

# CALL FOR PAPERS

The 2010 Annual Conference, Marriott Downtown Waterfront Hotel  
Portland, Oregon – May 26-29, 2010  
Submission Deadline: November 16, 2009

Conference Theme – “*Achieving Balance: Research, Practice, & Career*”

Conference Co-Chairs: Joseph A. Cote and Christopher R. Plouffe



Ideally, the relationship between the marketing academy and practice should be one of mutual benefit. Practitioners should learn from academics; and academics should learn from practitioners. Closer inspection of our own careers, however, often reveals that we are not achieving the balance we should – or could – achieve in these areas. The hope of this conference is to encourage, highlight, and promote such collaborative relationships between the marketing academy and key stakeholder constituencies. In addition to traditional academic research, we encourage participants to submit rigorous scholarly work that is done in conjunction with practitioners (corporate, non-profit, NGOs, or government) or has direct application to practice. The conference will see this take form in several ways: (i) Theory-based practitioner research projects conducted with or without academics, (ii) practitioners commenting on scholarly work submitted to the conference, and (iii) simply having practitioners talk about the types of problems they face and how academics can help provide needed insights.

Importantly, the conference will also include, a theme of attempting to balance one's career and scholarship with “life”, one's personal interests, and the beautiful, natural setting that is Portland, Oregon. Several off-site social events are planned in the evenings. Also noteworthy here (and a break from typical conference scheduling) is that all formal conference sessions will be suspended Friday afternoon May 21 so attendees can participate in one of several organized events (tentatively a guided tour of Oregon's famous wine country; a waterfall tour and Pacific Northwest hike; golfing in the beautiful Columbia River Gorge; visiting



Nike's worldwide headquarters and campus; or touring Portland's numerous gardens, including the world-famous 'Rose Garden'). Pre- and post-conference tour packages / suggestions will also be offered for those interested in more fully exploring the area. So come, learn, grow, and have fun!

The 2010 conference will be in the Marriott Downtown Waterfront Hotel, Portland, OR. The many outstanding attractions of Portland and the surrounding vicinity are described in the attached information from Travel Portland.  
<http://www.travelportland.com/visitors/>.

To participate, submit competitive papers (not abstracts) or special session proposals **electronically** to the appropriate track chair listed below. **Important Note: It is against AMS policy to submit the same paper or special session proposal to**

**multiple tracks.** We look forward to seeing you and engaging in the lively intellectual discussion and collegial fellowship that are the hallmarks of the Academy of Marketing Science.

**Joseph A. Cote**  
**Conference Co-Chair**  
Department of Marketing  
Washington State University  
Vancouver, WA 98686  
Phone: (360) 546-9753  
E-mail: [cote@wsu.edu](mailto:cote@wsu.edu)

**Christopher R. Plouffe**  
**Conference Co-Chair**  
Department of Marketing  
Florida State University  
Tallahassee, FL 32306  
Phone: (850) 644-7659  
E-mail: [cplouffe@cob.fsu.edu](mailto:cplouffe@cob.fsu.edu)

## Program Tracks & Chairs

### Advertising, Promotion, & Communications

This track invites papers and special session proposals that focus on behavioral, strategic, social or public policy/regulatory aspects of advertising and integrated brand promotion. Topics include, but are not limited to, advertising, use of new media, product placement, sales promotion, sponsorship, social networks and interactivity in the communication process. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: Patricia A. Norberg ([Patricia.Norberg@quinnipiac.edu](mailto:Patricia.Norberg@quinnipiac.edu))

Patricia A. Norberg (Quinnipiac University)  
David R. Fortin (University of Canterbury)

### Brand, Image, & Product Management

This track invites papers and special session proposals addressing the broad array of product and brand issues in contemporary marketing; including branding via sports marketing. Topics include, but are not limited to creating, managing, or valuing products; brands or brand images – such as brand equity and loyalty; brand portfolio management; brand strategy; brand ethics; cross functional collaboration and the branding process; internal branding; brand value reporting; innovation and technology management; alliances and outsourcing; brand extension; brand identity and meanings; naming brands; brand-celebrity linkages; and the development of brands via sports marketing. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: **Michelle Roehm** ([Michelle.Roehm@mba.wfu.edu](mailto:Michelle.Roehm@mba.wfu.edu))

Michelle Roehm (Wake Forest)  
Harper Roehm (University of North Carolina at Greensboro)

### Business-to-Business Marketing and Customer Relationship Management (CRM)

This track invites papers and special session proposals that focus on all aspects of business-to-business marketing, customer relationship management (CRM), and organizational buying behavior. Suggested topics include CRM strategies; relationship development, creation, and effectiveness in B2B settings; creating and capturing value; emerging technologies germane to B2B and CRM; sole-sourcing; and outsourcing. Of particular interest is work surrounding the notion of “solutions” in B2B markets – the vendor’s crafting of solutions; the drivers of solution adoption and decision-making within purchasing firms, and related topics. Both conceptual and

empirical works are welcome and papers involving practitioners and/or and with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16; 2009 to: **Leff Bonney** ([lbonney@cob.fsu.edu](mailto:lbonney@cob.fsu.edu))

Leff Bonney (Florida State University)

Douglas Hughes (Michigan State University)

### **Consumer Behavior**

This track invites papers and special session proposals that focus on problem identification, search, decision-making, purchase and/or consumption behavior of either consumers or organizations. Conceptual as well as empirical papers are welcome. Topics include, but are not limited to, affect, mood, and emotion; explicit and implicit attitudes; social identity; self-concept; attachment, commitment, trust; loyalty; consumer-marketer relationships; motivation, goals; unconscious, automatic, and intuitive information processing; consumption and culture; consumer decision-making; organizational buying; technology and consumption; consumption value; post-consumption reactions; and measuring consumption outcomes. Papers with cross-cultural elements are also encouraged. Both conceptual and empirical works are welcome and papers involving practitioners and/or and with direct implications for business are also encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: **June Cotte** ([jcotte@ivey.ca](mailto:jcotte@ivey.ca))

June Cotte, Ivey Business School, University of Western Ontario

Allison Johnson, Ivey Business School, University of Western Ontario

### **E-Marketing & the “Connected” Consumer**

For the E-Marketing and the Connected Consumer track, we encourage papers and special session proposals regarding e-commerce from a consumer perspective. B2C topics of interest include: online events, leveraging sponsorships with online marketing, e-tailing and shopping cart abandonment, measuring online advertising effectiveness, m-commerce, e-dating, and social networking issues (e.g., facebook, myspace) as a context for understanding online consumer behavior. Both conceptual and empirical works are welcome and papers involving practitioners and/or and with implications for e-tailers/online marketers are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to:

**Angeline Close** ([angeline.close@unlv.edu](mailto:angeline.close@unlv.edu)) or **Dr. Anjala Krishen** ([anjala.krishen@unlv.edu](mailto:anjala.krishen@unlv.edu))

Angeline Close (UNLV)

Anjala Krishen (UNLV)

### **Global & Cross-Cultural Marketing**

The chairs of this track invite papers and special session proposals on a broad range of global and cross cultural marketing issues. Topics include, but are not limited to: globalization; geopolitics and marketing; global branding, pricing, promotion, or distribution issues; the global intersection of marketing and finance; challenges facing multinational firms; internationalization; cross-cultural validation; international marketing strategies; opportunities and challenges in emerging and transitioning economies; cross-cultural managerial practices; import and export; international joint ventures and alliances; global sports marketing; product-country image and country of origin effects; risks that confront firms working internationally; global diffusion of IT with implications for marketing and consumption; global food and agribusiness marketing; global marketing systems and macromarketing. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business and business stakeholders are especially encouraged. Submit manuscripts and special session proposals via e-mail attachment no later than November 16, 2009 to: **Detlev Zwick**, ([DZwick@schulich.yorku.ca](mailto:DZwick@schulich.yorku.ca)) Department of Marketing, Schulich School of Business, York University, Toronto, Canada

Clifford J. Shultz, II (Loyola University Chicago)

Frédéric Jallat (ESCP Europe)

Detlev Zwick (York University)

### **Inter-Disciplinary Solutions to Marketing Problems**

This track encourages papers and special session proposals that cover issues directly related to combining marketing with other disciplinary perspectives to solving business problems. Topics may include, but are not limited to, applying concepts or theory from other disciplines to marketing, using marketing theory to solve problems in other disciplines, and blending theory from marketing and other disciplines. Both conceptual and

empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: **John Hulland** ([jhulland@katz.pitt.edu](mailto:jhulland@katz.pitt.edu))

John Hulland (University of Pittsburgh)

### **Marketing Pedagogy**

This track invites papers and special session proposals that deal with the overall theme of collaborative approaches to improving marketing education. Collaborative parties include: students, faculty, practitioners, administrators, and other stakeholders. Potential topics or content areas include but are not limited to: applied course projects involving off and on-campus "clients," innovative in or out-of-classroom learning exercises, expanded use of interactive learning and communications technologies, co-teaching with practitioners, establishing and maintaining productive classroom atmospheres, successful student team structures, student participation in and learning from competitive marketing events (e.g., Google Challenge, AAF), the impact of student organization (e.g., AMA, Pi Sigma Epsilon) activities on student success, cutting-edge curriculum course development and implementation, evaluating instructional performance and learning outcomes, collaboration as a solution to instructional resource constraints, and other related topics. Both conceptual and empirical papers involving multiple stakeholders (e.g. full-time faculty, part-time or adjunct faculty, and practitioners) are especially encouraged. Top-rated papers in this track will be invited to revise for potential publication in the *Journal of Marketing Education*. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: **Douglas J. Lincoln** ([dlincoln@boisestate.edu](mailto:dlincoln@boisestate.edu))

Douglas J. Lincoln (Boise State University)

Sharyn Rundle-Thiele (Griffith University)

### **Marketing Research, Measurement, & Metrics**

This track seeks papers and special session proposals that develop and apply methodologies, measurement techniques, or metrics to substantive marketing issues. Topics include, but are not limited to, qualitative and quantitative research issues; sampling and data analysis techniques; measurement, including non-traditional approaches such as Rach modeling; simulation, including newer approaches such as agent-based modeling; time series approaches, such as approaches for analyzing tracking studies based on repeated samples or panel data; novel statistical methods; and studies quantitatively linking marketing and financial performance, and other market performance metrics. Both conceptual and empirical works are welcome and papers involving practitioners and/or with direct implications for business are especially encouraged. **Papers that are evaluated as outstanding will be considered for the William R. Darden Best Research Methodology Paper Award.**

Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to:

**James Wiley** ([james.wiley@temple.edu](mailto:james.wiley@temple.edu))

James Wiley (Temple University)

Kevin Voss (Oklahoma State University)

Harry Timmermans (Eindhoven University)

### **Marketing Strategy**

This track invites papers and special session proposals that focus on a wide range of marketing strategy topics. Topics should focus on the development, implementation and/or impact of marketing strategy; the influence of external factors on the firm (e.g., turbulence in markets, technology, competitors, social capital etc.); and/or the influence of internal firm factors (e.g., culture, learning, management rigidity, resources, capabilities, strategic orientation, etc.) on the outcomes of strategy on key metrics such as business performance and innovation. Both conceptual and empirical efforts are welcome. Papers involving practitioners and/or with strong direct applied implications are encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: **William Baker** ([William.baker@sdsu.edu](mailto:William.baker@sdsu.edu))

William Baker (San Diego State University)

Amir Grinstein, (Ben-Gurion University of the Negev)

### **New Product Development & Design**

This track invites papers and special session proposals that focus on new product development and the role of design in marketing activities. Topics include, but are not limited to: NPDP processes, activities, and problems, design design-driven innovation, design to manufacture, adoption of new products and design-related adoption of products, marketing stimuli design (products, packages, or communication elements), symbolic NPDP (fashion,

aesthetic trends, products with cultural meaning), functional NPD (ergonomics, utilitarian products), creation of competitive advantage through design, and services NPD and the influence of design in services. Both conceptual and empirical works are welcome and papers involving practitioners and/or and with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: **Keven Malkewitz**

([keven.malkewitz@bus.oregonstate.edu](mailto:keven.malkewitz@bus.oregonstate.edu))

Keven Malkewitz (Oregon State University)

Ulrich Orth (Christian-Albrechts-Universität zu Kiel )

### **Pricing & Revenue Management**

This track invites papers and special session proposals covering a wide spectrum of pricing and revenue management issues. Topics of interest include, but are not limited to, price setting, promotional pricing, effects of pricing on consumer decision-making, sales forecasting, managing cyclical demand, product line pricing, bundling, and revenue generation through innovative business models. Both conceptual and empirical works are welcome and papers involving practitioners and/or and with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: **Gavin Fox** ([gavin.fox@ttu.edu](mailto:gavin.fox@ttu.edu))

Gavin Fox (Texas Tech. University)

Mayukh Dass (Texas Tech. University)

### **Selling & Sales Management**

This track invites papers and special session proposals on a broad range of topics related to personal selling, sales management, and customer relationship management (CRM). Topics include, but are not limited to, how the sales force creates and delivers value to customers, how technology aids the sales function, leadership in sales, sales management metrics, key account management, knowledge-based selling, sales force strategy, performance assessment, managing cross-functional selling teams, relationship selling, intraorganizational issues in selling, compensation issues and models, sales forecasting models/methods, and managing high-performance sales teams. Both conceptual and empirical works are welcome and papers involving practitioners and/or and with direct implications for business are especially encouraged. **Top-rated papers in this track will have the opportunity to revise for publication in the Journal of Personal Selling & Sales Management.** Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: **Jay Mulki**

([j.mulki@neu.edu](mailto:j.mulki@neu.edu))

Jay Mulki (Northeastern University)

Fernando Jaramillo (Univ. of Texas, Arlington)

### **Services Marketing**

This track invites papers and special session proposals covering a wide spectrum of service marketing and management issues. Topics of interest include, but are not limited to, service failure, service recovery, service guarantees, customer loyalty, customer / service employee interactions, service employee performance, e-services, the role of technology in service settings, and cross-cultural influences within the service environment. Both conceptual and empirical works are welcome and papers involving practitioners and/or and with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to either one of the co-chairs: **Michael Tsiros**

([tsiros@miami.edu](mailto:tsiros@miami.edu)), **Anne Roggeveen** ([aroggeveen@babson.edu](mailto:aroggeveen@babson.edu)), or **Julie Lee** ([julie.lee@uwa.edu.au](mailto:julie.lee@uwa.edu.au))

Michael Tsiros (University of Miami)

Julie Lee (University of Western Australia)

Anne Roggeveen (Babson College)

### **Social, Ethical, & Public Policy Issues in Marketing**

Questions about what it means to be an ethical and responsible marketer are growing in this era where business misconduct has contributed to a global credit crisis and an economic downturn. Marketing is criticized on one hand for promoting materialism and the degradation of the earth's bio-systems and resources, and praised on the other hand for its ability to foster innovation and "green" product development. While study of sustainable consumption has grown (i.e., the demand side of the equation), far less thought has been given to the supply side - ethical, responsible and sustainable marketing. These challenges have simultaneously increased cross-sector

conflict and cross-sector collaboration. Non-profit organizations, governments, and businesses debate as never before how best to approach social, environmental and economic issues. This track invites papers and special session proposals that deal with these critical topics and others related to marketing responsibility, stakeholder engagement, corporate governance, public policy, and marketing ethics. Controversial topics are encouraged. Topics include, but are not limited to, consumer well-being, vulnerable consumers, the sustainable marketing, the legitimacy and value of marketing, the implementation of responsible marketing programs, sustainable supply chains, social marketing, cause-related marketing, diversity, corporate social responsibility, corporate governance, marketing externalities, asymmetric market power, cross-cultural attitudes towards social issues, the interface between public policy and marketing, covert marketing tactics, and the general responsibilities of marketing. Both conceptual and empirical works are welcome and papers involving practitioners and/or and with direct implications for business are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to either: **Peggy Cunningham** ([PeggyC@Dal.ca](mailto:PeggyC@Dal.ca)) or **Maureen Bourassa** ([bourassa@edwards.usask.ca](mailto:bourassa@edwards.usask.ca))

Peggy Cunningham (Dalhousie University)

Maureen Bourassa (University of Saskatchewan)

### **The Value Chain: Supply Chain, Channels, & Retail**

This track invites papers and special session proposals that address topics related to any aspect of the value chain including the supply chain, marketing channels, and retailing. Suggested topics for supply chain management include, cross-firm integration; managing relationships in the supply chain; customers-supplier interactions; supply chain metrics; global supply chains issues; sustainability of the supply chain; ethical issues; and supply chain networks over time and across cultures. Retailing suggested topics include, managing the retail 'experience'; customer service in retail; satisfaction and loyalty issues; and the effect of technology on retailing. Suggested topics for channels include, multi-channel marketing strategies; integration of conventional and online channels; channel mixes; enhancing channel productivity; global channel systems; marketing channels for services; channel conflict; channel strategy; and channel leadership. Both conceptual and empirical works are welcome and papers involving practitioners and/or and with direct implications for business are especially encouraged. ***Retailing papers that are evaluated as outstanding will be considered for the Stanley C. Hollander Best Retailing Paper Award.*** Submit manuscripts and special session proposals by e-mail attachment no later than November 16; 2009 to: **Beth Davis-Sramek** ([beth.davis@louisville.edu](mailto:beth.davis@louisville.edu))

Beth Davis-Sramek (University of Louisville)

Donna Davis (Texas Tech)

### **Theory & Practice – Academics & Practitioners in Concert**

This is a special co-chair track which encourages papers and special session proposals that directly include practitioners in the conduct of scholarship. Submissions must include at least one practitioner as part of the presenting team. Practitioners can be used as co-authors, discussants, or panel members. Submissions that emphasize practitioner reactions to academic work or have practitioners identify important research topics and questions are especially encouraged. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to: **Joseph A. Cote** ([cote@wsu.edu](mailto:cote@wsu.edu))

Joseph A. Cote (Washington State University)

### **Doctoral Colloquium Track**

This track welcomes manuscripts from doctoral students and provides a collegial environment for the presentation of those papers. The associated sessions also provide doctoral students with the opportunity to network with leading scholars as well as with fellow doctoral students from around the world. Submit manuscripts and special session proposals by e-mail attachment no later than November 16, 2009 to:

**John B. Ford**

Old Dominion University

College of Business and Public Administration

Marketing Area

Norfolk, VA 23529-0220

Phone: (757) 683-3587

E-mail: [jbford@odu.edu](mailto:jbford@odu.edu)

### **Mary Kay Doctoral Dissertation Competition**

Doctoral candidates in marketing who have defended or who will defend a dissertation during calendar years 2009 or 2010 are eligible. Dissertations considered for the award in a previous year are not eligible. Dissertation abstracts should be no longer than 20 double-spaced pages, including appendices, tables, figures, references, and text. Contact the chairs of this competition for additional information or submit an electronic copy of the abstract no later than November 16, 2009 to:

**Karen Flaherty**

Spears School of Business  
Oklahoma State University  
312A Business Building  
Stillwater, OK 74078-4011  
[Karen.Flaherty@okstate.edu](mailto:Karen.Flaherty@okstate.edu)  
(405) 744-8653  
Fax (405) 744-5180

**Proceedings Editor:**

**Dawn Deeter-Schmelz**

OHIO UNIVERSITY  
MARKETING DEPARTMENT  
ATHENS, OH 45701  
USA  
[deeter-s@ohio.edu](mailto:deeter-s@ohio.edu)

### **Guidelines for Submitting Manuscripts and Special Session Proposals**

All manuscripts and special session proposals are to be submitted by e-mail with “AMS” as the first word in the subject line (to avoid spam filter problems). Attach the submission as a “word.doc” and send to the appropriate track chair. Manuscripts should follow the *Journal of the Academy of Marketing Science* style guidelines (found at <http://www.springer.com/business/journal/11747>). Papers **should not exceed 20 pages** in total length including all exhibits and references. On the cover, be sure to include the title of the paper, names and affiliations of each author and **complete contact information** for the corresponding author (surface mail address, e-mail address, fax, and phone number). **Important note: It is against AMS policy to submit the same paper or special session proposal to multiple tracks.**

Manuscripts will be double blind reviewed. Please do not identify authors in the paper beyond the cover page. **All authors of papers must be members in good standing of the Academy of Marketing Science at the time of the conference. Upon acceptance**, the author(s) agree to: (a) release the copyright to the Academy of Marketing Science unless they choose to publish only an abstract; (b) return the manuscript in correct format in a timely fashion to the Proceedings Editor; and (c) have at least one author appear at the conference to present the paper. Any accepted manuscripts not presented at the conference **will not be published** in the AMS Proceedings. It is ultimately the **author's responsibility** to see that any paper accepted for publication is provided to the Proceedings Editor and your track chair on time and in the proper format. If you have not received an official confirmation that an accepted paper is in production by April 1, 2008, you should contact the proceedings editor immediately. All manuscripts accepted for publication must be submitted to the Proceedings Editor electronically via e-mail, formatted according to the 2008 *AMS Proceedings* style guidelines (which will be supplied to you upon acceptance), maintaining the 5-page limit for camera manuscripts. Each additional page is charged at \$50.

Special session/panel proposals should be submitted by e-mail as attached “word.doc” files to the appropriate track chair. They should contain a 100-word bio of each speaker, a one-page description of the session, and a one-page description of each presentation. Special session/panel proposals will be reviewed, and those rated as highest quality and most in keeping with the conference theme will be accepted for presentation.

