

AMS Quarterly



Academy of Marketing Science

Spring 2022 Volume 21 Number 1

AMS PRESIDENT'S MESSAGE



Greetings AMS Members, I hope all of you are experiencing a good New Year thus far. I continue to be optimistic that 2022 will be a vast improvement over 2021 and that we will be able to meet in person once again at the Annual Conference in Monterey, CA this May.

2021 was certainly a bittersweet year for AMS. Obviously, the fact that our conferences were moved to an online format was hugely disappointing. 2021 was also a year of mourning, as AMS's founder, Dr. Harold Berkman, passed away on Dec. 8, 2020.

However, AMS experienced many positive events this past year. The newly-created AMS Online Seminar Series has been highly successful, with the last webinar attracting 172 participants from 41 countries. Thank you to Hyunju Shin, Director of Online Seminars, and Janna Parker, VP for Engagement, for your hard work on organizing these online events!

AMS has also forged a new international partnership, which has furthered our strategic imperative to become a more globalized organization. Namely, AMS has instituted a collaboration with AEMARK (La Asociación Española de Marketing Académico y Profesional), the Spanish Marketing Association. Similar to our arrangements with the French and Italian marketing organizations, a primary goal of this initiative is to offer grants for research projects involving AMS and AEMARK members collaborating on research projects.

Of course, the most positive facet of 2021 is that it marked AMS's 50th Anniversary! I was fortunate enough to have the opportunity to team up with Barry Babin and Jay Lindquist on an article that chronicles AMS's history. The article, recently published in *AMS Review*, can be accessed here: <https://rdcu.be/cEpX2>

Writing the article required that I dig through the AMS archives. Since the archives are currently housed at the AMS

home office at Louisiana Tech University, where I am on the faculty, one of my primary tasks related to the article was fact-checking what Barry and Jay had pulled together, as well as unearthing any noteworthy, yet overlooked, AMS events.

The article does a great job of highlighting hallmarks in AMS's history. But a few interesting tidbits were left out due to a lack of space and time.

If you have been a member of AMS for more than five or so years, you are more than likely familiar with the "Wine Sessions" that have most often been chaired by Barry Babin and have included samplings different wines. This late-afternoon session is arguably the best-attended session of the conference! What you may not realize, however, is that such wine sessions are an important part of AMS's roots.

In AMS's early years, Dr. Harold Berkman decided to host wine classes to subsidize JAMS. Harold was able to organize these classes based on his business connections as a previous owner of a small chain of liquor stores in the New York.

While the AMS history article that Barry, Jay and I wrote does refer to these wine classes, a few interesting details are not included. I came across a brochure for the Spring 1976 classes (shown in this issue) while sifting through the archives. It turns out these were not typical wine classes. Rather, Harold organized a "Wine Symposiums." The Spring '76 symposium consisted of ten 2 ½-hour sessions with samplings of over 100 wines! The final session was a "Gala Gourmet Dinner and Graduation." Interestingly, that concluding class was held on May 25, close to the day the Gala Dinner is typically held at the Annual AMS Conference!

So, if you've ever wondered why each table at the AMS Gala Dinner has bottles of red and white wine, you can thank Harold. Wine is in AMS's DNA!!

So, cheers to AMS's 50th Anniversary and to hopefully a very happy and (more) normal 2022!!!

Julie Moulard

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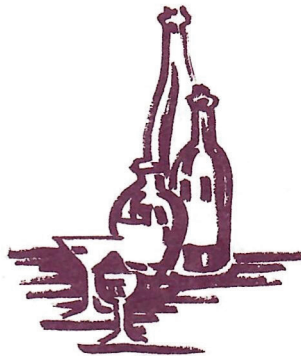
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FROM THE AMS ARCHIVES



WINE SYMPOSIUM

ACADEMY of MARKETING SCIENCE

SCHOOL OF BUSINESS
C. W. Post Center • L.I.U.
SPRING • 1976

From the AMS Archives continued from page 3

PURPOSE:

This course will put in perspective and order, the full array of wine tasting and critical judgment through experiential knowledge. This ten session program, including a gourmet graduation dinner, will offer an in-depth survey of the world of wines. Each participant will sample over 100 wines, including: Rare Chateaux, Burgundies, Tokoji, Trockenbeereauslesen, Sauternes and Champagnes. Instruction will include wine usage, service, buying and cookery. Upon completing the course the participants will be able to enjoy the ambience of wine-food-and the good life.

FOR:

The program will be directed toward the bon-vivant, the wine and spirits retailer, the wine salesman, and the executive who finds himself at a loss when confronted with the challenge of entertaining epicures at home and/or the mysteries of a wine list. This course will also serve as a refresher and training program for those directly concerned with food and service.

WHEN:

Tuesdays from 7:30 P.M. to 10:00 P.M.
March 9 – May 25

WHERE:

School of Business – C. W. Post Center, L.I.U.
Greenvale, N. Y.

- Roth Hall/Seminar Room #309
- Free parking available

TUITION:

\$150—Tuition (includes graduation dinner, certificate of achievement and membership in the Academy of Wine Society). \$50 deposit must accompany application to reserve space; balance payable before March 2, 1976. Missed classes may be made up in the fall session. Class limited to 50 students. Guests permitted *only* at the graduation dinner (\$30 couvert per guest).

continued on page 5

From the AMS Archives continued from page 4

FACULTY:

Fellows of the Academy
and Resident Lecturers:
Dr. Ronald A. Kapon and James T. Currier

Dr. Ronald A. Kapon

Executive/Importing & Wholesaling Company and former retailer. Studied under Alexis Lichine in Europe; graduate German Wine Academy; U.S. Representative Italian Wine Fair; Member/Wine & Food Society; Sons of Bacchus; Consultant/Les Amis du Vin; Wine Club of America; former wine editor/Cue Magazine; Senior contributing editor/Vintage Magazine; Associate Publisher/Wines & Spirits Magazine; Contributing Editor/Liquor Store Magazine; Lecturer/C. W. Post College, Columbia University, Manhattan College.

James T. Currier

President of his own Importing & Wholesaling firm, former retailer. Member/International Guild of Sommeliers; former New York Director/Les Amis du Vin; Chevalier du Bontemp du Barsac; Chevalier du Bontemp du Medoc; Chevalier du Tastevin; Director Wine Education/Rochester Institute of Technology; Society of Bacchus; Lecturer-Raconteur and Co-Host/"That Show" WCMF Radio.

Guest Lecturers

Patrick Portier/President, Maison Portier, Bordeaux, France; Philip Seldon, Editor & Publisher/Vintage Magazine; Robert Goudin, National Director/Les Amis du Vin and National Sales Manager/Moet and Chandon Champagne; Mario Daniele, President/C. Daniele & Sons; Herbert Liebowitz/President AAA Distributing Company; Eunice Fried, author of *What Every Woman Should Know About Wine*.

Other well-known industry figures will appear.

From the AMS Archives *continued from page 5*

AIDS and ACCESSORIES:

Free — 6 glass tasting kit; maps, brochures, pamphlets; wines and spirits magazines; Vintage Magazine; text book; complete list of all wines to be sampled with New York State retail price list; embossed portfolio.

CLASS SESSIONS:

Ten Sessions (See back for more details)

Each session will open with a tasting of a Vermouth and/or Aperitif. Cheese and crackers will be served to help clear the palate during the wine tasting.

- MARCH 9: Introduction, wine classification, art of tasting, The wines of New York State.
- MARCH 16: The wines of California.
- MARCH 23: The wines of Germany and Central Europe.
- MARCH 30: The wines of Spain, Portugal and Italy.
- APRIL 6: Portos, Sherries and Maderia.
- APRIL 13: The wines of Burgundy and the Rhone
- APRIL 20: The wines of Bordeaux and the Loire Valley.
- APRIL 27: Wines of the World.
- MAY 4: Champagnes and other Sparkling Wines.
- MAY 25: Gala Gourmet Dinner and Graduation.

ADDENDUM:

Bonus 11th session for members of the trade only. Optional extension of series by participant demand, fees based on number opting.

*(All lectures are subject to reassignment due to speaker availability. Should unusual circumstances arise, the program directors reserve the right to counsel any participant out of the program and prorate his/her tuition).

From the AMS Archives continued from page 6

SPRING 1976 WINE SYMPOSIUM

TEN SESSIONS: Each session will open with a tasting of a Vermouth and/or Aperitif. Cheese and crackers will be served to help clear the palate during the wine tasting.

SESSION I: March 9

Introduction, basic facts about wine classification and the art of tasting. *The wines of New York State*, specifically the characteristics of the Vitis Lambrusca, French Hybrids, the introduction of Vitis Vinifera to this state. Tasting will include most of the native varieties.

SESSION II: March 16

The wines of California: Vitis Vinifera characteristics and relationships with European Root Stock. Varietals and generic types; sampling of many boutique wines as well as the "Giants." Discussion of winery tours, new wine books.

SESSION III: March 23

The wines of Germany and Central Europe: Alsace, Switzerland, Austria, Hungary. A color film "The Cool White Wines of Germany" will highlight the evening. Maps, brochures, and pamphlets will help the student understand the wines of the Rhine, Moselle, and Franconia. From QBA to Trockenbeere-nauslesen as well as Tokaji will be discussed.

SESSION IV: March 30

The wines of Spain, Portugal and Italy. Only the table wines will be discussed and tasted. (Session V covers Portos and Sherries). A chance to sample some unusual wines, not normally tasted in the U.S. Reading material will be distributed.

SESSION V: April 6

Portos, Sherries and Madeira. The glories of the past relived with wines up to 100 years old. A film on Oporto and Jerez will enliven the evening. Course review of areas covered through Session V with a tasting and comparison of wines from each session.

SESSION VI: April 13

The wines of Burgundy and The Rhone. An in-depth look at the Cote de Nuit, Cote de Beaune, Rhone, Pouilly, Chablis, Beaujolais, Provence. Discussion will include estate bottling, soil, climatic conditions, exhibition of corkscrews, bottle shapes.

SESSION VII: April 20

The wines of Bordeaux and the Loire Valley. From Vin Ordinaire to the Great Chateaux. Not only will all grades be tasted but one wine will be studied through many vintages. Explanation of Appellation Controlee. Discussion will include vintage years, and decanting of wine will be demonstrated. A film on Bordeaux will be shown.

SESSION VIII: April 27

Wines of the World. South Africa to South America, Israel to Australia, with many stops in between. A potpourri of vintage wines to sample including Cabernets of the world. Voting on the top 10 wines sampled thus far this semester.

SESSION IX: May 4

Champagnes and other Sparkling Wines. The difference between French and domestic—including the fabled Blanc de Blanc; Mousseaux, Sekt, Spumanti. A film will be shown.

SESSION X: May 25

Gala Courmet Dinner and Graduation. An outstanding Long Island restaurant has been chosen for its superb cuisine and wine list. The chef will discuss our gourmet menu especially selected for the evening. Appropriate wines will be served with each course. A special guest speaker from the world of wine and food will present diplomas. Each graduate automatically becomes a member of our newly formed Academy of Wine Society. Membership in the "Society" will entitle you to special "members only" dinners, tastings and group travel opportunities to California and Europe.

ADDENDUM

- Graduates may at this point extend the series to other areas or opt for an in-depth study of any previously discussed area. Fees for extension will be based on the number of participants.
- For members of the trade there will be a bonus 11th session. A panel consisting of industry members will discuss: merchandising, marketing, advertising, store fixtures. There is no additional charge for this session — MEMBERS OF THE TRADE ONLY, PLEASE.
- The I.R.S. allows deductions for educational purposes. Check with your accountant for details.

AMS UPCOMING EVENTS

2022 Academy of Marketing Science Annual Conference

May 25-27, 2022

Portola Hotel & Spa
Monterey Bay, California

Conference Program Co-Chairs:

Gregory Kivenzor
University of Connecticut,
USA



Weiling Zhuang
Eastern Kentucky
University, USA



Greetings!!

After a long hiatus, we excitedly look forward to welcoming you to beautiful Monterey for the 2022 AMS Annual Conference at the Portola Hotel & Spa. The theme of the conference is “*Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs.*” In anticipation of our in-person return, we received a high number of submissions, and we would like to thank our track chairs and reviewers for all their diligence, hard work, and help in building the conference program.

We have an amazing line up of thought-provoking, stimulating, and cutting-edge paper presentations, panel discussions, meet the editors, and special sessions. In addition to this, there are also several special events for doctoral students: Doctoral Colloquium track; Doctoral Consortium (May 27-

28); Mary Kay dissertation competition; and AMS Review—Sheth Foundation 2022 Annual Doctoral Competition for Conceptual Articles.

Of course, as is AMS tradition, the conference provides ample opportunities to relax, network, and enjoy including receptions, wine tastings, awards luncheons, and dinners. Attendees can also explore other activities Monterey has to offer including Cannery Row, 17 Mile Drive, Monterey Bay Aquarium, Pebble Beach Golf Links, and more.

In summary, this year’s conference promises to be a particularly memorable return, with plenty of opportunities for research, networking, exploring, relaxing, and most importantly, having fun with old friends and making new ones!!

See you soon!

AMS OFFICIAL PUBLICATIONS

Updates from the V.P. of Publications

James S. Boles



AMS continues to play a leading role in advancing marketing thought and the marketing discipline. JAMS, with John Hulland (University of Georgia) as Editor-in-Chief, continues to be one of the most widely read and cited marketing journals with an impact factor of 9.418. JAMS also continues to be represented on the Financial Times List Top 50 Journals list.

Stephen Vargo (University of Hawaii at Manoa), Editor-in-Chief of AMS Review, continues to enhance the Journal's posi-

tion. Downloads and citations of AMSR articles are growing and the reach of the Journal is continuing to expand. Finally, as the Editor of the AMS Quarterly, Jennifer Locander (The University of Mississippi) will continue to keep us informed about important AMS news and events related to the Academy. We appreciate your support of our publications.

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

The most recent JCR/ISI impact factor scores continue to provide good news for JAMS. For the fourth year running, JAMS has the highest 5-year impact factors of the top five Marketing journals (all included on the *Financial Times* 50

(FT 50) list). The *Journal of Marketing* has a slightly higher 2-year impact factor for 2020, but *JAMS* is a very close second. Below is a summary of the impact factors for these journals, from 2017 to 2020:

	FT50	2017 IF 5-year/2-year	2018 IF 5-year/2-year	2019 IF 5-year/2-year	2020 IF 5-year/2-year
JM	Yes	9.59/7.34	8.83/7.82	9.92/5.27	15.33/9.46
JMR	Yes	5.68/3.85	6.01/4.2	6.54/4.23	8.17/5.00
JCR	Yes	6.02/3.54	6.47/4.7	7.37/6.21	9.21/7.00
MS	Yes	3.91/2.79	3.60/2.49	4.04/3.02	5.29/3.72
JAMS	Yes	9.81/8.49	10.79/9.36	12.50/7.96	21.32/9.41

Last year we received a total of 691 submissions. Since JAMS publishes roughly 60 articles a year, the journal's acceptance rate is under 10%. Furthermore, a majority of the accepted papers continue to be authored outside of the U.S.

Increasingly, schools and departments around the globe include JAMS as a premier marketing journal in their P&T and

annual review assessments. We appreciate your help as AMS members in promoting the journal's growing reputation as a top quality research publication.

With respect to JAMS special issues / sections, we currently have two open calls (full details can be found on the JAMS website):

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AMS Official Publications *continued from page 9*

- **Reimagining Marketing Strategy** (edited by Plangger, Montecchi, de Ruyter, Keeling, Scott, and Dahl). Submissions will be accepted between September 1, 2022 and October 29, 2022.
 - The grand challenges of climate change and widening inequalities, alongside current healthcare, social, and economic crises are compelling organizations to reimagine their marketing strategy to make a meaningful contribution for a better world. In this special issue, we challenge researchers to widen the strategic scope and consider three complementary principles to guide the transformation of marketing in becoming *responsible, respectful, and resilient*.
- **Enhancing Customer Engagement** (edited by Kumar, Leone, and McAlister). Submissions will be accepted between July 1, 2022 and September 30, 2022.
 - Customer engagement (CE), defined as a customer's contribution to the firm directly through purchases and/or indirectly through referrals, social media influence and feedback, is fast becoming a business top priority in increasing customer loyalty and profitability. The focus of this special issue will be on driving a more substantive understanding of new and improved strategies of the firms and consumers/customers response to the firm's engagement strategy with the goal of enhancing customer engagement.



John Hulland
Editor-in-Chief

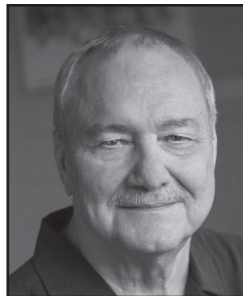


Laurie Marshall
Managing Editor



Mark Houston
Editor

AMS Review



Stephen L. Vargo
Editor, *AMS Review*

December 2021 Double Special Issue of *AMS Review*

The December 2021 issue of *AMS Review* was a double special issue. The first of the special issues focused on “Theories of Markets,” with a dialogical contribution from Alvin Roth, a Nobel Laureate in Economics, and Michel Callon, a leading scholar of the sociology of markets. This special issue is guest edited by Hans Kjellberg and Riikka Murto from Stockholm School of Economics, Sweden.

The second special issue recognizes the 50th Anniversary of the Academy of Marketing Science (AMS) and is titled “The

Past and Future of Marketing Theory and Practice.” O.C. Ferrell of Auburn University Bo Edvardsson of Karlstat University, Sweden, and Jodie Conduit of the University of Adelaide, served as guest editors, along with me.

Social Media

Shuang Wu with Rowan University recently joined us as Social Media Manager. Please watch for her posts and follow/retweet/share. It is an easy and effective way to promote *AMS Review*, as well as AMS in general.

OTHER ANNOUNCEMENTS

SCHOLARSHIP AND RESEARCH

2022/2023 AMS-AFM Joint Research Initiative:

Call for

Common Research Proposals

To encourage more international research collaboration, the French Marketing Association (Association Française du Marketing, AFM) and the Academy of Marketing Science (AMS) invite members to develop joint common research proposals aimed at furthering the advancement of marketing science.

The aim of this call for research proposals is to support especially research collaborations between at least one AFM member and one AMS member. As an initial report of progress, the collaborators would present a communication at the 2023 AMS and AFM Annual Conferences. The presentations are aimed at providing constructive feedback from a diverse and experienced audience helpful in better positioning the research for maximum impact. As the final objective is to encourage common publication in international ranked marketing journals, any topic that is appropriate for potential publication in such journals is eligible.

The call is directed towards AMS members and AFM members and is open to junior as well as to more senior researchers. Researchers at any rank are invited to submit a proposal.

The deadline for AMS-AFM Research Grant Proposals is extended until *1 April 2022*. The grants provide up to \$2000 in support. The application form can be downloaded using this link:

https://www.ams-web.org/resource/resmgr/2022_ac/AmsAfmCommonResearchProposa.docx

Proposals must be received no later than 5pm CST on Friday, April 1, 2022. Submissions will be acknowledged via email (bbabin@bus.olemiss.edu and jean-luc.herrmann@univ-lorraine.fr). Faxed or standard postal mail submissions are not allowed. Co-authors will be notified in May 2022. The supported proposals will be announced to the memberships through AMS as well as AFM Newsletters. Also, winners will be announced at the 2022 AFM Congress in Tunis, Tunisia, as well as at the 2022 AMS Annual Conference in Monterey (CA).

Journal of Business Research Special Issue

Building on the Foundations of Shelby D. Hunt's Contributions to Marketing Strategy and Marketing Management Research

Submission window: December 1, 2021 – May 31, 2022

Article type to select when submitting: *SDH's Contributions*

Dr. Shelby D. Hunt, through his seminal contributions to the advancement of marketing thought and practice, is among the most influential marketing scholars since the beginnings of marketing as an academic discipline (Varadarajan, 2021). By means of his research program on “Marketing Strategy and Management,” Dr. Hunt has made significant contributions to research streams on relationship marketing strategy (e.g., Morgan and Hunt, 1994, 1999; Hunt and Morgan, 1994), market orientation strategy (e.g., Bicen, Hunt, and Madhavaram, 2021; Hunt, 2012; Hunt and Lambe, 2000; Madhavaram and Hunt, 2017), market segmentation strategy (e.g., Hunt and Arnett, 2004; Hunt and Derozier, 2004), brand equity strategy (e.g.,

Hunt, 2006, 2019; Hunt and Madhavaram, 2006), marketing strategy in general (e.g., Hunt, 2018; Hunt and Arnett, 2006; Hunt and Morgan, 1995; Madhavaram and Hunt, 2008; Hunt and Menon, 1995), and marketing management (e.g., Hunt, 1970; Hunt, Chonko, and Wood, 1985; Hunt and Madhavaram, 2012; Lambe, Spekman, and Hunt, 2002). Indeed, as Lusch (2000) notes, Hunt’s programmatic work in marketing strategy and management is especially useful for marketing managers and executives in shaping their firms’ strategic marketing plans. Overall, Hunt’s contributions are foundational for advancing the marketing strategy and marketing management domains (Madhavaram, 2011, 2021). Therefore, we invite submissions

continued on page 12

Other Announcements *continued from page 11*

to a JBR special issue that focuses on building on the specific foundations of Shelby D. Hunt's contributions to marketing strategy and management.

Guest Editors:

Dr. Sreedhar Madhavaram, Alumni Professor of Marketing,
Texas Tech University, USA

Dr. Robert Morgan, Professor and Phifer Fellow of Marketing,
The University of Alabama, USA

Dr. Atul Parvatiyar, Professor of Practice in Marketing,
Texas Tech University, USA

Why publish in this Special Issue?

- Special Issue articles are published together on ScienceDirect, making it incredibly easy for other researchers to discover your work.
- Special content articles are downloaded on ScienceDirect twice as often within the first 24 months than articles published in regular issues.
- Special content articles attract 20% more citations in the first 24 months than articles published in regular issues.
- All articles in this special issue will be reviewed by no fewer than two independent experts to ensure the quality, originality and novelty of the work published.

Special Issue Information:

While “strategic marketing” is the term that refers to the general *field* of study, “marketing strategy” is the *construct* that is central in the field of strategic marketing (Varadarajan, 2010). Accordingly, developing and executing marketing strategy is central to what marketers do in practice (Morgan, Whitler, Feng, and Chari, 2019). Over the years, research into marketing strategy – marketing strategy content, marketing strategy formulation process, and marketing strategy implementation – and marketing management – toolkit for marketers – have made significant strides in contributing relevant research that can be foundational to the practice of marketing. On the other hand, there are also frequent calls for strengthening marketing strategy research (Day 1992; Riebstain, Day, and Wind 2009; Clark, Key, Codi, and Rajaratnam, 2014; Houston 2016). As advancing the field of strategic marketing within the marketing discipline will contribute to enhancing the discipline's impact (Hunt 2018), we call for research that builds on the foundations of Professor Hunt's programmatic research in marketing strategy and marketing management.

Research on marketing strategy and marketing management can be organized into the following categories: marketing strategy in general, brand equity strategy, market orientation strategy,

market segmentation strategy, relationship marketing strategy, marketing resources and capabilities, and marketing manager toolkit – concepts, conceptual frameworks, theories, and models. Professor Hunt has made significant contributions to each of the categories (please see Hunt (2019), Madhavaram (2011; 2021), and Vardarajan (2021) for Hunt's programmatic research on marketing strategy and marketing management). To strengthen and advance the field of strategic marketing, there are compelling opportunities to make important conceptual and empirical contributions.

Accordingly, we invite both conceptual and empirical submissions. We welcome conceptual submissions that utilize methods like systematic reviews, abductive theory development, and metaphoric transfer. We also welcome empirical submissions that utilize traditional research methods (regression, SEM, experiments, meta-analyses), and modeling-based research methods. Lastly, submissions can also use newer approaches to theory building and testing (e.g., AI/ML, NLP based methods) in the context of marketing strategy and marketing management. Please find below a list of broad, non-exhaustive topics of interest.

- Marketing strategy making
- Marketing strategy content
- Marketing strategy formulation
- Marketing strategy implementation
- Brand equity strategy
- Market orientation strategy
- Market segmentation strategy
- Relationship marketing strategy
- Marketing management
- Marketing resources and capabilities
- Marketing models/techniques for marketer roles and responsibilities
- Competition as a foundation for marketing strategy
- Marketing's contributions to strategy
- Theory development for marketing strategy and marketing management
- Marketing strategy for societal well-being

Manuscript submission information:

Papers targeting the special issue should be submitted through the JBR submission system, submission guidelines can be found at the journal's Guide for Authors

Important dates

Submission system opens: December 1, 2021

Deadline for submissions: May 31, 2022

Other Announcements *continued from page 12***References**

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Other Announcements *continued from page 13*

Berkman Memorialized at University of Georgia

The Berkman family donated Harold W. Berkman's, AMS Founding Fellow, 3rd Army Field Jacket and other memorabilia from his service experiences during the second world war to the Student Veterans Resource Center (SVRC) at the University of Georgia. Dr. Karen Berkman, President of the Harold & Muriel Berkman Charitable Foundation and other members of the Berkman family were present for the dedication ceremony held recently at the SVRC.

A video of the ceremony can be found at: <https://www.ams-web.org/news/593398/Berkman-Uniform.htm>

Harold was an alumni of the University of Georgia (UG) in the class of 1949. The video explains how he ended up going

to UG, where he learned "how to smoke a cigarette and drink Coca-Cola for breakfast." The Harold & Muriel Berkman Charitable Foundation has been particularly supportive of his alma mater and multiple students, both U.S. Vets and students pursuing marketing degrees, have benefited from the Foundation's generosity. Harold's legacy will live on at UG with the exhibit of his field jacket depicting his being part of Patton's Army and recognizing his infantry service as the ribbon denoting his Combat Infantryman's Badge remains attached to the jacket. All AMS Fellows can learn more about the Founding Fellow in this recent account in JAMS:

<https://link.springer.com/article/10.1007/s11747-021-00819-6>.



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Questions?

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Barry Babin

Joe Hair

The AMS BOG conducted its annual meeting virtually last summer. Several subcommittees are hard at work. Each major "Academy Award" effort is led by a subcommittee. All Fellows are encouraged to make nominations for consideration by the AMS BOG (<https://www.ams-web.org/page/Awards>). Several other subcommittees are dealing with special areas of emphasis. David Ortinau is chairing a subcommittee that will propose, consistent with the AMS Bylaws, changes to those Bylaws to be considered in our biannual elections early next year. John Ford is chairing a subcommittee addressing AMS strategic planning. Jean-Luc Herrmann is chairing a particularly important subcommittee aimed at re-establishing AMS as a "bridge" between marketing practice and academic research. The emphasis on doing practical research with managerial implications was a primary motivation in Harold Berkman founding AMS and starting JAMS as its first academic journal (see Babin and Krey, 2022 for an overview). Look for some major announcements to come that are the results of this committee's work. The AMS BOG extends best wishes to all AMS Fellows during 2022 and a return to in-person meetings in Monterey.

Reference:

Babin, B.J. and N. Krey (2022), "How could anyone forget Harold W. Berkman?" *Journal of the Academy of Marketing Science*, <https://doi.org/10.1007/s11747-021-00819-6>.



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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.

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

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