

AMS Quarterly



Academy of Marketing Science

Fall 2018 Volume 18 Number 2

AMS PRESIDENT'S COLUMN



Dear AMS family,

The Academy of Marketing Science exists to serve its members and advance the professional field of marketing. We do this through several vehicles, not the least of which are our publications, including the *Journal of the Academy of Marketing Science* and *AMS Review*, and our annual and global conferences. I am truly

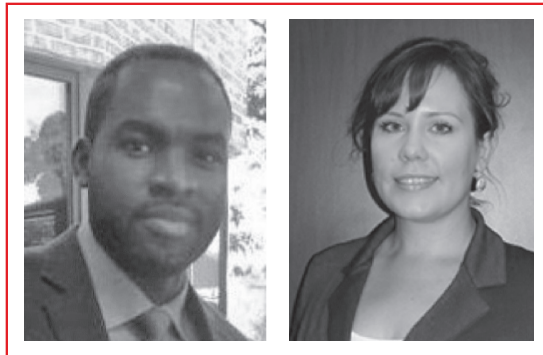
honored to serve as AMS President and I look forward to the next 2 years of service. My role as president will no doubt be made easier by the great team that represents the AMS Leadership including the entire Executive Committee, the Board of Governors and our Executive Vice President and Director, Dr. Harold Berkman, who has provided support for 47 years. Barry Babin, co-chair of the Board of Governors, provides oversight for our home office and continuity for advancing AMS' strategic objectives.

JAMS has emerged as a premier journal in business. It is an FT 50 ranked journal and ranked 3rd among all business journals with an impact score of 8.44 in the Thomson Reuter's ranking. We have a new editor of *JAMS*, John Hulland. A sincere thanks and congratulations are due to Rob Palmatier, who helped move *JAMS* to the top rank of all marketing journals. Manjit Yadav continues to advance *AMS Review*. Launched only 7 years ago, the journal had 82,018 downloads of articles from 2011-2017. The *AMSR* Theory Forum and *AMSR* Sheth Foundation Doctoral Competition for Conceptual Articles have been major contributors to conceptual work aimed at theory development. The June 2018 edition launched a new section on Theory and Practice with Bernie Jaworski as Section Editor.

The annual conference in New Orleans was a real success. Thanks to Monika Kukar-Kinney and Lan Xia for putting on an excellent academic program. The World Marketing Congress in Porto, Portugal was the third largest WMC with over 450 attendees. Thanks to John Ford and Elizabeth Real for making this conference so successful. Now we can look forward to the Annual Conference in Vancouver, Canada May 29th-31st, 2019 with Altaf Merchant and Jeannette Mena as program chairs. The WMC will be in Edinburgh, Scotland July

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FROM THE EDITOR



We are delighted to return with the new edition of the AMS Quarterly. Before we introduce the new issue however, we want to take this opportunity to express our deepest gratitude to Adilson Borges, for his guidance and leadership as President over the last two years, and also for his dedication to the Academy for many years. We certainly hope that the spirit of engagement he promoted has been imbued into the fabric of the academy. We also welcome our new President, O.C. Ferrell, with whom we very much look forward to working.

What a fantastic few months we've had at AMS! Firstly, our annual conference in New Orleans was once again successful as expected. A very big thank you to everyone who aided in this effort. Also, our World Marketing Congress held in Porto, Portugal represented a continuation in AMS' successful internationalization. With over 450 attendees, it certainly was one of the most attended WMCs of all time, and we also send our gratitude to the collective effort that helped realize this WMC. As we go on to Vancouver and Scotland next year, we encourage everyone to continue to engage and put forth the effort that has made AMS successful to date.

In this issue, we once again bring you information regarding AMS' activities in the columns we have all become familiar with. In the upcoming issues, we intend continue our series on contemporary issues in marketing, to aid in continuous development of members of the Academy.

Finally, we ask that you send us any news, photos, articles, or suggestions you deem to be relevant for the next issue to obilolo@cmich.edu.

Have a fantastic Fall semester.

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AMS UPCOMING EVENTS

2019 Academy of Marketing Science Annual Conference

May 29-31, 2019

Fairmont Hotel Vancouver, Vancouver, Canada

Conference Program Co-Chairs:

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Marketing Opportunities and Challenges in a Changing Global Marketplace

Today's global marketplace is truly fast-changing. The rising middle class in emerging markets, disruptive technological breakthroughs, new real-time consumer insights facilitated by big data analytics, changing consumer habits and preferences, growth in international commerce and the relevant concerns over national trade policies, renewed ethical concerns about consumer privacy, and the tools through which companies operate, market, connect with and build relationships with their customers are only some examples of this fast-changing

landscape. In addition, the rate of change drives companies to continually evaluate and adapt their marketing strategies and structures to remain competitive. Taking these current affairs into account, this conference focuses on exploring the marketing opportunities and challenges that exist in this fast-changing landscape. The location for the conference is Vancouver, a city recognized for its vibrant global character and diverse population. It provides the ideal backdrop to bring marketing scholars together to discuss these important issues.



AMS Upcoming Events *continued from page 3*

2019 Academy of Marketing Science World Marketing Congress

July 9-12, 2019

University of Edinburgh Business School, Scotland, UK

Conference Program Co-Chairs:

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Mary Brennan

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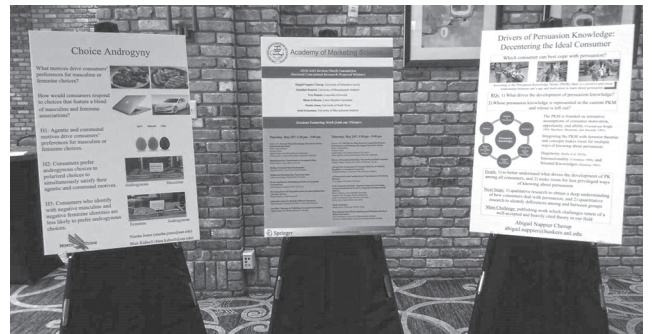
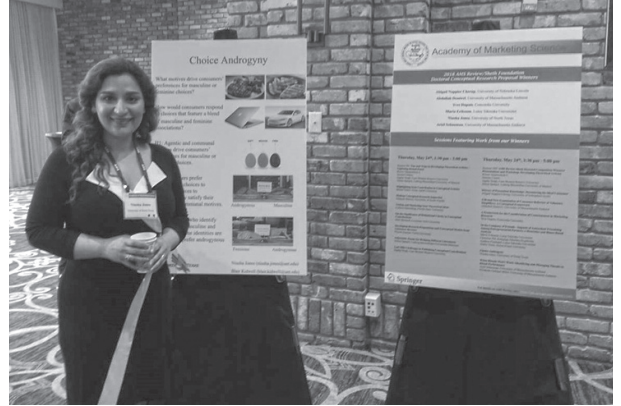
Enlightened Marketing in Challenging Times

The theme of the 2019 Academy of Marketing Science World Marketing Congress draws on the historical significance of Edinburgh as the birthplace of the ‘Scottish Enlightenment,’ an intellectual movement that centered on reason and advanced the ideas of liberty, progress and the scientific method. Almost 300 years on, its core values of liberalism, rational debate, and the pursuit of knowledge are increasingly being challenged by a rapidly changing, globally shifting, digitally-connected world. As marketers, we are grappling with a plethora of complex and interconnected social, political, technological, and economic challenges as we battle to be heard, remain

authentic in our communications and interactions, build meaningful relationships, launch relevant products, services and ideas, complete mutually beneficial transactions and represent diverse consumer interests. Following in the footsteps of David Hume and Adam Smith, two significant figures of the Scottish Enlightenment movement at the University of Edinburgh, this Congress asks us all to reflect critically on, and reframe (where necessary) the roles of marketing (and marketers) in incorporating and advancing the ideals and actions of the Scottish Enlightenment within contemporary marketing theory and practice.



THE 2018 AMS ANNUAL CONFERENCE, NEW ORLEANS



The 2018 AMS Annual Conference, New Orleans *continued from page 5*



The 2018 AMS Annual Conference, New Orleans *continued from page 6*



The 2018 AMS Annual Conference, New Orleans *continued from page 7*

Your 2018 AMS Conference Co-Chairs

Monika Kukar-Kinney
University of Richmond



Lan Xia
Bentley University

Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces...

The 2018 Annual AMS Conference, held in the Hilton Riverside on the banks of the Mississippi river in the beautiful New Orleans, was a great success. With about 350 submissions and 400+ registrations, marketing scholars from all over the world gathered to discuss the newest marketing trends, exchange views, learn from each other and network (and have some of the best food in the world!).

The conference provided a rich program, ranging from around 20 competitive paper tracks, including the conference theme tracks on Augmented Reality, Internet of Things, Futuristic Marketing and Enhancing Customer Experience in the Digital Age, to special sessions, Meet the Editors sessions, AMS Review Theory Forum, and presentations by the AFM-AMS Research Grant winners

In addition, the conference featured many sessions centered on doctoral students, including the Doctoral Colloquium (chaired by Altaf Merchant and John Ford), Doctoral Consortium (chaired by Linda Farrell), Doctoral Dissertation Award and Doctoral Dissertation Proposal Award Competitions (both sponsored by Mary Kay Inc.) and a special closed-door session.

For those looking for teaching inspirations, two sessions in the Marketing Pedagogy & Education track were offered, as well as two highly popular and over-subscribed teaching certificate programs: one on Teaching Digital Marketing (led by Kevin James, Janna Parker and Debra Zahay) and one on Teaching Marketing Analytics (led by Haya Ajjan, Dana Harrison, and Scott Ryan).

As mentioned at the Awards Luncheon, much effort and hard work is needed to make a conference a success. We would like to thank all of you who contributed to making the 2018 AMS Conference such a great event: the 40+ track chairs, the reviewers, the proceedings editors, Nina Krey and Patricia Rossi, and the VP of Programs, Julie Moulard, to whom we turned with any questions we had along the way and who knew the answer to any and every one of them. Thank you also to all the authors, the presenters and the discussion leaders. The presentations were engrossing, the questions asked challenging and the discussions thought-provoking. The quality of work was reflected in the richness of the program.

The following papers received the 2018 conference awards:

- The William R. Darden Award Best Research Methodology Paper went to George Franke for his paper titled: "Heuristics versus Statistics in Two Related Tests for Discriminant Validity."
- The Stanley C. Hollander Best Retailing Paper Award went to Cindy Wang, Joshua Beck and Hong Yuan for their contribution: "The Cost of Control: How Participative Pricing Shapes Attitudes and Purchases."
- The Jane K. Fenyo Award for Best Student Paper went to Ran Liu for his work titled: "Reappraising the Role of Word-of-Mouth Communication as Both Antecedent and Outcome in Relationship Marketing."
- The prestigious M. Wayne Deloszier Best Conference Paper Award went to Nobuyuki Fukawa and Yu-Shan Sandy Huang for their manuscript: "Consumers' Willingness to Try a Robotic Shopping Assistant: The Role of Imagery."

Mary Kay Inc. has offered AMS doctoral students their support for 25+ years and sponsored two awards at the annual conference:

- The Mary Kay Dissertation Proposal Award went to Daniel M. Zane from Ohio State University for his work, titled: "The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes."
- The Mary Kay Dissertation Competition was won by Tobias Otterbring from Aarhus University for his dissertation titled: "The Abercrombie & Fitch Effect: The Impact of Physical Dominance on Male Customers' Status-Signaling Consumption."

The primary outlet for the research of AMS scholars is the Academy's own Journal of the Academy of Marketing Science (JAMS). The 2018 Sheth Foundation Best Paper Award for JAMS was awarded to Rajan Varadarajan for his paper "Innovating for Sustainability: A Framework for Sustainable Innovations and a Model of Sustainable Innovations Orientation."

Dr. Linda Golden received the 2018 AMS CUTCO/Vector Distinguished Marketing Educator Award. And Jeffrey

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The 2018 AMS Annual Conference, New Orleans *continued from page 8*

Zehnder, CEO of Zehnder Communications, received the AMS Distinguished Marketing Practitioner Award.

Congratulations to all the awardees—we are grateful for all your work and support of AMS!

Where to next? The 2019 AMS conference will take place in Vancouver May 29-31, 2019. The conference co-chairs Altaf Merchant (University of Washington, Tacoma) and Jeannette

Mena (University of South Florida) are preparing a wonderful program on the conference theme “Marketing Opportunities and Challenges in a Changing Global Marketplace”. We hope to see you there for another inspiring conference!

Best Regards,
Monika Kukar-Kinney and Lan Xia,

Award Recipients



The recipient of the **2018 AMS Distinguished Marketing Practitioner** is Jeffrey Zehnder.

The **AMS Distinguished Marketing Practitioner Award** recognizes achievement and prominence through the practice of marketing. Winners have exemplified effectiveness in marketing and maintained high

professional moral standards through all their actions.

We welcome Jeffrey and Zehnder Communication to the AMS family and recognize that he joins a distinguished list of previous recipients.



The recipient of the **2018 Jane K. Fenyo Award for the best Student Paper** is Ran Liu, with his paper “*Reappraising the Role of Word-of-Mouth Communication as Both Antecedent and Outcome in Relationship Marketing.*”

The Jane K. Fenyo Award for the best Student Paper for all papers authored or co-authored by doctoral students only.



The recipient of the **2018 William R. Darden Award for the Best Research Methodology Paper** is George Franke with his paper “*Heuristics Versus Statistics in Two Related Tests for Discriminant Validity.*”

The William R. Darden Award for the Best Research Methodology Paper for papers demonstrating outstanding research methods, and submitted to the Research Methods Track.



The recipients of the **2018 Stanley C. Hollander Award for Best Retailing Paper** are Cindy Wang, Joshua Beck, and Hong Yuan with their paper “*The Cost of Control: How Participative Pricing Shapes Attitudes and Purchases.*”

All papers submitted to the Services Marketing and Retailing tracks were eligible for the Stanley C. Hollander Best Retailing Paper Award.



The recipients of the **2018 M. Wayne Delozier Award for the Best Conference Paper** are Nobuyuki Fukawa and Yu-Shan Sandy Huang with their paper: “*Consumers’ Willingness to Try a Robotic Shopping Assistant: The Role of Imagery.*”

All papers submitted to the conference were eligible for the M. Wayne Delozier Award for the Best Conference Paper.



The recipient of the **2018 Mary Kay Dissertation Competition Award** is Tobias Otterbring (C) with his paper “*The*

Abercrombie & Fitch Effect: The Impact of Physical Dominance on Male Customers’ Status-Signaling Consumption.”

The **2018 Mary Kay Dissertation Competition Finalists** were Gerrit Cziehso (2nd R), with his paper “*Making Money*

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THE 2018 AWARD RECIPIENTS *continued from page 9*

with Paid Content: *Empirical Investigations on Consumers' Reactions to Free-to-Fee Switches and Preview Characteristics*" and Raghu Bommaraju (2nd L) with his paper "*The Impact of Mergers and Acquisitions on the Sales Force.*"



The recipient of the **2018 Mary Kay Dissertation Proposal Competition Award** is Danny Zane (2nd R) with his paper "*The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes.*"

The **2018 Mary Kay Dissertation Proposal Competition Finalists** were Pam Richardson-Greenfield (2nd L) with her paper "*Marketing Ploy or Strategic Initiative? An Investigation of Deceptive Advertising*" and Ismail Erzurumlu (C) with his paper "*Product Failures and Firm Financial Performances.*"

Mary Kay Proposal and Dissertation Awards started when the relationship between Mary Kay and AMS began 26 years ago. Mary Kay has been a tremendous supporter of AMS and of doctoral student research. For the past 26 years, Mary Kay has provided support for dissertation awards. Many prolific scholars in marketing have won the Mary Kay Dissertation Competition.



The recipient of the **2018 Jagdish N. Sheth Award for the Best Article** is Rajan Varadarajan from Texas A&M University, for his paper "*Innovating for Sustainability: A Framework for Sustainable Innovations and a Model of Sustainable Innovations Orientation.*" (Award accepted on behalf of Rajan Varadarajan by Manjit Yadav)



Linda Golden has been named **2018 Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator**
Professor Linda Golden of The

University of Texas has been named as the **2018 AMS/CUTCO-Vector Distinguished Marketing Educator** by the Academy of Marketing Science (AMS). With this annual award, AMS recognizes the outstanding career achievement and tremendous global impact of a marketing scholar. Dr. Linda Golden is the Marlene and Morton Meyerson Centennial Professor of business in the McCombs School of Business at The University of Texas.

"The main criteria for selecting the award winner include: scholarly achievement and impact on the marketing discipline, possessing a global reputation as a representative of AMS and the marketing discipline, and a strong record of congeniality, collaboration and mentorship."

2018 AMS Golf Tournament Recap



The 2018 AMS Golf Tournament was held at the beautiful 6400-yard, Par 72, Lakewood Golf Course, following the Annual Conference. The competition was fierce but in the spirit of AMS, it was also friendly.

The usual two-person scramble format kicked off early in the day, with defending champions Barry Babin & David Ortinau teeing off. As expected, the tournament was intensely battled the whole way, and the defending champions put up a tough fight. Ultimately however, half of the team from the 2012 New Orleans tournament emerged victorious, as Kevin James and Laurie Babin sailed to victory with a score of even par.

THE 2018 AMS WORLD MARKETING CONGRESS, PORTO, PORTUGAL



THE 2018 AMS World Marketing Congress, Porto, Portugal *continued from page 11*



The 2018 AMS Annual Conference, New Orleans *continued from page 12*



THE 2018 AMS World Marketing Congress, Porto, Portugal *continued from page 13*

With the third largest attendance in WMC history, the 20th WMC was truly a success across the board. Over 450 dedicated delegates joined us in beautiful Porto, Portugal. The conference was hosted by the School of Economics and Business Studies at the Universidade Lusíada – Norte campus, from June 26 to June 29, 2018.

In addition to presenting and learning about the brilliant research being carried out, conference attendees were treated to the sights, sounds, food, and drink of Porto and got to truly experience why “Cidade Invicta” (unvanquished city) was voted as the best European destination in 2017. With the generally cooperative weather, attendees also got to explore the greater Porto area on their own, all reconfirming the vote of excellence.

This year’s conference theme was “Finding New Ways to Engage and Satisfy Global Customers.” Customer loyalty is ensured through continuous engagement with an ever-changing and demanding customer base. Global forces are bringing cultures into collision, creating new challenges for firms wanting to reach geographically and culturally distant markets, and

causing marketing managers to rethink how to build meaningful and stable relationships with evermore demanding customers. In an era of vast new data sources and a need for innovative analytics, the challenge for the marketer is to reach customers in new and powerful ways. The conference aimed to explore new and innovative ways to find new global customers, understand their wants and needs, and build meaningful bridges to them. The numerous papers submitted, and presentations delivered, were certainly geared towards addressing these thematic issues.

As expected, the final day of the conference featured a Gala dinner and the famous AMS post-dinner dancing at the exquisite Leixões Cruise Terminal. The dancing and entertainment carried on for quite a while, and once again, the WMC lived up to its collegial reputation.

This conference would have not have been possible without the enthusiasm and dedication of the track chairs, the commitment of the presenters, and the invaluable direction and guidance of the AMS Co-Directors of International Programs, Barry Babin and Jay Lindquist. We thank you all very, very much!

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AMS OFFICIAL PUBLICATIONS

Updates from the V.P. of Publications

James S. Boles



AMS continues to play a leading role in advancing marketing thought and the marketing discipline. JAMS, with John Hulland (University of Georgia) as Editor, continues to be one of the most widely read marketing journals (503,050 article downloads yearly) with an impact factor of 8.488. JAMS continues to be represented on the Financial Times List of the Top 50 Business Journals. Manjit Yadav (Texas A&M University) Editor-in-Chief of AMS Review, continues to enhance the Journal's position. Downloads and citations of AMSR articles are growing and the reach of the Journal is

continuing to expand. The AMSR is also continuing with its mission of expanding the conceptual and theoretical domain of marketing, by partnering with the Sheth Foundation on a doctoral competition for conceptual articles. The goal being to foster conceptual thought in developing marketing scholars. Finally, as Editors of the AMS Quarterly, Nina Krey (Rowan University) & Obinna Obilo (Central Michigan University) will continue keep us informed about important AMS news and events related to the Academy. We appreciate your support of our publications.

The Academy of Marketing Science JAMS Update: New Impact Factors and Special Issues

The latest JCR/ISI impact factor scores are out, and it's good news once again for JAMS. Of the six marketing journals on the *Financial Times 50* list, JAMS has the highest 2-year and 5-year impact factors, with and without self-citation. It is also ranked

3rd of all journals in the Business category for the 2017 2-year impact factor. Below is a summary of the impact factors for the six journals on the *FT50* list:

2017 Impact Factors	JAMS	Journal of Marketing	Journal of Marketing Research	Journal of Consumer Research	Journal of Consumer Psychology	Marketing Science
2-year	8.488	7.338	3.854	3.535	2.809	2.794
2-year w/o self-citations	7.607	6.810	3.634	3.026	2.618	2.490
5-year	9.810	9.592	5.678	6.022	4.427	3.918
Ranking of Business Category	3	5	25	33	45	46

Note that we have increased the number of papers published in JAMS over the past two years by 18%. This means that the number of citations per paper (depth) has increased even as the total number of papers being published (breadth) has also gone up.

We hope that you as AMS members will help promote JAMS in your schools and departments by sharing this good news. We will be updating the JAMS Benchmark Report and our JAMS Factsheet with these new numbers; both documents are available

on the JAMS website (www.springer.com/jams) and may be helpful to pass along to department chairs as they evaluate new journals for P&T and annual reviews.

In other activities, JAMS has two special issues accepting submissions this year: *Generalizations in Marketing: Systematic Reviews and Meta-Analyses* (edited by Mark Houston and John Hulland; deadline for submission is August 17, 2018) and *Managing Business and Innovation in Emerging Markets* (edited by Rajendra Srivastava and V. Kumar; deadline for

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AMS Official Publications *continued from page 15*

submission is August 31, 2018). The calls for papers are available to download in the sidebar at www.springer.com/jams.

There will be an additional JAMS special issue next year: *Innovating in the Digital Economy: Leveraging Technology*

to Create Value for Consumers and Firms (edited by Alina Sorescu and Martin Schreier). Submissions will be accepted beginning May 1, 2019. (A call for papers on this topic will be added to the JAMS website later this year.)



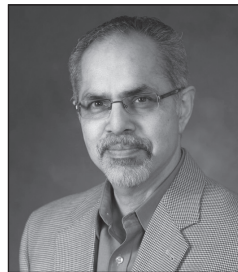
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Managing Editor



John Hulland
Editor-in-Chief

AMS Review: Continuing and New Initiatives

Manjit S. Yadav Editor, AMS Review



New Section in AMS Review: Theory + Practice

Starting with the June 2018 issue, *AMS Review* features a new section: *Theory+Practice*. Bernie Jaworski (Claremont Graduate University) will serve as Section Editor. The overarching objective of this new initiative is to facilitate theory development by looking closely at cutting-edge issues emerging from practice. Each section will feature two articles. In the June 2018 issue, Bernie Jaworski describes his vision for the new section. For additional details, please see: <https://link.springer.com/journal/13162/8/1/page/1>

2018 AMS Review/Sheth Foundation's Doctoral Competition for Conceptual Articles

The 2018 competition was co-chaired by Jagdip Singh (Case Western Reserve University), Jelena Spanjol (Ludwig-Maximilians-University Munich), and Manjit Yadav (Texas A&M University). This competition seeks to:

- Encourage doctoral students to identify impactful conceptual ideas in their dissertation research and develop them into publishable articles

- Help doctoral students interested in conceptual work by connecting them with other marketing scholars, and providing feedback on their research.

The winners of the 2018 competition presented their work in a Special Session at the AMS Conference in New Orleans. The conference co-chairs also organized a second session in which a number of leading scholars mentored the winners and provided guidance related to the development of conceptual articles. The 2018 winners are (in alphabetical order):

- Abigail Nappier Cherup, University of Nebraska-Lincoln
Drivers of Persuasion Knowledge: Decentering the Ideal Consumer
- Abdullah Demirel, University of Massachusetts Amherst
A Brand-New Examination of Consumer Behavior of Voluntary Simplifiers: A Conceptual Framework
- Yves Dupuis, Concordia University
A Framework for the Consideration of Consciousness in Marketing Research

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AMS Official Publications *continued from page 16*

- Maria Eriksson, Lulea Tekniska Universitet
Christine Pitt, Kungliga Tekniska Hogskolan
Andrew Flostrand, Lulea Tekniska Universitet
Emily Treen, Simon Fraser University
*In the Company of Friends - Impacts of Antecedent
Friendship Among Entrepreneurial Partners, a
Heuristics and Biases Based Analysis*
- Niusha Jones, University of North Texas
Choice Androgyny
- Ariel Schauman, University of Massachusetts Amherst
Elizabeth Gelfand Miller, University of Massachusetts
Amherst
*When Rituals Won't Work: Identifying and
Managing Threats to Ritual Performance*

The 5th Annual Theory Forum

This event, which brings together leading marketing scholars to share their perspectives on theory development in marketing, was held on Friday, May 25, 2018 during the AMS Conference in New Orleans. The forum featured the following presentations, following by a panel discussion.

Marketing Concept Hunting: A Fieldwork Perspective

Bernard Jaworski, Claremont Graduate University

New Frontlines of Marketing Theory

Jagdip Singh, Case Western Reserve University

*Theorizing the Concept of Responsibility in Innovation and
Service Research*

Jelena Spanjol, Ludwig-Maximilians-University Munich

AMS PRESIDENT'S COLUMN *continued from page 1*


9-12, 2019. Tina Harrison and Mary Brennan are the co-chairs of this conference.

As president, I welcome everyone to participate in our activities, programs and publications. We welcome new officers to the Executive Council including Janna Parker as Vice President for Development, Brad Carlson as Vice President for Programs, Mark Peterson as Vice President for Membership (USA), Patti Rossi as Vice President for Membership (International) and John Ford joins Jay Lindquist and Barry Babin as Co-Directors of International Programs. We sincerely appreciate the service of outgoing officers Angeline Close and Todd Donovan. Nina Krey continues as Secretary/Treasurer and Jim Boles continues as Vice President of Publications. Dana Harrison is Director of Data Privacy, a new position to protect member data and comply with EU General Data

Protection (GDPR). Angeline Close Scheinbaum is our new Director of Social Media. We have an excellent team of officers and directors to advance AMS.

Finally, I want to give special acknowledgment to the outgoing President, Adilson Borges. His leadership in particular advanced AMS in becoming the leading global marketing academy with approximately half our membership outside the United States. Certainly, Adilson's leadership has done much to advance the Academy of Marketing Science. Looking forward, Julie Moulard is the President-Elect and will play a major role over the next two years in guidance and assistance of all AMS activities. Please contact me if I can assist in any way, or if you would like to be more involved with AMS.

O.C. Ferrell



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Berkman Charitable Foundation® Funding Announcements/Opportunities

The Harold & Muriel Berkman Charitable Foundation, Inc.® announces scholarship and research grant recipients for 2017. 70 students, representing 36 AACSB Accredited Universities, received a scholarship this year in a competition that was particularly competitive. Over 700 applications received and reviewed by the Awards Committee. Among that list, the Foundation is particularly proud to announce that 34 U.S. Veterans from various branches of the U.S. services received scholarships. Included amongst the Veterans are multiple individuals who earned the Combat Infantryman Badge (U.S. Army Infantryman seeing combat action) or Combat Action Badge (combat badge for other branches). In addition, three dozen students pursuing a degree in marketing received \$1,000 awards. In total, the Foundation has awarded nearly 200 scholarships in the past three years. In 2014 the "Foundation" established an endowment for the Student Veterans Center at The University of Georgia.

Competitive research grants were awarded to three U.S. marketing faculty. The grants support the development of marketing science and marketing theory based on each applicant's description of research aimed toward that end. In total, the Foundation has made \$31,800 in awards aimed at advancing basic marketing research. This year, the research grants went to three marketing faculty:

- David J. Ortinau, University of South Florida
- Jennifer A. Espinosa, Rowan University
- Stefan Sleep, Georgia Southern University

The Foundation seeks to encourage educational achievement for individuals in two categories: U.S. Military Veterans and U.S. Students Majoring

in Marketing at AACSB Accredited Colleges of Business.

For more information about the Harold & Muriel Berkman Charitable Foundation® visit berkmanfoundation.org. A list of all scholarship and grant recipients can be found there as well as links to applications for funding opportunities for AY 2017-2018.

Berkman Charitable Foundation® Student Scholarships

The Foundation will award more \$1,000 scholarships for AY 2018-2019. Scholarships are limited to U.S. Citizens who are matriculating in a university accredited by the Association to Advance Collegiate Schools of Business (AACSB). Scholarships will be awarded in two categories: worthy students majoring in marketing perusing an undergrad or graduate degree, and U.S. Veterans, especially students holding a Combat Infantry Badge, or who suffered a serious injury due to combat action, received a Purple Heart. Candidates pursuing scholarships on the latter basis need not be majoring in marketing or business as a condition of candidacy for a scholarship. Applications must be submitted after May 1, 2018, but before August 29, 2018, and can be found at: berkmanfoundation.org.

Berkman Charitable Foundation® Research Grants

All tenure-track or tenured marketing faculty who are U.S. citizens at AACSB accredited institutions are eligible for grants of up to \$3,000. Projects with potential to publish in journals like The Journal of the Academy of Marketing Science are sought. Applications are accepted from May 1, 2018 until August 29, 2018, and a link to the application form can be found through: berkmanfoundation.org.

JOURNAL OF ADVERTISING

Call for Papers

Special Issue on Advertising in Asia: Theories and Implications for Practice

Deadline for submission: January 31, 2019

Manuscripts are being solicited for an upcoming special issue of the Journal of Advertising on Advertising in Asia: Theories and Implications for Practice, which is dedicated to advancing theories for understanding the unique aspects of advertising in Asia.

Most advertising theories have been developed in the West. When they are applied to phenomena in Asia, scholars often fail to find strong support for them. Without a systematic effort to cultivate pertinent theories, applicable to different socio-cultural-economic settings, we are left with only broad notions of how advertising works in Asia.

Three main stages of development in international advertising research thus far have contributed to our initial knowledge of advertising in Asia. Early research explored the content of ads in different cultures such as the use of emotional appeals and types of narratives. Following that, the research paradigm shifted to exploring which types of appeal or content were most effective. For example, studies have examined how the same appeals such as comparative advertising worked differently in various cultures or which appeals enjoyed a competitive edge in certain cultures. Finally, more recent developments sought to address which mechanisms drive these differences, such as consumer motivation and identity. These three streams of international advertising research have no doubt generated insightful findings. Yet the question of how advertising works in Asia remains relatively underexplored, such that many complex distinctions and unique elements have not been discovered or documented in a systematic and comprehensive manner. Focused efforts to achieve theoretical advances are very much needed.

Research comparing cultures, while producing some informative findings, offers only a small window to advertising in Asia. It should not be the sole approach. Understanding unique advertising practice and phenomena in Asia and investigating commonalities across Asian markets is an alternative approach that could be fruitful.

This special issue seeks to address the need for research by soliciting, publishing, and disseminating theoretical

developments that focus on advertising in Asia. Specifically, we seek manuscripts with strong theoretical foundations and insightful evidence to stimulate further research. We welcome articles that explicate advertising in Asia from either a comparison perspective or an indigenous approach. Potential research topics that may be addressed include (but are not limited to):

Theories, Models, and Methods

- Generic theories of how advertising works in Asia
- Ad processing models for consumers in Asia
- Asian consumers' cognitive styles
- Asian consumers' engagement with advertising
- Asian consumers' involvement with advertising
- Persuasion knowledge and resistance among Asian consumers
- Persuasion models for Asian consumers
- Relativism–universalism in Asian advertising research
- Qualitative and quantitative approaches in Asian advertising research

Consumers

- Asian identities in advertising
- The role of advertising in Asian consumers' decision making
- Subcultures in Asia and their implications for advertising
- Asian consumers' attitudes toward advertising
- Branding in Asian markets

Content and Form Matters

- Creativity approaches and strategies in Asian advertising
- Cultural elements in Asian advertising
- Narratives in Asian advertising
- Emotional appeals in Asian advertising
- Unique message appeals in Asian advertising
- Language in Asian advertising
- Humor in Asian advertising
- Celebrity effects in Asian advertising
- Sex appeals in Asian advertising
- Visual and aesthetic styles in Asian advertising

continued on page 10

Call for Papers *continued from page 19***Media**

- The use and effects of digital media in Asia
- The development and integration of advertising media in Asia
- The importance of social media for Asian consumers
- The role of mobile advertising in Asia
- Advertisers' media allocation and decision processes in Asia
- Native advertising in Asia
- Branded entertainment in Asia
- Advergaming in Asia
- Viral behaviors among Asian consumers
- Asian consumers' ad sharing behaviors on social media
- Asian consumers' responses to mobile advertising
- The role of co-creation and user-generated content in Asian advertising

Focused Topics

- Health advertising in Asia
- Public service announcements in Asia
- Green advertising in Asia
- Political advertising in Asia

Sociological Aspects

- Issues related to ethics and fairness of advertising practices in Asia
- Gender portrayals in Asia
- Advertising literacy in Asia
- Concerns for youth and children in Asia
- Unique legal issues related to advertising in Asia and the implications for advertisers

Submission Guidelines

Submissions should follow the manuscript format guidelines for JA, available at <http://www.tandfonline.com/toc/ujoa20/current>. A manuscript should not normally exceed 12,000 words, including all references, tables, figures, and appendices.

The submission deadline is January 31, 2019. All manuscripts should be submitted through JA's online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, between January 1 and 31, 2019. Please do not submit your manuscript before January 1, 2019. Authors should select "SPECIAL ISSUE: Advertising in Asia: Theories and Implications for Practice" as the "Manuscript Type." In the cover letter, authors should note that their submission targets the Special Issue on Advertising in Asia: Theories and Implications for Practice.

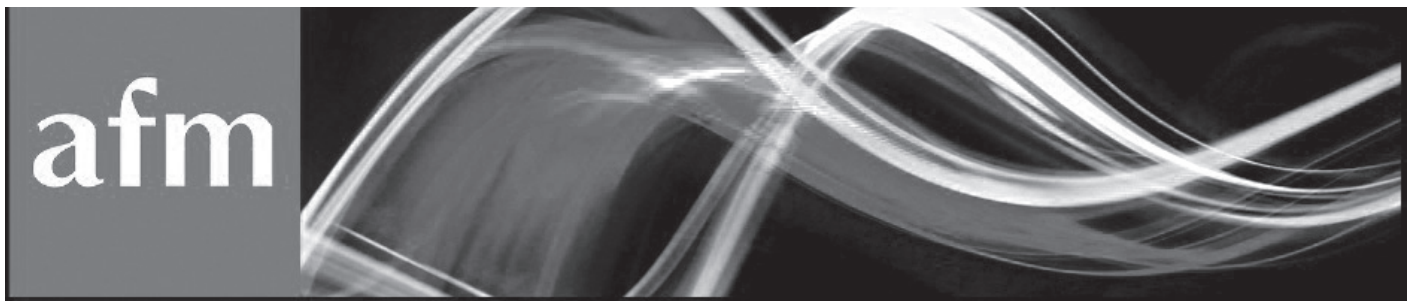
- Authors will be notified no later than March 31, 2019 about the preliminary decision regarding whether their manuscript will proceed to the next round of review.
- This Special Issue is planned to be published as the last issue of 2019.

For additional information regarding the special issue, please contact the guest editors:

Chingching Chang, National Chengchi University,
shenc@nccu.edu.tw

Wei-Na Lee, University of Texas at Austin,
weina@mail.utexas.edu

Yuping Liu-Thompkins, Old Dominion University,
yxxliu@odu.edu

ANNOUNCEMENT

The French Marketing Association (afm) would like to announce the launching of its blog. The blog is a place to share findings and new marketing perspectives based on academic research published in marketing journals, without the scientific complexity. The goal is to make the results of academic marketing research

understandable to all actors within the marketing community: academics, practitioners, consultants, journalists, and students.

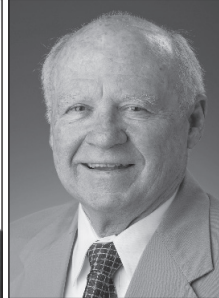
The blog is located at: <https://afmmarketingblog.wordpress.com>

We hope to see you there!

BOARD OF GOVERNOR'S CORNER



Barry Babin



Joe Hair

Calls for Nominations

The AMS Board of Governors is pleased to make the following announcements:

The Academy of Marketing Science is seeking nominees for its most prestigious awards. If you wish to nominate someone for one of these awards, you may submit your nomination directly to the appropriate subcommittee at the email address indicated for each award or you can send to ams@latech.edu. In each case, individuals who accept the nomination to be considered for an award may be asked to provide documentation supporting their case. All nominations are due by December 1, 2018 unless otherwise noted or otherwise extended by the chair of the respective subcommittee.

All nominations may be submitted via email to ams@latech.edu with the appropriate award title in the subject line. The nominating letter may be addressed to the subcommittee chair. Nominations are sought for the following awards:

The Harold W. Berkman Service Award—named after the AMS Founding Fellow, who continues to serve as the AMS Executive Vice-President and Director, this award recognizes individuals who epitomize selflessness in service to the AMS and to the marketing discipline in general. A list of the previous recipients can be found at: http://cymcdn.com/sites/www.ams-web.org/resource/resmgr/Files/List_of_Winners.pdf

Include a brief statement of worthiness for the award given the criteria above. Subcommittee Chair: David Ortinau. Subcommittee Members: David Ortinau, Barry J. Babin, and Joe Hair

The AMS Distinguished Marketing Educator Award—the award recognizes achievement in marketing education within AMS and the marketing Academy. This award recognizes long-term achievement in advancing the discipline through teaching, research, mentorship and service in promoting and upholding professionalism in the marketing discipline. A list of previous winners can be found at: http://cymcdn.com/sites/www.ams-web.org/resource/resmgr/imported/legends/AMS_Marketing_Educators.pdf

Subcommittee Chair: Linda Golden. Subcommittee Members: Linda Golden, Linda Ferrell, Adel El-Ansary

The AMS Distinguished Marketer Award—this award recognizes achievement and prominence through the practice of marketing. Winners have exemplified effectiveness in marketing and maintained high professional moral standards through all their actions. For a list of all recipients, follow this link: <https://ams.site-ym.com/page/OutstandingMarketer>

Subcommittee Chair: Leyland Pitt. Subcommittee Members: Leyland Pitt, Eli Jones, Bodo Schlegelmilch

The Harold & Muriel Berkman Faculty Development and Achievement Award—this award recognizes initiative in service to AMS and achievement within AMS and the profession among developing scholars. Candidates must have a minimum of three consecutive years of AMS Fellow membership and have served in some official capacity in AMS programs. Preference is given to candidates within the first 15 years

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Questions?

Contact the AMS office at **318-257-2612** or **ams@latech.edu**.

BOARD OF GOVERNOR'S CORNER

continued from page 21

in academics. For a description of the award and a list of previous winners: <http://www.ams-web.org/?page=HMBF-DAAward&hhSearchTerms=%22Development%22>

Nominations can be sent to Harold Berkman through ams@latech.edu. Subcommittee Members: Harold and Muriel Berkman, Barry J. Babin, Nicholas Paparoidamis

The AMS Global Marketer of the Year—this award recognizes achievement within the marketing discipline to an individual that has furthered the cause of marketing internationally and global market development. The recipient will have demonstrated his/her accomplishments through their actions and statements, and will have at all times acted with integrity and high ethical standards. It is not required that this individual has a terminal degree, nor is it required that this individual has been an academic—although the award can be give to either academics or practitioners. Last year, Olivier Dexemple of Coca-Cola Europe was the winner. Nominations due by 2/1/19. Nominations can be sent to Jean-Luc Herrmann: jean-luc.herrmann@univ-lorraine.fr
 Subcommittee Chair: Jean-Luc Herrmann.
 Subcommittee Members: Leyland Pitt, Linda Price, Jean-Luc Herrmann

MEMBERSHIP RENEWAL



Marianne Hooper
Office Administrator
Academy of Marketing Science
Louisiana Tech University
 (318) 257-2612
 ams@latech.edu

If you have not yet renewed your membership, we would like to take this opportunity to urge you to renew your AMS membership for the upcoming year and to remind you that your AMS membership offers you a unique set of benefits.

1. A subscription to JAMS and AMS Review are included in your membership price. In addition, free online access to JAMS and AMS Review are available to members through <http://www.ams-web.org>. AMS Review is increasingly regarded as a leading marketing journal and it is now in the ABS, the UK based ratings/groupings. Understanding that theory is the fuel for research, AMS Review publishes thoughtful commentaries that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena.
2. Professional networking through the annual AMS conference, other conferences sponsored by the Academy, and the membership directory. AMS conferences are known for a unique, friendly, and welcoming atmosphere. They are designed to offer interactive opportunities for sharing research and teaching ideas.
3. Opportunities to interact with academics on an international level. With its current diversity of membership, the World

Marketing Congress, and a globally supported national conference, AMS is a truly international organization in its heart and soul.

4. The AMS Quarterly provides ongoing information on AMS programs, publications, and news.

With all of these benefits, AMS members receive a high value for their membership dues and ample opportunities to grow professionally as well as personally.

We look forward to an ongoing, mutually beneficial relationship with each of you! Renew your membership in AMS today by sending your renewal to the address at the top of the page:

If you would like to help recruit new members for AMS, please share the above information with faculty and doctoral students who are not currently members of AMS. More detailed information about AMS and membership can be found at <http://www.ams-web.org>. We sincerely appreciate your support!

AMS Quarterly



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