

Academy of Marketing Science

Executive Council Officers & Board of Governors Nominees

2024 Election

Executive Council Candidates

President Elect:

(unopposed)



Nina Krey has served as the VP for Programs for the last four years and as the Secretary/Treasurer for the four years prior. Nina served AMS in many other important ways since being appointed the inaugural AMS Doctoral Fellow in Marketing at Louisiana Tech University. Her AMS engagement includes serving as a track chair, co-editor of the Annual Conference and WMC proceedings, and as the Managing Editor for the AMSQ Newsletter. Nina has also presented her research at numerous AMS Annual and WMC Conferences (the first in 2009) and participated as a special session speaker in various sessions. In 2017, Nina received the Harold and Muriel Berkman Award for Faculty Achievement and Development recognizing her initiative and service to AMS. Nina is intimately familiar with AMS having four years of service at the AMS home office.

Vice President for Programs:

(unopposed)



Dana E. Harrison is an Associate Professor of Marketing, Chair of Management, Marketing, and Supply Chain, and Director of MBA Programs at East Tennessee State University. Her research has been published in reputable journals, including the *Journal of Business Research*, *Journal of Product and Brand Management* and *Journal of Business and Industrial Marketing*. Dana is also a co-author of the *Essentials of Marketing Research* (McGraw Hill), *Essentials of Marketing Analytics* (McGraw Hill), and *Analytics Based Selling* (Sage). Dana also serves as an associate editor for the *Journal of Marketing Theory and Practice* and sits on the editorial review board of the *Journal of Business Research* and *Journal of Marketing Education*. Since 2016, Dana has been actively engaged in various roles at AMS, such as on the Executive Committee as Secretary/Treasurer, Director of Technology and Management, track co-chair, session chair, and delivering numerous conference presentations. She has also played a significant role as a co-developer and presenter for the Teaching Marketing Analytics Certificate Program. In 2017, she received the Harold & Muriel Berkman Charitable Foundation Research Grant and in 2023, received the Harold & Muriel Berkman Faculty Development and Achievement Award.

Vice President of Global Membership

Two Candidates:



Mark J. Arnold is Chair, Department of Marketing and the Steber Endowed Professor of Marketing at the Richard A Chaifetz School of Business, Saint Louis University. Prior appointments include Senior Associate Dean, Director of the Ph.D. program, Director for Faculty Development, and a Faculty Fellow for the Reinert for Teaching Excellence. Over the years, Mark's leadership has innovated academic programs and created global experiences for students and faculty alike, and his research and teaching has been award-winning and impactful. Mark is involved in charitable activities which benefit historically under-represented student populations Prior to entering academics, he worked at the Federal Reserve Bank of St. Louis.



Ben Lowe is the Professor of Marketing at Kent Business School, the University of Kent (Canterbury, UK). His research focuses on consumer adoption and use of innovations and has published widely in these areas. He attended his first AMS World Marketing Congress in Reims (2011), becoming a regular attendee at the AMS Annual Conference or the AMS World Marketing Congress, contributing as a presenter, reviewer, track chair and special session chair. Ben is proud to be an active contributor to the AMS – the most-friendly, scholarly marketing society! – and recently co-chaired the 24th AMS World Marketing Congress at Kent Business School (July, 2023). He has over 20 years experience in academia, in Australia and the UK, and is currently Associate Dean for Global Engagement and Recruitment at Kent Business School.

Vice President of Communications

Two Candidates:



Thomas “Martin” Key is Chair of the Marketing, Strategy, and International Business Department and Associate Professor of Digital Strategy & Marketing at the University of Colorado Colorado Springs. Dr. Key's original training was in Cultural Anthropology followed by his first business venture and later a PhD in Business Administration. His research centers on theory building and conceptual development around digital and strategic issues at the executive level, most recently concerning the safe and ethical use of generative AI in business applications. He has published in journals such as, *Journal of the Academy of Marketing Science*, *AMS Review*, *European Journal of Marketing*, *Journal of Business Research*, *Journal of Strategic Marketing*, and *Business Horizons*. Dr. Key is a Daniels Ethics Initiative Fellow and Cybersecurity Fellow and frequently consults with new startups and established organizations.



Shuang Wu, DBA, is an assistant professor in the Department of Marketing and Business Information Systems at Rowan University. She currently serves as the Director of Social Media for AMS and the Co-editor of AMS Quarterly. She started her involvement with AMS in 2017 serving as reviewer, conference registration team member, and session chair. In addition, she co-edited the AMS Annual Conference and World Marketing Congress proceedings from 2019 to 2021. She has also been the Social Media manager of AMS Review since 2021. Her work has been published in the *Journal of Product & Brand Management*, *Journal of Travel*

Research, *Tourism Management Perspectives*, and *Journal of Current Issues & Research in Advertising*, and presented at numerous conferences.

Vice President for Engagement

Two Candidates



Mayoor (Max) Mohan is a Professor of Marketing and Executive Director of RVA Views, and Co-Director of the Customer Experience Lab at the Virginia Commonwealth University School of Business. He holds a Ph.D., M.S., and B.S., all from Oklahoma State University. Dr. Mohan's research primarily focuses on B2B strategy, brand strategy, and innovation strategy to enhance a firm's marketing capabilities. His work has been published in premier journals such as the *Journal of Business Research*, *Journal of Service Research*, *Journal of Product Innovation Management*, and

Industrial Marketing Management. His research has received grants from influential sources like the Marketing Science Institute and has been featured by notable outlets like Forbes, Bloomberg, and The Aspen Institute. He has also guest-edited and serves on the Editorial Review Board for several top-tier journals. Additionally, Dr. Mohan is a successful teacher and mentor, instructing courses in innovation and marketing strategy and co-authoring a textbook. He is currently serving as the program co-chair for the 2024 AMS Annual Conference.



Joyce Zhou is a Professor of Marketing in the College of Business and Social Sciences, University of Louisiana Monroe. She obtained her PhD in marketing from Saint Louis University. Her teaching and research interests are in the areas of consumer behavior, advertising, and international marketing. Her papers have been published in *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *International Marketing Review*, *Journal of Small Business Management*, *Journal of Consumer Marketing*, *Journal of International Consumer Marketing*, *Journal of Internet Commerce*, *Journal of Promotion Management*, and *International Journal of Management Theory and Practices*.

Secretary/Treasurer

Two Candidates:



Dr. Kevin James is Department Chair of the Management and Marketing Department and Associate Professor of Marketing in the Soules College of Business at the University of Texas at Tyler. Dr. James' primary research area includes customer outcomes including value and satisfaction relating to marketing across service delivery contexts. Dr. James also conducts research in digital technologies as they relate to marketing practice and marketing education. He received his Doctorate in Business Administration in Marketing from Louisiana Tech University, Master of Business Administration degree from Louisiana State University, and a BBA in Marketing from Texas A&M University in College Station, Texas. Dr. James has served in a director role for the Academy of Marketing Science (AMS) as well as being co-creator of the "Teaching Digital" workshop hosted by AMS. Article publications include *Journal of Business Research*, *Journal of Consumer Behavior*, *Journal of Marketing Theory and Practice*, *Journal of Retailing and Consumer Services*, *European Business Review* and others.



Raj Iyer is the Caterpillar Professor of Marketing and Department Chair in the Foster College of Business at Bradley University. He currently serves as an Associate Editor for the *Journal of Consumer Behaviour*; Associate Editor of *Marketing Intelligence and Planning* and Associate Editor of *International Journal of Consumer Studies*. Raj served as the program co-chair for the 2023 AMS conference. Raj has published several scholarly articles in academic journals, including the *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Business Research*, *Journal of Business Ethics*, *Journal of Consumer Affairs*, *Journal of Consumer Behaviour*, *Journal of Consumer Marketing*, *Journal of Marketing Education*, *Journal of Marketing Theory and Practice*, *Journal of Retailing and Consumer Services*, *Journal of Services Marketing*, *International Marketing Review*, *International Journal of Consumer Studies*, *Psychology and Marketing*, among others. He has also published a book titled "MBA Fundamentals: International Business" (Kaplan Publishing). His research interests include consumer information search and consumption decision making, societal and ethical issues in the business environment, international business and scales research. Raj has also served as an advisor to organizations in the manufacturing and services industry and has helped them take their operations overseas.

Board of Governors Candidates

(please select up to five candidates):



Linda Ferrell is the Globe Life Professor of Marketing in the Herbert College of Business at Auburn University. She has published in *Journal of the Academy of Marketing Science*, *AMS Review*, *Journal of Business Ethics*, *Journal of Public Policy & Marketing*, *Journal of Business Research*, *Journal of Macromarketing*, and *Journal of Marketing Education*, as well as others. She has co-authored several textbooks including *Business Ethics: Ethical Decision Making and Cases* (13th ed.), *Business and Society* (8th ed.) and *Introduction to Business* (13th ed.). Dr. Ferrell is Associate Editor for the *Journal of Marketing Education* and serves on the Responsible Research in Business and Management Honor

Roll. She is Past President of the Academy of Marketing Science and served as V.P. Programs for 2 terms. She also serves as an expert witness in ethics and legal disputes.



Linda Golden received her Ph.D. from the University of Florida in 1975. Published in the areas of attribution theory, comparative advertising, retail image and patronage behavior, methodological scaling issues, and social marketing (health and ecological issues), and risk management. She currently holds the Judd Neff Fellowship at IC2 and is a University of Texas Humanities Institute Fellow. Journals in which Professor Golden has published include the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Educational Research*, *Journal of Urban Analysis*, and *Management Science*, among others. Dr. Golden is currently serving on the AMS Board of Governors.



Dr. Gregory Kivenczor is a Professor in the Field at the University of Connecticut School of Business. Over the years, he has gained extensive experience in academia and the corporate world. Throughout his career, he has followed three main directions that have led to his success: innovative thinking, strategic approach, and cross-cultural communications. Greg researched, developed, and marketed innovative high-tech products and services protected by 15 patented inventions and publicized in academic papers and professional presentations.

Transitioning to academia, he applied a strategic approach to teaching advanced courses in global marketing and innovation management. Connecting marketing theories to business practices, he draws from his personal experience examples of dealing with sophisticated customers like IBM, Intel, and Bell Helicopter. In his scholarly studies of cross-cultural marketing, he developed new frameworks integrating concepts of sociology, psychology, and behavioral economics. Greg published the main research findings in academic journals, three marketing textbooks, and presented them at the AMS, EACR, and AMA conferences. Invited as a Guest EiC, he developed and published a special issue of a Japanese academic journal. Greg continues his active involvement with AMS and the broader marketing community, supporting new members and sharing his experience with them. He has taken on leadership roles, organizing and chairing tracks and special sessions. In 2022, he co-chaired the first post-Covid Annual Conference and is currently serving as a Co-Chair of the 2025 World Marketing Congress. Greg carries on his commitment to advance the reach and prominent stature of the Academy.



Dr. Julie Moulard (Ph.D., Texas A&M University) is an Associate Professor of Marketing and the Balsley-Whitmore Endowed Professor in Business at Louisiana Tech University. Julie's primary research interests are brand authenticity and human brands. Her research has been published in journals such as *Journal of the Academy of Marketing Science*, *Journal of Business Research*, and *Psychology & Marketing*. She is an editorial review board member for the *Journal of the Academy of Marketing Science*, the *Journal of Business Research*, and the *Journal of Marketing Theory and Practice*. Julie currently serves as AMS Immediate Past President. She has been heavily involved with AMS in numerous capacities, including AMS President (2020-2022), AMS President-Elect (2018-2020), AMS Vice President for Programs (2014-2018), and AMS Vice President of Membership-USA (2012-2014). Julie attended her first AMS conference in 2003 in Washington, D.C., where she received the Jane K. Fenyo Best Student Paper Award. In 2013, Julie received the inaugural AMS Harold and Muriel Berkman Faculty Achievement and Development Award for her service to AMS as a junior faculty member, and in 2023, she received the Harold W. Berkman Service Award for her longtime service to the organization.



Dr. Mark Peterson is Professor of Marketing and Sustainable Business Practices at the University of Wyoming where he teaches marketing classes across all levels (undergrad, MBA and PhD). He received his PhD in marketing from Georgia Tech in 1994. His dissertation on TV ad response received the Alpha Kappa Psi Award from the Academy of Marketing Science in 1995. Mark first taught at the University of Texas at Arlington and joined the University of Wyoming faculty in Fall 2007. Mark has more than 60 refereed journal publications in journals such as *Journal of the Academy of Marketing Science*, *Journal of Product Innovation Management*, *Journal of Public Policy & Marketing*, and the *Journal of Macromarketing* (for which he served as editor from 2016-2019). He is the author of *Sustainable Marketing: A Holistic Approach* published in 2021 by SAGE Publications. He is a thought leader for how firms can integrate environmental and social concerns into their business decisions. Mark has lived and worked more than seven years overseas in Germany, South Korea, Turkey, France, and Canada. He served the Academy of Marketing Science as Vice-President, Membership USA from 2018 through 2019.



Luca Petruzzellis is a professor of Marketing at the University of Bari Aldo Moro in Italy. He is a member of the executive board of the Italian Academy of Marketing, in charge of the International Relations committee. He also served as the Italian Representative at the European Academy of Marketing. Professor Petruzzellis has extensive teaching experience (more than 20 years) with international exposure at the Stern School of Business at NYU, University of Glasgow, HEC Montreal, Université de Bourgogne, and Baruch College CUNY. He is Senior Associate Editor of *Marketing Intelligence & Planning*, Associate Editor of the *Italian Journal of Marketing* and Editorial Board Member of the *Journal of Product & Brand Management*. He served as Track chair at the Academy of Marketing Science 25th World Marketing Congress 2024, Program co-chair of the 2019 INFORMS Marketing Science Conference, Program co-chair of the 2018 Italian Academy of Marketing Conference, Track chair at the Academy of Marketing Science 21st World Marketing Congress 2018, Track chair at the

Academy of Marketing Science 20th World Marketing Congress 2017, and Program co-chair of the Academy of Marketing Science 18th World Marketing Congress 2015. He has also worked at the Italian Olympic Committee as director of the School of Sports in the Puglia committee and as Marketing Director of the LOC for the Women's Volleyball World Championship in 2015. In addition to his academic work, Luca worked as a branding consultant, from tourism to sports, thus having the chance to work with various companies and institutions and understand their needs. He was also on the committee to develop the city brand of Bari, Italy.



Karine Picot-Coupey Ph.D. (University of Rennes) is Full Professor of Marketing at IGR-IAE Rennes, University of Rennes. Dr. Picot-Coupey primary research interests include retail growth strategies (e.g. retail internationalization, new retail format adoption) and value of shopping experiences. She has published and presented her research in numerous peer-reviewed journals and conferences, including the *Journal of Business Research*, *Journal of Retailing and Consumer Services*, *International Journal of Retail and Distribution Management* and *Recherches et Applications en marketing*. Dr. Picot-Coupey is a researcher at the Centre for Research in Economics and management (Univ Rennes, CNRS, CREM UMR 6211), where she is in charge of the “Organization, Networks and Digital” axis. She has participated in several retail industry projects beyond academia. At the University of Rennes, Dr. Picot-Coupey currently teaches Retailing, International Marketing and Marketing Research Methods.



Kirk Plangger is a Professor of Marketing at King's College London and the Associate Dean for Doctoral Studies at the King's Business School. Dr. Plangger has published widely in outlets such as the *Journal of the Academy of Marketing Science (JAMS)*, *Information Systems Research*, *Journal of Retailing*, *Journal of Strategic Information Systems*, *Journal of Travel Research*, among others. Since attending the 2011 AMS conference as a doctoral student, he has volunteered as a track chair many times, has co-edited two special issues of JAMS, and is co-chairing the current edition of the Sheth Foundation – AMS Review Conceptual Article Competition for Doctoral Students. Dr. Plangger is committed to the very heart of AMS, that is, to provide a friendly place for academics to build their networks and share ideas.



Christian Ringle is a Chaired Professor and the Director of the Institute of Management and Decision Sciences at the Hamburg University of Technology (Germany), an Adjunct Professor at the James Cook University (Australia), and a Visiting Guest Researcher at the University of California, Berkeley (USA). He holds a PhD from the Faculty of Business and Economics at the University of Hamburg (Germany) and graduated with an MBA from the University of Kansas (USA). Among other research stays and appointments, Christian was a visiting researcher at the Georgia State University (USA), the Osaka City University (Japan), and the University of Technology Sydney (Australia). Moreover, he was an Adjunct Professor at the University of New Newcastle (Newcastle) and the University of Waikato (New Zealand). His research focuses on marketing and management topics, method development, business analytics, machine learning, and the application of business research methods to decision making. His contributions have been published in journals such as

the *European Journal of Marketing*, *International Journal of Research in Marketing*, *Information Systems Research*, *Journal of Business Research*, *Journal of Leisure Research*, *Journal of Service Research*, *Journal of the Academy of Marketing Science*, *Long Range Planning*, *MIS Quarterly*, and *Tourism Management*. Since 2018, Christian has been included in the Clarivate Analytics' Highly Researchers list. He offers online courses and regularly teaches doctoral seminars on multivariate statistics worldwide (e.g., the PLS-SEM method). He is a co-developer and cofounder of the statistical software SmartPLS.



Martin Wetzels is Full Professor of Marketing at EDHEC Business School, Lille Campus, France. His research interests focus on a number of related areas: service marketing and management, marketing research and analytics, digital marketing (internet, mobile and social media), innovation management, AI and robotics, relationship management and supply chain management. His work has resulted in more than 120 articles in international journals, such as, *Journal of the Academy of Marketing Science*, *MIS Quarterly*, *Journal of Marketing*, *Management Science*, *Journal of Operations Management*, *Journal of Consumer Research*, *Accounting, Organizations and Society*, *Journal of Retailing*, *Journal of Service Research*, *Long Range Planning*, *Industrial Marketing Management*, *Journal of Product Innovation Management*, *Journal of Consumer Psychology*, *Journal of Management Studies*, *Journal of Advertising*, *Journal of Business Research*, *Journal of Interactive Marketing*, *Psychology and Marketing*, *Marketing Letters*, *European Journal of Marketing*, and *International Journal of Research in Marketing*. He has also provided more than 150 contributions to conference proceedings and presentations. His work has been cited over 35000 times and obtained an h-index of 64 (i10-index: 127) and g-index of 186 using Publish or Perish software version 8.6 based on Google Scholar to obtain the citation data. A recent article in *PLOS Biology* (Ioannidis et al. 2019, 2020, 2021, 2022, 2023) included him in the Stanford University list of Top 2% of scientists worldwide according to Scopus citation impact for 2018, 2019, 2020, 2021, and 2022. The AD Scientific Index ranks him in the Top 2% scientists worldwide based on Google Scholar citations. Furthermore, research.com ranks him in Top 1000 Business & Management Scientists worldwide for the 2022 edition. In 2022 and 2023 he was recognized by Clarivate as Highly Cited Researcher. He currently serves on the editorial review board of ten leading, international journals. Moreover, he is currently serving as Area Editor, for the *Journal of the Academy of Marketing Science*, Associate Editor for the *Journal of Product Innovation Management* and as Co-Editor for the *Journal of Service Research*. Finally, he is the 2023 recipient of the *AMA SERVSIG Christopher Lovelock Career Contributions Award*.