



Academy of
Marketing
Science

**2024 10th Annual
AMS Doctoral Consortium**

Coral Gables, Florida
May 24th and 25th, 2024

Co-Chairs:

Dr. Julie Moulard, Louisiana Tech University

Dr. John Ford, Old Dominion University

Dr. Theresa Kirchner, Old Dominion University

10th AMS Doctoral Consortium
May 24th and 25th, 2024
The Biltmore, Coral Gables, Florida
Co-Chairs: Julie Moulard, John Ford, Theresa Kirchner
Registration Link for Participants:
<http://www.ams-web.org/events/>

Pre-Conference Zoom Activities

How to Develop a New Research Idea
Saturday, April 20th 11:00-12:00 Eastern Time

Zoom presentation by Leyland Pitt, Simon Fraser University, British Columbia, Canada, and Kirk Plangger, King's Business School, King's College, London, UK

The students will learn how to approach the subject of new research topic creation, and this will be followed by introductions of the consortium students and co-chairs and possible breakout sessions to set meetings up for teams to work on developing topics to present in a session at the consortium on Saturday, May 25th.

Conference Activities

WEDNESDAY, MAY 22nd

5:00 - 5:30 • Prolific Panel Data Information Session
Room: Prado

5:30 - 6:00 • Ph.D. Jobs Presentation
Room: Aragon

THURSDAY, MAY 23rd (TBD)

3:30 - 5:00 • Theory Forum: Theories of Sustainability
Room: Granada Ballroom

FRIDAY, MAY 24th

7:30 - 8:30 • Breakfast
Room: Tuttle

8:30 - 8:45 • Welcome & Explaining the Road
Room: Tuttle

Julie Moulard, Louisiana Tech University, US, John Ford, Old Dominion University, US,
Theresa Kirchner, Old Dominion University, US

9:00 - 10:00 • Creating Impactful Research and Publishing Advice

Room: Tuttle

Stephanie Noble, Editor-in-Chief, *Journal of the Academy of Marketing Science*,
University of Tennessee, US

10:00 - 11:30 • Speed-Dating

Room: Tuttle

Leading Faculty: John Ford and Julie Moulard

Participating Faculty: John Ford, Barry Babin, Sharon Beatty, Martin Key,
Julie Moulard and Dave Ortinau (final participants to be determined)

11:30 - 12:30 • Data Collection Trips and Tips in the Emerging 'Open Science' Era

Room: Tuttle

Joseph F. Hair, Jr., Professor of Marketing and Cleverdon Chair of Business, University
of South Alabama Marko Sarstedt, Professor of Marketing,
Ludwig-Maximilians-University Munich, Germany

12:30 - 2:00 • Lunch (boxed lunch provided)

Room: Tuttle

**2:00 - 3:00 • Publishing Ethics for Marketing Scholars: Co-Author Issues,
Plagiarism, Fake Data, and other Pitfalls**

Room: Tuttle

Leading Faculty: O.C. and Linda Ferrell, Auburn University

3:00 - 3:30 • Coffee Break (Coincides with Conference Break)

Room: Alhambra Ballroom

3:30 - 4:15 • Junior Faculty and the Tenure Track

Room: Tuttle

Leading Faculty: Bill Locander, Louisiana Tech University, Greg Marshall, Rollins
College

4:15 - 5:00 • Junior Faculty Expectations (Panel Discussion)

Room: Tuttle

Faculty Participants: Barry Babin, Julie Moulard, Angeline Scheinbaum, Hyunju Shin, Adam
Mills

6:00 - 7:00 • AMS President's Reception

Room: Country Courtyard/Terrace

7:00 - 9:00 • AMS President's Banquet

Room: Country Club Ballroom

SATURDAY, MAY 20th

9:00 - 9:30 • Continental Breakfast

Room: Tuttle

9:30 - 10:30 • Presentation by Student Teams of their New Research Topics

Room: Tuttle

Barry Babin, University of Mississippi, US, Dave Ortinau, University of South Florida, US, Jean-Luc Herrmann, University of Lorraine, France, Julie Moulard, Louisiana Tech University, US and John Ford, Old Dominion University, US

10:30 - 11:30 • Playing Well with Others

Room: Tuttle

Sharon Beatty, University of Alabama, US and Jae Hoon Lee, Florida International University, US

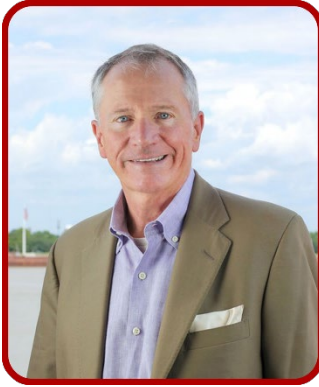
11:40 - 11:55 • Concluding Remarks

Room: Tuttle

Julie Moulard, Louisiana Tech University, US
John Ford, Old Dominion University, US
Theresa Kirchner, Old Dominion University, US

Doctoral Consortium Faculty

Barry Babin



Dr. Barry J. Babin is currently the Morris Lewis Professor of Marketing and Chair, University of Mississippi, and he is the Executive Director of the Academy of Marketing Science.

He has authored well over 100 professional publications with research appearing in the *International Journal of Wine Business Research*, *Journal of the Academy of Marketing Science*, *Psychology & Marketing*, *Journal of Marketing*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Consumer Research*, *European Journal of Marketing*, and many others. His 1994 JCR article developing an auxiliary theory of and scales to assess utilitarian and hedonic shopping value is among the most cited papers ever published in JCR (over 6000 citations). Google scholar credits his publications with 150,000 citations.

Barry is Past-President of the Academy of Marketing Science (AMS), Co-Chair of the AMS Board of Governors, the AMS Co-Director of International Programs, and a previous recipient of the AMS Harold W. Berkman Distinguished Service Award. He co-chaired the 2011 AMS WMC that was held in Reims, France.

He served as Marketing Section Editor for JBR for over 15 years and has won outstanding reviewer awards from multiple journals. He has delivered workshops on psychometrics, SEM, and publishing at universities around the world. He is coauthor of several leading books including *CB: A Consumer Value Framework*, *Multivariate Data Analysis*, *Business Research Methods*, *Essentials of Marketing Research* and *Exploring Marketing Research*.

Sharon Beatty



Dr. Sharon E. Beatty (Ph.D., Oregon, 1980) is Professor Emerita, Marketing, The University of Alabama. She conducts mostly services and employee frontline research. She has published in journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Service Research*, and *Journal of Business Research*, and her work has over 38,000 citations. She serves on the editorial review boards of *Journal of Service Research*, *Journal of Marketing Education*, and *Journal of Business Research*. In 1998, she was named AMS Distinguished Fellow, in 2001 SMA Distinguished Scholar, in 2014 SMA Distinguished Fellow, in 2015 she received AMS's Distinguished Service Award, in 2016 the Southeast Marketing Symposium's Outstanding Contributions to Doctoral Education award, in 2019 AMS's Cutco/Vector Distinguished Marketing Educator award and in 2022 she was inducted into The University of Alabama's Culverhouse College of Business Faculty Hall of Fame. She has co-chaired three AMS Doctoral Consortia and was Doctoral Coordinator at UA for 27 years, chairing 24 dissertations.

Linda Ferrell



Dr. Ferrell is the Globe Life Professor of Marketing at Auburn University. She has published in *the Journal of the Academy of Marketing Science*, *AMS Review*, *Journal of Business Ethics*, *Journal of Public Policy & Marketing*, *Journal of Business Research*, *Journal of Macromarketing*, *Journal of Business Research* as well as others. She has co-authored numerous books including *Business Ethics: Ethical Decision Making and Cases (13th edition)*, *Business and Society (7th edition)*, and *Introduction to Business (13th edition)*. Dr. Ferrell is Associate Editor for the *Journal of Marketing Education*. She serves on the Direct Selling Education Foundation Executive Committee and Board, is on the Editorial Board of *Responsible Research in Business* and is a Past President of the Academy of Marketing Science and serves on their Board of Governors. She serves as an expert witness in marketing and business ethics cases.

O.C. Ferrell



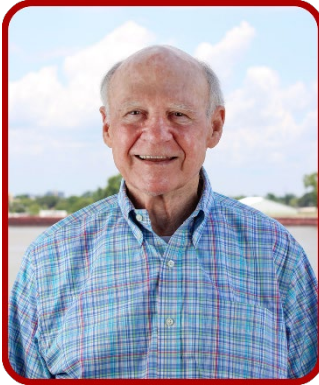
Dr. O.C. Ferrell is the James T. Pursell, Sr. Eminent Scholar in Ethics and Director of the Center for Ethical Organizational Cultures in the Harbert College of Business at Auburn University. He holds a Ph.D. in marketing from Louisiana State University. Dr. Ferrell is a Past President of the Academy of Marketing Science. He received the AMS Cutco/Vector Distinguished Educator Award. Dr. Ferrell was the AMS V.P. of Publications and during his time helped to launch *AMS Review*. He also chaired the committee that created the AMS Code of Publishing Ethics. Dr. Ferrell is a Distinguished Fellow at AMS. He is co-author of several leading textbooks and has nearly 40,000 citations on Google Scholar in leading marketing journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *AMS Review* as well as others. Dr. Ferrell was guest editor of the December 2021, *AMS Review*. He continues to serve as an expert witness in high-profile ethics, legal and marketing cases.

John Ford



Dr. John Ford, Professor of Marketing and International Business, Eminent Scholar and Haislip-Rorher Fellow, Old Dominion University. He earned his doctoral degree from the University of Georgia. His research interests are in the areas of international advertising strategy, consumer reaction to advertising exposure, cross-cultural marketing research issues, and non-profit donor behavior. He just finished an eight-year term as the Editor-in-Chief for the *Journal of Advertising Research*, and he is also an Associate Editor for *Advertising Research for the Journal of Business Research*. He is a Past-President of the Academy of Marketing Science and serves on the Board of Governors. He is a Distinguished Fellow of the Academy of Marketing Science, and he was awarded the Harold W. Berkman Service Award for service to the Academy of Marketing Science in 2012. He is currently serving as a Co-Director of International Programs. He has published 104 articles in such journals as *The Journal of the Academy of Marketing Science*, *The International Journal of Research in Marketing*, *Journal of Business Research* among many others. His industry experience before completing his Ph.D. was in management consulting (mergers and acquisitions), executive recruiting, international sales management, bank investment officer, and stock brokerage sales and municipal bond market analysis.

Joe Hair



Joe is Director, Ph.D. Program in Business Administration, Mitchell College of Business, University of South Alabama, U.S.A. He is ranked #1 globally in Marketing, Multivariate Data Analysis, SEM and PLS-SEM. His career citations exceed 420,000 and his H-Index and I-10 index are 131 and 514, respectively. Joe has published over 140 editions of his books, including *Multivariate Data Analysis, Cengage Learning, U.K., 8th edition 2019* (cited 158,000+ times and one of the top five all time social sciences research methods textbooks); *Essentials of Business Research Methods, Routledge, 5th edition 2024*; *A Primer on Partial Least Squares Structural Equation Modeling, Sage, 3rd edition, 2022*; *A Primer on Partial Least Squares Structural Equation Modeling: R Version, Springer, 2022*; *MKTG, Cengage Learning, 2024*; and *Essentials of Marketing Analytics, McGraw-Hill, 2024*. He has published 180+ articles in scholarly journals such as the *Journal of Academy of Marketing Science*, *Journal of Marketing Research*, *Organizational Research Methods*, *Harvard Business Review*, *European Journal of Marketing*, *Journal of Family Business Strategy*, *European Management Journal*, and others.

Jean-Luc Herrmann



Dr. Jean-Luc Herrmann is Full Professor of Marketing and Head of the CEREFIGE Research Center at the University of Lorraine, France. His research interests focus on persuasive communication, especially on advertising and sponsorship effects. He has recently published in *Journal of Business Research*, *European Journal of Marketing*, *International Journal of Advertising*, *Journal of Consumer Marketing*, *Advances in Consumer Research*, and *Recherche et Applications en Marketing* (RAM, the French leading marketing journal). He is the French Marketing Association (AFM) Vice-President for publications and is also responsible for developing relationships with the AMS community. He is serving as Associate Editor for the *Journal of Advertising Research*. He is a member of the AMS Board of Governors and served as Program Co-Chair for the 2016 AMS World Marketing Congress in Paris.

Martin Key



Thomas “Martin” Key is Chair of the Marketing, Strategy, and International Business Department and Associate Professor of Digital Strategy & Marketing at the University of Colorado Colorado Springs. Dr. Key was originally trained as a cultural anthropologist before launching his own business in 2003. After nearly a decade, he went back to university and earned a PhD in Business Administration with emphasis in marketing and strategy. His research centers on theory building and conceptual development concerning digital and strategic marketing issues at the executive level and the study of marketing’s role in the academy and the firm. He has published in *Journal of the Academy of Marketing Science*, *European Journal of Marketing*, *AMS*

Review, and *Journal of Strategic Marketing* among others. He is a Daniels Ethics Initiative Fellow and Cybersecurity Fellow and frequently works with new startups as well as established firms to help them create strategic plans to grow and create value for their customers.

Terri Kirchner



Dr. Theresa (Terri) A. Kirchner, Ph.D. is an Adjunct Associate Professor of Marketing with the Strome College of Business, Old Dominion University and previously served as a tenured Associate Professor of Management with the School of Business, Hampton University. Her research concentrates on strategic management and marketing of nonprofit arts organizations. She serves on the Editorial Advisory Boards of *Disaster Recovery Journal* and *Arts and the Market*, and her research has been published in *Journal of Arts Management, Law and Society*, *International Journal of Nonprofit and Voluntary Sector Marketing*, *Arts and the Market*, *Journal of the Academy of Business and Economics*, *European Journal of Management*, and *Disaster Recovery Journal*. Her

background also includes over twenty-five years of for-profit corporate executive experience with Thomas J. Lipton, Inc. (Lipton Tea), Bank of America, and Keane Consulting Services, as well as extensive service on a broad range of nonprofit boards of directors. Her research and pro bono consulting work focus on strategic management / marketing of nonprofit organizations and organizational business continuity / resiliency management.

Jaehoon Lee



Dr. Jaehoon Lee holds the positions of Assistant Professor, BMI Marketing Professorship, and Doctoral Program Director of Marketing in the College of Business at Florida International University. He earned his Ph.D. degree from the University of Texas at San Antonio. His research mainly focuses on consumer psychology and behavior in the context of interpersonal relationships, self-threatening situations, and emerging technologies. His research has appeared in the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Business Research*, *European Journal of Marketing*, *Psychology and Marketing*, and *International Journal of Consumer Studies* among others. He teaches at the

undergraduate, master's, and doctoral levels. He has won various teaching and research awards.

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William B. Locander



Dr. Locander holds three degrees from the University of Illinois at Urbana-Champaign. After receiving his doctorate, Bill joined the faculty at the University of Houston where he served as a Department Head and Associate Dean of the College of Business. Subsequently, Dr. Locander took a faculty position at the University of Tennessee, Knoxville as the Distinguished Professor of Marketing and Philips Consumer Electronics Faculty Scholar. During his time at Tennessee, he was elected as the National American Marketing Association President and Board Chair, as well as becoming an Examiner for the Malcolm Baldrige National Quality Award.

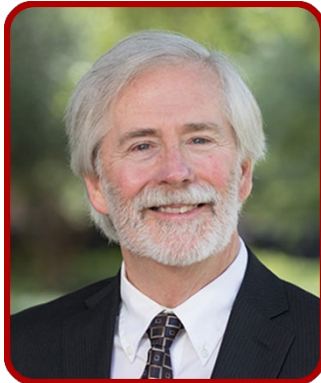
In joining the University of South Florida Tampa, Bill became the Chairman of the Marketing Department and the Frank Harvey Professor of Marketing and Quality at South Florida. During his tenure, Dr. Locander founded the USF Leadership Center and later moved to Jacksonville University as the Founding Director of the Davis Leadership Center.

Before joining the faculty at Louisiana Tech University as the Marketing and Analysis Department Head, Dr. Locander was Dean of the College of Business at Loyola University, New Orleans, and the Gerald N. Gaston Eminent Scholar Chair. For 14 years, Dr. Locander served as an independent board member for Exactech Inc, a NASDAQ listed company.

As a scholar, Dr. Locander has published in top journals, including the *Journal of Consumer Research*, the *Journal of Marketing Research*, and the *Journal of Business Research*. Currently, his research interests include sales management and organizational transformation.

Dr. Locander has consulted with Chevron, Sea Land, City of Richmond, (California), Federal Express, USF Health Sciences Center, Hillsborough County Health Department and Philips Consumer Electronics in the areas of organizational transformation to become more customer driven.

Greg Marshall



Greg W. Marshall (Ph.D., Oklahoma State University; BSBA and MBA, University of Tulsa) is the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College, Winter Park, Florida, USA where he is also founding Academic Director of the Executive DBA program. In addition, he is a Visiting Professor of Marketing and Sales at Aston Business School, Birmingham, UK. Prior to his doctoral work, Greg held selling, sales management, and product management positions with CPG firms Warner-Lambert and Mennen and held management positions with Target Corporation. He has considerable experience as a consultant and trainer for a variety of organizations.

Greg is Editor-in-Chief of the *European Journal of Marketing*, and Past Editor of the *Journal of Marketing Theory and Practice* and *Journal of Personal Selling & Sales Management*, for which he now serves on their Senior Advisory Boards. He is a member of the editorial review boards of the *Journal of the Academy of Marketing Science* and *AMS Review*. He has published over 50 refereed journal articles, focused on a variety of managerial issues in marketing and sales. Greg is a Distinguished Fellow and Past President of the Academy of Marketing Science. In addition, he is a past member of the Board of Directors of the American Marketing Association and is Past President of the AMA Academic Council. He also is a Distinguished Fellow and Past President of the Society for Marketing Advances, and a recipient of the SMA Rusty Brooks Distinguished Service Award. Greg is a Fellow and a member of the Academic Advisory Council of the Direct Selling Education Foundation (DSEF) and has been named to the DSEF Circle of Honor. He is a recipient of the Lifetime Achievement Award from the AMA Selling and Sales Management Special Interest Group.

Adam Mills



Adam J. Mills is Associate Professor of Marketing, Chase Professor of Minority Entrepreneurship and Faculty Director for Graduate Programs at Loyola University New Orleans College of Business. He serves as Associate Editor of *Journal of Strategic Marketing*, the *International Journal of Advertising* and *Journal of Marketing Education*, as Chair of the American Marketing Association's Marketing Communications Group, and sits on the Board of the Marketing Educators' Association. Adam has also taught at Babson College, University of Massachusetts Amherst, University of Northern British Columbia, Simon Fraser University, RWTH Aachen University, and Oklahoma State University.

Adam came to Academia following a decade of corporate-level marketing, operations management and professional coaching in the hospitality industry. His research investigates the engineering of customer experience, with a focus on branding, service operations and storytelling, and also extends to experiential pedagogy and classroom innovation. His work has been accepted for publication in *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Marketing Theory*, *Journal of Advertising Research*, *Journal of Strategic Marketing*, *Journal of Product and Brand Management*, *International Journal of Advertising*, *Journal of Public Affairs*, *Business Horizons* and *Journal of Marketing Education*. He serves as an Academic Fellow for the Direct Selling Association and a consultant for the Government of Canada's Center for Strategic & International Studies.

An advocate of hands-on experiential learning, he teaches marketing strategy, consumer research, services and retailing, entrepreneurship and international marketing, and has overseen the launch of more than 65 student start-up businesses. He was the 2020 recipient of the Association of Collegiate Marketing Educators Lou E. Pelton Award for Early Career Excellence in Marketing, the 2019 *Journal of Marketing Education* Reviewer of the Year, and was awarded the TD Canada Trust Distinguished Teaching Award in 2014 and LINKS Simulations MMA Foundation Outstanding Teacher-Scholar Doctoral Student Award in 2013.

Julie Moulard



Dr. Julie Guidry Moulard is an Associate Professor of Marketing and the Balsley-Whitmore Endowed Professor in Business at Louisiana Tech University (Ruston, Louisiana, USA). She received her Ph.D. from Mays Business School at Texas A&M University (College Station, Texas, USA) in 2004. Julie's research interests include brand authenticity, human brands, social media influencers, consumption emotions, consumer privacy, and wine marketing. She has published in journals such as the *Journal of the Academy of Marketing Science*, the *Journal of Business Research*, *Psychology & Marketing*, the *International Journal of Consumer Studies*, and *Academy of Marketing Science Review*. She serves as an editorial review board member for the *Journal of the Academy of Marketing Science*, *Journal of Business Research*, and the *Journal of Marketing Theory & Practice* and has served as an ad hoc reviewer for the *Journal of Marketing*, *European Journal of Marketing*, and *AMS Review*, among others. Julie is the immediate Past President of the Academy of Marketing Science. She has been heavily involved with AMS in numerous capacities, including AMS President-Elect (2018-2020), AMS Vice President for Programs (2014-2018), and AMS Vice President of Membership-USA (2012-2014). In 2013, Julie received the inaugural AMS Harold and Muriel Berkman Faculty Achievement and Development Award for her service to AMS. She has also served in officer roles for two American Marketing Association Special Interest Groups: the Consumer Behavior SIG and the Doctoral Student SIG.

Stephanie Noble



Stephanie M. Noble is the Nestlé USA Professor of Marketing and William B. Stokely Faculty Research Fellow in the Haslam College of Business at the University of Tennessee. Her primary research interests involve customer experience management in retail and service settings, with a focus on technology, atmospherics, and organizational frontlines. She has published in several top journals including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Service Research*, *Journal of Retailing*, and many other outlets. Stephanie was a member of the American Marketing Association's (AMA) Academic Council, has co-chaired the Summer AMA Educator's Conference, has been a doctoral consortium faculty member for AMA/Sheth, Frontiers in Services, and Academy of Marketing Science Conferences, and has been actively involved in the Retailing & Pricing SIG (co-chair) for the AMA. Stephanie has served as an Area Editor for the *Journal of the Academy of Marketing Science* and the *Journal of Retailing*, co-editor for the *Journal of Service Research*, and is the incoming EIC (with Charles Noble) at the *Journal of the Academy of Marketing Science*.

David Ortinau



Dr. David J. Ortinau is Professor Emeritus of Marketing at the University of South Florida (USF). His Ph.D. in Marketing is from Louisiana State University and was a Doctoral Consortium Fellow at the Thirteenth Annual AMA Doctoral Consortium, Chicago, Illinois in 1978.

Dr. Ortinau is an active researcher and writer; his published scholarly contributions appear in the *Journal of the Academy of Marketing Science (JAMS)*, *Journal of Retailing (JR)*, *Journal of Business Research (JBR)*, *Journal of Advertising Research (JAR)*, *Journal of Health Care Marketing (JHCM)*, *Journal of Product and Brand management (JPBM)*, *Journal of Services Marketing (JSM)*, *Journal of Marketing Education (JME)* and others. He is a co-author of marketing research textbooks titled *Marketing Research: In a Digital Information Environment*, 4e (2009) and *Essentials of Marketing Research*, 5e (2020) both published by Irwin/McGraw Hill. He has multiple “Outstanding Editorial Reviewer” Awards from JAMS, JBR, JMTP, and recently served as the JBR Co-associate editor of Marketing and is a member of JMTP Senior Advisory Board. His scholarly research is acknowledged both nationally and internationally in the areas of consumer satisfaction and value evaluations/models; scale measurements; data and sample quality; services marketing and service quality within selected market segments; marketing education topics/issues specializing on attitudinal, motivation, and value issues. Dr. Ortinau's leadership and professional experience is recognized and well respected within the Marketing Discipline. Past private sector experiences include serving as a Senior MR Analyst/Director position for a major mid-west marketing research firm and as the V.P. of Marketing for NNO Marketing Consultants, Inc. Leadership roles include several executive officers' positions within the Society for Marketing Advances (SMA); the organization's 1997 President; Founder and Chairman of Board of the SMA Foundation; and is a Distinguished SMA Fellow. Furthermore, David been an active AMS member and conference participant since the early 1980s serving AMS in a wide variety of position such as paper presenter, reviewer, moderator and panel member on special sessions, AMS Conference co-chair, and reviewer/judge of several Mary Kay Dissertation Proposal competitions. In addition, David remains interactive with AMS Doctoral Colloquium, AMS Wine Seminars (with Barry Babin), Meet the Journal Editorial Reviewers and special sessions on Research Methods as well as writing/publishing journal articles. David served as one of the Program Co-chairs of the 2016 AMS-World Marketing Congress in Paris France. Received the 2016 Harold Berkman Distinguished AMS Service Award. He is a member of the AMS Board of Governors.

Leyland Pitt



Dr. Leyland F. Pitt is the Dennis F. Culver EMBA Alumni Chair of Business, Beedie School of Business, Simon Fraser University, Vancouver, Canada. He has also taught on executive and MBA programs at major international business schools such as the Graham School at the University of Chicago, Columbia University, and London Business School.

The author of over 350 papers in peer-reviewed journals, his work has been accepted for publication in *Journal of Advertising Research*, *Journal of Advertising*, *Information Systems Research*, *Journal of the Academy of Marketing Science*, *Sloan Management Review*, *California Management Review*, and *MIS Quarterly* (which he also served as Associate Editor). In 2002, Leyland Pitt was awarded the Outstanding Marketing Teacher of the Academy of Marketing Science, and in 2010 he was named the Pearson-Prentice Hall Solomon Marshall Stuart Innovative Marketing Teacher of the Year. He is a Distinguished Fellow of the Academy of Marketing Science, which awarded him the Harold Berkman Award for Service in 2017.

Kirk Plangger



Kirk Plangger is a Professor of Marketing at King's College London and the Associate Dean for Doctoral Studies at the King's Business School. Dr Plangger has published widely in outlets such as the *Journal of the Academy of Marketing Science (JAMS)*, *Information Systems Research*, *Journal of Retailing*, *Journal of Strategic Information Systems*, *Journal of Travel Research*, among others. Since attending the 2011 AMS conference at Coral Gables as a doctoral student, he has volunteered as a track chair many times, has co-edited two special issues of JAMS, and is co-chairing the current edition of the Sheth Foundation - AMS Review Conceptual Article Competition for Doctoral Students. Dr Plangger is committed to the

very heart of AMS, that is, to provide a friendly place for academics to build their networks and share ideas.

Marko Sarstedt



Marko Sarstedt is a chaired 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*, *British Journal of Mathematical and Statistical Psychology*, 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 been repeatedly named member at Clarivate Analytics' Highly Cited Researchers List, which includes the "world's most impactful scientific researchers."

Angeline Close Scheinbaum



Angeline Close Scheinbaum (PhD, University of Georgia) is a scholar of consumer behavior and integrated brand promotion with a focus in contexts of sport and e-commerce/social media. With a background in marketing and experience in sports marketing, her research is in consumer behavior with a focus on sponsorships and e-commerce/social media. Within sport, she measures event sponsorships and their economic impact, fanbase psychographics and behavior, consumer brand perception, and experiential marketing.

Angeline has worked with sport events sponsored by global brands such as Ford, Dodge, Volkswagen, Suzuki, Mazda, and Lexus. Currently, she is working on research field projects with USA's National Cycling League and The United States Tennis Association. Her related stream of consumer behavior research examines online consumer behavior, which entails e-commerce and social media. Scheinbaum has co-authored and edited rigorous journal articles and books including "Advertising and Integrated Brand Promotion" and "The Dark Side of Social Media: A Consumer Psychology Perspective."

She is the Dan Duncan Endowed Professor of Sports Marketing and Associate Professor of Marketing in the Wilbur O. and Ann Powers College of Business at Clemson University. Before Clemson, Scheinbaum was associate director for research at the Center for Sports Communication & Media at the University of Texas at Austin, where she served as Associate Professor in the Stan Richards School of Advertising & Public Relations. Angeline has served the Academy of Marketing Science as Director of Doctoral Student & Jr. Faculty Initiatives, VP Membership, VP Development, Director of Social Media, and Co-Chair of the 2015 Annual AMS conference. Currently, she serves AMA as vice chair of the Sport & Sponsorship-Linked Marketing SIG.

Hyunju Shin



Hyunju Shin is an Assistant Professor of Marketing and Professional Sales at Kennesaw State University. She received her Ph.D. from The University of Alabama. Her research interests include relationship marketing, brand crisis management, luxury marketing, and strategic issues/sustainability. She has published in journals such as *European Journal of Marketing*, *Journal of Business Research*, *Journal of Business Ethics*, *Journal of Services Marketing*, *Journal of Service Theory and Practice*, *Journal of Strategic Marketing*, and *Psychology & Marketing*, among others. Hyunju currently serves as a Vice President of Communications for AMS. She has been involved with AMS since 2010 as a presenter, reviewer, session chair, track chair, and most recently as the Director of Online Seminars (2021-2022), organizing, hosting, and moderating webinars for both AMS members and non-members.