

February 28, 2008

AMS Quarterly: Letter from the President

Thank you for your membership and support of the Academy of Marketing Science. We are heading into another busy period for the *AMS*. I know that many of you are planning on attending the 2008 Annual Conference when we return to the Fairmont Hotel in Vancouver. I look forward to seeing you there in May. The response to the call for papers was very encouraging and the program will certainly contain many outstanding events. Look also for important announcements concerning the future of *AMS* to be made at the conference. I also know that many of you have already attended an *AMS* conference this year as the 2008 Cultural Perspectives Conference was held in January at the Royal Sonesta Hotel in New Orleans, LA. The program included an international array of scholars and covered all areas of marketing related to culture and ethnicity. The program did return to its roots in that there was an emphasis on minority marketing issues and there was significant participation from HBUs (Historically Black Universities). New Orleans remains a great American attraction and given the conference's success, we have tentatively planned on bringing an annual conference to New Orleans within the next 5 years.

I want to especially thank Dana Lascu of the University of Richmond for her service as Editor of the *AMS Quarterly*. Dana is editing her last issue and we all have benefited from her efforts. I also want to welcome Theresa Flaherty of James Madison University on board as the next Editor of the *AMS Quarterly*. Dana and Theresa are working on the transition and we know the *Quarterly* will continue to grow in its role as a communication source and sounding board for *AMS* members.

Once again, I would like to express my sincere gratitude to each member of the Executive Committee. Trust that they put significant energy and time into managing and moving *AMS* forward. From time to time, the Executive Committee forms sub-committees to work on various matters. Thanks also to those who serve on the *AMS* Board of Governors. This has been a very busy and exciting time for *AMS*. We are poised to make several key announcements concerning the future of *AMS* at this year's conference.

We continue to emphasize development programs for doctoral students and assistant professors. Two new programs are promoted in these pages. The first is a Request for Research Proposals dealing with thought leadership in marketing. This is open to all members but we especially encourage our younger scholars to apply. The second is a program for doctoral students only. This program will provide a grant for a North American student to attend the European Doctoral Programs Association in Management and Business (EDAMBA) annual summer academy in Soreze, France. The EDAMBA Academy has grown to be a truly international event and this grant represents a partnership between *AMS* and EDAMBA aimed at bringing future business scholars from all parts of the world together to learn, network and enjoy getting to know each other.

I also need to take a moment and offer a special recognition to Jim Gentry, University of Nebraska, who has served as Editor of the *Academy of Marketing Science Review (AMSR)* for the past few years. In 1999, *AMS* assumed ownership of *The Journal of Consumer and Market Research* and with the leadership of Joe Cote, created a free for all electronic journal that was renamed *AMSR*. Over the years,

Joe and Jim worked to create a truly novel e-journal for marketing. In recent years, each *AMS* Annual Conference included a meeting of the *AMSR* Editorial Board where ideas were kicked around to try to move the journal forward. Over time, the EC developed an opinion that *AMSR* was simply not living up to the hopes that were shared about a decade ago. If this time were to be considered a trial period, the trial has not met our hopes and expectations of creating a widely recognized alternative outlet for marketing-related intellectual contributions. Thus, the EC has made the difficult decision to bring an end to this venture and the Editor has announced that no new submissions will be sought as of this Spring. Papers currently under review will be processed and all published work will remain available via the Internet.

In closing, let me extend a public welcome to all the new members, many of whom became members at the 2008 CPM in New Orleans, and a special thanks to all of you who are long-time and loyal members of *AMS*. See you in Vancouver.

A handwritten signature in black ink, appearing to read "Barry", is centered within a light gray rectangular box.

Barry J. Babin
President