



Academy of
Marketing
Science

AMS Quarterly

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2024 AMS Annual Conference
Coral Gables, Florida



2024 AMS World Marketing Congress
Bel Ombre, Mauritius

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Brad D. Carlson
PRESIDENT OF AMS

AMS President's Message:

Greetings AMS Members,

The Academy of Marketing Science continues to be at the forefront of advancing the academic discipline of marketing, committed to providing high integrity publications, conferences, and career development resources for our members. Our inclusive and engaging conference environments foster networking opportunities with global scholars, while our flagship publications, the *Journal of the Academy of Marketing Science* and *AMS Review*, alongside the insights shared in our conferences, provide cutting edge knowledge for the discipline.

We are all looking forward to the upcoming annual conference in Coral Gables, Florida (May 22-24), thanks to the outstanding leadership of chairs Mayoor "Max" Mohan and Fernando R. Jiménez.

Additionally, the 25th World Marketing Congress in Bel Ombre, Mauritius (June 25-29), co-chaired by Joël Le Bon and Dwight Merunka, promises to be another exceptional event.

The 2024 annual conference in Coral Gables, Florida, will be held at the iconic Biltmore Hotel, renowned for its historic significance and luxurious amenities. Situated on 150 acres of tropical landscape, the hotel boasts an 18-hole championship golf course, elegant dining options, and a 23,000 square foot signature pool offering attendees a truly memorable experience.

The World Marketing Congress will take place from Tuesday, June 25th to Saturday, June 29th, 2024, at the esteemed Heritage Awali Golf & Spa Resort in Mauritius. Nestled in the Domaine de Bel Ombre, this 5-star resort showcases a fusion of African, Asian, and European influences, with the adjacent "Le Château" golf course consistently recognized as the Indian Ocean's Best Golf Course.

Embedded within the themes of our upcoming conferences is the imperative for our discipline

to reignite a forward-looking perspective. The integration of AI into marketing represents a paradigm shift, enabling swift advancements in customer insights, communication strategies, and precision targeting. Marketers now leverage AI-driven analytics for predictive modeling, trend analysis, and campaign optimizations, signaling an era of ongoing innovation. However, this evolution presents new challenges, necessitating a commitment to thought leadership in addressing emerging trends and ethical considerations.

As we progress on our journey, let us be guided by gratitude and empathy, inspiring us to pose insightful questions and pioneer innovative solutions that positively influence our community. Together, let's cultivate an environment of inclusivity and support, thereby shaping a marketing discipline that is both compassionate and enlightened.

I look forward to seeing you at the next conference!

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From the Editors



We are excited to present the latest edition of the AMS Quarterly.

We are delighted to be part of the preparation of the 2024 AMS Annual Conference in Miami - Coral Gables, USA (#AMS2024CORALGABLES) in May and the AMS World Marketing Congress in Bel Ombre, Mauritius (#AMSWMC2024MAURITIUS) in July. These events will feature an array of programs and initiatives, including certificate programs, tours, golf outings, special sessions, and opportunities to meet award winners. We thank the co-chairs for the AMS Annual Conference, Mayoor "Max" Mohan and Fernando R. Jiménez, and the Co-Chairs for the AMS World Marketing Congress, Joël Le Bon

and Dwight Merunka, for their dedicated efforts in ensuring an engaging experience for conference attendees. If you haven't already, please sign up and join us at one or both events. We certainly look forward to seeing you!

May this issue provide you with helpful information for your academic journey and conference experiences. We extend our sincerest gratitude to every individual who contributed to this issue! As always, please send us any news, photos, or suggestions for the next issue of AMS Quarterly to hshin13@kennesaw.edu or wus@rowan.edu.

Looking forward to seeing you in Coral Gables and Mauritius!



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Upcoming Events

2024 Academy of Marketing Science Annual Conference

The Biltmore Hotel

WHERE

Miami – Coral Gables, Florida, USA

WHEN

May 22-24, 2024



Mayoor "Max" Mohan
Conference Program Co-Chair
Virginia Commonwealth University



Fernando R. Jiménez
Conference Program Co-Chair
The University of Texas at El Paso

Greetings!!

We eagerly anticipate your arrival at the vibrant Biltmore Hotel in Coral Gables, Miami, for the 2024 AMS Annual Conference. The theme of the conference is "Marketing and AI: Shaping the Future Together." 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 a fantastic lineup of thought-provoking, stimulating, and cutting-edge paper presentations, panel discussions, meet the editors, and special sessions. In addition, optional workshops are being offered on PLS-SEM and Teaching Digital Marketing. There are also special events for doctoral students: the Doctoral Colloquium track, the Doctoral Consortium (May 24-25), and the Mary Kay dissertation competition.

Of course, true to AMS tradition, the conference provides ample opportunities to relax, network, and enjoy, including receptions, award luncheons, and dinners. Attendees will also have the chance to explore. The Biltmore Hotel in Coral Gables is just minutes from South Beach and downtown Miami. The setting for The Biltmore Hotel is quite remarkable; with its luxury spa and golf resort, it has been a historic favorite of world leaders, celebrities, and sports stars since its opening in the 1920s.

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 while making new ones!! See you soon!



AMS 2024 Annual Conference
The Biltmore Hotel



Upcoming Events

Special Conference Seminar and Research Development Certificate

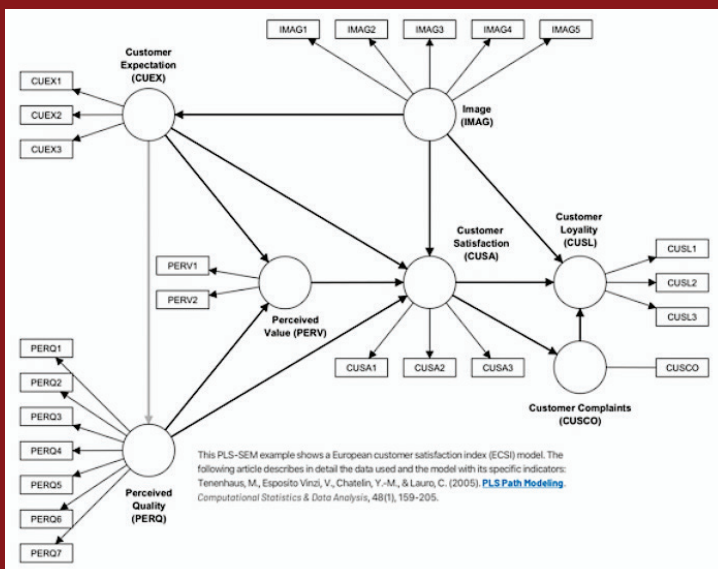
Coral Gables, Florida

EVENT

2024 AMS Annual Conference

WHERE

Coral Gables, Florida



Advanced Topics in Partial Least Squares Structural Equation Modeling (PLS-SEM)

Session 1: Higher order constructs in PLS-SEM; case study using the SmartPLS 4 software

Session 2: Mediation, moderation, moderated mediation, and conditional process analysis in PLS-SEM; case study using the SmartPLS 4 software

- Course set-up:** After a brief introduction and overview of PLS-SEM foundations, this specialconference seminar focuses on selected advanced topics in two sessions. Each session begins withconceptional explanations of an advanced analysis in PLS-SEM and its key concepts (i.e., why, when, and how to apply the method). All concepts will be illustrated “hands-on,” using a case study and therecently released SmartPLS 4 software. The SmartPLS 4 software output diagnostics andinterpretation of the results will be covered. Potential obstacles and “rules-of-thumb” to ensureappropriate application and interpretation of the techniques will be addressed.
- Who should attend?** Researchers wishing to learn more about the usefulness of the PLS-SEM methodfor 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, wererecommend the following PLS-SEM literature:

Continued on next page

- o 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.
- o 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.
- o 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). Note: 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.
- **Additional literature recommendations:**
 - o Becker, J.-M., Ringle, C. M., & Sarstedt, M. (2018). Estimating Moderating Effects in PLS-SEM and PLSc-SEM: Interaction Term Generation x Data Treatment. *Journal of Applied Structural Equation Modeling*, 2(2), 1-21.
 - o Chin, W., Cheah, J.-H., Liu, Y., Ting, H., Lim, X.-J., & Cham, T. H. (2020). Demystifying the Role of Causal-predictive Modeling Using Partial Least Squares Structural Equation Modeling in Information Systems Research. *Industrial Management & Data Systems*, 120(12), 2161-2209.
 - o Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2024). *Advanced Issues in Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2 ed.). Thousand Oaks, CA: Sage.
 - o Nitzl, C., Roldán, J. L., & Cepeda Carrión, G. (2016). Mediation Analysis in Partial Least Squares Path Modeling: Helping Researchers Discuss More Sophisticated Models. *Industrial Management & Data Systems*, 119(9), 1849-1864.
 - o Ringle, C. M., Sarstedt, M., Sinkovics, N., & Sinkovics, R. R. (2023). A Perspective on Using Partial Least Squares Structural Equation Modelling in Data Articles. *Data in Brief*, 48, 109074.
 - o Sarstedt, M., Hair, J. F., Cheah, J.-H., Becker, J.-M., & Ringle, C. M. (2019). How to Specify, Estimate, and Validate Higher-order Constructs in PLS-SEM. *Australasian Marketing Journal*, 27(3), 197–211.
 - o 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.
 - o 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*, 31(3), 261-275.
- **Certificates:** Attendees will be issued a certificate of completion.

Date/Time:

May 22, Wednesday/13:30-17:00

Location:

2024 AMS Annual Conference Coral Gables

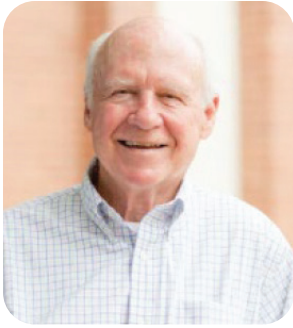
Cost:

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

Registration:

AMS website – choose this workshop when registering

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



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 and the Director of the Institute of Management and Decision Sciences at the Hamburg University of Technology, Germany. His research, which has been cited more than 200,000 time (Google Scholar), focuses on man-

agement and marketing topics, method development, business analytics, machine learning, and the application of business research methods to decision making. His contributions 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. He regularly teaches doctoral seminars on business analytics and multivariate statistics. Christian is a co-founder and co-developer of the statistical software SmartPLS (<https://www.smartpls.com>).

More information: <https://www.tuhh.de/mds/team/prof-dr-c-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 200,000 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>

Upcoming Events

Special Conference Seminar and Research Development Certificate

Coral Gables, Florida

EVENT

2024 AMS Annual Conference

WHERE

Coral Gables, Florida



Teaching Digital Marketing

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.

Continued on next page

Date/Time: May 22, Wednesday/08:30-12:00

Location: 2024 AMS Annual Conference Coral Gables

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

Registration: AMS website – choose this workshop when registering

Presenters: Kevin James, Janna Parker, and Debra Zahay



Dr. Kevin James Dr. Kevin James is an Associate Professor of Marketing and Department Chair for the Department of Management and Marketing at Soules College of Business at the University of Texas at Tyler. Dr. James' primary research

areas include social media and value as it relates to marketing, healthcare, and cross-cultural behavior. His research has been published in journals such as

the *Journal of Business Research*, *Journal of Marketing Education*, *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.



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*,

Journal of Marketing Education, 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 3e and contributed to 2e. 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. In 2021, she was presented with The Harold and Muriel Berkman Award for Faculty Achievement and Development for her service to AMS as a junior faculty member. She serves on several editorial boards and is the Social Media Editor for the *Journal of Business Research*.



Dr. Debra Zahay is a Professor of Marketing at St. Edward's University. She co-authored *Digital Marketing Foundations and Strategy 5e* (Previous editions *Internet Marketing: Integrating Online and Offline Strategies 3e and 4e*), and

Social Media Marketing: A Strategic Approach 2e and 3e. 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.

Upcoming Events

2024 Academy of Marketing Science World Marketing Congress

Bel Ombre, Mauritius

WHERE

Heritage Awali Golf & Spa Resort

WHEN

June 25-29, 2024



Joël Le Bon

Conference Program Co-Chair
Johns Hopkins University



Dwight Merunka

Conference Program Co-Chair
Aix-Marseille University

**‘Alo! Ki manier?’
(or ‘Greetings! How are you?’
in Mauritian creole)**

This is the genuine welcome awaiting you in Mauritius for the AMS World Marketing Congress.

We look forward to meeting you at the 2024 AMS 25th WMC in Mauritius at the Heritage Awali Resort, from June 25-29, 2024. The theme of the conference is *“Marketing in a Multicultural and Vibrant World.”*

This marks a significant milestone in the AMS WMC history as it convenes for the first time in Africa, cradle of Humankind, a continent characterized by its vibrant dynamism and remarkable diversity, encompassing a spectrum of contrasts from tradition to modernity, and from subsistence to hyper-developed economies. Africa in general, and Mauritius in particular with its inclusive multi-ethnic diversity, rich cultural traditions, and modern infrastructure, provides an ideal backdrop for exploring the WMC related theme.

By 2030, Africa is projected to witness workforce growth surpassing that of the rest of the world combined, presenting a significant challenge for the education of the next generation. Mauritius, ranked #1 among the African nations for World Competitiveness and Ease of Doing Business, is not only esteemed for its economic dynamism but also regarded as the “Paradise Island” for its beautiful landscapes, pristine beaches, and lush scenery. Recognized as the native habitat of the Dodo bird, the first animal known to have become extinct primarily due to human colonialism and activity, Mauritius remains a sanctuary for a diverse and distinctive ecosystem, endemic flora and fauna, some of which are among the rarest on Earth, and hospitable people from multicultural horizons.

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Nestled in the preserved southern coast of the island, Bel Ombre, the WMC conference venue Heritage Awali Resort stands as a destination within a destination, alongside a UNESCO Biosphere Reserve. As a trailblazer in sustainable hospitality, the resort embodies a dedicated commitment to environmental conservation and community empowerment. The name "Awali" derived from "Swahili", a prevalent second language along the East African coast, means "back to the source" reflecting a combination of Mauritian living and eternal relationship with the African continent.

The conference promises to explore the intricate interplay between research, education, culture, diversity, and the development of marketing strategies for a more sustainable world.

We received submissions from 30 different countries, featuring contributions from over 600 authors. We extend our heartfelt gratitude to our authors, track

chairs, and reviewers for their meticulous efforts and invaluable contributions in shaping the conference program. Our lineup includes a diverse array of thought-provoking presentations, stimulating panel discussions, engaging meet-the-editors' sessions, and special events on business leadership and education in Africa.

Continuing the WMC tradition, the conference provides a unique opportunity to explore the world, learn, forge connections, participate in engaging receptions, dinners and awards ceremonies, while savoring exclusive cuisines, wines, rhums, exotic cocktails by the sea, and immersing in vibrant cultural encounters.

Chamarel 7 Coloured Earths, where nature has crafted a geological marvel with sand dunes adorned in seven distinct hues—Red, Brown, Violet, Blue, Green, Purple, and Yellow—awaits to astonish your eyes. The Rhumerie de Chamarel invites you to delight your taste buds and uncover the

story behind the diverse techniques of fermentation, distillation, blending, and aging used in crafting the finest rum, experiencing firsthand the evolution of sugarcane plantations and their pivotal role in the island's economy.

Golf enthusiasts longing for the WMC golf gatherings, will cherish the chance to experience the excitement of the AMS WMC Mauritius golf tournament at La Réserve Golf Links. As the first contemporary links course in the Indian Ocean and host of the DP World Tour 2023 Mauritius Open, it promises pure golfing adventure surrounded by breathtaking ocean panoramas at every turn.

We eagerly await your visit to Africa and Mauritius, echoing the sentiments of Mark Twain, who famously remarked: "Mauritius was made first and then heaven, and heaven was copied after Mauritius."

For further details about the event, accommodations, and travel information please visit the AMS WMC website: <https://www.ams-web.org/world-marketing-congress>

AMS 2024 World Marketing Bel Ombre, Mauritius



The left side of the picture Port Louis, the Capital of Mauritius, representing the dynamism of the country in Africa. The right side is Bel Ombre, an aerial perspective of the location and hotel of the conference, representing also the wondrous beaches, lagoons, and reefs of Mauritius. This picture was taken from a drone.





Official Publications

Journal of the Academy of Marketing Science



John Hulland
Editor-in-Chief



Mark Houston
Editor



Gaia Rubera
Co-Editor



Laurie Marshall
Managing Editor

For the sixth year in a row, JAMS has the highest 5-year impact factor (18.5) of the top five Marketing journals (all included on the Financial Times 50 (FT 50) list). JAMS also has the highest 2-year impact factor for 2022 (18.2), well above other journals in the field. The journal's acceptance rate remains under 10%, and a majority of the submitted papers continue to be authored outside of the U.S.

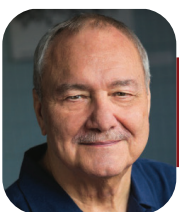
Increasingly, schools and departments around the globe include JAMS as a premier marketing journal

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.

Stephanie and Charlie Noble will be taking over as Editors-in-Chief of JAMS in mid-year. They will begin processing new manuscript submissions April 1, 2024. However, the current team will continue to handle manuscript revisions through the end of the calendar year

Official Publications

AMS Review



Stephen L. Vargo
Editor, AMS Review



Bernie Jaworski
Section Editor



Laurie Marshall
Managing Editor



Shuang Wu
Social Media
Manager

Journal Update

AMS Review continues to find success in its objective of furthering the development of market and marketing theory. Citations are increasing, and readership continues to grow, as evidenced by the steady increase in article downloads, approximately

38% year-over-year. We encourage you to submit your best conceptual work to us. Please also support AMS Review by following/friending us and retweeting/sharing our posts in

Continued on next page

social media—Twitter (@AMSReview), Facebook (@amsreviewupdates), and LinkedIn (@AMSReview).

Starting from April 2024, Laurie Marshall will assume the position of Managing Editor at AMS Review, succeeding Kaisa Koskela-Huotari, who is stepping down from her role as Assistant Editor. Laurie currently holds the position of Managing Editor at JAMS and has previously served in a similar capacity at AMS Review alongside the former EIC, Manjit Yadav.

We would also like to bring to your attention that the submissions for the AMS Review's latest two special issues have been received, and the guest editors are working on publishing them at the AMS Review in a timely manner. The first one will center around the conceptual contributions of Transformative Consumer Research (TCR) to marketing literature, while the second will focus on theorizing about sustainability in marketing and beyond. Further details about both special issues to be published can be found below.

Upcoming Special Issue on Transformative Consumer Research in the Next Era of Marketing

The contemporary challenges faced by societies worldwide underscore the necessity for a new generation of marketing theories driven by the societal obligations of marketing and the pursuit of positive impacts for the greater good. This shift requires transcending disciplinary boundaries and fostering collaborative theorizing. Transformative Consumer Research (TCR) exemplifies this movement, leading the way in society-focused theory development and engaging multidisciplinary teams. While TCR has made significant contributions since its inception, evolving societal challenges demand continuous theoretical advancements. The special issue solicits submissions from TCR 2023 conference tracks, urging rigorous and innovative theoretical contributions that explore how marketing can sustain or enhance consumer well-being amid emerging challenges.

Editors

Aronté Bennett, Villanova University, USA
Martina Hutton, Royal Holloway, University of London, UK
Eva Kipnis, University of Bradford, UK
Ronald P. Hill, American University, USA

Upcoming Special Issue on Theories of Sustainability

The escalating challenges of environmental problems and resource depletion have gained widespread attention, becoming pivotal issues across generations, industries, and nations.

Sustainable business concepts have emerged since the latter half of the 20th century, responding to the growing awareness of sustainable societal and economic development challenges. While there is a notable shift towards environmentally responsible practices, as seen in businesses adopting environmental, social, and governance (ESG) principles, a dearth of robust theories hampers progress. Policymakers and business leaders emphasize sustainability, yet the shortage of comprehensive theories addressing the convergence of individual, corporate, and governmental practices remains a significant obstacle. This special issue aims to bridge this gap by fostering the development of theories for sustainability, drawing on various perspectives, including indigenous marketing knowledge, social sciences, natural sciences, and other disciplines. The focus is on advancing theoretical frameworks for sustainable thought and action, particularly in market-based perspectives, elucidating the role of businesses in market-facing endeavors.

Editors

Bård Tronvoll[†], Inland Norway University of Applied Sciences, Norway
Mark Peterson, University of Wyoming, USA
Julia Fehrer, The University of Auckland Business School, New Zealand

Scholarships and Research

The Academy of Marketing Science®

Call for Editor Nominations: AMS Review

NOMINATION DEADLINE

May 3, 2024

The Academy of Marketing Science® calls for nominations of candidates to serve as Editor of AMS Review (AMSR). AMS Review is the premier journal in marketing that focuses exclusively on conceptual contributions to the marketing discipline and its sub-disciplines. AMS Review publishes articles that advance the development of market and marketing theory. AMS Review also welcomes managerially relevant conceptual work. Initially envisioned as an online journal emphasizing theory, reviews, and marketing issue commentaries, AMSR has steadily grown in stature

under the direction of its outstanding previous editors. Stephen Vargo has served as Editor-in-Chief for the past 5 years and has further positioned AMSR as the premier global marketing journal for theoretical and review articles. AMSR is indexed by SCOPUS and is a peer-reviewed double-blind academic journal. Currently, the journal publishes 4 issues per year. The Editor-in-Chief serves a 3-year term (2025-2027) and must be willing and able to work with a diverse editorial review board, publishing editors, and AMS Officials to help accomplish AMS objectives.

Interested candidates should further familiarize themselves with AMSR and AMS before considering a nomination. Self-nominations are welcome but interested individuals may suggest others for the position as well. All nominations should be accompanied by a 300-word statement indicating interest in serving as Editor, a current CV, a brief positioning statement, a link to the candidate's scholarly achievements (such as googlescholar), evidence of administrative capability and a statement indicating support from the employing institution.

Nominations should be sent via email (cc ams-web@outlook.com) to Brad Carlson, Chair AMSR Search Committee by May 3, 2024 (brad.carlson@slu.edu).

Search Committee:

Brad Carlson (Chair)
Barry Babin
Jim Boles
OC Ferrell
Joe Hair
Kelly Martin
Hope Schau

Business Ethics: The Environment, & Responsibility (BEER) Special Issue

Circular practices and strategies for luxury companies—Reconciling trade-offs, challenges, and unlocking opportunities

Submission Window: September 1 - November 1, 2024

Special Issue Webpage: https://onlinelibrary.wiley.com/pb-assets/26946424/Lee%20Park%20BEER%20Special%20Issue%20Call%20for%20Papers_FEB2024-1707936919063.pdf

Guest Editors

Camila Lee Park, EDC Paris Business School, France
Mauro Fracarolli Nunes, EDC Paris Business School, France

Hyunju Shin, Kennesaw State University, USA
Jose A.D. Machuca, Universidad de Sevilla, Spain

Background and Motivation

The business of luxury is based on certain pillars that make it different from any other. This follows the unique way luxury companies do things and, of course, the exclusivity and prestige of their offers (Jebarajakirthy and Das, 2021). The search to preserve traditions embedded in an ancient savoir-faire, for example, is at the core of most luxury brands' identity (Philippe et al., 2022), forging their relationships with competitors, suppliers, customers, and all those interested in fine products and services. Even though these traits may grant luxury companies with a sort of superiority vis-à-vis firms aimed at mass consumption, they can also translate into excessive conservatism and resistance to change. Not surprisingly, luxury companies are among those facing greater difficulties to incorporate changes in stakeholders' tastes and expectations while remaining true to their methods and practices. The emergence of sustainability as a key societal issue, however, has been pushing luxury companies to adapt their business models (Amatulli et al., 2021). Among other things, this comprises the

redesign of production processes, the substitution of hazardous materials, and the abolition of condemnable practices such as the burning of unsold stock as an attempt to preserve brand value (Lee Park et al., 2021).

Issues linked to reverse logistics, recycling, and the resale of luxury products – to name a few – have been particularly problematic, either due to operational difficulties or because such initiatives may harm stakeholders' perceptions. As a result, luxury companies tend to find it difficult to embody circular approaches (i.e., take, make, use, reuse, repair, and recycle; Butt et al., 2023), often remaining grounded in linear production and consumption models (i.e., take, make, waste; Shrivastava and Zsolnai, 2022). At large, this situation may prevent the implementation of sustainable initiatives, compromising luxury firms' future in that regard (Jamali et al., 2022).

Seeking to contribute to a better integration of these subjects, the Special Issue "Circular practices and strategies for luxury companies – Reconciling trade-offs, challenges, and unlocking opportunities" provides a forum for a qualified debate on the matter. Bringing together scholars from different management disciplines, we intend to collect articles dedicated to the specificities of the circular economy for the business of luxury. The complexity of the matter calls for an interdisciplinary perspective, with research rooted in diverse literatures being welcome.

Continued on next page

Themes, and topics of interest to this Special Issue include, but are not limited to:

Impacts of luxury firms' engagement in circular economy

- Understanding the potential of circular models as positioning instruments for luxury companies
- Analysis of the reputational impact of using recyclable/recycled materials, reselling products, and environmentally harmful inventory management practices (e.g., burning unsold products)
- Impacts of the implementation of circular models on the identity, image, and credibility of luxury companies, as well as on elements of consumers' perception (e.g., loyalty, attitude toward the firm, trust)
- Investors' perception and measurement of possible impacts on share prices (e.g., event studies).
- The possibility of circular models functioning as a protection for the reputational capital of luxury companies against social and environmental irresponsibilities (i.e., insurance and cross-insurance effects)

Manufacture, design, and production of luxury in the circular economy

- Development of specific recycling processes for the luxury industry and measurement of their environmental impacts (e.g., energy balance, emissions, water consumption)
- The relevance and impact of the choice of materials and product design for recycling in luxury
- Mapping possibilities for recycling, reusing, and reselling products and materials
- Waste management for goods and materials that cannot be recycled, reused, or resold

Performance and measurement of circular models for luxury firms

- Economic calculation and analysis of investments in circular models and their impacts on the profitability of luxury companies
- Effects on the supply and cost of credit for luxury companies engaged in implementing circular models
- Analysis of the potential of circular models to generate differentiation and be sources of sustained competitive advantage for luxury companies from the perspective of different theoretical bases (Resource-Based View, Resource Dependency Theory, Industry Structure)

- Definition and measurement of the impacts of circular models on the social and environmental performance of luxury companies

Ethical dilemmas and issues in the implementation of circular models by luxury companies

- Ethical and moral analysis of the precepts of the circular economy in the context of the operations of luxury companies
- Uses and misuses of sustainability communication to promote the circular economy by luxury companies (e.g., exaggerations, greenwashing, social washing, corporate hypocrisy)
- Investigations into the eventual social and economic sacrifices necessary for the implementation of circular models by luxury companies (i.e., sustainability trade-offs)
- Assignment of responsibilities for the introduction of circular models between focal firms and other actors involved (e.g., supply chain partners including consumers)

Issues in luxury human resources management in the circular economy

- Selection, training, and development of employees to operate circular models.
- Impacts of the ecological transition on employees' morale and the organizational climate due to possible layoffs, need for adaptation and coexistence/replacement with machines and robots (automation)

Supply chain management, logistics, and transportation of luxury within circular models

- Investigations on plant location and transportation initiatives for the successful adoption of reverse logistics
- Development of collaborative relationships with supply chain partners and their effects on the implementation and management of circular models by luxury companies.

The factors influencing luxury firms' adoption of circular models

- Study of the intensity and effectiveness of pressure from stakeholders (e.g., consumers, investors employees, environmentalists, governments, local communities) for the adoption of circular models by luxury companies and their reaction to these movements
- The role of regulatory and legislative measures as forces pushing the adoption of circular models by luxury companies

Submissions must follow the [author guidelines](#) established by *Business Ethics, the Environment, & Responsibility*, and should be made through the [BEER online submission system](#).

THE EXECUTIVE DIRECTOR AND BOARD OF GOVERNORS' CORNER



Barry Babin

University of Mississippi

The BOG has been engaged in its usual business of selecting Academy Award winners from the nominations put forward and meeting on varied strategic initiatives. In particular, the Build the Bridge subcommittee has been particularly engaged in the Build the Bridge Grant process and in a special initiative, which we will be announcing soon, designed specifically to connect AMS research content with marketing practice. The effort falls perfectly in line with the vision of Harold Berkman and with the AMS mission. Look for sparks of insight to be coming forth soon and for major announcements to be made at both the AMS Annual Conference in Coral Gables and the AMS World Marketing Congress in Mauritius.

Barry J. Babin
Executive Director



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Membership Renewal



Fritzi Rickles

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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/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!