

AMS Quarterly



Academy of Marketing Science

Spring 2023 Volume 22 Number 1

AMS PRESIDENT'S MESSAGE

Brad D. Carlson, President of AMS



Greetings AMS Members, I hope this message finds you healthy and happy. We had a fantastic Executive Committee meeting this fall and there are many great opportunities to look forward to in the coming year. AMS continues to make an impact by advancing thought through its activities, programs, and publications.

One way in which we make a significant contribution to knowledge is through our conferences. We are excited to return to New Orleans and the Hilton Riverside this year for our annual conference which will take place May 17-19, with Cleopatra Veloutsou and Rajesh Iyer serving as program co-chairs. New Orleans is world-renowned for its distinctive music, Creole cuisine, unique dialects, and its annual celebrations and festivals, making this a perfect location for those who want to come early or stay late to kick off the summer! Please book your hotel room early to take advantage of the AMS room rate.

Following the annual conference in May, the 24th World Marketing Congress will take place in Canterbury, England July 11-14, 2023. Ben Lowe and Dan Petrovici are the co-chairs of this conference and are putting together an excellent program that focuses on the changing nature and "soul" of marketing as a discipline. Canterbury offers a beautiful escape where you can soak up the seasonal scenery, shop with ease at incredible independent shops, explore the heritage and rich culture, be inspired by the architecture, and enjoy a wonderful day or night out on its atmospheric medieval streets. This will be our first in-person WMC since 2019 in Edinburgh, Scotland and we know the planned sessions, social events, and location will make for a wonderful conference experience. We hope to see you there.

We look forward to attendance and participation in our conferences continuing to increase as a result of the quality of the programs and the opportunity to network with global scholars and thought leaders now that we are back to in-person meetings. Please continue to help the AMS community flourish and make participation in these conferences one of your top priorities this year. We take pride in knowing that AMS conferences are known for being friendly and welcoming, and we select excellent

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FROM THE EDITOR



We are pleased to present the new issue of the AMS Quarterly. This time, we welcome a co-editor of the AMS Quarterly, Shuang Wu, who is also the newly appointed Director of Social Media. Shuang's been the greatest asset to AMS, with two AMS conferences back in full swing. If you haven't already, please sign up and join us in one or both events. We certainly look forward to seeing you!

We are thrilled to be part of the preparation for the upcoming 2023 AMS Annual Conference in New Orleans in May and the 2023 AMS World Marketing Congress in Canterbury, UK, in July. There are various programs and initiatives to share, from certificate programs and tours to the special sessions to meet award winners. We thank Co-Chairs for the AMS Annual Conference, Cleopatra Veloutsou and Rajesh Iyer, and the Co-Chairs for the AMS World Marketing Congress, Ben Lowe and Dan Petrovici, for their diligent efforts to get the final touch on engaging conference attendees.

May this issue provide you with helpful information that you can use in your academic journey and for your conference experiences. Big kudos to all the contributors who made this issue ever possible. As always, we ask that you send us any news, photos, articles, or suggestions for the next issue of AMS Quarterly to Hyunju (hshin13@kennesaw.edu) or Shuang (wus@rowan.edu).

Looking forward to seeing you all in New Orleans and Canterbury!

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& Vice President of Communications
Kennesaw State University, hshin13@kennesaw.edu

—Shuang Wu, Co-Editor of AMS Quarterly
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AMS UPCOMING EVENTS

2023 Academy of Marketing Science Annual Conference

May 17-19, 2023

Hilton New Orleans Riverside
New Orleans, Louisiana

Conference Program Co-Chairs:

Cleopatra Veloutsou
University of Glasgow



Rajesh Iyer
Bradley University



Greetings!! We look forward to welcoming you to the “Big Easy” New Orleans for the 2023 AMS Annual Conference (17th-19th May) at the Hilton Riverside Hotel. The theme for this year’s conference is “Welcome to the new normal: Life after the chaos.” In a year of no restrictions (in terms of vaccinations, face-mask requirements), 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, optional certificate workshops are being offered on Teaching Digital Marketing (17th May) and PLS-SEM workshop (17th May). There are also several special events for doctoral students: Doctoral Colloquium track; Doctoral; Mary Kay dissertation competition; and AMS Review—Sheth Foundation 2023 Doctoral Competition for Conceptual Articles.



As is tradition at AMS, the conference provides opportunities to relax, network, and enjoy the numerous receptions, wine-tastings, award luncheons and dinners. If you want to enjoy the food and fun in New Orleans, you are welcome to explore the various options provided at

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AMS Upcoming Events *continued from page 3*

(<https://www.ams-web.org/event/2023AC>).

In summary, this year's conference promises to be another memorable event with plenty of opportunities for research, networking,



exploring, relaxing, and most importantly, having fun with old friends and making new ones!!!

We look forward to seeing you all at New Orleans.



AMS Upcoming Events *continued from page 4*

Food and Fun in NOLA

Tourism

- Swamp Tours
- Steamboat Jazz Cruises
- Haunted Pub Crawls
- Ghost Tours
- City Tours
- Food Walking Tours
- Specialty Museums

and so much more!!!

Must Try Foods

- Beignets
- Chicory coffee
- Shrimp and grits
- Bananas Foster
- Jambalaya
- Gumbo
- Gator- fried or blackened is best

We suggest you book tickets and make restaurant reservations in advance. Tickets and tours can be purchased directly from the following websites:

- [Tripadvisor.com](https://www.tripadvisor.com) or download the app
- <https://uniquenola.com> (use AMS2023 for a 20% discount)



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Enjoy **Unique NOLA Tours**

(<https://www.ams-web.org/page/NewOrleansTours>)
or if you have a day check out the **WWII Museum**
(<https://www.nationalww2museum.org/>)

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AMS Upcoming Events *continued from page 5*

Lyt Harris Named as the 2023 AMS Distinguished Marketing Practitioner



Join Us Wednesday, May 17 for The 2023 AMS Distinguished Marketing Practitioner Session at Noon with a Casual Lunch to Follow.

The Academy of Marketing Science® (AMS), an international scholarly organization, has named Lytton T. “Lyt” Harris, managing partner of the Harris Investment Partnership, as the AMS Distinguished Marketing Practitioner for 2023.

The award recognizes marketers who distinguish themselves in business and/or public policy through actions characterized by success, integrity, and high ethical standards. The Award will be presented during the 2023 AMS 48th Annual Conference, which will take place May 17-19 at the Hilton Riverside Hotel in New Orleans, LA. During the conference, Lyt will deliver a plenary presentation titled: A 50-year Marketing Journey ... from Snow Cones to Condos.

Lyt’s marketing accomplishments are many. Perhaps one of the most noteworthy took place when he served as marketing director for Hunt-Wesson Foods. In that role, he played a key role in propelling Orville Redenbacher to its spot as the top popcorn brand in the Country, if not the World! In fact, today the name is nearly synonymous with popcorn. At Scott Paper, Lyt played a major role in the way we change babies by introducing and marketing the first disposable diaper in the United

States. Later, Lyt worked in the banking and finance industry and became CEO of Southwest Management and Marketing Co. He now serves as a managing partner of the Harris Investment Partnership. Lyt’s professional accolades include listings in Who’s Who in America, Who’s Who in Finance and Industry, and Who’s Who in the South and Southwest.

Lyt also has established scholarships for students majoring in marketing at four universities, including the University of Mississippi, where he received his bachelor’s degree in marketing, and LSU, where he received his MS in marketing. He has long been active in civic and charitable activities. He has served on the boards of many nonprofit organizations, including The Kidney Foundation, Junior Achievement, Boy Scouts of America, Big Brothers/Big Sisters, and St. Luke’s United Methodist Church.

Lyt joins an accomplished list of recent award winners that includes Scott Smith, founder of Qualtrics, Jeffrey S. Zehnder (Zehnder Communications), Ben Lee (Pierry Software), and numerous Fortune 500 executives.

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AMS Upcoming Events *continued from page 6*

Special Conference Seminar and Professional Development Certificate

Teaching Digital Marketing

2023 AMS Annual Conference
New Orleans, LA



Session 1 Digital Marketing: Getting Started with Digital Marketing

Session 2 Digital Marketing: Creating Assignments and Integrating Industry Resources

With the growth of Internet use and e-commerce in a global economy, the need to include digital marketing in the marketing curriculum has become increasingly important in producing graduates ready to enter the workforce. However, designing courses that combine technology and trends can be a daunting task for those getting started. Registered attendees will receive a digital course pack containing sample syllabi and assignments. After passing a short quiz, attendees will be issued a certificate of completion to show professional development for accreditation purposes.

Session 1 Digital Marketing: Getting Started with Digital Marketing

This session focuses on the broad curriculum decisions that departments must address. Depending on the resources available and the department's mission, methods for integrating digital marketing will vary. Curriculum design at all levels will be addressed.

Session 2 Digital Marketing: Creating Assignments and Integrating Industry Resources

This session focuses on specific course content for digital courses. Instructors have a wide variety of options, including industry certifications, software, and analytics. The presenters will provide examples of assignments they have used that incorporate these tools into their course design.

Date: May 17, 2023

Time: 8:30am - 12:00 noon CST

Location: Kabacoff Room

Cost: \$90 (Participants must be registered for the conference)

Registration: Participants need to register on the AMS website

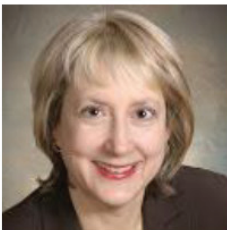
Presenters: Dr. Kevin James, Dr. Janna Parker and Dr. Debra Zahay

AMS Upcoming Events *continued from page 7***Conference Presenters**

Dr. Kevin James is an Associate Professor of Marketing and Department Chair for the Department of Management and Marketing in Soules College of Business at the University of Texas at Tyler. Dr. James' primary research area includes value as it relates to marketing, healthcare, sustainability, and cross-cultural behavior. His research has been published in journals such as the *Journal of Business Research*, *Journal of Marketing Theory and Practice*, *Journal of Retailing and Consumer Services*, and the *European Business Review*. He has taught numerous marketing courses, including Promotions with a social media focus. He joined AMS as a doctoral student and has volunteered in many roles including as a track chair. He served as the AMS Director of Professional Engagement, and in this role, he produced a six-video series on Teaching Fundamentals of Marketing Education. He is the co-editor for an upcoming special issue on Social Media Marketing Education in the *Journal of Marketing Education*.



Dr. Janna Parker is an Associate Professor of Marketing at James Madison University. Her research has been published in journals such as the *Journal of Business Research*, *Journal of Retailing and Consumer Services*, *Journal of Business Ethics*, and *Journal of Consumer Marketing*. Her teaching includes Omnichannel Retailing, Strategic Internet Marketing, Social Media Marketing, and Integrated Marketing Communications. She co-authored *Social Media Marketing: A Strategic Approach (3rd edition)*. She joined AMS as a doctoral student and soon began serving in roles such as track chair. She has held numerous leadership roles including Director of Social Media, Vice President for Development, Vice President of Engagement, and her current role as Director of Domestic Programs. She launched the Webinar series, and helped develop the Teaching Fundamentals of Marketing Education series. In 2021, she was presented The Harold and Muriel Berkman Award for Faculty Achievement and Development for her service to AMS as a junior faculty member. She is the co-editor for an upcoming special issue on Social Media Marketing Education in the *Journal of Marketing Education*.



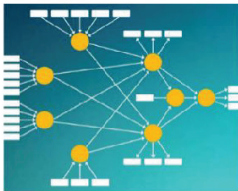
Dr. Debra Zahay is a Professor of Marketing at St. Edward's University. She co-authored *Internet Marketing: Integrating Online and Offline Strategies (3rd and 4th editions)* and *Social Media Marketing: A Strategic Approach (2nd and 3rd editions)*. In addition, she sole-authored *Digital Marketing Management: A Handbook for the Current (or Future) CEO*. Her research has been published in journals such as the *Journal of Interactive Marketing*, *Journal of Business Research*, *Journal of Product Innovation Management*, *Decision Sciences*, and *Industrial Marketing Management*. She has served on editorial boards and was the editor-in-chief of the *Journal of Research in Interactive Marketing*. She has been an active AMS member for many years and has served as a track chair for multiple conferences.



Special Conference Seminar and Research Development Certificate

Introduction to Partial Least Squares Structural Equation Modeling (PLS-SEM) Using SmartPLS 4

2023 AMS Annual Conference
New Orleans, LA



Session 1: Foundations of partial least squares structural equation modeling (PLS-SEM), results assessment and reporting

Session 2 Text Analytics: PLS-SEM case study using the SmartPLS 4 software

- **Course set-up:** The workshop will introduce and explain the key concepts of PLS-SEM (i.e., why, when, and how to apply the method). In addition, the session includes a “hands-on” application of the PLS-SEM method using a case study and the recently released SmartPLS 4 software. The SmartPLS 4 software output diagnostics and interpretation of the results will be covered. Potential obstacles and “rules-of-thumb” to ensure appropriate application and interpretation of the techniques will be addressed.
 - **Who should attend?** Researchers wishing to learn more about the usefulness of the PLS-SEM method for their top-tier journal publications and how to apply PLS-SEM by using the SmartPLS 4 software.
 - **Requirements:** Prior exposure to PLS-SEM is recommended but not required. In any case, we recommend the following PLS-SEM literature:
Sarstedt, M., Ringle, C. M., & Hair, J. F. (2022). Partial Least Squares Structural Equation Modeling. In C. Homburg, M. Klarmann, & A. E. Vomberg (Eds.), *Handbook of Market Research* (pp. 587–632). Cham: Springer.
Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3 ed.). Thousand Oaks, CA: Sage.
- ⇒ Participants must bring a laptop computer with the SmartPLS 4 software readily installed. The software is available from <http://www.smartpls.com> (click on the “Download” button). Participants will receive a two-months license key to run the professional version of the SmartPLS 4 software from the course organizers a few days before the course starts.

AMS Upcoming Events *continued from page 9*

- **Additional literature recommendations:**

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-151.

Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2018). *Advanced Issues in Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks, CA: Sage.

Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An Assessment of the Use of Partial Least Squares Structural Equation Modeling in Marketing Research. *Journal of the Academy of Marketing Science*, 40(3), 414-433.

Sarstedt, M., Hair, J. F., & Ringle, C. M. (2022). "PLS-SEM: Indeed a Silver Bullet" – Retrospective Observations and Recent Advances. *Journal of Marketing Theory & Practice*, forthcoming.

Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in Partial Least Squares Structural Equation Modeling Use in Marketing Research in the Last Decade. *Psychology & Marketing*, 39(5), 1035-1064.

After passing a short quiz, attendees will be issued a certificate of completion.

Date: May 17, 2023

Time: 1:30pm – 5:00pm CST

Location: Kabacoff Room

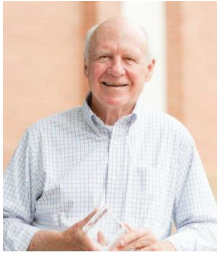
Cost: \$90 (Participants must be registered for the conference)

Registration: Participants need to register on the AMS website

Presenters: **Dr. Marko Sarstedt, Dr. Joe Hair, Dr. Christian M. Ringle**



Dr. Marko Sarstedt is a full professor of marketing at the Ludwig-Maximilians-University Munich (Germany) and an adjunct research professor at Babeş-Bolyai-University Cluj-Napoca (Romania). His main research interest is the advancement of research methods to further the understanding of consumer behavior. His research has been published in *Nature Human Behaviour*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Multivariate Behavioral Research*, *Organizational Research Methods*, *MIS Quarterly*, and *Psychometrika*, among others. His research ranks among the most frequently cited in the social sciences with more than 100,000 citations according to Google Scholar. Marko has won numerous best paper and citation awards, including five Emerald Citations of Excellence awards and two AMS William R. Darden Awards. Marko has been repeatedly named member of Clarivate Analytics' Highly Cited Researchers List, which includes the "world's most impactful scientific researchers." In March 2022, he was awarded an honorary doctorate from Babeş-Bolyai-University Cluj-Napoca for his research achievements and contributions to international exchange. More information: <https://linktr.ee/markosarstedt>

AMS Upcoming Events *continued from page 10*

Dr. Joe Hair is the Director of the PhD program and the Cleverdon Chair of Business at the University of South Alabama. He has authored over 100 books, including *MKTG (Marketing)*, Cengage Learning, 13th edition 2021; *Multivariate Data Analysis*, Cengage Limited, U.K., 8th edition 2010 (cited 152,000+ times and is in the top five all time social sciences research methods textbooks); *Essentials of Business Research Methods*, Routledge, 5th edition 2023; *Essentials of Marketing Research*, McGraw-Hill, 6th edition 2023; and *A Primer on Partial Least Squares Structural Equation Modeling*, Sage, 3rd edition 2022. He also has published numerous articles in scholarly journals such as the *Journal of Marketing Research*, *Journal of Academy of Marketing Science*, *Organizational Research Methods*, *Journal of Advertising Research*, *Journal of Business Research*, *Journal of Long Range Planning*, *Industrial Marketing Management*, *Journal of Retailing*, and others. His work has been cited more than 322,000 times in academic literature and since 2018 he has been included in the Clarivate Analytics' Highly Researchers list. More information: <http://www.southalabama.edu/colleges/mcob/marketing/hair.html>.



Dr. Christian M. Ringle is a Chaired Professor of Management and the Director of the Institute of Human Resource Management and Organizations in the Department of Management Sciences and Technology at the Hamburg University of Technology, Germany. His research addresses human resource management, organization, marketing, strategic management, and quantitative methods for business and market research. His contributions in these fields have been published in journals such as *International Journal of Research in Marketing*, *Information Systems Research*, *Journal of Business Research*, *Journal of Leisure Research*, *Journal of Service Research*, *Journal of the Academy of Marketing Science*, *Long Range Planning*, *MIS Quarterly*, and *Tourism Management*. Since 2018, Ringle has been included in the Clarivate Analytics' Highly Researchers list. More information: <https://www.tuhh.de/hrmo/team/prof-dr-c-m-ringle.html>

AMS Upcoming Events *continued from page 11*

2023 Academy of Marketing Science World Marketing Congress

July 11-14, 2023

Kent Business School
University of Kent

Conference Program Co-Chairs:

Ben Lowe

University of Kent



Dan Petrovici

University of Kent



Warm greetings from Canterbury!

The 24th AMS World Marketing Congress is co-sponsored by Kent Business School at the University of Kent, Canterbury, UK, and will be held from 11-14 July, 2023. This will be the first face to face World Marketing Congress since COVID so we are very excited to welcome you “back” to the Congress at our Canterbury campus!

The Congress attracted well over 300 submissions from scholars all round the world, so promises to be an exciting event packed with cutting edge paper presentations, thought provoking sessions, panel discussions, meet the editors sessions, special sessions and a doctoral colloquium for our upcoming

scholars. A big thank you to track chairs, reviewers and of course colleagues at the AMS who have helped to make this a big success!

The theme of the Congress is “Bringing the soul back to marketing.” The “soul” centres our activities and inspirations and the Congress will provide an ideal opportunity for a marketing “pilgrimage” where

scholars can reflect on and share ideas about the changing nature and “soul” of marketing as a discipline, in a collegial and open forum. New knowledge tackling global and economic challenges will be developed, presented and explored, continuing a tradition of collegial debate around the concept of marketing and its contribution to business and society at large

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AMS Upcoming Events *continued from page 12*

and further strengthening our academic community.

Set within the historic City of Canterbury (Kent, UK) we invite you to come and contemplate these challenges in the footsteps of Chaucer, Dickens, Austen and others. Home to three UNESCO World Heritage Sites and at the centre of the “Garden of England”, the Congress offers a unique setting to explore these themes within an hour of London and with excellent connections to continental Europe. As with all congresses the ac-



ademic programme will be blended with a fun social programme where delegates can meet with each other and experience the heritage of this historic city—so, plenty to do for all!

For further details about the event and accommodation please visit the website: <https://research.kent.ac.uk/ams-world-marketing-congress-2023/>

We very much look forward to seeing you in Canterbury in July 2023!

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AMS Upcoming Events *continued from page 13*



AMS Upcoming Events *continued from page 14***Special Conference Seminar and Research Development Certificate****Text Analytics Workshop****24th AMS World Marketing Congress (WMC)
Canterbury UK****11th July, 13:30-17:00***Session 1 Text Analytics: Getting Started with Text Analytics**Session 2 Text Analytics: Applications and Business Intelligence*

The workshop will focus on

- Software environment: hands-on approach with Python in a Jupyter notebook environment. Adaptable code will be provided as a bases for future projects.
- Web scraping: data sources as excel, .csv files, social media and web scrapes are explored in the workshop. Setting up a cloud-based data collection will be described.
- Descriptive analysis: word clouds and other descriptive summaries of social media are covered. Data cleaning, bigrams, and other considerations will be covered.
- Sentiment analysis: VADERsentiment, Pandas, Natural Language Toolkit and other tools will suggest ways of better understanding the human element capture in real-world data.

By the end of the workshop, participants can expect to develop:

- A working Python-based Data Analytics Environment for many social media and text-based analyses.
- Understanding ways and places that social media data can be obtained with scraping and other techniques.
- Experience with Natural Language Toolkit and other tools to conduct sentiment analysis on social media and scraped data sets.
- Skills to develop word clouds and other descriptive summaries of scraped data and use Python-based tools to generate outputs. Understanding ways to build easily modified and reusable scripts for your future analyses based on scripts provided in the workshop

After passing a short quiz, attendees will be issued a certificate of completion.

AMS Upcoming Events *continued from page 15***Session 1 Text Analytics: Getting Started with Text Analytics**

This session focuses on why text analytics is important to marketing and the types of data available for analysis. The session will focus on the environment for working with text analytics and ensure those in the workshop are able to access a robust toolset.

Session 2 Text Analytics: Applications and Business Intelligence

This session focuses on analyses and uses of tools to develop business intelligence and visualizations. A wide range of techniques and approaches will be covered with attendees running pre-written scripts to enhance the experience.

Date: 11 July

Time: 13:30 – 17:00

Location: Further information with room number will follow

Cost: \$90 (Participants must be already registered for the conference)

Registration: Participants need to register on the AMS website (<https://www.ams-web.org/events/EventDetails.aspx?id=1330563&group=>)

Presenters: Dr. Swinder Janda and Dr. Roger McHaney



Dr. Swinder Janda is a Professor of Marketing and the Robert M. Edgerley Endowed Chair in Global Business at Kansas State University. His research includes branding, customer service & satisfaction, and enhancing pedagogy related to study abroad. His teaching interests include international marketing and international business. He has created over 40 study abroad programs taking students to numerous countries in Europe, Latin America, and Asia and has won several prestigious teaching awards for his study abroad innovations.



Dr. Roger McHaney is a University Distinguished Teaching Scholar and Professor of Management Information Systems at Kansas State University. McHaney teaches courses in data analytics and business computing. His research areas include social media analytics, discrete simulation, and organizational computing. McHaney has a doctorate in computer information systems and quantitative analysis from the University of Arkansas.

AMS OFFICIAL PUBLICATIONS

Journal of the Academy of Marketing Science



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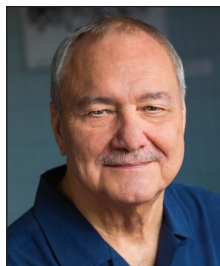
Laurie Marshall
Managing Editor

Journal Update

For the fifth year in a row, *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 2021, but *JAMS* is a close second. The journal's acceptance rate is under 10%. Furthermore, a majority of the submitted 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.

AMS Review



Stephen L. Vargo
Editor, AMS Review



Bernie Jaworski
Section Editor



Kaisa Koskela-Huotari
Assistant Editor



Shuang Wu
Social Media Manager

Journal Update

In the latest issue (Dec 2022) of *AMS Review*, we published an article by Shelby Hunt, along with Sreedhar Madhavaram and Hunter Hatfield, titled "The marketing discipline's troubled trajectory: The manifesto conversation, candidates for central focus, and prognosis for renewal." The article is particularly noteworthy for several reasons. First, I have been informed that it is the last article to be published by Shelby Hunt, given his recent death. It also represents some constructive concerns for the marketing discipline that he felt were of critical importance. Few people have done as much to promote *AMS*

Review and, arguably no one has contributed more to theory development in the marketing discipline than Professor Hunt. Thus, given its mandate of promoting theory development, I believe it is appropriate and know that it is an honor to have his final article published in *AMS Review*.

Additionally, the article is noteworthy in that it was published with commentaries from leading scholars, representing diverse viewpoints on the topic of the state and future of the marketing discipline. This approach of publishing articles on controversial topics, along with related commentaries, is one I have been increasingly using in an effort to make *AMS*

AMS Official Publications *continued from page 17*

Review, not just an outlet for high quality theoretical articles, but also a platform for dialog on topics of importance to academic marketing. An additional example can be found in the previous issue (June 2022), in which we published an article by John Gaski titled “Toward social responsibility, not the social responsibility semblance: marketing does not need a conscience,” also along with commentaries, as well as an editorial by O.C. Ferrell.

I encourage you to read both of these articles, as well as the associated commentaries and editorials.

Moreover, I encourage submission of other, similarly well-written, scholarly articles on controversial topics. In instances in which I feel they have wide-spread implications to the marketing discipline and on which there are likely to be divergent viewpoints, I will consider publishing them with commentaries.

The Winners of the AMS Review–Sheth Foundation 2023 Doctoral Competition for Conceptual Articles (DoCCA)

The 2023 *AMS Review*-Sheth Foundation Doctoral Competition for Conceptual Articles (DoCCA) received in total 55 submissions from doctoral students all over the world. The aim of the competition is to encourage doctoral students to identify and publish impactful conceptual ideas; and connect them with leading marketing scholars who provide feedback and mentoring to enhance their conceptual contribution. Of the submitted proposals for conceptual papers, the six most promising were selected as winners and another six as runners-up. Liliana Bove (The University of Melbourne, Australia), Tom Gruen (The University of New Hampshire, USA) and Stephen L. Vargo (University of Oklahoma, USA) served as the Co-Chairs of the 2023 Competition.

This year’s winning proposals are (listed alphabetically, doctoral student underlined):

“Contemplative Consumer Activism as a Driver for Social Change”

Betul Cal, University of Strathclyde, UK
Kathy Hamilton, University of Strathclyde, UK
Eleni Tsouglou, University of Strathclyde, UK

“AI credibility and psychological ownership of AI: A conceptual framework”

Abdul Wahid Khan, Indian Institute of Management Indore, India
Abhishek Mishra, Indian Institute of Management Indore, India

“A conceptualization of self-deprecation – an unconventional advertising tool”

Vaishnavi Kale, IE Business School, Spain

“Synesthetic Customer Experiences”

Kane Koh, The University of Melbourne, Australia

“Shifting the Paradigm of Customer Loyalty Programs Towards Sustainability: A Synthesis of Literature and Guiding Framework”

Nicole Moch, University of Muenster, Germany

“Human and Artificial Intelligence Collaboration: A Conceptual Framework and Review”

Phuong Nguyen, Hanken School of Economics, Finland
Jaakko Aspara, Hanken School of Economics, Finland

The runner-up proposals of the 2023 competition are authored by the following doctoral students (listed alphabetically):

Hanife Armut, Koç University, Turkey
Sakshi S. Babar, University of Georgia, USA
Steffen Baecker, IE University, Spain
Feyzan Karabulut, University of Alberta, USA
Amarendra Singh, The University of Melbourne, Australia
Riya Wadhvani, Indian Institute of Management, India

The 2024 call for proposals for the *AMS Review*-Sheth Foundation Doctoral Competition for Conceptual Articles will be published in October 2023 on *AMS Review*’s website. It will be open to current, or recently completed, doctoral students.

AMS Official Publications *continued from page 18*

Michael Czinkota, a Long-Time AMS Member and Supporter

By John Ford and Jay Lindquist



On November 23, 2022, the Academy of Marketing Science lost a long-time member and supporter, Michael R. Czinkota. He was a faculty member in Marketing and International Business in the McDonough School of Business Administration at Georgetown University for over 40 years (joining the faculty in 1980), and his work in International Marketing and international Business led to his roles in the administrations of Presidents Ronald Reagan and George H.W. Bush. He served as the Deputy Assistant Secretary of Commerce in the U.S. Department of Commerce, he was the head of the U.S. delegation to the Organization for Co-operation and Development (OECD) Industry Committee in Paris, and he served as a senior Advisor for Export Controls in the Bureau of Export Administration. He has been a prolific publisher of journal articles, and he has authored several of the top textbooks in international marketing. He is a long-time member of the Academy of Marketing Science, and he was awarded the AMS Distinguished Fellow designation in 1991. He has served over the years in a number of

roles for AMS from active member and presenter of academic papers at conferences to a member of the Board of Governors to his most recent role as Program Co-Chair for the World Marketing Congress in July of 2023 along with Ben Lowe and Dan Petrovici.

Michael was a scholar and a gentleman; a true citizen of the world, who was widely traveled. Born in 1951 in Germany and left us too soon. He was totally devoted to his wife, Ilona, and daughter, Margaret. His genuine smile was the first thing that everyone noticed. Michael was approachable, made those around him feel comfortable and included, and he always had time for young scholars. He was not caught up in his lengthy list of accomplishments, but he was forward looking and thinking. His was a wide circle of friends, including Harold W. Berkman, the founder of the Academy of Marketing Science, with whom he had an enduring friendship. Michael always appreciated an evening with a fine meal, a glass of excellent wine and conversation with friends. We will all miss him.



John Ford



Jay Lindquist

SCHOLARSHIP AND RESEARCH

AMS—SIM Research Grants Call for Projects

Deadline for submission: May 30, 2023

Webpage: <https://www.ams-web.org/general/custom.asp?page=AMS-SIM>



In the spirit of international collaboration, the Italian Academy of Marketing (Società Italiana di Marketing, SIM) and the Academy of Marketing Science (AMS) invite members to develop teams representing both organizations to pursue research projects aimed at furthering the advancement of marketing science.

The call for research proposals intends to support research teams consisting of at least one SIM member and one AMS member. The team would present the research at the 2024 AMS Annual Conference in Coral Gables (to the extent of completion). The presentations are aimed at providing constructive feedback from a diverse and experienced audience helpful in better positioning the research for maximum impact. The ultimate objective is publishing the research in internationally ranked marketing journals. Any marketing topic appropriate for potential publication in such journals is eligible.

The call is for members of AMS and for members of SIM members. Researchers at any rank are invited to submit a proposal. The projects will be evaluated by a panel of SIM judges and be presented next AMS as potential candidates for an award.

Some topics could be, but not limited to:

- retailing and shopping behavior;
- branding;
- luxury marketing;
- consumer behavior—emotions;
- sustainability;
- cross-cultural studies;
- digital marketing and new technologies.

The criteria with which the projects will be evaluated are:

- originality;
- applicability;

- contribution to develop the existing knowledge;
- (preferred) groups' variety in terms of researchers' rank and affiliation (university)

At least one SIM member per group that will be chosen will have to join the AMS conference in Coral Gables to be introduced to the AMS partners.

While SIM members can submit as many joint proposals as desired, no author can receive funding for more than one proposal.

Authors must acknowledge that the project was encouraged by the AMS-SIM Call for Common Research Proposals in all communications and publications resulting from the project. They also should publicize this AMS-SIM collaboration on their campuses, in their communities, etc., attaining as much publicity as possible. For example, any refereed journal publication resulting from the research project should explicitly acknowledge the support of the AMS-SIM Joint Research Initiative.

The maximum award is \$2,000.

Requirements for Submission of Proposals

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE WRITTEN IN ENGLISH AND SENT ELECTRONICALLY in MS Word format to info@simktg.it

Submissions must include the following:

- A cover email, a completed application form, including the proposal's title, with the names and addresses (including email addresses) and affiliations of all authors, etc. Please designate the contact person. Submitters will of course receive an email acknowledgement.
- The body of the proposal, which should be no more than 3 pages (double-spaced, 12-point font) excluding tables, figures, and references, shall include:

Scholarship and Research *continued from page 20*

- A statement of the proposed, substantive contribution and importance of the proposed research, and ending with relevant research questions, propositions, proposed theory or critical hypotheses.
- A summary literature review sufficient to demonstrate the integration of the research into the extant marketing research base or a written argument demonstrating the innovative nature of the research precluding such integration.
- A methods section that succinctly outlines the possible research design, including the relevant population and nature of the sample (respondents or subjects, if any) and procedure.
- A tentative conclusion, including expected results, potential implications, and a discussion of the potential for impact from the research.
- One inch margins on all four sides;
- Title of proposal at the top of page one;
- Page numbers;
- An appendix that includes references, tables and figures (if relevant), a timetable for completion of the research, and a resume/curriculum vitae for each co-author.

A joint Scientific Committee consisting of 6 members, 3 from SIM and 3 from AMS, will review all proposals. Prospective members of the committee include Barry J. Babin, John B. Ford, Brad Carlson from AMS, and Riccardo Resciniti, Luca Petruzzellis, and Chiara Mauri from SIM.

About AMS—SIM

<https://www.ams-web.org/page/SIM>

Proposal format requirements:

- 3-page limit, excluding references, figures, tables;
- Contents must be double spaced;
- 12 point Times New Roman font (or equivalent);

Additional Information

Further details can be found at the following link: <https://www.linkedin.com/feed/update/urn:li:activity:7036678727388295170/>

AMS Review Special Issue**Call for Papers: “Theories of Sustainability”**

Deadline for submission: December 31, 2023

Special Issue Webpage: <https://www.springer.com/journal/13162/updates/24626810>

Co-editors:

Bård Tronvoll, CREDS—Center for Research on Digitalization and Sustainability, Inland Norway University of Applied Sciences (Norway)

Mark Peterson, University of Wyoming (USA)

Julia Fehrer, The University of Auckland Business School (New Zealand)

Environmental problems and resource depletion have become increasingly salient and challenging issues (Sanchez-Medina and Díaz-Pichardo, 2017; Tung et al., 2014). These and related concerns traverse generations, industries, and nations and have become significant focal issues for individuals, firms, and societies worldwide. In particular, the interests and concepts of sustainable businesses have been emerging since the second half of the 20th century due to pressure from the ever-increasing awareness of the challenges of sustainable societal and economic development (Cekanavicius et al., 2014).

In recent years, policymakers and business leaders have made important pronouncements about shifting to more sustainable

business practices. Recognized in the *Harvard Business Review*, businesses committing to environmental, social, and governance (ESG) principles are now taking a proactive approach to strategically influencing the sustainability of their supply chains, business models, and broader business ecosystems (Kaplan and McMillan 2021; Polman and Winston 2022).

However, despite this push from governments and organizations toward sustainable business practices, there remains a shortage of robust theories that adequately address the process (Field et al. 2021; Vargo, 2021). We see this lack of theories dealing with the convergence of individual, corporate, and governmental practices needed for transformation to occur as severely restricting progress. Some researchers argue that theories provide the very foundation of knowledge creation (e.g., Handfield and Melnyk, 1998), implying a pressing need for their development across a broad range of sustainability perspectives—e.g., micro, meso, and macro levels.

This special issue aims to address this acute need for theories of sustainability. Such theories might draw on indigenous marketing knowledge, for instance, work on value (co-)creation and

continued on page 22

Scholarship and Research *continued from page 21*

service ecosystems (Vargo and Lusch, 2004; 2016), transitions and emergence (Vargo et al. 2022), market shaping frameworks (Nenonen et al., 2019; Kjellberg and Helgesson, 2007), and macro- and megamarketing (Sheth & Parvatiyar, 2021; Humphreys, 2010). It may also be developed from other disciplines of social science (including, management, psychology, sociology, economics, consumer sciences, and anthropology) as well as disciplines of natural science (such as ecology and biology) and others, including philosophy, religion, and ethics.

The purpose of the special issue is to advance theoretical development for sustainable thought and action—especially market-based perspectives of sustainability, which prominently address the role of business in its market-facing endeavors. This theoretical development can draw on existing theories and frameworks, both indigenous to and from outside of academic

marketing. Both conceptual manuscripts (including reviews), for peer review, and commentaries, for editorial review, will be considered.

About AMS Review

<http://www.springer.com/business+%26+management/journal/13162>

Additional Information

For additional questions regarding the special issue, please contact the special-issue editors,

Bård Tronvoll, bard.tronvoll@inn.no
 Mark Peterson, markpete@uwyo.edu
 Julia Fehrer, j.fehrer@auckland.ac.nz

AMS President's Column *continued from page 1*

locations that provide opportunities for memorable experiences outside of the conference as well. Be sure to keep in mind that AMS conferences provide workshops with certificates on emerging important areas in marketing research and education. Past workshops have included PLS, digital marketing and marketing analytics. Please stay tuned for future workshops.

As Editor-in Chief of JAMS, John Hulland has further positioned the journal as one of the premier academic journals in the marketing discipline and JAMS is recognized on the Financial Times list of the top 50 business journals in the world with an impact factor of 14.904. Stephen Vargo has been instrumental in steadily increasing the quality and quantity of conceptual articles in AMS Review, which is now recognized as the leading publication in advancing marketing theory. I strongly encourage you to support our journals by submitting your best work and encouraging others to use our journals in their research.

Technology is having a significant influence on the ways in which we create and disseminate marketing knowledge while remaining committed to the highest of ethical standards. As a discipline, we must be cognizant of emerging technological tools that can have both legitimate and illegitimate uses in research. Generative artificial intelligence offers the potential to help researchers generate ideas, analyze data, and save time in the research process and its potential will grow exponentially in the near future. AMS is deeply committed to its role of leadership within the discipline of marketing around the world and this commitment is exemplified by the recent changes to the Publishing Code of Ethics addressing the expectation of transparency in the use of generative artificial intelligence technology agents. If you are unfamiliar with these changes, I encourage you to read the updated code of ethics on the AMS website and

share it with colleagues and co-authors. I would like to extend a special thanks to the AMS Publication Committee and the AMS BOG in taking the initiative to address these important issues with urgency and immediacy.

It is with great pleasure that I announce multiple new directors and a new AMS officer. Please welcome Janna Parker as the Director of Domestic Programs, Shuang Wu as the Director of Social Media and Co-Editor of AMS Quarterly, Bruna Jochims as Director of Professional Development, Felipe Pantoja as Director of Academic Circles, and Amanda Pruski Yamim as Director of Online Seminars. I would also like to welcome Mark Arnold as the new VP of Global Membership. We are fortunate to have so many outstanding fellows who are willing to dedicate their time and service to AMS. Special thanks to Hyunju and Shuang for all of the time and effort that goes into the creation of AMSQ.

Your feedback is always valued, and we are constantly looking for ways to provide greater value to you and the AMS community. We are in the process of evaluating and pursuing several strategic options that will help accomplish these goals and I look forward to sharing more news as some of these opportunities come to fruition. If you have thoughts as to how AMS could expand our relationship with members, please feel free to reach out to me or any member of our leadership team directly: brad.carlson@slu.edu.

I hope the rest of your spring semester is successful and look forward to seeing you at our upcoming conferences!

Brad D. Carlson, President AMS
 James J. Pierson Endowed Chair in Marketing
 Chaifetz School of Business, Saint Louis University

THE EXECUTIVE DIRECTOR AND BOARD OF GOVERNORS' CORNER



Barry Babin
University of Mississippi

AMS Executive Director and BOG News

The AMS Board of Governors (BOG) is following through on initiatives that promote AMS values and the AMS mission. Not the least of these is the “Building the Bridge” Grant Initiative (<https://www.ams-web.org/page/BuildingtheBridge>). The Grant subcommittee (Herrmann, Borges, Ortinau, and Babin) enthusiastically received 18 proposals. A scientific committee of internationally recognized AMS Fellows (see below) reviewed all of the proposals and the winner will be announced at the annual conference. With this grant, AMS is demonstrating leadership in returning relevance to the research done by leading marketing scholars.

In other news, the Executive Committee and the BOG have approved a strategic initiative aimed at strengthening the AMS Brand. You’ll be learning more about that as we proceed through the Annual Conference and World Marketing Congress. In fact, you may well be providing input to this initiative through your engagement with these conferences. Additionally, the BOG is in the process of preparing an initiative to presume leadership in important areas related to, as Shelby Hunt would say, the institutionalization of the discipline. Those include efforts at servicing placements for marketing scholars and at restoring marketing content to the curricula of marketing doctoral programs. In routine business, the BOG is working through the various Academy Award processes. At this time, we can announce several winners with several others still with the various subcommittees:

- **The AMS Distinguished Marketing Practitioner:**
Lyt Harris. Lyt will deliver a plenary session at the Annual Conference discussing his role in creating

brands across of spectrum of products from diapers to popcorn to condos. Learn more (https://www.linkedin.com/posts/bjbabin_brand-marketing-value-activity-7044753221067698177-nWVE?utm_source=share&utm_medium=member).

- **The Cutco/Vector Distinguished Marketing Educator:**
Bodo Schlegelmilch, WU Vienna
- **The Parasuraman Award for Long-Term Impact:**
Steve Vargo and Robert Lusch for “Service-Dominant Logic: Continuing the Evolution,” which was published in the 2008 volume of JAMS.

Thanks to those who served on the “Building the Bridge” Scientific Committee:

Adilson Borges
David J. Ortinau
James S. Boles
Jean-Luc Herrmann
Joe Hair
John Ford
John Hulland
Linda Golden
Marko Sarstedt
Nicholas Paparoidamis
Robert A. Peterson
Sharon Beatty

Barry J. Babin, Executive Director

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Questions?

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



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AMS Quarterly



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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.

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/groups. 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!