With a great location and the ongoing success of Society conferences, the St. Pete Beach, FL conference promises to be an enriching and exciting event.

This year, the Society strongly encourages electronic submissions to the appropriate track or competition chair. We hope to handle the submitting, reviewing, and sending of manuscripts and forms over email and through our web site, using surface mail only as a last resort. The following pages list the tracks available for submissions of manuscripts and special session proposals. Information is also provided on other conference events and activities. Visit mkt.cba.cmich.edu/sma to keep up with Society events, deadlines and members.

Thanks to all of you for assisting the Society for Marketing Advances in building a distinctive niche in the academic conference marketplace. Your commitment and participation have created our unique positioning. Mark your calendar now and let’s keep the Society’s strong spirit, program excellence, and momentum surging on St. Pete Beach!

Debbie Thorne McAlister
2002 Program Chair, Society for Marketing Advances
Southwest Texas State University
San Marcos, TX
Please send manuscripts and special session proposals to the appropriate track chairs indicated, for receipt no later than March 31, 2002. If you have questions concerning the appropriate track, contact Debbie T. McAlister, Program Chair, at: dm29@business.swt.edu

**Track and Competition Chairs**

**Advertising and Marketing Communications**
Margy P. Conchar  
U. of North Carolina at Charlotte  
Department of Marketing  
9201 University City Boulevard  
Charlotte, NC 28223-0001  
Phone (704) 687-4431  
Fax (704) 687-6463  
mconchar@email.uncc.edu

**Business-to-Business and Supply Chain Management**
(includes organizational buying and marketing channels)
Brent M. Wren  
Univ. of Alabama in Huntsville  
Department of Management and Marketing  
Huntsville, AL 35899  
Phone (256) 824-6817  
Fax (256) 824-6328  
wrenb@email.uah.edu

**Consumer Behavior**
Carolyn Siegel  
Eastern Kentucky University  
College of Business & Technology  
Department of Mgt, Mkt, & Administrative Communication  
215 Combs  
Richmond, KY 40475-3111  
Phone (859) 622-4973  
Fax (859) 622-2359  
Carolyn.Siegel@eku.edu

**International Marketing and Global Issues**
John Story  
The University of Texas at San Antonio  
College of Business Administration  
Department of Marketing  
6900 North Loop 1604 West  
San Antonio, TX 78249-0634  
Phone (210) 458-5378  
Fax (210) 458-6335  
jstory@utsa.edu

**Marketing Education**
Mathew Joseph  
Georgia College and State University  
Campus Box 14  
Milledgeville GA 31061  
Phone (478) 445-4210  
Fax (478) 445-1535  
MJOSEPH@MAIL.GCSU.EDU

**Marketing Research**
(includes marketing models, scale development and measurement)
Jeffrey W. Totten  
Bemidji State University  
1500 Birchmont Drive NE, Box 30  
Bemidji MN 56601-2699  
Phone (218) 755-4122  
Fax (218) 755-4100  
jwtotten@bemidjijstate.edu

**Marketing Strategy**
(includes ethics, corporate citizenship and public policy)
Donald P. Roy  
Department of Management and Marketing  
Middle Tennessee State University  
MTSU Box 431  
1301 E. Main St.  
Murfreesboro, TN 37132-0001  
Phone (615) 904-8564  
Fax (615) 898-5308  
droy@mtsu.edu

**Retailing and Entrepreneurship**
Marko Grünhagen  
Clemson University  
Department of Marketing  
249 Sirrine Hall  
Box 341325  
Clemson, SC 29634-1325  
Phone (864) 656-5296  
Fax (864) 656-0138  
mgrunha@CLEMSON.EDU

**Selling and Sales Management**
Craig A. Martin  
Western Kentucky University  
Economics and Marketing Department  
407 Grise Hall  
1 Big Red Way  
Bowling Green, KY 42101-3576  
Phone (270) 745-5707  
Fax (270) 745-5956  
Craig.Martin@wku.edu

**Services Marketing**
Deborah F. Spake  
University of South Alabama  
Department of Marketing and Transportation  
Mitchell College of Business  
307 N. University Blvd.  
Mobile, AL 36688-0002  
Phone (251) 460-7907  
Fax (251) 460-7909  
dspake@usamail.usouthal.edu

**Technology and Electronic Commerce**
Catharine M. Curran  
Creighton University  
College of Business Administration  
2500 California Plaza  
Omaha, NE 68178  
Phone (402) 280-2609  
Fax (402) 280-2172  
cmcurran@creighton.edu
Submission Guidelines

1. All competitive paper submissions and special session proposals are blind reviewed by multiple reviewers. Authors should avoid identifying themselves in the text.

2. Competitive paper submissions must not be published, accepted for publication, or be under consideration for publication elsewhere.

3. Email is the preferred method of submitting to the conference. Regular postal delivery is an alternative method of submission. To begin getting papers in proceedings formatting, documents can be formatted in MSWord, use Times New Roman font, and have .875 (top), 1.25 in (bottom), .75 (left), and .75 (right) margins.

4. Electronic submissions are made by emailing the appropriate track or competition chair and attaching the manuscript or special session proposal. Emailed manuscripts should have no authorship identifiers (no cover page). Instead, this information will be included in the text of the email message. The name of the attached file should be descriptive of the paper or special session (i.e., an abbreviated title).

5. The text of the submission email should include the authors' name(s), affiliation, address, telephone, fax, and e-mail address and clearly identify the contact author. You must clearly denote the type of submission: competitive paper or special session proposal. Emails for competitive papers also must indicate one of the following: "Paper to be published in full if accepted" or "Paper to be published as a Summary Brief if accepted." If the competitive paper is authored only by doctoral students, clearly indicate this in the email text.

6. Competitive papers are limited to 15 pages, double-spaced, including figures, tables, and references and should begin with an abstract of 150 words or less. Authors must use the style of the Journal of Business Research. Special session proposals are limited to 5 pages, double-spaced, including all ancillary materials.

7. Submit each manuscript or proposal to only one track. Send submissions directly to the appropriate track chair. If you are unsure which track to choose for submission, contact the Program Chair (contact information below). All submissions should reach the appropriate track chair no later than March 31, 2002.

8. Upon acceptance, authors must prepare the manuscript for publication in accordance with the instructions provided by the Proceedings Editor, which will follow later.

9. SMA rules indicate that all authors of accepted manuscripts must be paid members of the Society for the dues-year that begins with the conference. In addition, at least one author of each accepted manuscript must attend the 2002 conference.

10. All electronic files sent on for review will include this message: "To safeguard the intellectual property rights of authors, the Society for Marketing Advances requests that you do not share or otherwise make use of the manuscript, proposal or reviews."

SMA 2002 Program Chair
Debbie T. McAlister
Southwest Texas State University
College of Business Administration
Department of Marketing
601 University Dr.
Derrick Hall 226
San Marcos, TX 78666
Phone (512) 245-7428
Fax (512) 245-7475
dm29@business.swt.edu

Recognition Opportunities

- Sherwin-Williams Distinguished Teaching Competition Award
- McGraw-Hill/Irwin Stephen J. Shaw Award for Outstanding Conference Paper
- Houghton Mifflin Pride Ferrell Award for Innovations in Teaching
- Best Paper in Track Awards
- Best Student Paper Award

Distinguished Teaching Award

The Society for Marketing Advances Distinguished Teaching Competition, sponsored by Sherwin-Williams, was founded to honor marketing educators for outstanding contributions to the quality of marketing education. Participation in the competition requires submission of the following: a 1-page statement of teaching philosophy, a 2-page condensed curriculum vita and 5 pages of supporting evidence of teaching excellence. Submission materials are due March 31, 2002. Finalists will be asked to make a presentation at the conference, publish a summary brief outlining their teaching philosophy in the proceedings, and attend the awards luncheon. Send applications to:

Ralph Jackson
University of Tulsa
600 South College Ave, BAH 304
Tulsa OK 74104-3189
Phone (918) 631-2407
Innovations in Teaching Competition

The Houghton Mifflin Pride Ferrell Award for Innovations in Teaching Competition focuses on specific pedagogical tools, activities or exercises which can be implemented in the marketing classrooms. The submissions should showcase unique and innovative ideas, which can be used by others to enhance the learning of marketing material and stimulate thinking about new ways of teaching marketing.

Each entry must be no more than two pages and include a description of the activity that outlines learning objectives, procedural and/or content requirements, and grading criteria (if applicable).

Submissions will be judged based on the originality and innovativeness of the idea, the feasibility of implementation, and the expected value of the learning outcome. During the 2002 conference, a special session(s) will present the winning ideas.

The deadline for receipt of submissions is March 31, 2002. Please direct submissions to:

Erika Matulich
The University of Tampa
College of Business
401 West Kennedy Boulevard, Box 105F
Tampa, FL 33606-1490
Phone (813) 253-6221 ext. 3187
Fax (813) 258-7408
ematulich@alpha.utampa.edu

Nominations Being Accepted for the 2002 Doctoral Consortium

The 2002 Society for Marketing Advances (SMA) Doctoral Consortium is fast approaching. The Consortium has become a prominent part of the annual SMA Conference and offers a unique learning and networking opportunity to future marketing academicians. The SMA Conference runs November 13-16, 2002 at the Trade Winds Resort, St. Pete Beach, FL. The Doctoral Consortium runs November 13-14 at the same venue.

Not only do SMA Doctoral Consortium Fellows participate in professional development and career planning sessions, they also interact with some of the top marketing scholars in a friendly one-on-one environment. The program is focused on promoting professional development and excellence in all facets of an academic career: research, teaching, and service. Many of the top universities across the U.S. and abroad have been represented at recent SMA Doctoral Consortiums---both student attendees and faculty presenters.

In keeping with SMA tradition, we know that every SMA Doctoral Fellow will enjoy the hospitality and warmth that typify SMA. Students in any stage of a doctoral program will benefit from this experience. However, those students who have completed at least one full year of doctoral study comprise the majority of participants. SMA also operates a placement service during the main conference that may be especially helpful for students nearing the completion of their degree.

Students must be nominated by their departmental doctoral program coordinator or by another member of their faculty. Nominations of more than one student from the same doctoral program are welcome. Completed nomination forms should be received by Dr. Greg Marshall, 2002 SMA Doctoral Consortium Chair, no later than July 1, 2002. Nomination forms may be found in Adobe pdf and MS Word format at the following locations:

MS Word format: mkt.cba.cmich.edu/sma/confernc/docnomin.doc
Adobe pdf format: mkt.cba.cmich.edu/sma/confernc/docnomin.pdf
For more information about SMA and the 2002 SMA Conference, go to mkt.cba.cmich.edu/sma

Send nomination forms via mail, fax, or electronic file attachment to:
Greg W. Marshall
Department of Marketing
College of Business Administration
Oklahoma State University
700 N. Greenwood Avenue
Tulsa, OK 74106-0700
Phone: 918/594-8596
Fax: 918/492-1597
Email: gwmmkt@okstate.edu
Call for Papers

5th Annual Retail Strategy and Consumer Decision Research Seminar
Trade Winds Resort, St. Pete Beach, Florida
November 12-16, 2002

The 5th Annual Retail Strategy and Consumer Decision Research Seminar will be held once again in conjunction with the SMA annual meeting November 12-16, 2002, at the TradeWinds Resort in St. Pete Beach, Florida. It’s a conference within a conference! Research papers and special session topics in all areas related to retailing, patronage behavior, services and distribution are sought.

The key characteristics of the seminar include (1) an informal setting that maximizes interchange between the audience and the presenter; (2) accepted papers considered for publication in a special section of the Journal of Business Research; (3) cutting edge research topics with current research; (4) highly reputed keynote speakers; (5) outstanding paper awards; (6) presenters from around the world discussing retailing around the world; and (7) membership in the SMA.

Topics

Strategy Formulation and Implementation in Retail Organizations
Papers related to strategy formulation and/or implementation are invited. Submissions dealing with competitive positioning, industry consolidation, information systems, negotiation strategies, third-party collaboration, category management and profitability analysis are sought. Other topics of interest include non-store retailing, pricing strategies, sales and employee issues, electronic commerce and global retailing strategies and prospects.

Consumer decision making: here is a non-exhaustive list of possible topics
What are the retail cues to which consumers respond? What are the decision processes elaborated by consumers outside the store and inside the store? What is the contribution of the store atmospherics to the retention of consumers? Can or should electronic commerce deliver both utilitarian and hedonic shopping value?

Special Sessions and Workshops
Robert A. Robicheaux
Bruno Prof. of Retail Marketing
University of Alabama
PO Box 870225
Tuscaloosa, AL 35487-0225, USA
Telephone: (205) 348-8919
Fax: (205) 348-6695

Jean-Charles Chebat
Omer DeSerres Chair Prof. of Retailing
École des HEC
3000, Côte Sainte-Catherine
Montreal (Qc) H3T 2A7, Canada
Telephone: (514) 340-6846 or 340-6431
Fax: (514) 340-6432

Barry Babin
University of Southern Mississippi
College of Administration
Hattiesburg
MS 39406, USA
Telephone: (601) 266-4629
Fax: (601) 266-4630

Submission Guidelines

1. Manuscripts must follow the style guidelines of the Journal of Business Research.
2. Manuscripts should not exceed 20 pages total.
3. Please submit a 3x5 index card with the name(s) of the author(s) and the address and telephone number of the contact person.
4. Manuscripts will be double blind reviewed. Please do not identify yourself on any page other than the title page.
5. Contact the Track Chairs if you have any questions or are uncertain of the appropriate track for the paper.
6. Include an electronic version with your submission.
Erika Matulich is Winner of the 2001 Distinguished Teaching Competition

The finalists in the Teaching Competition were (front row, left to right) Erika Matulich, University of Tampa; Carolyn Tripp, Western Illinois University; and Irvine “Bud” Clark III, James Madison University. The competition was sponsored by Sherwin Williams Company.

The 2001 Distinguished Teaching Competition (sponsored by Sherwin-Williams) featured several outstanding nominees. Three finalists were selected from the pool of nominees based on written materials summarizing their teaching philosophy and record of teaching excellence. Nominees were asked to submit a one-page statement of their teaching philosophy, plus up to five pages of supporting documentation.

Each finalist delivered a twenty-minute presentation before a panel of judges comprised of SMA Fellows and past SMA Presidents. The three finalists for the 2001 Distinguished Teaching Award were Irvine “Bud” Clarke III (James Madison University), Erika Matulich (University of Tampa), and Carolyn Tripp (Western Illinois University). The panel of judges deliberated and selected Erika Matulich as the 2001 Winner of the Distinguished Teaching Competition. We congratulate Erika on her significant achievement.

Erika is the fourth winner of the competition, and joins past winners John Drea, Western Illinois University; Brian Engelland, Mississippi State University; and Tracy Suter, Oklahoma State University.

What’s New At Marketing Education Review?

Bruce Stern has just put together the Spring 2002 issue of MER that should be available to subscribers in April. Eight manuscripts will appear in this upcoming issue covering topics such as: educating for e-business, cultural biases, assessment of graduate education, experiential learning, interpreting student evaluation comments, guidelines for delivering a graduate class, and understanding academics “down under.”

MER is published three times a year. Its focus is to promote innovative approaches to curricular development, course content, delivery systems, student learning, career development, and other issues which are important to marketing educators. Our submission guidelines and subscription forms can be found in each issue of the journal or on the MER website cbpa.louisville.edu/mer. US-based SMA members have a special subscription rate of $25 per year.

If you have questions about potential manuscripts or the review process at MER please e-mail the editor, Bruce Stern, at bruces@sba.pdx.edu.

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Mississippi State University
Melissa Moore is a member of an interdisciplinary team of MSU researchers who were awarded a $783,000 USDA grant to study what consumers think about genetically modified foods. The grant runs for four years and involves research conducted in the United States and Europe.

Brian Engelland and Steve LeMay were awarded a $100,000 grant by the Council of Logistics Management to develop logistics materials and case for use in principles of marketing classes. The work will help marketing instructors convey a fuller appreciation and understanding of logistics to undergraduate business students.

Nicole Hoffman and Jason Lueg, both recent PhD graduates of the University of Alabama, have joined the faculty as assistant professors.

Bemidji State University
Jeff Totten has passed the American Marketing Association's Professional Certified Marketer exam last summer.

University of Alabama
Lenita Davis (PhD, University of Cincinnati) and Alex Ellinger (PhD, University of Georgia) joined the Marketing faculty in Fall 2001. Lenita's research and teaching interests are sales, e-commerce marketing and retailing. Alex specializes in supply chain management and came to Alabama after several years at Villanova.

Arthur Allaway has been appointed the M. Thomas Collins Professor of Marketing.

George Franke is spending the Fall Semester on Sabbatical Leave at the University of Texas.

Rob Morgan, Buster Allaway, Giles D'Souza and George Franke have pioneered the development of an Electronic Commerce Concentration in Marketing. They have grown the program from scratch to one of high student demand in only one year.

Jay Sterling has retired from the Marketing faculty and assumed a post as Senior Researcher and Associate Director in the new Transportation Research Center on campus.

David Mothersbaugh has enjoyed in the last year the acceptance for publication of two Journal of Consumer Research and one Journal of Business Research manuscripts.

The 20th Annual Retailing Day was held on October 23. Speakers included the CEO's of Parisian (a division of Sak's), Bayer Properties and Bill Heard Enterprises (world's largest Chevrolet dealer). Also featured was Jon Christiansen, a leading distribution lawyer with Foley & Lardner and emerging expert on e-commerce law. Bob Robicheaux hosted the event which drew more than 800 attendees.

University of North Texas
David Strutton has been appointed chairman of the department of Marketing and Logistics. Prior to joining UNT, Strutton was associate dean and MBA director at University of Louisiana at Lafayette.

Mike Wittman joined the faculty as a tenure-track assistant professor. Mike earned his PhD at Texas Tech University.

Madhav Pappu, assistant professor of marketing and logistics, has earned a 2001/02 Charn Uswachoke International Development Grant.

Loyola University New Orleans
Jerry Goolsby (PhD Texas Tech) has been named the Hilton Baldridge Professor of Marketing.

Kim Marshall (PhD University of Florida) has been named professor of marketing.
First International SMA Conference Planned for June 21-23 in Heidelberg, Germany

Plan to be in Heidelberg, Germany, this June for SMA’s First International Conference. Conference Co-chairs Don Robin and Ralf Schellhase report they have enough papers to make the conference a success! The conference will feature a presentation by Shelby Hunt - “Resource-Advantage Theory: Toward a General Theory of Marketing” that should take about 40 minutes, followed by discussion. Plans also call for a couple of talks from area business people. Papers have been submitted from around the world, which should make the half way discussions very interesting.

The conference will be held at the Crowne Plaza Heidelberg in the heart of Heidelberg, an ideal starting point for visiting the numerous tourist attractions of the region along the Rhine and Neckar rivers. There will be a shuttle bus to take participants directly from the airport in Frankfurt to the hotel in Heidelberg, about an hour and a half drive from the airport.

The dates of the conference are June 21, 22, and 23 (half day), 2002. Room rates are: Single room: 146 Euro/night (includes breakfast); Double room: 182 Euro/night (includes breakfast). Selected lunches will be provided as well. Conference registration fee is $125 US. Additional information can be obtained by contacting Don Robin.

His contact information is:
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Wayne State Seeks Candidate for Kmart Endowed Chair in Marketing

The Wayne State University Department of Marketing is seeking a full or associate professor in Marketing for a tenured appointment to the Kmart Endowed Chair in Marketing beginning fall 2002. The Kmart Chair will teach and engage in research in one of the following general areas: strategic marketing/marketing management or e-commerce and technology.

Applicants or nominees must have a) a doctoral degree, b) demonstrated the highest level of academic leadership including publications in leading academic journals, and c) the promise of making continuing contributions of similar academic quality. Additionally, the selected candidate will have demonstrated excellence in teaching undergraduate and MBA students.

Review of applications will begin February 1, 2002, and continue until the position is filled. Please send a letter of application, curriculum vitae and the names of three references to: Dr. Deborah Stanifer, Assistant Dean for Administrative Affairs, Wayne State University, School of Business Administration, Detroit, MI 48202. For more information on WAYNE STATE UNIVERSITY please visit the web site – www.wayne.edu
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