2024 AMS Annual Conference
Coral Gables, Florida

2024 AMS World Marketing Congress
Bel Ombre, Mauritius

In This Issue

Brad D. Carlson
PRESIDENT OF AMS

AMS President's Message:

Greetings AMS Members,

I hope this message finds you in good health and high spirits. With the arrival of another fall season, I find myself filled with gratitude as I reflect on our collective achievements and the exciting prospects that await us.

Our AMS journey has been nothing short of remarkable. From our annual conferences to our esteemed journals, we've witnessed AMS grow in size, stature, and contribution to the field of marketing, all thanks to the unwavering commitment of passionate individuals. Whether you're a seasoned AMS member or someone new to our family, you are part of this unique community that values collaboration, camaraderie, and the pursuit of knowledge. AMS is not just an organization; it's an academic family that thrives on fellowship and excellence. It's a place where ideas converge, and friendships flourish. I find immense inspiration in the remarkable passion demonstrated by both new and seasoned members who are eager, capable, and willing to propel AMS forward as the premier marketing association bridging the gap between practice and research.

Our recent AMS Annual Conference in Monterey, California, and World Marketing Congress in Canterbury, England bore witness to this spirit. I would like to express my deep appreciation to Ben Lowe and Dan Petrovici for their outstanding leadership as co-chairs and hosts of the WMC. Furthermore, I am equally grateful to Cleopatra Veloutsou and Rajesh Iyer for their exceptional roles as co-chairs of the annual conference. I would also like to express my gratitude to every AMS member who contributed to the overwhelming success of these two conference events. To all who attended and contributed, your participation elevated the quality of the special sessions, workshops, and papers that define our gatherings. For those unable to make these events, rest assured that we eagerly anticipate your presence at our next Annual Conference in Coral Gables in May 2024, under the guidance of program chairs Mayoor "Max" Mohan and Fernando R. Jiménez. Additionally, our World Marketing Congress in Bel Ombre, Mauritius, scheduled for June 2024, promises to be another extraordinary experience, thanks to the leadership of co-chairs Joël Le Bon and Dwight Merunka.

Our commitment to advancing marketing knowledge remains unwavering. The Journal of the Academy of Marketing Science and the Academy of Marketing Science Review continue to shine as beacons in our discipline. Special thanks to Stephen Vargo for his steadfast dedication to elevating AMSR, now hailed as the leading global marketing journal for theoretical and review articles. We are also deeply grateful to John Hulland and his editorial team, as JAMS has achieved an impressive rank of second out of 154 business publications, boasting an impact factor of 18.5. Our heartfelt gratitude extends to the current editors for their visionary leadership, shaping JAMS into a premier publication in the field of marketing research. We are delighted that Dr. Charles Noble and Dr. Stephanie Noble will carry forward JAMS' trajectory as the most impactful marketing journal when they take over as Editors-in-Chief starting June 1, 2024. These journals, bearing the AMS name, owe their success to the dedication of both current and former editorial teams.

Of course, AMS is more than conferences and journals; it's a dynamic force that evolves with the times. In my initial message as President, I shared three fundamental priorities for AMS with the understanding that their achievement would require a collective endeavor: (1) engaging our members on a global level, (2) assisting our members in their professional growth through the resources we provide, and (3) further enhancing AMS's reputation as a member-focused, international, scholarly, and professional organization dedicated to excellence in marketing knowledge. I am delighted with the strides we have made toward these goals. You've likely noticed our comprehensive rebranding effort, which includes a fresh AMS logo and a redesigned website, designed to enhance your experience and engagement with our community. In a significant step

toward expanding our career services, we recently acquired the www.marketingphdjobs.org (MPJ) website, an independent platform dedicated to facilitating the job market experience for candidates and hiring departments alike. We are currently in the process of re-branding the MPJ website to align it with the AMS brand. I wish to extend my sincere appreciation to all AMS members, officers, directors, and Board of Governor members who have collectively worked towards and contributed to these objectives.

As we continue our journey, let us remain steadfast in our commitment to make a positive impact on those around us. In our pursuit of knowledge and excellence, let gratitude and empathy serve as our guiding beacons. Together, let us make the discipline of marketing a more inclusive, caring, and supportive one. We must lead by example, demonstrating through our actions what it truly means to be conscientious citizens who prioritize the welfare of the many over the achievements of a few. Collectively, we can shape a more compassionate and enlightened world that benefits academics and practitioners alike.

Your input, suggestions, and recommendations are invaluable. I encourage you to reach out to me or any member of our leadership team with your ideas and aspirations. Your involvement is crucial to the success and growth of AMS.

I look forward to a year filled with exciting opportunities and meaningful connections!

- Brad D. Carlson,
President of AMS

From the Editors

We are thrilled to present the new edition of the AMS Quarterly.

AMS conferences are back in full swing since the pandemic as we brought back the AMS World Marketing Congress this year, in addition to the AMS Annual Conference, which resumed in-person last year. Aside from completing these two 2023 AMS conferences in May (New Orleans, USA) and July (Canterbury, UK), we've unveiled many new initiatives for AMS in the past few months, including the new logo and new website, acquisition of the Marketing PhD Jobs website (https://marketingphdjobs.org/), and the completed search of the new JAMS co-editors. We have also just finished the social media teaser track series for both the 2024 AMS Annual Conference in Coral Gables, USA (#AMS2024CORALGABLES) and the AMS World Marketing Congress in Mauritius, Africa (#AMSWMC2024MAURITIUS). We consider ourselves very lucky to be involved with AMS in the middle of this phase of changes and expansion.

We strived to publish this issue of the AMS Quarterly before the submission deadlines for the AMS conferences, which are October 15 for the 2024 AMS Annual Conference and October 29 for the 2024 AMS World Marketing Congress. We appreciate every individual who aided in these efforts from the bottom of our hearts! Thank you again for your contributions.

As always, we ask that you send us any news, photos, articles, or suggestions for the next issue of AMS Quarterly to hshin13@ kennesaw.edu or wus@rowan.edu.

Have a fantastic Fall semester!

- Hyunju Shin,
Co-Editor of AMS Quarterly & Vice President of Communications
Kennesaw State University, hshin13@kennesaw.edu

- Shuang Wu,
Co-Editor of AMS Quarterly & Director of Social Media
Rowan University, wus@rowan.edu

The Executive Director & Board of Governer's Corner

Barry Babin
UNIVERSITY OF MISSISSIPPI
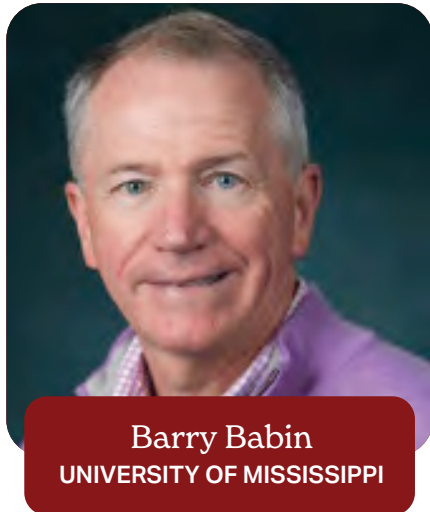
AMS Executive Director and BOG News

When all is said and done, 2023 will have been a momentous year for the Academy of Marketing Science® (AMS). Not only did we return to the pre-pandemic conference routine with both an Annual Conference in New Orleans and a World Marketing Congress in Canterbury, but we substantially updated AMS branding and awarded the Building the Bridge Grant for the first time. As part of the branding effort, our website is now replete with numerous videos that tell the AMS story. Not the least of these is the history video. If you are an AMS Fellow, and have not already viewed that video, you must see it (see https://www.ams-web.org/history). AMS is stronger than ever and positioned to be the leading association for the advancement of marketing thought and marketing practice. We invite you to get engaged with AMS and be a part of the authentic history and future that is AMS.

As we move into the last part of the year, look once again for the Build the Bridge Grant opportunity as well as our efforts to support collaboration with our colleagues in the AFM, SIM, and AEMARK. To find out more, visit the home page (https://www.ams-web.org/) and click through the grants page. Look for more announcements in the future including more insights from AMS. Much of our effort is devoted toward making academic research in marketing relevant beyond the walls of the business school. Our conferences this year will award best papers for practical marketing research. We also are increasing practitioner involvement in the conferences and in the journal.

Let me also take a moment and acknowledge the contributions to AMS made by our two staff members: Fritzi Rickles and Marianne Hooper. Fritzi was working the conferences this year in a "walking wounded" manner and carried things along at the registration desk amazingly. Marianne is omnipresent as our office manager. Thanks to both of you. Let me also close by extending AMS's best wishes to Leyland Pitt, who is a former member of the Board of Governors and who was currently serving as President-Elect. Shortly after the annual conference, Leyland returned home and had a fall while out for a walk. He is still recovering from complications associated with the fall and we wish he and his family the very best in the journey to recovery.

AMS Annual Golf Tournament

The 2023 AMS Golf Tournament was held at the TPC of Louisiana on May 15. In a closely contested match, that finished just ahead of a thunderstorm, the team of Dave Ortinau, Kevin James, and Barry Babin took the championship with a birdie on number 18. The runner-up team was anchored by Ken Cyree and Laurie Babin. Stay tuned for information about the 2024 AMS Golf Tournament tentatively scheduled for May 25 at the Biltmore's own Donald Ross designed golf course. Contact Dave Ortinau for information.

- Barry J. Babin,
Executive Director
University of Mississippi

2024 Academy of Marketing Science Annual Conference

Coral Gables, Florida

WHERE
Biltmore Hotel Miami Coral Gables

WHEN
May 22-24, 2024

SUBMISSION DEADLINE
October 15, 2023
https://www.ams-web.org/annual-conference

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

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

Imagine a future where marketing and AI seamlessly converge to redefine how we connect and create value—welcome to the 2024 AMS Annual Conference, where that future begins.

We invite you to join us for the 2024 AMS Annual Conference at the Biltmore Hotel Miami Coral Gables. The theme of the conference is "Marketing and AI: Shaping the Future Together."

When asked about marketing's role in shaping the future of artificial intelligence (AI), OpenAI's now world-famous GPT-4 language model (i.e., ChatGPT) replied: "As AI reshapes our world, the field of marketing assumes a pivotal role in guiding its trajectory. Serving as both an enabler and guardian, marketing illuminates AI's transformative potential while upholding ethical and inclusive principles. Business organizations can harness this power by leveraging AI responsibly to drive performance and success, optimizing operations, and delivering superior customer experiences. Ultimately, marketing's influence shapes an AI-driven future, balancing technological advancement and societal well-being and ensuring that humanity thrives in harmony with its intelligent creations."

It's a remarkable response—even if entirely fabricated—wouldn't you agree? The growing availability of data, intelligent computational systems, and affordable storage and software has spurred a keen interest among marketers to explore new AI methods and applications to enhance outcomes. However, this technological race can lead marketers to hastily implement AI platforms without a clear objective, causing organizations to lose focus, become disconnected from customers, waste resources, and blindly follow a never-ending trend.

Marketers are customer-

centric, possessing creative, innovative, optimistic, and risk-taking mindsets that enable them to ask customer-oriented questions, uncover fresh opportunities, generate novel solutions, and drive purpose within organizations. Thus, the importance of AI in marketing will increase to the extent it assists marketers in creating, communicating, and delivering value to their customers. Marketers, therefore, can give purpose to AI. And in turn, AI can make marketing more meaningful. In sum, each is indispensable in shaping the future of the other.

This convergence of marketing and AI is rich with possibilities.

For this conference, we're seeking thought leaders who can weave these threads together, proposing theories, sharing insights, and revealing groundbreaking applications. Consider this your invitation: submit your research papers and join the discourse on the future of marketing and AI.

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

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

AMS 2024 Marketing Science
Coral Gables, Florida

2024 Academy of Marketing Science World Marketing Congress

Bel Ombre, Mauritius

WHERE
Heritage Awali Golf & Spa Resort

WHEN
June 25-29, 2024

SUBMISSION DEADLINE
October 29, 2023
https://www.ams-web.org/world-marketing-congress

Joël Le Bon
Conference Program Co-Chair
Johns Hopkins University

Dwight Merunka
Conference Program Co-Chair
Aix-Marseille University

We invite you to join us for the 2024 AMS WMC at the Heritage Awali Golf & Spa Resort in Mauritius.

For the first time in its history, the AMS WMC will take place in Africa, a vibrant and unique continent full of contrasts and rapid change, from tradition to modernity, and from subsistence and developing markets to hyper-developed environments.

The conference's overall theme is "*Marketing in a Multicultural and Vibrant World*". Africa in general, and Mauritius in particular, with its inclusive multi-ethnic diversity, its languages, traditions, and modern infrastructure, is certainly the right place to explore related issues. The conference seeks to delve into the intricate interplay between culture, diversity, development, and marketing analysis and strategies.

The upcoming AMS WMC provides a suitable forum for the exchange of ideas, and for developing and expanding marketing theory and practice. As usual, the conference comprises multiple tracks focusing on particular topics, each serving as a pillar supporting the overall structure of contemporary marketing.

The Heritage Awali resort, with *Awali* referring to *Swahili*, a fluent second language on the east coast of Africa, which means "back to the source", reflects a combination of Mauritian living

"The World Marketing Congress really epitomizes what AMS is all about: bringing together the global community of marketing scholars seeking to improve marketing through" collaboration, innovation and research."

–Barry J. Babin, Executive Director, AMS

and eternal relationship with the African continent. The stunning *Heritage Awali Golf & Spa Resort* is located in Bel Ombre on the beautiful and preserved southern coast of the island, often praised as a destination within the destination.

We invite you to join the 2024 AMS WMC and discuss the challenges of *Marketing in a Multicultural and Vibrant World* within an environment renowned for its breathtaking landscapes, sandy beaches, acclaimed golf courses, and lush greenery, all providing a genuine sense of tranquility.

We very much look forward to seeing you in Mauritius in June 2024!

- Joël Le Bon,
Conference Program Co-Chair
Johns Hopkins University

- Dwight Merunka,
Conference Program Co-Chair
Aix-Marseille University

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.

The 2023 AMS Annual Conference

New Orleans, Louisiana

Welcome to the New Normal: Life After the Chaos

The 2023 Annual AMS Conference, held in the Hilton New Orleans Riverside Hotel in the heart of downtown New Orleans, LA was a great success. As a return to normalcy after the global pandemic, the conference allowed leading marketing scholars from all over the world who gathered to discuss the newest marketing trends, exchange views, learn from each other and network in a face-to-face environment. The conference received over 361 submissions and 410 registrations.

The conference provided a fascinating program, ranging from 24 paper tracks, including multiple special sessions, Meet the Editors sessions, and presentations by the AFM-AMS Research Grant winners. This program could not be developed without the enthusiastic support of the members of our Program Committee. We are deeply grateful for the hard work of the track chairs representing universities from 12 countries and 5 continents as well as the numerous session chairs and reviewers who ensured that the sessions and reviews were done in a timely manner. Is the number 12 countries correct?

In addition, the conference featured many sessions centered on doctoral students, including Doctoral

Colloquium (chaired by John Ford and Mathieu Kacha), Doctoral Dissertation Award and Doctoral Dissertation Proposal Award Competitions sponsored by Mary Kay Inc. (chaired by Victoria Bush and Joyce Zhou), AMS Review / Sheth Foundation Doctoral Competition for Conceptual Articles, and a special closed-door session.

For those looking for teaching inspirations, the Marketing Pedagogy & Education track (chaired by Jennifer Espinosa and Joanne Cao) offered competitive sessions as well as two highly popular and over-subscribed teaching certificate programs: one on Teaching Digital Marketing (led by Janna Parker, and Kevin James, and Debra Zahay-Blatz), and one on Introduction to Partial Least Squares Structural Equation Modeling (PLS-SEM) (led by Marko Sarstedt, Christian Ringle, and Joe F. Hair, Jr.).

As mentioned at the Awards Luncheon, much effort and hard work is needed to make the conference a success. We would like to thank all of you who contributed to making the 2023 AMS Conference such a great event: 50+ track chairs and multiple reviewers. We greatly appreciate the energetic support received from Nina Krey VP of Programs, and AMS communication team Hyunju Shin and Shuang Wu, to whom we turned with any questions we had along the way and who promptly addressed them. In parallel, we very productively collaborated with proceedings editors Ellis Chefor, Vincent Jeseo, and Juliann Allen and Bruna Jochims. Thank you also to all the authors, the presenters, and the discussion leaders for stimulating presentations, challenging questions, and

thought-provoking discussions. The quality of work was reflected in the richness of the program.

The following papers received the 2023 Annual Conference awards:

The prestigious M. Wayne Delozier Best Conference Paper Award went to Wen Xie, Ron Dotsch, Maarten Bos, and Yozen Liu for their paper: "Improving Social Media Video Advertising Acceptance Using Priming: Evidence from Big Data Analysis."

The William R. Darden Award Best Research Methodology Paper went to Edward Rigdon, Marko Sarstedt, and Ovidiu-Ioan Moisescu for their paper titled: "Quantifying Model Selection Uncertainty via Bootstrapping and Akaike Weights: A Multimodel Inference Approach."

The Stanley C. Hollander Best Retailing Paper Award went to Yerong Zhang, Iina Ikonen, Jiska Eelen, and Francesca Sotgui for their contribution: "Body Size Similarity Between Model and Shopper: Mitigating the Risk in Online Clothes Purchasing."

The Jane K. Fenyo Award for Best Student Paper went to Joey Lam for her work titled: "B2B Salespeople: The Fundamental Emotions at their Current Job."

Mary Kay Inc. has offered AMS doctoral students their support for over 25 years and sponsored two awards at the annual conference:

The Mary Kay Dissertation Proposal Award went to Khue (Kylie) Vo from University of North Texas, for her work titled: "Essays on Ambient Darkness and Consumer Behavior."

The Mary Kay Dissertation Competition was won by Martina Pocchiari from Erasmus University for her dissertation titled: "Managing Successful and Resilient Shared-Interest Communities: The Role of Digitization Technologies and Disruptive Events."

The Sheth Foundation Best Paper Award for JAMS was awarded to Fine F. Leung, Flora F. Gu, Robert W. Palmatier for their paper "Online Influencer Marketing."

The Best AMS Review Article of 2022 was presented to Shelby D Hunt, Sreedhar Madhavaram, and Hunter N Hatfield for their paper "The Marketing Discipline's Troubled Trajectory: The Manifesto Conversation, Candidates for Central Focus, and Prognosis for Renewal."

Finally, Dr. Bodo Schlegelmilch from WU Vienna received the 2023 AMS Cutco/Vector Distinguished Marketing Educator Award and Lytleton "Lyt" Harris received the AMS Distinguished Marketing Practitioner Award.

Congratulations to all the awardees – we are grateful for all your work and support of AMS!

Where to next? The 2024 AMS conference will take place in Coral Gables, FL, May 20-24, 2024. The conference co-chairs Mayoor "Max" Mohan (Virginia Commonwealth University) and Fernando R. Jiménez (The University of Texas at El Paso) are preparing a wonderful program on the conference theme "Marketing and AI: Shaping the Future Together". We hope to see you there for another inspiring conference!

Best Regards,

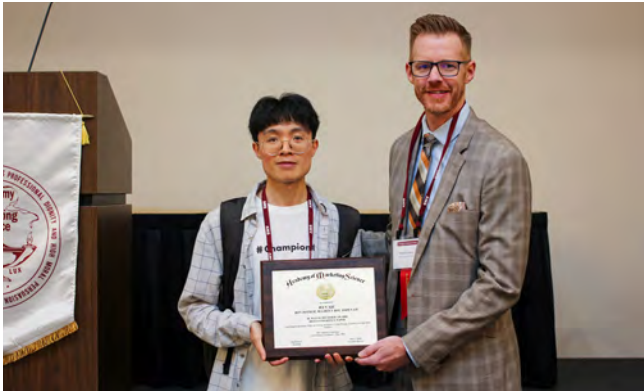*Cleopatra Veloutsou and Rajesh Iyer, 2023 AMS Conference Co-Chairs*

AMS 2023 Marketing Science
New Orleans, Louisiana

Award Recipients

2023 M. Wayne Delozier Award for the Best Conference Paper:

Wen Xie, Ron Dotsch, Maarten Bos, and Yozen Liu, for their paper: *"Improving Social Media Video Advertising Acceptance Using Priming: Evidence from Big Data Analysis."*

All papers submitted to the conference were eligible for the M. Wayne Delozier Award for the Best Conference Paper.

2023 William R. Darden Award for the Best Research Methodology Paper:

Edward Rigdon, Marko Sarstedt (Right), and Ovidiu-Ioan Moisescu for their paper titled: *"Quantifying Model Selection Uncertainty via Bootstrapping and Akaike Weights: A Multimodel Inference Approach."*

The William R. Darden Award for the Best Research Methodology Paper for papers demonstrating outstanding research methods and submitted to the Research Methods Track.

2023 Stanley C. Hollander Award for Best Retailing Paper:

Yerong Zhang (2nd R), Iina Ikonen (2nd L), Jiska Eelen, and Francesca Sotgui for their paper titled: *"Body Size Similarity Between Model and Shopper: Mitigating the Risk in Online Clothes Purchasing."*

All papers submitted to the Services Marketing and Retailing tracks were eligible for the Stanley C. Hollander Best Retailing Paper Award.

2023 Jane K. Fenyo Award for the best Student Paper:

Joey Lam from Simon Fraser University for her work titled: *"B2B Salespeople: The Fundamental Emotions at their Current Job."*

The Jane K. Fenyo Award for the best Student Paper for all papers authored or co-authored by doctoral students only.

AMS Review - *Sheth Foundation 2023 Doctoral Competition for Conceptual Articles Winners*

Betul Cal, University of Strathclyde, UK, *"Contemplative Consumer Activism as a Driver for Social Change."*

Phuong Nguyen, Hanken School of Economics, Finland, *"Human and Artificial Intelligence Collaboration: A Conceptual Framework and Review"*

Abdul Wahid Khan, Indian Institute of Management Indore, India, *"AI credibility and psychological ownership of AI: A conceptual framework"*

Vaishnavi Kale, IE Business School, Spain, *"A Conceptualization of Self-Deprecation – An Unconventional Advertising Tool"*

Kane Koh, The University of Melbourne, Australia, *"Synesthetic Customer Experiences"*

Nicole Moch, University of Muenster, Germany, *"Shifting the Paradigm of Customer Loyalty Programs Towards Sustainability: A Synthesis of Literature and Guiding Framework"*

The AMS Review - Sheth Foundation 2023 Doctoral Competition for Conceptual Article Runner-ups include:

- Hanife Armut, Koç University, Turkey, *"Why do People Give?: An Integrative Framework"*
- Sakshi S. Babar, University of Georgia, USA, *"Climate Marketing Strategies and Firm Performance"*
- Steffen Baecker, IE University, Spain, *"Talking the Altruistic Talk but Walking the Egoistic Walk? Sustainable Consumer Goal Satisfaction by Sustainable Product Benefits"*
- Feyzan Karabulut, University of Alberta, Canada, *"Artificial or Intelligent: How Artificial Intelligence Chat Agents' Language Use Affects Consumers"*
- Amarendra Singh, The University of Melbourne, Australia, *"Self-Enhancement by Enhancing Others? How Belief in God Influences Consumer Acceptance of Brain-Machine Interface Powered Cognitive Enhancement"*
- Riya Wadhwani, Indian Institute of Management, India, *"Minimalism as Materialism"*

2023 Mary Kay Dissertation Proposal Award:

Khue (Kylie) Vo from University of North Texas for her work titled: *"Essays on Ambient Darkness and Consumer Behavior."*

The 2023 Mary Kay Dissertation Competition Finalists were:

- Thanh (Hans) Nguyen (L) from Oklahoma State University with his dissertation *"The Spillover Impact of Online Ratings on Upstream B2B Relationships"*
- Yuanchen Su (R) from University of Minnesota with her dissertation *"The Monetary and Social Motivation of Sales Contest Leaderboards."*

2023 Mary Kay Dissertation Competition Award:

Martina Pocchiari from Erasmus University for her dissertation titled: *"Managing Successful and Resilient Shared-Interest Communities: The Role of Digitization Technologies and Disruptive Events."*

The 2023 Mary Kay Dissertation Competition Finalists were:

- Deniz Lefkeli (L) from Luiss Guido Carli University with his dissertation *"An Exploration of Consumer Experiences in the Age of Artificial Intelligence: Perception of Being Observed"*
- Amy Errmann (R) from Auckland University of Technology with her dissertation *"Re-positioning the Present Moment: Effects of Mindfulness on Consumer Behavior."*

Harold and Muriel Berkman Award for Faculty Achievement and Development:

Dana Harrison, East Tennessee State University

The Harold and Muriel Berkman Faculty Development and Achievement Award recognizes AMS Fellows who show particular initiative as a Fellow, particularly in an official program capacity or in a leadership role.

Harold. W. Berkam Service Award:

Julie Moulard, Louisiana Tech University

The Harold W. Berkman Service Award recognizes long-term service to the Academy of Marketing Science and to the marketing discipline in general. The AMS Harold W. Berkman Service award is reserved for individuals who have distinguished themselves through long-term service to the Academy.

Parasuraman-JAMS Long-Term Impact award:

Stephen L Vargo, Robert F Lusch

Sheth Foundation Best Paper Award for JAMS:

Fine F. Leung, Flora F. Gu, Robert W. Palmatier for their paper *"Online Influencer Marketing."*

Best AMS Review Article of 2022:

Shelby D Hunt, Sreedhar Madhavaram, and Hunter N Hatfield from Texas Tech University for their paper, *"The Marketing Discipline's Troubled Trajectory: The Manifesto Conversation, Candidates for Central Focus, and Prognosis for Renewal."*

AMS Review 2022 Outstanding Reviewer Award:

Larissa Becker from Hanken School of Economics, Helsinki and Michael Kleinaltenkamp from Freie Universitat Berlin (Free University of Berlin).

Dr. Bodo Schlegelmilch has been named 2023 Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator.

Professor Bodo Schlegelmilch of WU Vienna has been named as the 2023 AMS/CUTCO-Vector Distinguished Marketing Educator by the Academy of Marketing Science (AMS). With this annual award, AMS recognizes the outstanding career achievement and tremendous global impact of a marketing scholar. Dr. Bodo Schlegelmilch is a Head of Institute and a Professor of International Management and Marketing at WU, Vienna University of Economics and Business, Vienna, Austria.

The main criteria for selecting the award winner include: scholarly achievement and impact on the marketing discipline, possessing a global reputation as a representative of AMS and the marketing discipline, and a strong record of congeniality, collaboration and mentorship.

Lytleton "Lyt" Harris received the **AMS Distinguished Marketing Practitioner Award.**

The AMS Distinguished Marketing Practitioner Award recognizes individuals who have distinguished themselves in the fields of business and/or public policy. This prestigious award is reserved for high-level officers, such as presidents, CMOs, CEOs, board chairs, executive directors and owners of sizable and well-known organizations.

Learn more about AMS Conference Papers and AMS Academy Awards at *AMS-web.org*

The 2023 AMS World Marketing Congress

Canterbury, UK

Bringing the Soul Back to Marketing

It was an absolute delight to host the 24th AMS World Marketing Congress – Bringing the Soul Back to Marketing – at Kent Business School in Canterbury, Kent (UK)! We received around 345 submissions and 315 registrations; delegates came from all over the world as should be the case for the "World" Marketing Congress!

The conference began with the Welcome Reception in the precincts of the UNESCO listed Canterbury Cathedral, the oldest cathedral in England. The conference program then got off to a flying start and included 24 tracks covering a huge range of contemporary topics within marketing, Meet the Editors' sessions from world leading journals, and seven special sessions covering a range of topical themes (Living our Purpose as Marketers, Automation of Marketing Research Processes, Less Explored Issues in Advertising and Product Placement, Color Effectiveness, Future Directions for Comparative Advertising Research and a session from the Italian
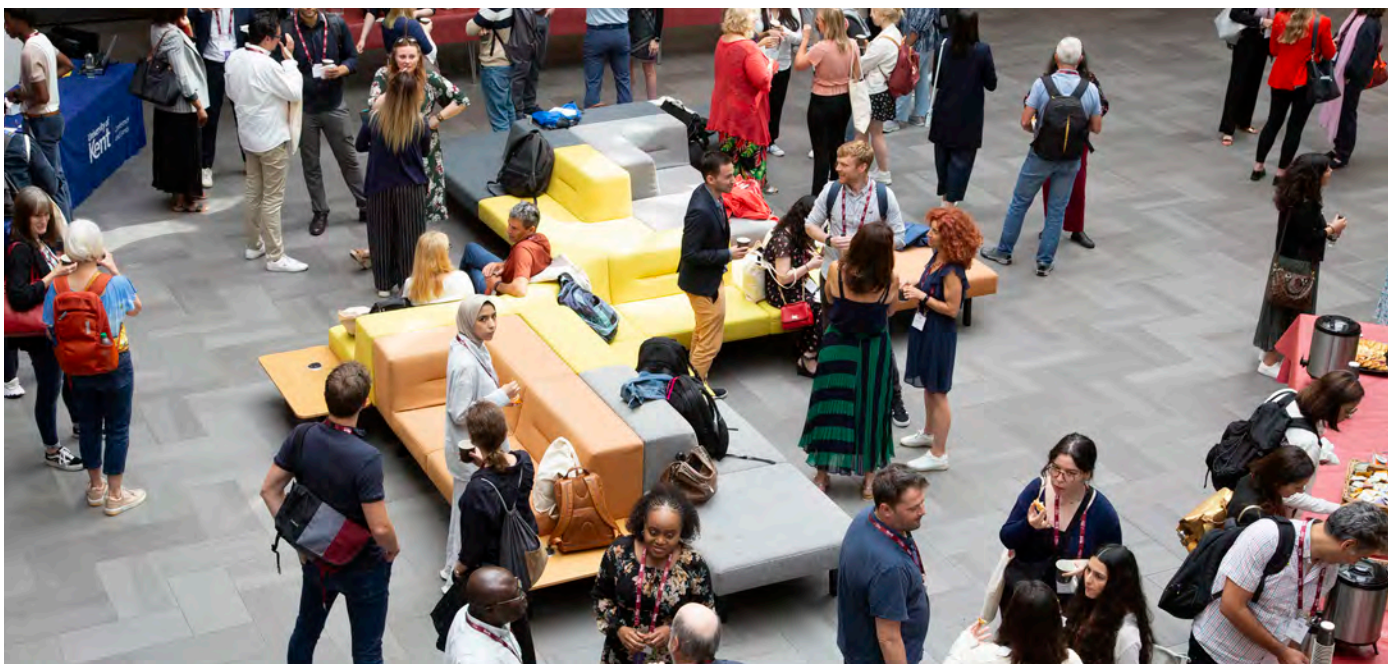
Marketing Society). There was also a doctoral colloquium, where leading scholars supported and helped the next generation of scholars to refine and develop their research ideas, and a pre-conference text analytics workshop run by Swinder Janda and Roger McHaney that was predictably well subscribed by Congress delegates.

The Congress was also supplemented by some social and cultural activities, which are a hall mark of World Marketing Congresses. Delegates enjoyed either a tour of Canterbury Cathedral, a walking tour of the City of Canterbury, or a boat tour down the River Stour, to appreciate some of the City's history from a different perspective. The Congress concluded with the Gala Dinner and soul band the KD Orchestra (after all, the theme was "Bringing the Soul Back to Marketing"). True to form WMCers were out on the dance floor right until the end!

As mentioned at the Recognition Lunch, a great deal of effort was necessary to make the congress a success, and we hope delegates agree with us that it was! We would like to thank all who contributed in making the first face to face World Marketing Congress since COVID a great success. We are hugely appreciative of all the support given by colleagues from the AMS and our own institution. And of course thanks again to track chairs, session chairs and all those who submitted papers and helped to make this WMC a stimulating forum for debate around research in marketing. Special thanks to Jay Lindquist, Barry Babin, John Ford and Fritzi Rickles for all their assistance along the way, thanks to Hyunju Shin and Shuang Wu

for their assistance in promoting the congress, and thanks to our colleague, Eddie Luo, who was Local Arrangements Chair… and, thanks to Juliann Allen and Vincent Jeseo for their role in compiling the proceedings.

The following papers received the 2023 WMC Conference awards:

The Jay Lindquist Best World Marketing Congress Paper Award went to Ilona Szöcs and Maria Gabriela Montanari for their paper: "Brands' (Ir)Responsible Business Practices and Consumers' Multiple Price Perceptions."

The AMS Marketing Practice Award went to Matthew Lunde, University of Minnesota Duluth.

The AMS Psychology & Marketing Award was presented to Nadia Steils and Toti Jean-François for their paper: Ethical perceptions of retargeting according to GCU configurations.

Finally, M Rami Baitieh, Carrefour, received the 2023 Global Marketer of the Year and gave an inspiring talk about marketing and management practices.

Congratulations to all the awardees – we are grateful for all your work and support of AMS!

Where to next? The 2024 AMS World Marketing Congress – Marketing in a Multicultural and Vibrant World - will take place in Bel Ombre, Mauritius, from June 25-29, 2024. The conference co-chairs Joël Le Bon (Casey Business school, John Hopkins University) and Dwight Merunka (Aix-Marseille University Graduate School of Management) are now working towards developing a fantastic conference program and associated cultural activities. We hope to see you there for another inspiring World Marketing Congress!

Best Regards,

Ben Lowe and Dan Petrovici, 2023 AMS Conference Co-Chairs
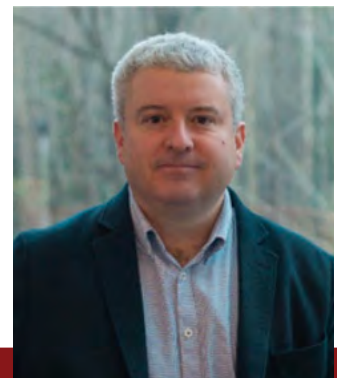
The 2023 AMS World Marketing Congress
Canterbury, UK

Award Recipients

2023 Jay Lindquist Best World Marketing Congress Paper Award:

Ilona Szöcs (2nd L) and Maria Gabriela Montanari, for their paper: *"Brands' (Ir)Responsible Business Practices and Consumers' Multiple Price Perceptions."*

The Jay Lindquist Best World Marketing Congress (WMC) Paper Award is presented to the author(s) of the paper deemed by the WMC Program Chairs as the most outstanding submission to be presented at the WMC. This prestigious award recognizes excellence in research and is named in honor of Dr. Jay Lindquist, a Professor Emeritus of Marketing at Western Michigan University and a Distinguished Fellow of the Academy.

AMS Psychology and Marketing Award:

Nadia Steils and Toti Jean-François for their paper: *"Ethical perceptions of retargeting according to GCU configurations".*

2023 Global Marketer of the Year:

M Rami Baitieh, Carrefour

The AMS Global Marketer of the Year Award celebrates individuals who have demonstrated exceptional achievements in the field of marketing, specifically in furthering the cause of marketing and global market development on an international scale. This prestigious award recognizes their outstanding contributions and their unwavering commitment to acting with integrity and upholding high ethical standards.

Journal of the Academy of Marketing Science

John Hulland
Editor-in-Chief

Mark Houston
Editor

Laurie Marshall
Managing Editor

Gaia Rubera
Co-Editor

This is the sixth (and final) year our Editorial team will be guiding *JAMS*. Gaia Rubera was added as Co-Editor in 2022, and the three of us (Gaia, Mark, and John) will stop handling new submissions in mid-2024 (although we will continue to handle revisions through the end of the year). The new Co-Editors who will be taking over in 2024 are Stephanie Noble and Charles Noble.

The latest JCR impact factor scores (2022) continue to provide excellent news for the journal. *JAMS* once again has the highest 5-year impact factor of the top five Marketing journals (all included on the *Financial Times 50 (FT 50)* list), a trend that has held for the past six years. Furthermore, *JAMS* regained its lead as the top 2-year impact factor journal in Marketing in 2022, after two years as a close second to *JM*. Below is a summary of the impact factors for these journals, from 2019 to 2022:

	FT50	2019 IF 2-year/5-year	2020 IF 2-year/5-year	2021 IF 2-year/5-year	2022 IF 2-year/5-year
JAMS	**Yes**	**8.0/12.5**	**9.4/21.3**	**14.9/18.0**	**18.2/18.5**
JM	Yes	5.3/9.9	9.5/15.3	15.4/15.7	12.9/14.3
JMR	Yes	4.2/6.5	5.0/8.2	6.7/8.6	6.1/8.4
JCR	Yes	6.2/7.4	7.0/9.2	8.6/11.1	7.2/10.5
MS	Yes	3.0/4.0	3.7/5.3	5.4/6.1	5.0/6.6

Last year we received a total of 756 new submissions. Whereas JAMS publishes roughly 60 articles a year, 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, and ask you to continue your efforts in convincing others.

With respect to *JAMS* special issues, there are currently no open calls. However, in 2023 the following two special issues will be published:

- *The Future of Artificial Intelligence and Robotics in the Retail and Service*

- *Sector* special issue (edited by Noble and Mende) was published in the July 2023 issue of *JAMS*.

  This special issue examines ways in which AI/-enabled robotics can be leveraged to create value for a wide-range of stakeholders, including consumers, organizational frontlines, and firms, as the retail and service landscapes continue to change.

- *The Scarcity: Customer, Firm, and Societal Dimensions and Perspectives* special issue (edited by Belk, Das, and Jain) will be published in the November 2023 issue of *JAMS*.

  The marketing and societal implications of scarcity remain understudied. This special issue investigates the interplay between firms, consumers, and society within and stemming from scarcity contexts to help marketers, policymakers, and society at large better understand scarcity and its effects.

Official Publications

AMS Review

Stephen L. Vargo
Editor, AMS Review

Bernie Jaworski
Section Editor

Kaisa Koskela-Huotari
Assistant Editor

Shuang Wu
Social Media Manager

Journal Update

2022 AMS Review Awards

We are delighted to announce the recipients of the Best Paper Award and the Outstanding Reviewer Award for the year 2022. Heartfelt congratulations to all the awardees!

Best Paper 2022

The marketing discipline's troubled trajectory: The manifesto conversation, candidates for central focus, and prognosis for renewal:

Volume 12, Issue 3-4 (December 2022)

Shelby D. Hunt, Sreedhar Madhavaram, Hunter N Hatfield

Outstanding Reviewer 2022

Michael Kleinaltenkamp, Freie Universität Berlin (Free University of Berlin), Germany

Larissa Becker, Hanken School of Economics, Finland

Call for Papers for Special Issue on Theories of Sustainability

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

Submission window: December 31, 2023

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).

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

More information about the call can be found online on AMS Review's webpages.

and sound theoretical innovations that advance marketing's contribution to systemic sustainability – thus going beyond offering siloed counter-measures. Instead, theory development should be motivated by positioning marketing's interventions in the focal well-being challenge within an interdependent network of ecologies (nature, social and mental ecologies – Khlif et al. 2022) that underpin life today (in the present) and tomorrow (in the future). In so doing, submissions should consider and articulate their contributions from the perspective of how proposed marketing theory innovations impact well-being in dynamics between consumers and other entities in socio-cultural and bio-physical environments as the interdependent ecologies undergo continued evolution.

Submissions are encouraged from tracks falling into 'Track 1' type that pursue goals of identifying underexplored social problems, establishing conceptual foundations and engaging connections between (sub)disciplinary and stakeholder perspectives. Submissions from 'Track 2' and 'Track 3' types where a previously advanced concept, theory or framework is critically evaluated or extended will also be considered. It should be noted that the special issue is open only for submissions that pursue conceptual/theoretical development; empirically-based works will not be considered.

More information about the call can be found online on AMS Review's webpages.

Call for Papers for Special Issue on Transformative Consumer Research in the Next Era of Marketing

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*

Submission window: 30 November 2023 - 15 December 2023

This special issue invites submissions from tracks accepted for TCR 2023 conference focused on advancing new concepts and theories that explicate how marketing systems, processes and activities can sustain or enhance individual or collective consumer well-being, addressing particularly the newly-emerged or underexplored well-being challenges. Submissions must contribute rigorous

The goal of AMS Review is to stimulate the development of marketing and consumer behavior theory.

To learn more, visit ams-web.org/ams-review
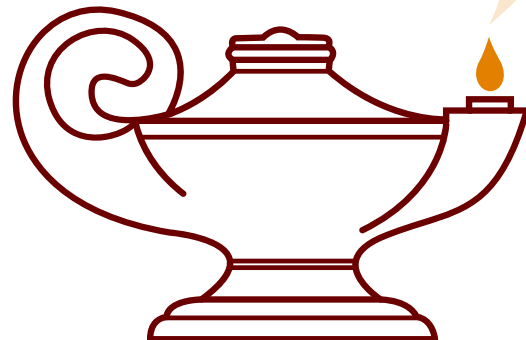
AMS Board of Governors (BOG):

Call for Building the Bridge Research Grant Proposal

Grant deadline
December 31, 2023

GRANT WEBPAGE

https://www.ams-web.org/building-the-bridge-research-grant-proposal

CALL FOR PROPOSALS

In recognition 5 of 0 years of service by Harold W. Berkman, the late Executive Vice-President and Director, (see Babin and Krey 2022), the Academy of Marketing Science (AMS's) will proudly award up to $15,000 in research grants to support AMS's commitment to practically relevant research. Proposals will be submitted and winning proposals must show an obviously relevant and important practical problem faced by marketing practitioners that can be addressed by a research project in a timely fashion. To be clear, positive academic efforts with no clear aim at improving organizations' marketing performance and/or without any practitioner involvement will not be funded. One goal of this initiative is to involve marketing scholars with marketing practitioners in a collaborative effort to resolve important practical marketing challenges and subsequently improve marketing performance.

Proposal Description

A proposal packet should be prepared as a MS Word document using 12-point Calibri or Times New Roman font. The packet should consist of the following:

1. A cover page with Title of the Proposal and primary investigator (PI) contact information

2. A 900-word (maximum – strictly enforced) of the practically relevant research question(s) and proposed research project description
   - Industry-relevant descriptions are encouraged
   - A clearly convincing argument as to the practical relevance and practical importance of the research question
   - Examples of companies, organizations, and/or industries that would benefit from answers to the research questions are encouraged

3. A budget indicating the total amount of funding requested (maximum of $15,000) and how those funds will be used
   - The efficient use of funds is highly encouraged
   - Amounts may be allocated to overhead. Keep in mind that high overhead is a factor that could be considered in the funding decision.

4. A timeline for completion of the project that includes points involving significant use of funds and marking milestones in the research project

5. Bios for the PI and any co-investigators (co-investigators actively engaged in marketing as a practitioner are encouraged)

6. Appendices for references or supplementary information

Review

A review committee selected by the BOG will oversee the award process. The Building the Bridge Research Grant Review Committee will consist of at least three BOG members, three AMS Distinguished Fellows, one former AMSR or JAMS editor, and the VP of Publication. Members of the BOG and all serving on the committee are ineligible to receive the grant.

Finalists for grant awards will be selected from the proposals and invited to participate in a special session at the Academy of Marketing Science® Annual Conference. Following the session, final award decisions will be made. Up to 3 projects could receive some funding. Funding may be partial.

- Deadline for submission: December 31, 2023.
- Submit by email to: bbabin@bus.olemiss.edu with ams-web@outlook.com in cc.
- Funds will be disbursed in the name of the PI to the affiliated Institution (i.e., University or School) at points consistent with an invoice schedule noted in the timeline. The first possible invoice date is within 60 days of notification of an award.
- Support from the funds should be prominently acknowledged in all public dissemination of the research.

Approved by Board in 2019 and revised in 2023.

AFM-AMS Call for Common Research Proposals

Grant deadline: December 31, 2023, 5 p.m. CST

Grant Webpage: https://www.ams-web.org/afm-ams-call-for-common-research-proposals

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

The aim of this call for research proposals is to support especially research collaborations between at least one AFM member and one AMS member. As an initial report of progress, the collaborators would present a communication at the 2025 AMS and AFM Annual Conferences. The presentations are aimed at providing constructive feedback from a diverse and experienced audience helpful in better positioning the research for maximum impact. As the final objective is to encourage common publication in internationally ranked marketing journals, any topic that is appropriate for potential publication in such journals is eligible.

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

AFM as well as AMS members, who could have difficulties financing their participation in the 2024 AMS and AFM Annual Conferences to present the communication resulting from their AMS-AFM research proposal, can ask for financial help as part of the proposal (this possibility will be limited to $2000 maximum per research proposal).

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

Each co-author submitting a proposal must be a current member of the Academy of Marketing Science and/or the French Marketing Association.

Authors must acknowledge that the project was encouraged by the AMS-AFM Call for Common Research Proposals in all communications and publications resulting from the project. They also should publicize this AMS-AFM 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-AFM Joint Research Initiative.

Requirements for Submission of Proposals

(PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE WRITTEN IN ENGLISH AND SENT ELECTRONICALLY in MS Word format to Barry Babin (bbabin@bus.olemiss.edu) and Jean-Luc Herrmann (jean-luc.herrmann@univ-lorraine.fr).

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 two contact persons (one AMS member and one AFM member) and provide phone and fax numbers for each of these two persons as well. 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:

- 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.

Proposal format requirements:

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

Proposals must be received no later than 5pm CST on Sunday, December 31, 2023.

Submissions will be acknowledged via email (bbabin@bus.olemiss.edu and jean-luc.herrmann@ univ-lorraine.fr). Faxed or standard postal mail submissions are not allowed. Co-authors will be notified in March 2024. The supported proposals will be announced to the memberships through AMS as well as AFM Newsletters. Also, winners will be announced at the 2024 AFM Congress in Paris, France, as well as at the 2024 AMS Annual Conference in Coral Gables, Fla.

A joint Scientific Committee consisting of 7 members, 3 from AFM and 4 from AMS, will review all proposals. Prospective members of the committee include Barry J. Babin, John B. Ford, Brad Carlson, and Adilson Borges from AMS, and Alain Decrop, Joël Brée, and Jean-Luc Herrmann from AFM.

2023 AMS Mary Kay Doctoral Dissertation Competition

Grant deadline: October 15, 2023

Grant Webpage: https://static1.squarespace.com/static/648893d9cbee3c0b58b73264/t/64f887a8c2909d7d4c337b9b/1694009256810/2024_AMS_MaryKay_call.pdf

There are two award categories: AMS Mary Kay Dissertation Award and AMS Mary Kay Dissertation Proposal Award. Submissions covering any marketing-related topic, methodology and research interest are welcome.

AMS Mary Kay Dissertation Award

Sponsored by Mary Kay Inc. and the Academy of Marketing Science, doctoral candidates in marketing who have completed their dissertation during January 1, 2023 - December 31, 2023 are eligible for the AMS Mary Kay Doctoral Dissertation Award. A completed dissertation is defined as one successfully defended during the 2023 calendar year. Dissertations considered for the award in a previous year will not be eligible. To be considered, please submit an electronic version of a dissertation abstract that is no longer than 15 double-spaced pages (including appendices, tables, figures, and references).

AMS Mary Kay Dissertation Proposal Award

Sponsored by Mary Kay Inc. and the Academy of Marketing Science, doctoral candidates in marketing who have defended their dissertation proposal during January 1, 2023 - December 31, 2023, are eligible for the AMS Mary Kay Doctoral Dissertation Proposal Award. Candidates for this award should have completed a successful proposal defense within the 2023 calendar year. Candidates who completed their dissertation defense in 2023 are not eligible for the proposal award. To be considered, please submit an electronic version of a dissertation abstract that is no longer than 15 double-spaced pages (including appendices, tables, figures, and references). Candidates that have submitted previously for the proposal award may not submit for the proposal award again, but may submit for the dissertation award.

Awards and Submission

For each category, the winner will receive $600 and a one-year membership in the Academy of Marketing Science. Two runner ups will receive $500 each. To submit an entry, please submit an electronic copy **via the submission system of the 2024 AMS Annual Conference**. In the title of your submission, please **clearly indicate** whether your submission is a "Dissertation Award Submission" or a "Dissertation Proposal Award Submission". Example: "*Brand Extensions: A New Perspective—Dissertation Proposal Award Submission*".

Please list only yourself as the author of the submission (**not your committee members**). Once you submit, you will have the opportunity to list your committee on a separate agreement form. Your submission should be formatted using *the guidelines for the 2024 AMS Annual Conference*. Do not include any identifying information in the submission itself (either within the text or as part of the document's properties) as these will undergo a blind review. Feel free to contact the chairs of this competition for additional information on the submission process.

Additional Information

Before the 2024 Annual Conference, three finalists will be chosen for each award based on the blind reviewer feedback. The winners for each award will be chosen from these three finalists at the AMS annual conference based on the quality of their dissertation research and their presentation at AMS. *Finalists MUST attend and register* for the AMS Annual Conference* in order to be considered as the winner or a runner-up for either award.

Candidates may not be considered for both the proposal and dissertation awards during the same year. Doctoral students from programs at any recognized university, college of higher learning, business school or management school worldwide are eligible for the AMS Mary Kay Doctoral Dissertation or Proposal Competition.

AMS Membership is required to register.

AMS Review Special Issue
Theories of Sustainability

Grant deadline: December 31, 2023

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

Guest 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)

Background

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 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.

Articles will undergo all of the journal's standard peer review and editorial processes outlined in its submission guidelines found at: *https://www.springer.com/journal/13162/submission-guidelines*

AMS Review Special Issue
Transformative Consumer Research in the Next Era of Marketing

Submission timeline:

Submission window: 30 November 2023–15 December 2023

Final Acceptance: 5 December 2024

Special Issue Webpage: https://www.springer.com/journal/13162/updates/25515984

Guest 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

Background

The range of complex, at times turbulent, challenges contemporary societies across the world contend with brought to the fore the need for a new generation of marketing theories motivated by the obligation of marketing for society and the goals of creation / enhancement of marketing's positive impact for the greater good. Transitioning to this next era requires theory development work that transcends and connects sub-disciplinary, epistemological and conceptual perspectives.

Challenges similar to those facing society birthed the Transformative Consumer Research (TCR) movement. Transformative Consumer Research is at the forefront of marketing's shift to society-focused theory development, engaging in collaborative theorizing for consumer well-being by multi-disciplinary teams of scholars and stakeholders at biannual dialogical conferences. Since its introduction in 2005 by David Mick, TCR emerged as a platform connecting a steadily growing academic community from diverse sub-disciplines of marketing and other social science fields and a paradigm stimulating innovative theorizations that illuminate marketing's capacity to impact (positively and negatively) consumer well-being across several areas of social life. Examples of such theoretical innovations include a conceptualization of food well-being identifying linkages between food marketing and food socialization and literacy; a multidimensional conceptualization of financial vulnerability establishing the role of marketing practices in subjective factors at

play in this phenomenon; a theorization of the impact of marketing cues on addiction process; and a conceptual framework theorizing refugees' integration with their host society through the lens of service experience and characterizing hospitable refugee service systems as a result.

However, societal challenges evolve, adding complexities and necessitating new perspectives, as well as revisiting of previous theoretical advancements. As one example, growing global demand, poor harvests, Russia's invasion of Ukraine, and supply chain disruptions during Covid-19 are named as intertwined factors posing new challenges to international food security and requiring more resilient food systems. As these systems are developed and established, conceptual dimensions of food well-being potentially will require revisiting. Beyond food systems, a myriad of societal challenges impact consumer well-being, at the macro and micro level, presenting researchers with exciting theoretical horizons to explore.

This special issue invites submissions from tracks accepted for TCR 2023 conference focused on advancing new concepts and theories that explicate how marketing systems, processes and activities can sustain or enhance individual or collective consumer well-being, addressing particularly the newly-emerged or underexplored well-being challenges. Submissions must contribute rigorous and sound theoretical innovations that advance marketing's contribution to systemic sustainability – thus going beyond offering siloed counter-measures. Instead, theory development should be motivated by positioning marketing's interventions in the focal well-being challenge within an interdependent network of ecologies (nature, social and mental ecologies – Khlif et al. 2022) that underpin life today (in the present) and tomorrow (in the future). In so doing, submissions should consider and articulate their contributions from the perspective of how proposed marketing theory innovations impact well-being in dynamics

between consumers and other entities in socio-cultural and bio-physical environments as the interdependent ecologies undergo continued evolution.

Submissions are encouraged from tracks falling into 'Track 1' type that pursue goals of identifying underexplored social problems, establishing conceptual foundations and engaging connections between (sub)disciplinary and stakeholder perspectives. Submissions from 'Track 2' and 'Track 3' types where a previously advanced concept, theory or framework is critically evaluated or extended will also be considered. It should be noted that the special issue is open only for submissions that pursue conceptual/theoretical development; empirically-based works will not be considered.

Articles will undergo all of the journal's standard peer review and editorial processes outlined in its submission guidelines found at: *https://www.springer.com/journal/13162/submission-guidelines*

Journal of Advertising Special Issue
Surveillance and Ethics in Advertising

Submission deadline: March 31, 2024

Special Issue Webpage: https://think.taylorandfrancis.com/special_issues/journal-advertising-surveillance-ethics-advertising/?utm_source=TFO&utm_medium=cms&utm_campaign=JPG15743&_gl=1*13brby*_ga*ODc4Mzc5ODEuMTY5NjQ0NTM1NA..*_ga_0HYE8YG0M6*MTY5NzA0ODQ0Ni4yLjEuMTY5NzA0ODQ1Ny4wLjAuMA..&_ga=2.95329116.1932891760.1697048447-87837981.1696445354

Guest Editors

Drs. Claire M. Segijn, Joanna Strycharz, & Sophie C. Boerman

Background

Developments in digital technologies have greatly transformed the landscape of advertising around the world (Huh & Faber, 2022; Huh & Malthouse, 2020). The technical possibilities and low costs of collection and processing of consumer data have led to the domination of the landscape by digital data-driven advertising (e.g., personalized advertising, social media advertising, computational advertising, programmatic advertising, artificial intelligence (AI)-powered advertising; Huh & Malthouse 202; Li, 2019; Rodgers, 2021). This contributes to so-called 'dataveillance', which is the "automated, continuous, and (unspecific) collection, retention, and analysis of digital traces by people or groups, by means of personal data systems by state and corporate actors, to regulate or govern their behavior" (Strycharz & Segijn, 2022, p. 576, based on Büchi, Festic, and Latzer 2022; Degli-Esposti 2014). While extant research has focused on examining consumer privacy concerns, the surveillance by advertisers who collect consumers' information raises a number of broader societal and ethical issues (see 'potential topics' list) and might have consequences for the advertising practice (Segijn & Strycharz, 2023).

Surveillance and ethics involve different parties, such as the advertising, tech, and media industry, consumers, and regulators (Segijn & Strycharz, 2023). Companies need to think about responsibilities and ethics around data collection, storage, and processing. Examples include their role in information asymmetry (Mittelstadt et al., 2016) and their responsibility of transparency in these processes, defined here as "the degree of disclosure of the ways in which firms collect, process, or share (exchange) personal data with the purpose of generating personalized communication" (Segijn et al., 2021, p. 123). Additionally, the monopoly of a limited number of technology firms and their role in hardware, technological support, and data aggregation, raises ethical questions (Segijn & Strycharz, 2023).

For consumers, it creates new divides and vulnerabilities (Finn & Wadhwa, 2014). Limited awareness and understanding could lead to information asymmetry (Marwick, 2012; Zarouali et al., 2022), and perceptions of surveillance (Segijn, Opree, & van Ooijen, 2021) could potentially affect consumers' agency and autonomy online (Büchi et al., 2022; Strycharz & Segijn, 2022).

Finally, regulators may play a role in this debate

as well by asking to what extent these new ethical challenges require legal protection for consumers (European Parliament, 2022; FTC, 2022; Helberger et al. 2020). Data security, consumer protection, and privacy protection are of central interest to the regulators in the advertising ecosystem. However, recent research suggests that current consumer empowerment practices are not always effective at improving consumers' control over data collection (Segijn et al., 2021; Strycharz et al., 2019).

The balance between consumer empowerment, ensuring fairness in advertising, while at the same time promoting technological innovations and stimulating the new data economy poses a challenge to the regulators.

Given the centrality of consumer data in advertising practices and increasing amounts of surveillance both online and offline (Yun et al., 2020), this special issue seeks to publish innovative papers that examine the theoretical and managerial implications of surveillance and ethics in advertising. Our hope is to stimulate further research in this area. This special issue also responds to broader calls for a more diverse and contemporary development of advertising theory (Dahlen and Rosengren 2016).

Potential Topics

We welcome submissions using diverse perspectives in terms of theoretical, conceptual, methodological, or empirical work, and encourage prospective authors to review recently published papers in Journal of Advertising to understand both the Journal's rigor and style. We also encourage submissions from multidisciplinary research teams bringing together different perspectives on the topic, as well as (comparative) research focusing on non-WEIRD countries (Western, Educated, Industrialized, Rich and Democratic).

Relevant topics include, but are not limited to:

- Theoretical frameworks to study (new) ethical & surveillance questions

- Consumer perspectives on and perceptions of surveillance

- Consumer vulnerability, stereotyping, and social sorting

- Privacy concerns and privacy cynicism related to surveillance and ethics

- Transparency and information asymmetry

- Consumer empowerment, agency, and autonomy

- Impact of surveillance on consumer well-being

- Chilling effects and its implications for advertisers

- Industry perspectives on surveillance and ethics

- Consensual advertising models

- Ethics-washing

- Environmental impacts of dataveillance

- The role and responsibilities of the tech industry

- Ethical questions related to the affordances of new technologies

- Power relations between stakeholders

- Fairness in data-driven advertising and algorithmic persuasion

- Technological solutions (e.g., blockchain)

- Regulatory solutions (e.g., blacklists)

- The regulatory perspective on surveillance and ethics

- New methods to study surveillance and ethics (e.g., data donation studies, computational approaches)

Submission Guidelines

Submissions should follow the manuscript format guidelines for JA found at: *https://www. tandfonline.com/action/authorSubmission? show=instructions&journalCode=ujoa20*

The word count should be 12,000 words maximum (including references, tables, figures, etc.).

All manuscripts should be submitted through the JA Submission Site. Authors should select "Article Type" (e.g., research article, literature review) on the first page of the submission website. On the second page, authors will be asked if this is for a specific special issue or article collection. Select "Yes" and select "Surveillance and Ethics in Advertising" from the drop-down menu. Please also note in the cover letter that the submission is for the Special Issue on Surveillance and Ethics in Advertising.

- All articles will undergo blind peer review by at least two reviewers.

- The anticipated date for publication of the Special Issue is February 2025.

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Membership Renewal

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