

# AMS Quarterly



Academy of Marketing Science

Spring 2018 Volume 18 Number 1

## AMS PRESIDENT'S COLUMN



Dear AMS family,

Thank you for the chance to serve the Academy of Marketing Science (AMS) in pursuing our mission of *developing rigorous and relevant research in a friendly and supportive atmosphere to boost the marketing discipline around the world*. I would like to share with you a story that I believe captures in a nutshell, the beauty of our mission.

It is a story from a colleague that I will name Adam (not his real name), a fresh assistant professor from South America.

Adam took advantage of a special track designed to help international faculty to participate at AMS for the first time, and his paper was accepted for presentation. He believed this was a great opportunity to improve his research, and even with no financial support from his University, he decided to attend our annual conference. I remember bringing a lot of good friends to this session, and that Adam was very nervous. Being completely honest, the paper he presented was not very interesting, and his methodology had some critical flaws. Moreover, his English level (made even worse by stress) made it difficult for him to really convey the main message.

Despite all of this, he received constructive feedback, delivered in a very friendly way. We discussed theory building, and ways to address issues with the methodology to move the paper to the next level. Most participants were really trying to help and not playing tough to look smart for other colleagues. Most importantly, Adam connected with other researchers and found two colleagues who agreed to work with him on another project. He learned a lot in the process, thus allowing him to send another paper in the following year. I attended his next presentation session, and I realized how much progress he made in such a short period of time.

Adam kept coming to our conferences and each year, his ideas and execution improved; he has also contributed to our discipline by publishing pieces in good journals. Adam became a best version of himself, and his participation at the AMS certainly contributed to this. He now fully *engages* with AMS by helping other colleagues, and allowing them to reach their full potential too.

Thank you for helping AMS make this happen.

Adilson Borges

## FROM THE EDITOR



Three months in, but it is never too late to share a Happy New Year! with our AMS family. 2017 was a great year for AMS, and both the annual conference and the WMC were testament to this. We attained record levels in conference attendance, number of submissions, *engagement*, and fun-had at both events. We shared pictures of the fantastic moments from both events in the last issue of the Quarterly however, for a more in-depth photo collection, simply visit the AMS homepage at <http://www.ams-web.org/>, sign in, and click on the "pictures" link under the "media" tab!

As we go to exquisite New Orleans in a couple months, and the beautiful Porto later, let us strive to have an even greater 2018! So, if you haven't already, please sign up and join us in one or both events, we certainly look forward to seeing you. Also, as we continue in our mission of engagement, we will be sharing social media hashtags for both conferences, to allow all members to share (as they desire) their experiences at the conferences and the wonderful host cities.

Further, as promised, this issue introduces a column on contemporary issues of concern in marketing research; particularly on 'data fraud' in this issue. Guest authoring this new column is Dr. David Ortinau, Professor of Marketing at University of South Florida. Dr. 'O' shares some wonderful insights on instituting rigor in handling our data in marketing research; we certainly encourage you all to read this column and believe you will enjoy and derive value from it.

Finally, we once again ask that you send us any news, photos, articles, or suggestions you deem to be relevant for the next issue to [obilolo@cmich.edu](mailto:obilolo@cmich.edu).

Looking forward to seeing you all in New Orleans!

Obinna O. Obilo, Central Michigan University  
[obilolo@cmich.edu](mailto:obilolo@cmich.edu)

Nina Krey, Rowan University  
[krey@rowan.edu](mailto:krey@rowan.edu)

# AMS OFFICERS AND STAFF

## OFFICERS

### President

Adilson Borges  
NEOMA Business School,  
France  
+33 326 77 46 04  
adilson.borges@reims-ms.fr

### Executive Vice President/ Director

Harold W. Berkman  
University of Miami  
Office: (561) 969-9047  
Fax: (561) 969-2994  
ams@latech.edu

### President-Elect

O.C. Ferrell  
Belmont University  
oc.ferrell@belmont.edu

### Immediate Past-President

Linda Ferrell  
Belmont University  
linda.ferrell@belmont.edu

### Vice President for Publications

James S. Boles  
University of North Carolina  
Greensboro  
(336) 334-4413  
jsboles@uncg.edu

### Vice President for Programs

Julie Guidry Moulard  
Louisiana Tech University  
(318) 257-2127  
jmoulard@latech.edu

### Vice President for Development

Angeline Close  
University of Texas at Austin  
(512) 788-2480  
angeline@austin.utexas.edu

### Vice President for Membership-International

Nicholas Paparoidamis  
IESEG School of Management,  
France +33 320 54 58 92  
n.paparoidamis@ieseg.fr

### Vice President for Membership – North America

D. Todd Donovan  
Colorado State University  
(970) 491-6897  
todd.donavan@colostate.edu

### Secretary/Treasurer

Nina Krey  
Rowan University  
(856) 256-3314  
krey@rowan.edu

## BOARD OF GOVERNORS (2014-2016)

Barry J. Babin  
Louisiana Tech University  
Co-Chair  
(2016-2022)

Joseph F. Hair, Jr.  
Kennesaw State University  
Co-Chair  
(2012-2018)

Leyland Pitt  
Simon Fraser University,  
(2010-2016)

David J. Ortinau  
University of South Florida  
(2016-2022)

Jean-Luc Herrmann  
University of Lorraine, France  
(2016-2022)

John B. Ford  
Old Dominion University,  
(2012-2018)

Michel Laroche  
Concordia University,  
Canada  
(2012-2018)

Rosann Spiro  
Indiana University,  
(2012-2018)

Adel El-Ansary  
University of North Florida,  
(2014-2020)

Eli Jones  
University of Arkansas  
(2014-2020)

Linda Price  
University of Arizona,  
(2014-2020)

Bodo Schleglmilch  
Vienna University of Economics  
and Business Administration,  
Austria  
(2014-2020)

### Director of International Programs

Jay D. Lindquist, Ph.D.  
Western Michigan University  
(626) 827-8553  
jay.lindquist@wmich.edu

### Director of Social Media

Janna M. Parker  
James Madison University  
parke4jm@jmu.edu

### Journal of the Academy of Marketing Science Editor

Robert Palamatier  
University of Washington  
(206) 543-4348  
jamsed@uw.edu

### Journal of the Academy of Marketing Science Editor (Incoming)

John Hulland  
University of Georgia  
(706) 542-3764  
jhulland@uga.edu

### AMS Review Editor

Manjit Yadav  
Texas A&M University  
(979) 845-5884  
yadav@tamu.edu

### AMS Quarterly Managing Editor

Nina Krey  
Rowan University  
(856) 256-3314  
krey@rowan.edu

### AMS Quarterly Content Editor

Obinna Obilo  
Central Michigan University,  
(989) 774-1274  
obilolo@cmich.edu

### Central Office

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

## Table of Contents

AMS Officers and Staff.....	2
AMS Upcoming Events.....	3
AMS Official Publications.....	6
AMS Review.....	8
Contemporary issues in Marketing.....	9
Scholarship And Research.....	13
Board of Governor's Corner.....	15
Membership Renewal.....	16

# AMS UPCOMING EVENTS

## 2018 Academy of Marketing Science Annual Conference

May 23-25, 2018

**Hilton Riverside, New Orleans, Louisiana**

Conference Program Co-Chairs:

**Monika Kukar-Kinney**  
University of Richmond  
Virginia, USA  
mkukarki@richmond.edu

**Lan Xia**  
Bentley University  
Massachusetts, USA  
lxia@bentley.edu



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

We hope you will join us for the 2018 Annual AMS Conference to be held in New Orleans, Louisiana, May 23<sup>rd</sup>–May 25<sup>th</sup>, 2018.

In total, we received over 360 academic submissions, and over 280 competitive papers from authors all over the world were accepted for presentation at the conference. Conference sessions will cover topics ranging broadly from technology and consumers, virtual and augmented reality, sustainability, customer experience and behavior in the digital age, digital marketing education, etc., to staple topics such as those addressing issues in branding, services, international marketing, pricing, consumer behavior, CRM, and measurement, among others.

In addition to competitive paper presentations, there will be a number of special sessions and events, including a session for aspiring deans and department heads, a closed-

door session for doctoral students and junior faculty, the AMS Review Theory Forum and two ever-popular Meet the Editors sessions. There are also plenty of additional sessions and activities geared toward doctoral students. In addition to the full day program of Doctoral Consortium concurrent with the conference, there are six Doctoral Colloquium sessions and two sessions from winners of the doctoral dissertation and dissertation proposal competition. We are also planning a

repeat of the last year's highly successful Digital Marketing Certificate Program plus a new Teaching Marketing Analytics Certificate Program.

In addition to the quality sessions and friendly discussions, there will be ample opportunities for socializing and networking: receptions on Tuesday, Wednesday, Thursday, and Friday evenings, the Awards Luncheon on Thursday, and the Banquet Dinner on Friday night.



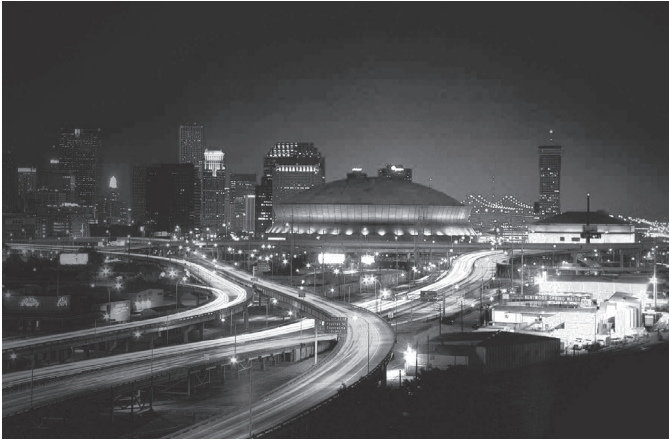
**AMS Upcoming Events** *continued from page 3*

Furthermore, you will have a chance to experience at least some of what New Orleans has to offer. Also known as NOLA, the Big Easy, Birthplace of Jazz, City of Chefs, City of Festivals, City of Mystery, Mardi Gras City, Paris of the South... (just to name a few of its nicknames!), New Orleans is one of the world's most fascinating cities and a home to a unique melting pot of culture, food and music. The New Orleans Wine and Food Experience takes place May 23-27. The conference venue, Hilton

Riverside, is right on the banks of the Mississippi, walking distance to the French Quarter and everything you could possibly want to do... do we need to say more?

Please register soon and take advantage of the special rates. The conference web page [<http://www.ams-web.org/event/2018AC>] provides a link for online registration and for booking a hotel.

We look forward to seeing you in New Orleans!




---

## 2018 Academy of Marketing Science World Marketing Congress

June 26-29, 2018

**Universidade Lusíada-Norte, Porto, Portugal**

Conference Program Co-Chairs:

**John B. Ford**

Old Dominion University  
Virginia, USA  
[jbford@odu.edu](mailto:jbford@odu.edu)

**Elizabeth Real**

Universidade Lusíada-Norte  
Porto, Portugal [fcee@por.ulusiada.pt](mailto:fcee@por.ulusiada.pt)



*As WMC Program Co-Chairs, we invite and encourage AMS members and scholars across all disciplines within marketing and related fields to join at the 21<sup>th</sup> AMS World Marketing Congress in Porto, Portugal from 26 June to 29 June, 2018.*

**AMS Upcoming Events** *continued from page 4***The Congress**

The 21<sup>th</sup> AMS World Marketing Congress takes place School of Economics and Business Studies at the Universidade Lusíada—Norte in Porto, Portugal. Porto is exceptional. In more ways than one. Elected Best European Destination 2017 by the travellers from 174 countries, Porto, the “Cidade Invicta” (unvanquished city) is history, is architecture, culture, gastronomy, trade, encounters and discoveries. Porto has all the charm of towns which happily cohabit with their river. You can stroll along the River Douro (river of gold) in the Ribeira, fly over it by helicopter or discover Porto’s architecture, its amazing landscapes and magnificent bridges by taking a cruise on this majestic river. Porto is also a sea city and in the briefest of time a tram will bring you to Foz do Douro’s gentle beaches face to face with the Atlantic.

At any time of the day, 365 days of the year, Porto has a special charm for anyone visiting the city for the first time, as it does for those coming back for a second visit, to discover a city that is simultaneously modern and authentic.

Setting out to discover Porto means bumping into surprise after surprise. Whilst maintaining its welcoming and conservative nature, the city is, at the same time, contemporary and creative. This can be seen in its streets, its architectures and its monuments, its museums, its leisure spaces, its esplanades and its shopping areas which run from the traditional to the modern and exclusive. As the main gateway to the North of Portugal and three other World Heritage Sites, Guimarães, Foz Côa and the Douro Valley, a whole world of experiences awaits the visitor. Each day can be quite unlike the day before—one

day you might be in a World Heritage city centre, the next at the seaside or on a wine tasting trip up the Douro valley, or hiking through the National Park or exploring an important religious site, such as Fátima or Santiago de Compostela.

The Congress will take place at the University of Lusíada - Norte campus. Lusíada University is located in a beautiful part of the city and offers a very pleasant campus, where the gardens with their old trees create a wonderfully inspiring environment. The congress will consist of presentations of peer-reviewed papers, special sessions, and panel discussions.

The theme of this year’s conference is *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. This conference aims to explore new and innovative ways to find new global customers, understand their wants and needs, and build meaningful bridges to them which keep them engaged and ensure the highest levels of customer satisfaction. We encourage you to review the 21<sup>th</sup> AMS World Marketing Congress full Call for Papers at the AMS website ([ams-web.org](http://ams-web.org)) to see the full range of themes which our discipline is concerned with, as reflected in the many topics spanning the WMC tracks.

*The Campus*

*We look forward to seeing you and engaging in the lively intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science and the World Marketing Congress.*



# AMS OFFICIAL PUBLICATIONS

## Updates from the V.P. of Publications

James S. Boles



The Academy of Marketing Science (AMS) continues to play a leading role in advancing marketing thought and the marketing discipline, especially through its two journals, The Journal of the Academy of Marketing Science (*JAMS*) and The Academy of Marketing Science Review (AMS Review). We appreciate the outstanding leadership of Rob Palmatier (*JAMS* Editor) and Manjit Yadav (AMS Review Editor) as these two journals continue to increase in importance to the marketing discipline.

*JAMS* had another strong year in 2017, its 45<sup>th</sup> year of publication, receiving 582 new submissions (compared to 491 in 2016), and publishing 56 articles and editorials (compared to 49 in 2016). Most notable in *JAMS* stats for the year, though, is the new impact factor of 5.888, which puts *JAMS* as the top-ranked marketing journal in terms of 2-year impact factor.

*JAMS* also expanded its roster of Area Editors in 2017, to a team of 27. The full list now includes:

Michael Ahearne, *University of Houston*  
 Dipayan Biswas, *University of South Florida*  
 Michael Brady, *Florida State University*  
 Marnik Dekimpe, *Tilburg University*  
 Eric Fang, *University of Illinois*  
 Dhruv Grewal, *Babson College*  
 Rebecca Hamilton, *Georgetown University*  
 Kelly L. Haws, *Vanderbilt University*  
 Mark B. Houston, *Texas Christian University*  
 John Hulland, *University of Georgia*  
 Tomas Hult, *Michigan State University*  
 Shailendra P. Jain, *University of Washington*  
 Satish Jayachandran, *University of South Carolina*  
 Constantine S. Katsikeas, *University of Leeds*  
 V. Kumar, *Georgia State University*  
 Son K. Lam, *University of Georgia*  
 Martin Mende, *Florida State University*  
 Neil A. Morgan, *Indiana University*  
 J. Andrew Petersen, *Pennsylvania State University*  
 Linda Price, *University of Oregon*  
 Lopo Rego, *Indiana University*  
 Anne Roggeveen, *Babson College*  
 Maura L. Scott, *Florida State University*  
 Shrihari Sridhar, *Texas A&M University*  
 Raji Srinivasan, *University of Texas at Austin*

Rajkumar Venkatesan, *University of Virginia*  
 Stefan Wuyts, *Koç University*

Two special issues were published in 2017. In issue 45(3), papers focused on “Understanding and Managing Customer Engagement Using Customer Relationship Management”, with an editorial introduction by Rajkumar Venkatesan. In issue 45(6), guest editors Michael Brady and Todd Arnold joined with *JAMS* Editor-in-Chief Rob Palmatier to publish an issue on “Service Marketing Strategy.”

*JAMS* also introduced a couple of new topics for special issues, with calls for papers issued for special issues on “*Marketing Strategy in Digital, Data-Rich, and Developing Market (D3) Environments*”, edited by Eric (Er) Fang, Shrihari Sridhar, and Robert W. Palmatier (*submission deadline March 1, 2018*); “*Managing Business and Innovation in Emerging Markets*”, edited by Rajendra Srivastava, V. Kumar, and Robert W. Palmatier (*submission deadline August 30, 2018*); and “*Generalizations in Marketing: Systematic Reviews and Meta-Analyses*”, edited by Mark B. Houston and John Hulland (*deadline August 17, 2018*).

The *JAMS* team looks forward to receiving your submissions to these issues, and throughout the year.

Manjit Yadav (Texas A&M University) Editor-in-Chief of AMS Review, continues to establish AMS Review as a preferred outlet for conceptual and theoretical research in marketing. Downloads and citations of AMS Review articles are growing and the reach of the Journal continues to expand. In December 2017, AMS Review published a Special Issue, “A marketing Perspective on Business Models.” The AMSR is also continuing with its mission of expanding the conceptual and theoretical domain of marketing.

Following the success of the 2017 Annual Doctoral competition for conceptual Articles, planning is underway for the 2018 event. This competition is organized by the AMS Review and the Sheth Foundation. Co-Chairs for the 2018 event are Jagdip Singh, Jelena Spanjol, and Manjit Yadav. The goal of the competition is 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 and your submissions.

AMS Official Publications *continued from page 6*

## The Academy of Marketing Science Announces New Editor for the Journal of the Academy of Marketing Science

The Academy of Marketing Science is pleased to announce that *Dr. John Hulland* will be the incoming editor-in-chief for the *Journal of the Academy of Marketing Science* beginning on June 1, 2018. Dr. Hulland is Professor of Marketing, and the Emily H. and Charles M. Tanner, Jr. Chair in Sales Management Professor in the Terry College of Business at the University of Georgia. Professor Hulland brings extensive publishing and editorial experience to the role. He is an Area Editor at both the *Journal of the Academy of Marketing Science* and the *Journal of Marketing*, and serves on multiple editorial review boards.

*JAMS* is one of the premier journals in the marketing discipline. In terms of the JCR/ISI Impact Factors for the past 2-year (5.888) and 5-year periods (9.505), *JAMS* is the leading marketing journal among those on the Financial Times Journals List. The commitment and development work of the current editor, Dr. Rob Palmatier, has been instrumental in elevating

the standing of *JAMS* into one of the field's premier journals. Dr. Palmatier is the John C. Narver Endowed Professor in Business Administration Research Director for Sales and Marketing Strategy. His work as Editor has built upon the foundation established by our previous Editors to position *JAMS* as a premier outlet for marketing research.

As a part of the editorial transition, Professors Hulland and Palmatier will be collaborating to ensure strong continuation of the Area Editor (AE) structure for *JAMS*. This change was made in response to a large increase in the annual number of submissions, an increase from four to six issues published annually, and recognition of the breadth of topics published in *JAMS*. With a managerial focus and strong theoretical basis, the AE structure will continue to enhance the standing of *JAMS* as a premier journal covering all areas of marketing. A larger editorial team will also facilitate the continuation of *JAMS*' leadership in using social media in the field of marketing.



**John Hulland**  
Incoming  
Editor-in-Chief

I am both honored and excited to be named as the next editor of *JAMS*. Due to the outstanding leadership of past editors, *JAMS* is a very successful journal with a clear position in the marketing field. Radical changes are not appropriate at this stage, and in the spirit of "if it ain't broke don't fix it," I expect the journal to continue to look quite similar under my editorship.

My vision for *JAMS* is a journal that is highly cited and that attracts a large number of high quality manuscript submissions on a broad range of marketing topics from researchers around the globe. *JAMS* already has a higher impact factor than the other major marketing journals, and scholars are increasingly choosing to submit their best work to *JAMS*. The end goal is to publish well-executed, interesting, and important papers that add to our collective discourse on marketing, and that have managerial relevance.

To achieve this goal, I will emphasize: (1) use of special issues and special topics conferences to encourage broader submissions, (2) selective invitations to well-known experts both within and outside of marketing to submit manuscripts on focused, under-represented marketing topics, (3) continuation of a review process that is fair and timely, and (4) striking an appropriate balance between rigor and relevance. The first two of these components are already in place; thus, below, I emphasize the latter two elements.

### Fair and Timely Reviews

As editor, Tomas Hult established the standard of completing all manuscript reviews in a comparatively short period of time. I see this as a competitive advantage, and plan to continue to promote quick turnaround. With more than 500 new manuscript submissions per year, I will need to rely on strong AEs to clearly summarize the reviewers' comments, to ensure use of a constructive tone, and to take a strong position on the paper's prospects. Members of the ERB will also play an important role in ensuring high review quality.

With respect to review fairness, *JAMS* already has a strong reputation. My aim is to refine this process by emphasizing—particularly to the AEs, but reviewers as well—the need for a constructive mindset. This does not mean ignoring flaws, nor accepting papers that fail to meet the high-quality standards of *JAMS*. However, we need to provide constructive feedback that will help authors learn from the process and submit stronger manuscripts in the future.

### Balancing Rigor and Relevance

There are times when a more complex approach is required, but there are also times when a simpler approach serves equally well. The key issue is whether or not the results are correct, not whether the approach used is the most advanced one available. *JAMS* is seeking papers with findings that are (1) meaningful, (2)

*continued on page 8*

**AMS Official Publications** *continued from page 7*

clear, and (3) unique, as well as robust. Over-emphasizing rigor can create a lack of clarity that inhibits dissemination of the work once published, unnecessarily lengthens the review cycle, and discourages scholars who believe they do not possess the requisite skills from submitting their work to *JAMS*. Thus, striking an appropriate balance between rigor and relevance is crucial.

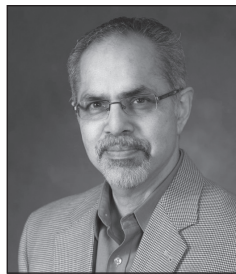
I will be looking in particular for papers that identify new

and important marketing ideas that can change readers' minds and influence subsequent thought. This requires a willingness to consider "messy" manuscripts tackling under-studied (but highly relevant and important) research topics in areas where data collection is difficult. In these cases, it will be necessary to accept some degree of "messiness" in exchange for novel, important, and substantive results.

---

## **AMS Review: Continuing and New Initiatives**

**Manjit S. Yadav** Editor, AMS Review



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

Given the significant role played by doctoral students in a discipline, this initiative was launched in 2017. The 2018 competition is co-chaired by Jagdip Singh, Jelena Spanjol, and Manjit Yadav. 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.

Each of the six winners will receive \$1000 and have the opportunity to present their work at the 2018 AMS Conference.

### **The 5<sup>th</sup> Annual Theory Forum**

This event, which brings together leading marketing scholars to share their perspectives on theory development in marketing, will be held on Friday, May 25, 2018 during the AMS Conference in New Orleans.

### **Special Issue of AMS Review**

In December 2017, AMS Review published a Special Issue ("A Marketing Perspective on Business Models"). Hubert Gatignon, Xavier Lecocq, Koen Pauwels, and Alina Sorescu served as co-editors of this special issue. The following articles were published in this issue:

*A marketing perspective on business models*  
Hubert Gatignon (INSEAD), Xavier Lecocq (IESEG School

of Management, IAE Lille), Koen Pauwels (Northeastern University), Alina Sorescu (Texas A&M University)

*Marketing to the poor: an institutional model of exchange in emerging markets*

Jaideep Prabhu (University of Cambridge), Paul Tracey (University of Cambridge), Magda Hassan (University of Warwick)

*The dynamic approach to business models*

Anna-Greta Nyström (Åbo Akademi University), Miia Mustonen (VTT Technical Research Center of Finland)

*A new conceptual lens for marketing: a configurational perspective based on the business model concept*

Alexander Leischnig (Queen Mary University of London), Björn S. Ivens (University of Bamberg), Nadine Kammerlander (WHU—Otto Beisheim School of Management)

*Combining big data and lean startup methods for business model evolution*

Steven H. Seggie (ESSEC Business School), Emre Soyer (Ozyegin University), Koen H. Pauwels (Northeastern University)

*Exploring and extending a collective open business model*

Annette Popp Tower, Charles H. Noble (both The University of Tennessee)

*Beyond the expected benefits: unpacking value co-creation in crowdsourcing business models*

Ivan Fedorenko, Pierre Berthon (both Bentley University)

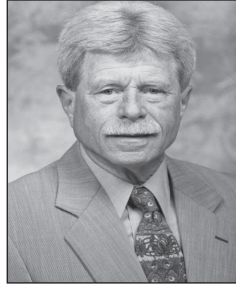


# CONTEMPORARY ISSUES IN MARKETING

## Data Collection Issues that Impact Data Quality and Potentially Unethical Data Fraud Behaviors

David J. Ortinau, Ph.D.

University of South Florida; Muma College of Business; Marketing Department



Few would argue that two specific elements for achieving meaningful marketing academic research results and insights are (a) honesty (or integrity) of all individuals involved in the processes of conducting research and (b) the quality of the data used to gain insights for answering research questions and/or resolving focal problems. When ethical doubts are created questioning the honesty of the behaviors of any of the players involved in conducting research (e.g., research sponsors, researchers, respondents (subjects), or any of the other members of a research team) or individuals involved with reviewing/publishing articles or reports, data quality becomes a concern that requires investigating not only the value of the data but also the results, findings, interpretive insights and theoretical and managerial implications. Unfortunately, unethical marketing and academic research behaviors are not new phenomena and have been categorically classified using a variety of terms such as research fraud (Phillips, 2016), research misconduct (Rock Ethics Institute, 2017), scientific fraud (Rougier and Timmer, 2017), or academic misconduct (Bekkers, 2016) to name a few. Although there is a proliferation of articles (both academic and private sector origin) that focus on the topics of research fraud as well as data fraud behaviors, this commentary limits discussions and insights to several research or data collection issues involving behaviors that are not unethical, but directly impact “data quality” and research results, findings, insights, as well as published journal articles. Some of the issues might indirectly enhance an environment that promotes opportunities for undertaking unethical data fraud behaviors.

As data collection methods and sources continue to grow with technology advances of the Internet and social media, there are growing concerns relating to increased levels of questionable data collection activities and processes of conducting marketing and academic research. Many experts acknowledge that data fraud definitely occurs when a researcher or any member of the research team intentionally engages in unethical behaviors of either data falsification, data fabrication, and/or plagiarism. In turn, data fraud represents

an area of unethical behaviors within the broader perspective of research fraud or misconduct. As indicated earlier, these types of bad research behaviors go beyond the traditionally acknowledged categorical types of errors (or biasness) which can potentially occur within the different processes making up research activities (e.g., illegible respondents, sampling, scale measurements, and data analyses errors). Today, industry and academic research experts suggest that data fraud not only negatively impacts data quality but also come from many sources, and costs buyers of research data and reported findings billions of dollars for useless and/or meaningless information (Hofkirchner, 2015; Jacobs, 2014). In academics, increases in unethical research and data fraud behaviors have forced publishers, post facto, to increase the retraction of scholarly articles previously published in marketing/business journals (See Wager, 2011).

The remainder of this commentary limits the scope to identifying and discussing several prior key activities and processes to actual data collection that serve as potential enablers leading researchers toward undertaking bad or unethical data fraud behaviors (e.g., data falsification, fabrication, and plagiarism) and implications on data quality within academic research. A review of the literature on research fraud and misconduct reveals that there is no one agreed upon standard definition for any of the following constructs, yet the following definitions are offered to increase understanding of some of the different beliefs, behaviors, and issues leading to fraudulent data and research behaviors impacting data quality.

- **Research fraud** is a form of misconduct involving data fabrication and falsification, plagiarism and other research practices that seriously deviate from those activities that are commonly acceptable standards within industry and academic research (Phillips, 2016).
- **Data fraud** is the intentional unethical behaviors of data fabrication and data falsification which lead to decreases in data

*continued on page 10*

### Contemporary Issues in Marketing *continued from page 9*

quality and are more serious detrimental activities beyond the traditionally recognized and acknowledged categorical types of errors that might occur in the different processes of developing and executing measures to capture necessary research data (Ortinou et al. 2017).

- **Data falsification** is manipulating research material, equipment, processes, or changing (or omitting) data and/or results such that the research is not accurately reported or representative in the final reports or articles (Department of Health and Human Services, 2017).
- **Data fabrication** is the intentional misrepresentation of results and findings by making up the data and/or results as reported in a journal article or industry research report (Wikipedia, 2017)
- **Plagiarism** is an act of fraud of stealing or passing off another person's ideas, words, or works as one's own new and original without appropriately crediting the source and lying about it afterwards (Wager, 2011).
- **Data quality** is a researcher's perception of the data's fitness to serve its purpose in a given context based on construct validity through construct reliability and validity (both convergent and discriminant validity) assessments (Rouse, 2017).

Data fraud occurs when someone (e.g., researcher, respondent, or any other human involved in executing the different processes making up a research project) intentionally engages in unethical research activities (or practices). There are several critical activities (e.g., construct development, scale measurement, defined target population, recruitment and selection of sample units) prior to actual data collection activities that if not performed in an ethical manner, could result in more serious unethical data fraud behaviors.

#### **ISSUE: Data quality requires reliable and valid constructs and scale measurements**

Establishing the theoretical meaning of a construct Using the above definition of data quality, researchers can enhance data quality by either eliminating or, at least, controlling the degree and types of potential sources of bias that can enter the data collection process. This process begins with developing strong theoretically based constructs and corresponding scale measurements that can be determined to be reliable and valid prior to undertaking either survey and/or experimental design data collection methods. Regarding the construct development process, the literature suggests that many academic researchers use one of two methods of creating and understanding constructs of interest. Quite often a researcher will rely on literature reviews of other researchers' previous work on the same or similar construct and adopt someone else's acceptable definition and understanding of the construct (e.g., Oliver 1980's definition of consumer satisfaction). Critical to using this construct borrowing approach, one must assess the

degree to which the current contextual situation (or problem) resembles (or fits) the previous contextual setting for which someone else's earlier interpretations were made about the construct. In other words, does the original meaning of the construct of interest accurately fit the current situation? If yes, the current researcher must provide an accurate reference citation crediting the original construct contributor; otherwise, a missing reference citation is a form of the unethical behavior of plagiarism. An alternative construct development approach involves the researcher learning and understanding the meaning of the construct of interest by conducting qualitative personal in-depth and/or focus group interviews among people known to be representative members of the defined target population of interest. The key element in this approach is using representative members of the defined target population as the main source for defining and understanding the components making up the construct of interest. Bottom line, researchers must make sure that the meaning of each construct of interest is clearly understood and represents the meaning held by most members of the defined target population, otherwise construct misconceptualization will result in misrepresentation bias and decrease data quality. Take for example the situation where a professor teaching consumer behavior at the local university wants to investigate how the brand image of a casual sit-down restaurant influences adult consumers' feelings of loyalty toward that restaurant. To gain understand on what brand image means to consumers, the professor conducts three eight-person focus group interviews using student volunteers from his consumer behavior class. His rationale for using his students as focus group participants were (a) students are adults, (b) they eat at casual sit-down restaurants, (c) they have an awareness of restaurant brand image, and (d) using students would save time and money. Although the professor's reasons for using his students seem rational, the problematic issue becomes whether students' meanings and impressions of brand image and loyalty accurately represent other adult restaurant consumers. In other words, the population of casual restaurant consumers is much more diverse than young (e.g., 18-25 year old) highly educated with marketing/consumer behavior knowledge, male and female adults. To believe that all casual restaurant consumers hold the same perceptions, beliefs, attitudes, emotions, and interpretive impressions of restaurants as do business/marketing college students is a dangerous speculative belief.

#### **Development of a scale measurement that captures the construct**

Once a researcher understands the construct's meaning, the second process of developing data quality is accurately measuring the construct. Today, many academic researchers tend to achieve this measurement process by either "adopting" or "adapting" someone else's published scale measurement from the literature. The problem and danger is that many academic researchers borrow (adopt or adapt) someone else's construct scale measure without testing for construct reliability and validity. To avoid creating measurement biasness, researchers must understand the true implications

*continued on page 11*

**Contemporary Issues in Marketing** *continued from page 10*

of scale measurement adoption and adaption practices. When one researcher adopts another researcher's existing scale, that scale is borrowed as is with no modifications (contextual or design) and a reference citation used giving the original scale designer appropriate credit. With adopted scale measures, researchers should undertake construct reliability and validity assessments in their research setting then compare those assessments to the reported reliability and validity assessments of the original scale measure in order to validate the adopted construct scale measure. In contrast, when a researcher adapts a previous existing original construct scale measure for use in a new research endeavor, all adapted scale measures must be viewed as "new" scale measures requiring construct reliability and validity assessments. These assessments go beyond establishing "internal consistency" (or reliability) and must assess construct reliability and validity (e.g., face, convergent, and discriminant) using analysis tools like EFA/CFA loadings, item-to-total correlations, inter-construct correlations, and average explained variances (AVEs) metrics. Overall, when construct misrepresentation and scale measurement biasness cannot be eliminated or control for up front, data quality is negatively impacted prior to any other data fraud behaviors entering the research process. One way researchers can avoid these types of potential problems is to conduct a pilot study (or pretest) among a small representative sample (e.g., 100 respondents) of randomly selected members of the defined target population. The main purpose of a pilot study or pretest is to collect enough empirical scale measurement data on the constructs in order to assess the constructs' reliability and validity before conducting the main studies or experiments. Whether researchers elect to adopt or adapt someone else's construct measure, or design their own, answering the following set of questions for each construct measure can enhance the chance of collecting quality data:

1. The construct requires what type of data (e.g., state of being, mind, behavior, or behavioral intention)?
2. What scale level would best capture the construct meaning (e.g., nominal, ordinal, assumed-interval, or ratio)?
3. What specific scaling properties need to be activated in the construct measure design (e.g., assignment, order, distance, and/or origin)?
4. Given the type of data structure provided by the construct measure design, what would be the appropriate measure of central tendency (e.g., mode, median, or mean) and measure of dispersion (e.g., frequency distribution, range, or standard deviation) for data analysis procedures?
5. Does the construct require a single-item or a multiple-item measure?
6. Does the set of scale points require a symmetrical design (e.g., definitely disagree, disagree, slightly disagree, neither/nor, slightly agree, agree, definitely agree) or asymmetrical design (e.g., not at all agree, slightly agree, somewhat agree, definitely agree, completely agree)?
7. Should all of the scale point descriptors be identified (e.g., 1 = not at all important, 2 = somewhat important, 3 = important,

4 = definitely important, 5 = extremely important) or just the end descriptor points (e.g., 1 = not at all important

**ISSUE: Defined Target Populations, Sample Units and Sources – including the right subjects**

Another problematic area that enables fraudulent research behaviors to occur relates to researchers avoiding to provide a clear description of the characteristics which accurately portray all members of the defined target population of interest. A lack of knowing the characteristics of members of the defined target population increases the likelihood that inappropriate sources of sampling units (e.g., sampling frame) will be used in the research study, creating a sampling bias condition which lowers the quality of the data obtained as well as severely limiting the external validity (generalizability) of the results and findings back to all the members of the defined target population.

Other factors that limit the generalizability of even high quality data back to the defined target population are (a) the lack of employing a probabilistic random selection process of sampling units from the sample frame and (b) failure to employ and report the "inclusion" and "exclusion" qualification screening factors (or criteria) that determine the appropriateness of each selected sample unit (survey respondent or experiment subject), regardless of the sampling frame source (e.g., M-Turk crowdsourcing workers, student-based subject pools, or commercial sponsored panel pools). Take for example conducting a casual sit-down restaurant image and loyalty study where the defined target population is described as "all adult consumers who have both familiarity with and dining consumption experience at brand AAA restaurants". The prospective sampling frame should only contain eligible individuals who are screened as being adults (males and females 18 years or older) who are familiar with and have dined at AAA restaurants within a noted time frame (e.g., the past six months), but should exclude individuals if they or any family member work in restaurant, advertising, or marketing research businesses. From that sampling frame, the researcher should use a probabilistic selection process (where every sampling frame member has, at least, a known probability chance of being selected) to identify the individuals eligible to participate in the research study. Regardless of the sampling frame sources (e.g., M-Turk, student subject pools, or commercial run panel pools), not correctly screening individuals based on inclusion and exclusion factors nor using a probabilistic random selection process will potentially result in collecting data from inappropriate people; therefore, limiting the quality value of the data and the ability to generalize the results, findings, and inferences back to all members of the defined target population.

**Additional Hot Research Fraud and Misconduct Topic/Issues Worthy of Future Commentary Discussions**

- Problems with using incentive-driven sample frames of respondents and subjects (e.g., Amazon crowdsourcing M-Turk works, college business/marketing student subject pools, or commercially run web panel groups) as primary data sources.

*continued on page 12*

## Contemporary Issues in Marketing *continued from page 11*

- Marketing journals publishing articles that use data results and findings that come from non-probabilistic generated convenience samples of respondents and subjects and the true value of reporting P values.
- Understanding why some academic researchers undertake unethical plagiarism and self-plagiarism behaviors with hope of getting their research published.
- Since intentional unethical research fraud and misconduct behaviors have plagued academic marketing/consumer behavior research practices for decades, what really are the influences and consequences of such behaviors on the body of marketing knowledge?

### References

- Bekkers, Rene (2016). "Tools for Evaluation of the Quality of Experiment Research". <https://renebekkers.wordpress.com/category/academic-misconduct/>; retrieved November 23, 2017.
- Department of Health and Human Services (2017). "Data Falsification". Office of Research Integrity; <https://ori.hhs.gov/definition-misconduct/>; retrieved August 25, 2017.
- Hofkirchner, Hubertus (2015). "Response Fraud in Marketing Research: How Bad is It?" <https://www.linkedin.com/pulse/response-fraud-market-research-how-bad-hubertus-hofkirchner/>; retrieved October 15, 2017.
- Jacobs, Steven (2014). "Study: Rampant Data Fraud Poses a Threat to the Mobile Advertising Industry" <http://streetfightmag.com/2014/05/19/rampant-data-fraud-poses-threat-t0-mobile-advertising-industry/>; retrieved October 25, 2017.
- Ortinou David, J., Babin Barry J., Hair, Jr. Joseph F., Ford John B., and Boles James S. (2017). "Data Fraud in Research: Types, Detection, and Consequences to Data Quality as well as to Research Results, Findings, Implications, and the Body of Marketing Knowledge: An Abstract". Academy of Marketing Science Annual Conference Proceedings Back to the Future: Using Marketing Basics to Provide Customer Value: 813-814; [https://link.springer.com/chapter/10.1007/978-3-319-66023-3\\_253?no-access=true](https://link.springer.com/chapter/10.1007/978-3-319-66023-3_253?no-access=true) ; retrieved January 3, 2018.
- Phillips, Keith (2016). "Five Verification Strategies to Minimize Online Market Research Fraud". <http://www.surveysampling.com/blog/5-verification-strategies-to-minimize-online-market-research-fraud/> retrieved October 18, 2017.
- Rock Ethics Institute (2017). "Examples in Research Integrity: Research Misconduct". <http://stem-researchethics.org/edrs001/node/44> ; retrieved December 15, 2017.
- Rougier, Nicolas and John Timmer (2017). "Ten Simple Rules for Scientific Fraud & Misconduct". <https://hal.inria.fr/hal-01562601> ; retrieved November 28, 2017.
- Rouse, Margaret (2017). "Data quality". <http://searchdatamanagement.techtarget.com/definition/data-quality> ; retrieved August 25, 2017.
- Wager, Elizabeth (2011). "How Should Editors Respond to Plagiarism?" COPE Discussion Paper (April): 1-12.
- Wikipedia (2017). "Data Fabrication". [https://en.wikipedia.org/wiki/fabrication\\_\(Science\)](https://en.wikipedia.org/wiki/fabrication_(Science)) ; retrieved December 29, 2017.

**Dr. David J. Ortinau**, (Ph.D. Louisiana State University) Professor of Marketing, plans on retiring from the University of South Florida (USF), after 39 very productive years. Dr. Ortinau remains an active researcher and writer; his published scholarly contributions appear in the *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Health Care Marketing*, *Journal of Services Marketing*, *Journal of Marketing Education* and others. In addition, he actively presents his scholarly research at a variety of national and international professional/educational-based conferences. He is a co-author of marketing research textbooks titled *Marketing Research: In a Digital Information Environment*, 4e (2009) and *Essentials of Marketing Research*, 4e (2017) both published by Irwin/McGraw Hill. He serves as an editorial board member for the *Journal of the Academy of Marketing Science (JAMS)*, *Journal of Business Research (JBR)*, and the *Journal of Global Scholars in Marketing Science (JGSMS)*, past editorial board member of *Journal of Marketing Theory and Practice (JMTP)*, as well as an Ad Hoc reviewer for several other major journal outlets. He has multiple "Outstanding Editorial Reviewer" Awards from *JAMS*, *JBR*, *JMTP*, and recently served as the *JBR* Co-associate editor of Marketing and is a member of *JMTP* Senior Advisory Board. His scholarly research is acknowledged both nationally and internationally in the areas of consumer satisfaction and value evaluations/models; scale measurements; data and sample quality; services marketing and service quality within selected market segments; marketing education topics/issues specializing on attitudinal, motivation, and value issues.

Dr. Ortinau's leadership and professional experience is recognized and well respected within the Marketing Discipline. Leadership roles include several executive officers' positions within the Society for Marketing Advances (SMA); the organization's 1997 President; Founder and Chairman of Board of the SMA Foundation; and is a SMA Fellow. Furthermore, David has been an active AMS member and conference participant since the early 1980s serving AMS in a wide variety of positions such as paper presenter, reviewer, moderator and panel member on special sessions, AMS Conference co-chair, and reviewer/judge of several Mary Kay Dissertation Proposal competitions. In addition, David remains interactive with AMS Doctoral Colloquium, AMS Wine Seminars (with Barry Babin), Meet the Journal Editorial Reviewers and special sessions on Research Methods as well as writing/publishing journal articles. David served as one of the Program Co-chair of the 2016 AMS-World Marketing Congress in Paris France. Received the 2016 Harold Berkman Distinguished AMS Service Award. He is a member of the AMS Board of Governors. Over the years, he has interacted with many companies in the private sector and conducted numerous marketing studies on a variety of marketplace topics as well as customer satisfaction and product-service quality assessment studies.

# SCHOLARSHIP AND RESEARCH

## Journal of Marketing Channels

Call for Papers for

**Special Issue: “Strategies, Opportunities, and Challenges of Online Channels in Business-to-Business and Business-to-Consumer Contexts”**

**Guest Editors: Mike Krush**, North Dakota State University,  
**Raj Agnihotri**, University of Texas at Arlington, and  
**Kevin Trainor**, Northern Arizona University

The *Journal of Marketing Channels* is pleased to announce and invite submissions for a Special Issue on “Strategies, Opportunities, and Challenges of Online Channels in Business-to-Business and Business-to-Consumer Contexts.”

**The deadline for manuscript submission is December 31, 2018.**

### Special Issue Background Information

Technology possesses a transformative effect on marketing channels. Today’s firms confront a variety of opportunities to harness online technologies to increasingly collaborate with partners, serve customers, and re-examine their go-to-market strategies.

Therefore, a number of opportunities exist to better understand the implications of online marketing channels. For instance, publications are replete with examinations regarding the technological transformation within the retail sector and its marketing channels. Further, firms are strategically examining the configuration of their online channel strategy and their physical channel strategy: the marketplace collaboration of Google and Walmart serves as an early exemplar of a unique omnichannel strategy in the B2C context. Similarly, industry projections suggest that the B2B online retail market will far exceed that of B2C within the next decade.

In this Special Issue we seek contributions that address the implications of online channels, welcoming quantitative, qualitative, empirical, and conceptual submissions. Examples of research that would be welcome include:

- **Examining** the implications of online channels on the sales force, including lead generation, relationship management, sales cycles, and customer retention.
- **Considering** the role of technology (such as social media and CRM) within online channels and the network of channel partners and its impact on customer relationships.
- **Understanding** the effects of online channels on partner or customer relationship quality, power, norms, collaboration, conflict, ethics, and opportunism.
- **Developing** insights or testing theory regarding the transition to Internet and omnichannel retailing and the transition’s effects on channel partners, key suppliers, the supply chain, and the supplier’s sales force, including their roles and relationships.
- **Understanding** the strategic implications of combining a physical infrastructure with online service capabilities.
- **Examining** the use of e-commerce within B2B firms and its impact on customer satisfaction and on internal functions

(such as sales, marketing, and customer service).

- **Understanding** and testing insights regarding the transition toward online channels and the impact on CRM, merchandising strategies, and category management.
- **Considering** how physical and virtual retailers might better meet the needs of target Internet-linked customers with omnipresent and omnichannel strategies when faced with different customer roles, customer needs, and market types.
- **Examining** the role, if any, for mobile and other Internet-enhanced modalities in providing want gratification using modern delivery methods, developing insights regarding the role of mobile payments, providers, retailers, and customer satisfaction.
- **Devising behavioral**, financial, and economic models that consider tactical / strategic options for enhanced physical / virtual retail performance on a variety of measures as separate entities and in combinations given specific product lines and industry types.
- **Correcting** or developing new retail theory to provide descriptive or prescriptive insights about enhancing in-store and online positive customer experiences.

These examples are not intended to stifle the creativity of potential authors as papers concerning most issues related to strategies, challenges, and implications of online channels are welcome. If in doubt about the suitability of a paper’s theme for this Special Issue, please contact any of the guest editors.

### Submission Information

1. Submitted manuscripts should not have been previously published or be currently under consideration for publication elsewhere.
2. All manuscripts will be double-blind refereed. Manuscripts must be submitted electronically in Word format and must be consistent with the author submission guidelines of the *Journal of Marketing Channels* that can be found at <http://www.tandfonline.com/WJMC>. Click on the “Instructions for authors” tab. A complete Style Guide for Manuscript Submissions to the *Journal of Marketing Channels* can be downloaded at [http://bit.ly/wjmc\\_styleguide](http://bit.ly/wjmc_styleguide)

*continued on page 15*

## 9th International Research Meeting in Business and Management (IRMBAM 2018)

Call for Papers for  
<http://ipag-irm.sciencesconf.org>

5-7 July 2018, IPAG Business School – Nice Campus – 4, boulevard Carabacel, 06000 Nice, France

You are cordially invited to submit your research papers for presentation at the 9th International Research Meeting in Business and Management (IRMBAM-2018) that will take place on 5-7 July 2018 in Nice, the beautiful capital of the French Riviera and one of the world's most popular tourist destinations.

The IRMBAM-2018, organized by the IPAG Business School, South Champagne Business School, Telfer School of Management of the University of Ottawa, and University of Nice Sophia Antipolis, will be an excellent networking opportunity for academics, doctoral students and practitioners to present new research results, and discuss current and challenging issues in their disciplines. We welcome submissions in areas of business, finance, accounting, management, and theoretical and applied economics, among others. Below is the full list of the conference tracks:

- Track 1: Accounting and Financial Accounting
- Track 2: Banking, Insurance and Finance
- Track 3: Entrepreneurship
- Track 4: Strategic Management
- Track 5: Marketing
- Track 6: Business Ethics
- Track 7: Law and Management
- Track 8: Logistics, Circular Economy and Digital Economy
- Track 9: Theoretical and Applied Economics
- Track 10: Economic and Management Issues in Developing Economies
- Track 11: Public Economics, Public Administration and Management
- Track 12: Health Care Management and Information Technology
- Track 13: Geopolitics

The IRMBAM-2018 also hosts two subconferences:

### 1. Subconference in Family Business Research

(Organizer: Andrea Calabro, *IPAG Business School*)

- Invited Speaker: Alessandro Minichilli, *Bocconi University, Italy*

### 2. Subconference in Environmental Economics

(Organizers: Ingmar Schumacher, *IPAG Business School*; Eric Strobl, University of Bern; Cees Withagen, *IPAG Business School & VU University*)

- Invited Speaker: Knut Einar Rosendahl, *School of Economics and Business, Norwegian University of Life Sciences, Norway*

- Invited Speaker: Nicolas Treich, *Toulouse School of Economics, France*

### Keynote Speakers

Professor David G. Allen, *TCU Neeley School of Business, United States & University of Warwick, United Kingdom*

Professor Shaker A. Zahra, *University of Minnesota, United States*

### Paper Submission Procedure

Authors are invited to submit their papers, preferably in English, in PDF file, no later than April 8, 2018, by midnight Paris time, via the conference website: <http://ipag-irm.sciencesconf.org/submission/submit>. Papers in French will be presented in Specific Sessions. Early submissions are highly encouraged. The scientific program will be available on the website of the conference around mid-June, shortly after the conference registration is closed.

### Important Dates

Submission deadline (full paper): April 8, 2018

Notification of review results: May 4, 2018


Registration deadline: June 4, 2018

Conference event: July 5-7, 2018

Please visit our website for detailed information:  
<http://ipag-irm.sciencesconf.org>


### Further Information

For queries, please contact the organizers at  
[ipag-irm@sciencesconf.org](mailto:ipag-irm@sciencesconf.org)



EST. 1971  
**STELLENBOSCH**  
 WINE ROUTES

**FIRST ANNOUNCEMENT OF THE 2019 AWBR  
 CONFERENCE TO BE HELD IN SOUTH AFRICA AT THE  
 UNIVERSITY OF STELLENBOSCH**



**Conference host** Department of Business Management, University of Stellenbosch  
 Stellenbosch Institute for Advanced Studies (STIAS).

**Conference venue** STIAS is located on the border of the main campus of the University of Stellenbosch. The conference venue is less than 2 kilometres from the historic town centre of Stellenbosch and within walking distance from a large variety of hotels and guest houses offering affordable bed & breakfast facilities.






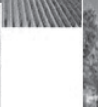
**Accessibility** Stellenbosch is located 35 kilometres from Cape Town International Airport. It can also be reached easily from two major roadways, the N1 and N2. Cape Town is 50 kilometres from Stellenbosch.

**Conference date** 14<sup>th</sup>-16<sup>th</sup> JANUARY 2019

**Conference format** Similar to earlier enjoyable ones with a high exposure to and consumption of South Africa's liquid gold.

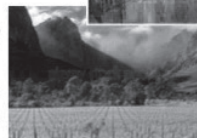
**Typical weather** January falls in the Summer season with temperatures in Stellenbosch ranging from 22°C (70°F) to 30°C (86°F). Rain is almost absent in January although we always welcome rain.

**Conference chair** Prof Nic S Terblanche, [nst@sun.ac.za](mailto:nst@sun.ac.za)









**AWBR**  
**AMBK**

Academy  
 of Wine  
 Business  
 Research



DEPARTMENT OF BUSINESS MANAGEMENT  
 FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES  
 PRIVATE BAG X1  
 MATIELAND 7602  
 SOUTH AFRICA



## JOIN OR RENEW MEMBERSHIP

NAME: \_\_\_\_\_  
 AFFILIATION: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_  
 STATE: \_\_\_\_\_  
 COUNTRY: \_\_\_\_\_  
 ZIP: \_\_\_\_\_  
 E-MAIL ADDRESS: \_\_\_\_\_  
 PHONE: \_\_\_\_\_  
 FAX: \_\_\_\_\_

**Please check the appropriate lines below:**

- Show all my information in the AMS Membership Directory.
- Do not show my information in the AMS Membership Directory.
- Only show my work address.
- Only show my home address.
- Do not send me any AMS e-mail.

**Total amount enclosed:**

Fellow Membership and Annual Subscription to JAMS and AMS Review is **\$90.00** \$ \_\_\_\_\_

Student Membership and Annual Subscription to JAMS and AMS Review is **\$60.00** \$ \_\_\_\_\_

Corporate Membership and Annual Subscription to JAMS and AMS Review is **\$100.00** \$ \_\_\_\_\_

The Board of Governors recommends a \$25.00 donation to the AMS Foundation: \$ \_\_\_\_\_

**TOTAL \$ \_\_\_\_\_**

Make checks payable to **Academy of Marketing Science**. If you wish to pay by credit card, complete the box below.

**Mail this completed form with your payment to:**

Cardholder's name: \_\_\_\_\_  
 Card Number: \_\_\_\_\_  
 Card Type: \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ Am Ex  
 Expiration Date: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 Billing Zip: \_\_\_\_\_  
 Billing Phone: \_\_\_\_\_  
 Billing E-mail: \_\_\_\_\_

Academy of Marketing Science College of Business  
 Louisiana Tech University, P.O. Box 3072 Ruston, LA 71272

**Questions?**

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

## BOARD OF GOVERNOR'S CORNER



Barry Babin

Joe Hair

The BOG is charged with the development of ideas for AMS strategy, in particular, the development of awards and grant programs. We encourage participation in the AFM-AMS Research Grant Initiative. Three special sessions will highlight the award-winning research. Each team pairs members of each organization together toward the common goal of better research through international outreach. Please make every effort to attend the sessions to not only support the award winners, but to network and learn more about participating in the 2018-2019 AFM-AMS Research Grant Initiative. This endeavor also is supported by the Harold & Muriel Berkman Charitable (HMB) Foundation.

Speaking of the HMB Foundation, over 60 students across the U.S.A. received \$1,000 scholarships from the foundation and three marketing academics received research grants of \$3,000 each. The Foundation is organizing now for next year's awards process.

The BOG also remains keenly interested in better integration of practice into our conferences and journals. If you have ideas about getting practicing marketing managers involved, please share them with one of us so the idea can be considered further. We look forward to seeing you in New Orleans and Porto in the coming months.

**Journal of Marketing Channels** *continued from page 13*

3. Manuscripts should be received no later than December 31, 2018, with accepted papers published in late 2019 or early 2020. Please submit directly to all of the guest editors, preferably through e-mail as a Microsoft Word attached document.

**Michael Krush**, michael.krush@ndsu.edu  
**Raj Agnihotri**, rajshekhar.agnihotri@uta.edu  
**Kevin Trainor**, kevin.trainor@nau.edu



Dr. Obinna Obilo, Content Editor  
Assistant Professor of Marketing  
College of Business  
Central Michigan University  
100 Smith Hall  
Mount Pleasant, MI 48859 U.S.A.

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
HARRISONBURG, VA  
PERMIT NO. 78

## 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!