

AMS Quarterly



Academy of Marketing Science

Fall 2019 Volume 19 Number 2

AMS President's Message



We had a highly successful annual conference in Vancouver and World Marketing Congress in Edinburgh. This has been one of the most successful years in the history of AMS. We want to thank Altaf Merchant and Jeannette Mena again for co-chairing the annual conference, and Tina Harrison and Mary Brennan for co-chairing the World Marketing

Congress. Across both events, the quality of the special sessions, workshops, and papers were exceptional. These can be viewed in the AMS conference proceedings, published by Springer, for global distribution in most libraries. Please join us in 2020 for the conferences discussed later in this column.

We are pleased that Mark Houston has joined John Hulland, Editor-in-Chief, as Co-Editor of *JAMS*. Mark has a distinguished record as a marketing scholar. He will be an important resource in advancing *JAMS*, as the journal had over 700 submissions last year. Steve Vargo, now Editor-in-Chief of *AMS Review*, is planning several special issues and is continuing to advance the journal as the leading conceptual and theory journal in marketing.

The AMS Executive Council will meet October 10th to discuss several important new initiatives, including planning the 50th Anniversary of the Academy of Marketing Science. The Academy of Marketing Science was founded in 1971 by Harold Berkman, and he continues to serve as Executive Director to this day. His vision of what the Academy could accomplish continues to be fulfilled today. We want to especially thank him for continuing to provide leadership to our initiatives, but more importantly, for his service to our country in WWII. Further, we hope to finalize the AMS Publishing Code of Ethics at the October EC meeting. The Code has been developed over the last year to guide integrity in research and publishing. AMS is the only marketing society to establish a code of ethics on publishing and is one of the few in the business discipline to do so as well. The integrity of our journals depends on a high level of publishing ethics.

FROM THE EDITOR



We are excited to return with the new edition of the AMS Quarterly.

What a fantastic few months we've had at AMS! Firstly, our annual conference in Vancouver 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 Edinburgh, Scotland represented our continuing drive to expand our international reach. With over 300 delegates representing 60 countries, it certainly was a truly international event, and we also send our gratitude to the collective effort that helped realize this WMC. As we go on to Coral Gables and Brisbane 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

Academy of Marketing Science Annual Conference

May 20-22, 2020

Biltmore Hotel, Coral Gables, Florida

Conference Program Co-Chairs:

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From Micro to Macro: Dealing with Uncertainties in the Global Marketplace

The global marketplace is full of uncertainties resulting from emerging technologies and disruptive innovations. For example, some large privately held start-ups, specifically those created in the last decade have recently gone public to manage risks, with varied levels of success. Many of these are Hi-Tech companies that are leveraging

artificial intelligence, machine learning, cloud computing, robotic automation, augmented reality, and other recent advancements. Some of these companies operate in what is known as the Sharing economy and offer collaborative consumption opportunities. These digital technology companies are bringing incremental, as well as radical



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AMS Upcoming Events *continued from page 3*

and disruptive innovations to the marketplace, sometimes challenging the status quo of long-standing incumbents and traditional industries. We see proliferation of automation in the service sector all the time. For example, front-line service employees are traded for screens at fast food restaurants, airports, and luxury hotels. Autonomous vehicles may soon replace the way we use rideshare services, taxis, and public transit. On the other hand, there is immense potential of using automation towards social good. Artificial intelligence in the

health care sector is providing cost-cutting, time saving, and enhanced professional efficiencies to improve patient outcomes. All these innovations are profoundly impacting consumer experiences. How do marketers balance maximization of stakeholder value with sustainable societal well-being? With these challenging marketplace transformations, where do we go next? We invite authors to explore such micro to macro marketing issues and submit papers on related topics and subfields.

2020 Academy of Marketing Science World Marketing Congress

July 14-17, 2020

The University of Queensland Business School, Brisbane, Australia

Conference Program Co-Chairs:

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As Drucker said, the only two value-added functions in business are marketing and innovation. Today marketers are challenged to add value in an environment characterized as filled with problems arising from climate change, global natural resource management, fractionized political and economic viewpoints, and changes in the social landscape, both within and across national borders. These “sands” continue to shift from the past into our current world and marketing innovations more and more are leveraged by the rising influence of artificial intelligence, virtual reality, mechanamorphics, a proliferation of data, changing economic power concentration, and a myriad of other factors. Notably, Queensland, the host state of the 2020 Academy of Marketing Science World Marketing Congress and

home to the Great Barrier Reef and oldest and most bio-diverse rainforest in the world, is no stranger to environmental threats.

In the complex context of today’s world, as in the past, marketers continue to seek to discover new ways of creating value-adding exchanges. Tools such as marketing analytics point toward innovative ways to replace or assist marketing decision-making. However, marketing efforts should continue to be guided by such values as equity, transparency, authenticity, and empathy. At a collective and organizational level, marketers should strive to continue to offer value in a socially-responsible way to society and the consumers within.

Accordingly, the AMS WMC 2020 provides a platform and collegial atmosphere for marketing scholars as they continue to

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AMS Upcoming Events *continued from page 4*

consider their work through the lens of ‘responsible’ or ‘enlightened marketing’, which takes into consideration the disciplines potential societal and environmental effects and contributions in theory and practice. This will include the presentation of possible new theory discoveries and findings that could lead

to more efficient and impactful responses by marketers to the current multi-faceted global challenge array. Gatherings such as this help to assure that the future of marketing and the communities it so closely impacts will be bright and continue as a true value-added function to business.

**AMS PRESIDENT'S COLUMN** *continued from page 1*

Finally, please submit papers and ideas for panels for the annual conference in Coral Gables, Florida, and the World Marketing Conference in Brisbane, Australia. These conferences will provide an opportunity to join the most inclusive and diverse community of scholars in the marketing discipline. All of

the information you need to be involved is on the AMS website and in this issue of the AMS Quarterly.

O.C. Ferrell, President AMS
James T. Pursell Sr., Eminent Scholar in Ethics
Auburn University

THE 2019 AMS ANNUAL CONFERENCE, VANCOUVER



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THE 2019 AMS Annual Conference, Vancouver *continued from page 6*



THE 2019 AMS Annual Conference, Vancouver *continued from page 7*



THE 2019 AMS Annual Conference, Vancouver *continued from page 8*

Marketing Opportunities and Challenges in a Changing Global Marketplace

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The 2019 Annual AMS Conference, held in the Fairmont Hotel in downtown Vancouver was a great success. With over 521 submissions and 500+ registrations, marketing scholars from all over the world gathered to discuss the newest marketing trends, exchange views, learn from each other and network.

The conference provided a fascinating program, ranging from 22 paper tracks, including the 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 Doctoral Colloquium (chaired by John Ford and Mathieu Kacha), Doctoral Consortium (chaired by Adilson Borges, Darren Dahl, John Ford and Theresa Kirchner), Doctoral Dissertation Award and Doctoral Dissertation Proposal Award Competitions (both sponsored by Mary Kay Inc.), AMS Review – Sheth Foundation Annual Doctoral Competition for Conceptual Articles, and a special closed-door session.

For those looking for teaching inspirations, 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 Debra Zahay, Janna Parker, and Spencer Ross), 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 2019 AMS

Conference such a great event: the 40+ track chairs, the reviewers, the proceedings editors, Nina Krey, Shuang Wu, and Felipe Pantoja, and the VP of Programs, Brad Carlson, 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 stimulating, 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 2019 conference awards:

The William R. Darden Award Best Research Methodology Paper went to Nicholas Danks, Pratyush Sharma and Marko Sarstedt for their paper titled: “Model Selection Uncertainty and Multi-model Averaging in Partial Least Squares Structural Equation Modeling (PLS-SEM).”

The Stanley C. Hollander Best Retailing Paper Award went to Vahid Rahmani, Erika Kordrostami, and John Ford for their contribution: “Effective Pricing Strategies: Investigating the Contrast Between Theory and Practice.”

The Jane K. Fenyo Award for Best Student Paper went to Samreen Ashraf for her work titled: “Between a Banker and a Barbie: The Illusions of Social Media.”

The prestigious M. Wayne Delozier Best Conference Paper Award went to Panagiotis Sarantopoulos, Aristeidis Theotokis, Katerina Pramataris, and Anne Roggeveen, for their manuscript: “The Impact of a Complement-Based Assortment Organization on Purchases.”

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THE 2019 AMS Annual Conference, Vancouver *continued from page 9*

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

- The Mary Kay Dissertation Proposal Award went to Shaobo Li from Nanyang Technological University, Singapore, for his work titled: “The Influence of Idealistic versus Pragmatic Mindsets on Charitable Behaviour.”
- The Mary Kay Dissertation Competition was won by Kiran Pedada from Texas Tech University, for his dissertation titled: “Essays on International Joint Venture Dissolutions in Emerging Markets”

The primary outlet for the research of AMS scholars is the Academy’s own Journal of the Academy of Marketing Science (JAMS). The 2019 Sheth Foundation Best Paper Award for JAMS was awarded to Mark Houston, Ann-Kristin Kupfer,

Thorsten Hennig-Thurau, and Martin Spann for their paper “Pre-release Consumer Buzz.”

Finally, Dr. Sharon Beatty received the 2019 Distinguished Marketing Educator Award.

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

Where to next? The 2020 AMS conference will take place in Coral Gables May 20-22, 2020. The conference co-chairs Pia Albinsson (Appalachian State University) and Bidisha Burman (University of the Pacific) are preparing a wonderful program on the conference theme “From Micro to Macro: Dealing with Uncertainties in the Global Marketplace”. We hope to see you there for another inspiring conference!

Best Regards,

—Altaf Merchant and Jeannette Mena
2019 AMS Conference Co-Chairs

Award Recipients



The recipients of the **2019 M. Wayne Delozier Award for the Best Conference Paper** are Panagiotis Sarantopoulos, Aristeidis Theotokis (C), Katerina Pramadari, and Anne Roggeveen, for their manuscript: “*The Impact of a Complement-Based Assortment Organization*

on Purchases.”

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



The recipients of the **2019 William R. Darden Award for the Best Research Methodology Paper** are Nicholas Danks, Pratyush Sharma, and Marko Sarstedt (C) for their paper titled: “*Model Selection Uncertainty and Multi-model Averaging in Partial Least Squares*

Structural Equation Modeling (PLS-SEM).”

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 recipient of the **2019 Jane K. Fenyo Award for the best Student Paper** is Samreen Ashraf for her work titled: “*Between a Banker and a Barbie: The Illusions of Social Media.*”

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



The recipients of the **2019 Stanley C. Hollander Award for Best Retailing Paper** are Vahid Rahmani (2R), Elika Kordrostami (2L), and John Ford for their contribution: “*Effective Pricing Strategies: Investigating the Contrast Between Theory and Practice.*”

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THE 2019 AMS Annual Conference, Vancouver *continued from page 10*

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



The **2019 Mary Kay Dissertation and Proposal Competition Finalists** were: Martin Hirche (*L*, Dissertation); Junzhou Zhang (*2L*, Proposal); Anh Dang (*3L*, Dissertation); Shaobo Li (*2R*, Proposal); Kiran Pedada (*R*, Dissertation)



The recipient of the **2019 Mary Kay Dissertation Competition Award** is Kiran Pedada for his dissertation titled: *“Essays on International Joint Venture Dissolutions in Emerging Markets”*



The recipient of the **2019 Mary Kay Dissertation Proposal Competition Award** is Shaobo Li with his paper *“The Influence of Idealistic versus Pragmatic Mindsets on Charitable Behaviour.”*



Sharon E. Beatty has been named 2019 Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator

Professor Sharon Beatty of The University of Alabama has been named as the 2019 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. Sharon Beatty is a Professor Emerita in the Culverhouse College of Business at The University of Alabama.

“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.”

THE 2019 AMS WORLD MARKETING CONGRESS, EDINBURGH, SCOTLAND



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THE 2019 AMS World Marketing Congress, Edinburgh, Scotland *continued from page 12*



THE 2019 AMS World Marketing Congress, Edinburgh, Scotland *continued from page 13*



THE 2019 AMS World Marketing Congress, Edinburgh, Scotland *continued from page 14*



Edinburgh at night with a view of Edinburgh Castle

The 22nd Academy of Marketing Science World Marketing Congress took place between 9th and 12th July, 2019 in Edinburgh, Scotland, welcoming more than 300 delegates from over 60 different countries. The conference was hosted by University of Edinburgh Business School and held at the University's John McIntyre Conference Centre. Whilst the weather was mostly on the cool side, even by usual Scottish summer temperatures, it didn't dampen the spirits as delegates still enjoyed the historic city of Edinburgh and all it has to offer.

The theme of the Congress - 'Enlightened Marketing in Challenging Times'—drew on the historical significance of Edinburgh as the birthplace of the 'Scottish Enlightenment', an intellectual movement that centred 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, the Congress specifically asked 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 papers and special sessions responded to this theme very well. In particular, two special sessions challenged us to consider 'How does marketing fit in the world?' and 'Where did generalizability go?' Within other papers and sessions, there was a distinct emphasis on challenging the fundamental values, ethos and purpose of the theory and practice of marketing.

The conference attracted over 350 competitive paper submissions, resulting in more than 270 presentations across nearly 100 sessions.

In addition to many key topics that form the mainstay of marketing theory and practice, such as advertising, branding, consumer behaviour, we also welcomed new tracks and themes, including: food, health and sport; ethics and responsibility; and an increased focus on digital and social media marketing and the use of data, analytics and machine learning, to highlight a few. A further highlight was two 'Meet the Editors' sessions, providing an opportunity to interact directly with Editors and Associate Editors from no fewer than 10 top tier journals and learn hints and tips on how to increase our chances of publishing success.

A very important part of the World Marketing Congress is the cultural programme that runs alongside the serious academic programme. Our social programme kicked off with a Welcome Reception at the John McIntyre Conference Centre on Tuesday evening, providing an opportunity for delegates to network over a glass of wine or two. On the Wednesday evening, we departed from the Conference Centre and gathered at the Playfair Library Hall, in the University's Old College, for a chance to sample some of Scotland's finest whisky and gin



Edinburgh from Calton Hill

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THE 2019 AMS World Marketing Congress, Edinburgh, Scotland *continued from page 15*

and marvel at the beauty of the surroundings. Old College is the University's oldest and most iconic building, built between 1789 and 1879. It is the product of three of Scotland's most talented and important architects of the Georgian and Late Victorian periods and features the Playfair Library, the masterpiece of William Playfair, with its neo-classical barrel-vaulted ceiling.

On Thursday afternoon, the cultural programme continued with a bus tour of the city, taking in the medieval old town of the Royal Mile, flanked at each end by Edinburgh Castle and the Palace of Holyrood House, and the more contemporary architecture of the Scottish Parliament. Nestled between the Parliament building and Salisbury Crags, Dynamic Earth - a museum that tells the story of our planet - provided the venue for the Gala Dinner on Friday night. We were greeted at the entrance by the playing of Scottish bagpipes and given the chance to experience the interactive exhibits in the Museum, before sitting down to a fabulous dinner. After dinner, the Scottish music continued with a live Ceilidh band and the temperature stepped up with some rather energetic traditional Scottish dancing.

During the Congress, we were very proud to honor Paul Miller with the award of 2019 Global Marketer of the Year. The AMS Global Marketer of the Year 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 their accomplishments through their actions and statements, and will have at all times acted with integrity and high ethical standards. The award can be given to either academics or practitioners.

Paul is Founder and Owner of Eden Mill, the only single-site distillery and brewery operating in Scotland. He is also an alumnus of Edinburgh University Business School's MBA programme. His career spans wine, whisky and beer in such roles as: Programme Director for the Scottish Government's Alcohol Industry Partnership; Managing Director (Scotland) at Molson Coors; Regional Director at Glenmorangie; and International Distillers & Vintners (IDV), a company that formed the basis of Diageo, the world's largest producer of Scotch whisky.

Paul established Eden Mill in 2012 initially as a brewery. In 2015, the company entered the gin market with the launch of 'Golf Gin', and in 2018 released the first Single Malt whisky to be distilled in St. Andrews in over 150 years. The First Bottling was sold at auction and broke the world record for a first release, at £7,100.

In 2013, Eden Mill embarked on its exporting venture and now exports to a number of countries throughout Asia and Europe as well as USA. In 2018 Eden Mill won four 'gold' awards at the acclaimed Scottish Gin awards, including awards for 'excellence in marketing', 'exporter' and the 'overall Best Gin' award out of 116 entrants.

Underpinning this remarkable growth story, is a small, passionate and skilled distilling and brewing team with a focus on making the very best authentic and innovative craft Whisky, Gins, Spirits and Beers, and a desire to 'demystify the world of premium spirits and beer making'.

At the heart of the business is an award-winning and well-recognized sustainable ethos. Paul is currently leading a project to build Scotland's first carbon neutral distillery by 2020.



Old College, University of Edinburgh

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THE 2019 AMS World Marketing Congress, Edinburgh, Scotland *continued from page 16*

Paul Miller receiving his Award from AMS Co-Chairs, Board of Governors Joseph Hair (left) and Barry Babin (right) at the Recognition Lunch on Thursday 11th July, 2019.

The Award story was covered in the Scotsman Newspaper (13th July, 2019) and a number of trade magazines including Scottish Field¹, Scottish Licensed Trade News² and Dram.³

Finally, this Congress would have not have been possible without the enthusiasm and dedication of the track chairs, the commitment of the presenters, the support of Marianne Hooper, and the direction and guidance of the AMS Co-Directors of International Programs, Barry Babin and Jay Lindquist. This Congress was actually Jay's last, as he hands over the reins to

John Ford. It was a real pleasure to work with Jay in the preparations for the Congress. He has done so much to develop the format of the WMC, making it the success it is today. It's a hard act to follow, but John will bring his own unique style to future WMC's.

We could not have achieved this without the support of the University of Edinburgh and the Business School. Special thanks go to a few people who were key to the Congress. Shona Black and Charlotte Naylor provided invaluable support and assistance with event management, ensuring everything ran smoothly and to their very high standards. Our PhD students provided support during the Congress. Edinburgh First, the University's accommodation, events and catering company, kept us fed and watered throughout with a delicious selection of food. The success of the Congress is the result of a real team effort, and we are extremely grateful to everyone involved. We thank you all very much!

We look forward to meeting up with the AMS family next year in Brisbane and wish the University of Queensland Business School all the best for a successful 23rd Congress!

¹ <https://www.scottishfield.co.uk/?s=paul+miller>

² <https://sltn.co.uk/2019/07/12major-marketing-award-for-eden-mill-co-founder/>

³ <https://dramscotland.co.uk/2019/07/15eden-mill-co-founder-paul-miller-scoops-marketing-award/>

AMS World Marketing Congress 2019 Conference Co-Chairs Tina Harrison and Mary Brennan, University of Edinburgh Business School



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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. The Journal of the Academy of Marketing Science (JAMS), with John Hulland (University of Georgia) as Editor-in-Chief and Mark Houston as Co-Editor, continues to be the leading Marketing journal, one of the most widely read marketing journals with an impact factor of 9.36 which ranks 3rd among all business journals. JAMS continues to be represented on the Financial Times List of the Top 50 Business Journals. Stephen Vargo is the new Editor of the AMS Review. Manjit Yadav (Texas A&M University) stepped down as Editor-in-Chief of AMS Review after serving for two very successful terms, moving AMS Review forward in terms of impact and readership. Manjit's tireless efforts on behalf of

AMS Review are greatly appreciated and we look forward to Steve continuing 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, Obinna Obilo (Central Michigan University) & Nina Krey (Rowan University) will continue keep us informed about important AMS news and events related to the Academy. As always, we appreciate our membership's support and advocacy of our publications.

Journal of the Academy of Marketing Science JAMS Update: New Impact Factors and Special Issue

The latest JCR/ISI impact factor scores are out, and it's good news yet again for JAMS. Of the six Marketing journals on the *Financial Times* 50 list, for the second year running JAMS has the highest 2-year and 5-year impact factors, with and without

self-citation. It is also once again ranked 3rd of all journals in the Business category for 2018. Below is a summary of the impact factors for the six Marketing journals, showing the changes from 2017 to 2018:

2-Year Impact Factors	<i>JAMS</i>	<i>Journal of Marketing</i>	<i>Journal of Consumer Research</i>	<i>Journal of Marketing Research</i>	<i>Marketing Science</i>	<i>Journal of Consumer Psychology</i>
2018	9.36	7.82	4.70	4.20	2.49	2.47
2017	8.49	7.34	3.54	3.85	2.79	2.81
Change	0.87	0.48	1.16	0.35	-0.30	-0.34
Ranking of Overall Business Category	3	6	22	28	42	43

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AMS Official Publications *continued from page 18*

We increased the number of papers published in JAMS three years ago 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 with your department chairs, as they evaluate new journals for P&T and annual reviews.

In other activities, there will be one JAMS special issue next year: *Creating Customer, Firm, and Social Value through Cutting-edge Digital Technologies* (edited by Kirk Plangger, Ko de Ruyter, Catherine Tucker, and Dhruv Grewal). Submissions will be accepted beginning July 20, 2020 and ending October 2, 2020. (A call for papers on this topic can currently be found on the JAMS website.)

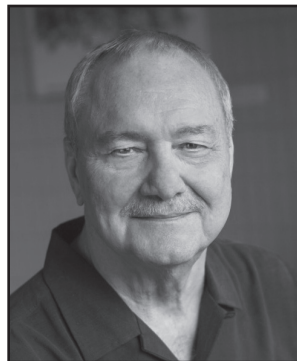


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Anne Hoekman
Managing Editor

AMS Review: Continuing and New Initiatives



Stephen L. Vargo
Editor, *AMS Review*

New Editor for AMS Review: Stephen L. Vargo

As of June 1, 2019, I succeeded Manjit Yadav as the editor of *AMS Review*. It is not a job I sought, but one I very willingly accepted because of my belief in the mission of the journal: contribution to the theoretical foundations of marketing through conceptual-only articles.

I have appointed Kaisa Koskela-Huotari of Karlstad University in Sweden as assistant editor. Bernie Jaworski of The Drucker School, Claremont, CA has agreed to continue as editor for the “Theory + Practice” section. The position of assistant editor is a new one, combining some of the duties usually associated with both managing and associate editors. I have also

added to the editorial review board, particularly making it more internationally diverse.

The new editorial team intends to continue and expand the wonderful initiatives begun by Manjit Yadav and his team, including, in addition to the Theory + Practice Section, the AMS Review Theory Forum and the AMS-Review/Sheth Foundation Doctoral Competition for Conceptual Papers. We also have initiated a series of new special sections, the first of which will be on “Advancing Conceptual, Theoretical Articles in Marketing: Importance, Writing, and Reviewing,” scheduled for 2020. The CFP is available on the *AMS Review* website. Additional special sections will be announced soon.

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AMS Official Publications continued from page 19

2019 AMS Review/Sheth Foundation's Doctoral Competition for Conceptual Articles

The 2019 competition was co-chaired by Kristina Heinonen (Hanken School of Economics, Helsinki), Pierre Berthon (Bentley University) 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 2019 competition presented their work in a Special Session at the AMS Conference in Vancouver. The 2019 winners are (in alphabetical order):

- Yvonne Su Ming Ang, Universiti Putra Malaysia
"Uncovering Online Lifestyle Segments as per the Motivation Sequence Model"
- Libby Carter, Coventry University
Lara Spiteri Cornish, Coventry University
Edward Turner, Coventry University
Nigel Berkeley, Coventry University
"Social Media as a Barrier to Consumer Related Behavior"
- Sarah Lord Ferguson, Simon Fraser University
"Predicting Health Discounting Behavior: The Role of Resource Slack"
- Sarah Grace, University of Arkansas
"The Social Construction of Mythologies"
- Stephen Hampton, Wichita State University
Lisa K. Scheer, Ph.D., University of Missouri
"Are all Service Offerings Alike? A Service Offering Framework"
- Amir Raki, The University of Manchester
"Designing Transformative Services for Refugees"

For information about the competition, please visit AMS Review's website.

The 6th Annual Theory Forum

The 6th Annual Theory Forum was held on Friday, May 31, 2019 in conjunction with the AMS Conference in Vancouver. The forum featured the presentations and a panel discussion by the following scholars.

Leading Faculty:

- Manjit Yadav, Professor of Marketing & Macy's Foundation Professor, Texas A&M University

Participating Faculty:

- John Hulland, University of Georgia
- Linda Price, University of Oregon
- Bodo Schlegelmilch, Vienna University of Economics and Business

Special Section of AMS Review

In the June 2019 issue, AMS Review published a Special Section on "Innovation in Healthcare Service," guest edited by Leonard L. Berry. The following articles were published:

- *Service innovation is urgent in healthcare* Leonard L. Berry (Texas A&M University)
- *The new era of service: new roles, new places and new partnerships* Maureen Bisognano (Institute for Healthcare Improvement, Boston)
- *Cost-effective service excellence in healthcare* Jochen Wirtz (NUS Business School, National University of Singapore)
- *The promise of shared decision making in healthcare* Karina Dahl Steffensen (Lillebaelt Hospital and University of Southern Denmark)
- *For service innovation in end-of-life care, branding and messaging matter* Brad Stuart (Coalition to Transform Advanced Care (C-TAC), Washington)
- *A service design approach to healthcare innovation: from decision-making to sense-making and institutional change* Lia Patrício (University of Porto), Jorge Grenha Teixeira (University of Porto), Josina Vink (Karlstad University and AHO-Oslo School of Architecture and Design)

OTHER ANNOUNCEMENTS

Sustainability

Call for Papers for

Special Issue on “Digital Markets and the Consumer”

The deadline for manuscript submission is December 31, 2019.

The digital market landscape is already in transformation mode by consumers’ use of conventional and social e-commerce tools, the growing importance of online recommendation agents in purchase decision processes, and consumers’ engagement in omnichannel communication and distribution environments. However, even more disruption is in sight. The marketing applications of big data and predictive analytics, as well as more recent digital advances (artificial intelligence assistants, 3D printing, robots, blockchain, etc.), suggest that consumption experiences in digital markets are on the verge of radical change. For example: It is expected that consumers, by way of digital mechanisms and a service dominant logic, will be increasingly empowered in their interplay with brands; they will progressively appreciate multisensorial, highly hedonic, and compelling consumption experiences when they look for experience products; and they will be expecting to go through very efficient, convenient, and frictionless consumption experiences—if they search for functional, frequently purchased products. Furthermore, consumer behavior is likely to be omnichannel, highly fragmented, and show diverse levels of engagement, so the notion of linear consumer journeys might not be useful anymore, and consumers’ willingness to engage with value propositions will vary across product categories and brands. Paradoxically, the more heartily consumers adopt digital technologies in their consumption experiences and the more interconnected they are, the more willing they will be to express their personal identities, engage in social interactions and humanized purchase contexts, and benefit from individualized solutions and highly personalized customer service.

This Special Issue welcomes a diversity of disciplinary approaches, sectorial views, and methodological frameworks that bring new knowledge about the transformative dynamics of consumers in digital markets and the new business opportunities available to brands to improve the value and the interplay they provide to consumers.

Manuscript Submission Information

Manuscripts should be submitted online at www.mdpi.com by registering and logging in to this website. Once you are registered, click here to go to the submission form. Manuscripts

can be submitted until the deadline. All papers will be peer-reviewed. Accepted papers will be published continuously in the journal (as soon as accepted) and will be listed together on the special issue website. Research articles, review articles as well as short communications are invited. For planned papers, a title and short abstract (about 100 words) can be sent to the Editorial Office for announcement on this website.

Submitted manuscripts should not have been published previously, nor be under consideration for publication elsewhere (except conference proceedings papers). All manuscripts are thoroughly refereed through a single-blind peer-review process. A guide for authors and other relevant information for submission of manuscripts is available on the Instructions for Authors page. Sustainability is an international peer-reviewed open access semimonthly journal published by MDPI.

Prof. Dr. Inma Rodríguez-Ardura
Prof. Dr. Maria del Mar Pàmies
Guest Editors

JOB MARKET

Founder’s Chair in Data / Sales Analytics

The Department of Marketing in the School of Business Administration at The University of Mississippi invites applications for the Founder’s Chair in Data Analytics. The anticipated starting date is August, 2020. The position is a tenure-track position at the rank of Associate or Full Professor. Candidates with a background with a strong track record of experience in data analysis, particularly within the substantive area of professional sales, are encouraged to apply. The position is anticipated pending final approval. See the AMS Career Center Posting for more information and for a link to the online application: https://www.ams-web.org/networking/apply_now.aspx?view=2&id=569031

For inquiries or to apply, contact:

Barry J. Babin

Morris Lewis Professor of Marketing and Chair of Marketing,
Ole Miss Business School
bbabin@bus.olemiss.edu

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Other Announcements *continued from page 21*

Jean-Charles Chebat

The AMS lost a dear friend and contributor in May, with the passing of Jean-Charles Chebat (Professor Emeritus HEC-Montreal). Jean-Charles published nearly 400 articles and papers, which account for over 11,000 citations. Jean-Charles' awards and recognitions are too numerous to mention but include being named a Fellow of the Royal Society of Canada, SMA Distinguished Fellow, and the ESCP Hall of Fame. He

was very active in AMS and was a frequent participant in conferences and the WMC; he also served on the Board of Governors, as a Director, and as Program Chair. Jean-Charles will be remembered for his service, work ethic, and quick wit. He was adjunct faculty at Tehnion Institute in Haifa, Israel where he lived with his wife Claire and their children and grandchildren.

MEMBERSHIP RENEWAL

**Marianne Hooper***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!

OUR IMPACT



Joshua Pericles
University of South Florida



2017 Marketing scholarship recipients from Rowan University.
Left to right: Dillon Impagliazzo, Emily Yanchuck, Chris Huster, and Kevin Lara



Jennifer Hejsek
University of Colorado

Since 2014...

\$50,000

Endowments
University of Georgia and
University of South Florida

\$40,800

Marketing faculty
research grants

\$277,000

Total scholarships



Total Recipients

280 Students (veteran
and non-vet)

122 U.S. veterans

12 Marketing
faculty

Annual Recipients

25
'14

35
'15

68
'16

72
'17

79
'18



2018 Berkman Foundation Board Member meeting.
West Palm Beach, Florida.



\$25,000 agreement acknowledged by President Genshaft with
Dr. Karen Berkman, representing the Berkman Foundation.

The Foundation received tax exempt status on July 24, 2014. The Foundation is exempt from federal income tax under section 501(c) (3) of the Internal Revenue Code. We are a private foundation within the meaning of section 509(a) of the Code. The IRS approved grant-making procedures under section 4945(g) (1) and 4945(g) (3) of the Code. This means scholarships, grants, or educational loans awarded according to these procedures will not be taxable expenditures under section 4945(d) (3) of the Code. In addition, the IRS determined that awards made under our procedures that constitute scholarship or fellowship grants, within the meaning of section 4945(g) (1) and 117(a) of the Code, are excludable from the gross income of the recipients subject to the limitations provided in section 117(b) of the Code, including to the extent that such grants are actually used for qualified tuition and related expenses within the meaning of 117(b) (2) of the Code. The Foundation does not actively solicit donations or grants. The Foundation is self-funded by the Berkman Family.

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Questions?

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

BOARD OF GOVERNOR'S CORNER



Barry Babin

Joe Hair

Last May, the BOG took up several important issues:

One, we are working on revising the bylaws to be more current with respect to the roles and expectations of leadership. Look for several changes to the bylaws to appear on the biannual ballot early next Spring. Two, the BOG established a new award. The award goes annually to the best paper submitted to the AMS World Marketing Congress and will be known as the Jay Lindquist Best World Marketing Congress Paper Award. All full paper submissions presented at the AMS WMC are eligible for the award. The Jay Lindquist Award was given for the first time this past July in Edinburgh. Three, the BOG moved further along an initiative for a major research grant. Stay tuned for more details.

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