

## Mission of the Academy

The Academy of Marketing Science is an international, scholarly, professional organization. It is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world. The Academy is committed to the highest of ethical standards and collegiality in the pursuit of this mission.

## History of the Academy

The Academy of Marketing Science (the "Academy") began at C. W. Post Center of Long Island University in 1971. Under the directorship of founder Dr. Harold W. Berkman, the Academy grew into a substantial regional association. In 1972 he established the *Journal of the Academy of Marketing Science (JAMS)*. Today, **JAMS** is widely recognized as a premier marketing research journal and was recently recognized as one of the top 10 most cited academic journals in all of business. Members receive **JAMS** free of charge. As the Academy expanded nationally in both scope and recognition, it became evident that more structure was needed. Consequently, in 1979 the Academy was reorganized with a new Constitution and Articles of Association and Bylaws. The Academy currently has elected officers and a Board of Governors, with elections held on a biennial basis.

Each year, hundreds of delegates attend a research conference hosted by the Academy. The first annual conference took place in Akron, Ohio. Subsequent annual conferences have been held in every corner of the USA and in Quebec and British Columbia. Biennial world marketing congresses (The AMS World Marketing Congress) have been held in such diverse locations as Italy, Australia, Malaysia, and Turkey with future conferences planned for Oslo, Norway and Reims, France. The Academy also hosts the Cultural Perspectives in Marketing Conference which is held in the years without a WMC. The CPM also has been held in diverse settings including New Orleans, La; Seoul, South Korea; Puebla, Mexico; Valencia, Spain; Hong Kong, Montreal, QC and Long Beach, MS.

Presently the Academy of Marketing Science is a full-service, scholarly professional organization. It offers a wide range of services, including a series of conferences and special interest programs and symposia, a refereed scholarly journal, a quarterly member newsletter, and conference proceedings. The Academy has numerous programs that sponsor future scholars and encourage thought leadership in marketing research.

[Presidents of the Academy of Marketing Science](#) (1978 - )

The current AMS President is John Ford of Old Dominion University. Past Presidents include:

Charles Lamb, Texas Christian University

Kathleen Krentler, San Diego State University

Robert A. Peterson, University of Texas

Joseph F. Hair, Jr., Kennesaw State University

The University of Miami has been the home of the Academy for the past 30 years. Louisiana Tech University became the new home of the Academy in June, 2008.

[Academy of Marketing Science Board of Governors](#)