

AMS Quarterly



Academy of Marketing Science

Summer 2021 Volume 20 Number 3

AMS PRESIDENT'S MESSAGE



Greetings AMS Members,
Now that spring classes are over, I hope you are now experiencing the same feelings of relief and excitement as I am. Most of us finally have the chance to renew and reenergize both personally and professionally.

One way you can recharge your research this summer is by attending this year's Annual Conference/World Marketing Congress (WMC) being held from June 1-4. As many of you know, this year's Annual Conference program has been combined with the 2020 WMC program. The 2020 WMC was initially postponed to summer 2021, but ultimately that program had to be moved to a virtual format. The combined program will include live "discussion sessions," during which authors give a short elevator pitch of their research and answer questions. These live sessions will literally be held all day to accommodate our attendees around the globe. In addition to live sessions, presenters will be able to post a longer recording of their presentation that attendees will be able to view at any time during the conference. Several live special sessions, coffee hours, and receptions are also planned. I'd like to thank the 2020 WMC co-chairs—Jay Weerawardena and Alastair Tombs—and the 2021 Annual Conference co-chairs—Lauren Beitelspacher, Marko Sarstedt and Joe Hair—for their hard work and their willingness to adapt in this COVID environment. I would especially like to thank Nina Krey, AMS VP for Programs, for overseeing this combined conference.

You can also take the opportunity to recharge with additional AMS events this summer. Rather than holding the AMS certificate programs and workshops at the same time as the virtual conference, these programs will be available later this summer. Two certificate programs—Teaching Marketing Analytics and Teaching Digital Marketing—will be held asynchronously, allowing participants to complete them at their own pace/time. Workshops on research methods are in the works as well. Many thanks to Kevin James (University of Texas—Tyler), who was recently appointed as AMS Director of Professional Development, for organizing these programs.

continued on page 8

FROM THE EDITOR



"Just when I thought I was out, they pull me back in!" borrowing from Pacino's iconic Michael Corleone character, it's great to return as a guest editor for just one more edition of the Quarterly. Our hearts certainly go out to our colleagues and others around the world who are experiencing a resurgence in the ravaging effects of the disruptive virus. We once again hope that you are continuing to relish the things that bring you joy in these times.

In the current context, our annual conference will once again be delivered in the virtual format (jointly with the World Marketing Congress). We look forward to seeing you in the next few days. We would definitely have preferred to celebrate 50 years of AMS together in person, but our return to the live format in Monterey in 2022 will be that more special; we look forward to seeing everyone there after being 3 years apart. Even in the virtual context however, as we continue in the AMS spirit of engagement, let us not forget to each do our part by constantly fostering that spirit of collegiality the academy is famous for. Let's also continue to communicate these values, by sharing on social media (hashtags to come), our experiences at the conference.

In the next few issues, we will continue to bring novel and interesting columns spanning topics on innovative teaching, research, and the continuous development of members of the Academy in future issues. As always, please send us any news, photos, articles, or suggestions you deem to be relevant for the next issue to jlocander@bus.olemiss.edu.

Cheers,

—Obinna O. Obilo, Central Michigan University
obilolo@cmich.edu

—Jennifer Locander, The University of Mississippi
jlocander@bus.olemiss.edu

AMS OFFICERS AND STAFF

OFFICERS

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Julie Guidry Moulard
Louisiana Tech University, USA
(318) 257-2127
jmoulard@latech.edu

Executive Vice President/ Director

Harold W. Berkman
University of Miami, USA
Office: (561) 969-9047
Fax: (561) 969-2994
ams@latech.edu

President-Elect

Brad D. Carlson
Saint Louis University, USA
(314) 977-3894
brad.carlson@slu.edu

Immediate Past-President

O.C. Ferrell
Auburn University, USA
(334) 844-2454
ocf0003@auburn.edu

Vice President for Programs

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Rowan University, USA
(856) 256-3314
krey@rowan.edu

Vice President for Engagement

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James Madison University, USA
parke4jm@jmu.edu
angelina@austin.utexas.edu

Vice President for Global Membership

Felipe Pantoja
IESEG School of Management,
France
f.pantoja@ieseg.fr

Vice President for Communications

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Central Michigan University
(989) 774-1274
obilolo@cmich.edu

Vice President for Publications

James S. Boles
University of North Carolina
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jsboles@uncg.edu

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France
p.rossi@ieseg.fr

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(757) 683-3587
jbford@odu.edu

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(662) 915-5820
bjbabin@olemiss.edu

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(903) 565-5585
kjames@uttyler.edu

Director of Online Seminars

Hyunju Shin
Georgia Southern University
(912) 478-3941
hshin@georgiasouthern.edu

Journal of the Academy of Marketing Science Editor

John Hulland
University of Georgia
(706) 542-3764
jhulland@uga.edu

AMS Review Editor

Stephen L. Vargo
University of Hawaii at Manoa
(808) 956-8167
svargo@hawaii.edu

AMS Quarterly Editor

Jennifer Locander
University of Mississippi
jlocander@bus.olemiss.edu

Central Office

Marianne Hooper
Administrator
Academy of Marketing Science
Louisiana Tech University
(318) 257-2612
ams@latech.edu

Table of Contents

AMS Officers and Staff.....	2
The 2020 AMS Annual Conference, Virtual.....	4
AMS Official Publications	6
Other Announcements.....	9
Board of Governor's Corner.....	11
Membership Renewal	12

AMS UPCOMING EVENTS

2021 Academy of Marketing Science Annual Conference/World Marketing Congress

June 1-4, 2021

VIRTUAL

Conference Program Co-Chairs:

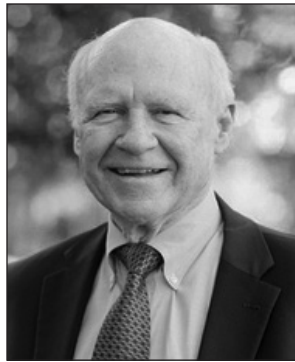
Lauren Beitelspacher

Babson University, USA
lbeitelspacher@babson.
edu



Joe Hair

University of South
Alabama, USA
jhair@southalabama.edu



Marko Sarstedt

Otto-von-Guericke
University
Magdeburg, Germany
marko.sarstedt@ovgu.de



We hope you will join us for the 50th Annual AMS Conference to be held jointly with the World Marketing Congress, and held virtually June 1 through June 4, 2021.

We were looking forward to celebrating AMS's golden anniversary with everyone in New York. However, as marketing changes and evolves, so must we. We are set to have a wonderful and engaging conference, with truly global participation and representation. In total, we received over 250 academic submissions from authors all over the world. Conference sessions will cover broad ranging topics, such as: DE&I, virtual and augmented reality, changes in consumer shopping behavior, social and environmental sustainability, marketing analytics, influencer marketing, the COVID 19 pandemic, public policy, and branding. Additionally, we will have special sessions exploring the history and future of marketing!

Complementing the competitive paper presentations, there will be a number of special sessions and events, including sessions on data analytics, digital quality in marketing research, the AMS Review Theory Forum and the ever popular

“Meet the Editors” session. There are also additional sessions and activities geared toward doctoral students. In addition to the full day Doctoral Consortium concurrent with the conference, there is a Doctoral Colloquium session as well as presentations by the finalists of the Mary Kay doctoral dissertation and dissertation proposal competitions. Finally, there will be several exciting post conference events such as certification courses in Digital Marketing as well as Teaching Marketing Analytics.

But the conference not only comprises quality sessions and friendly discussions – there will also be many opportunities for socializing and networking! We will have daily coffee breaks and networking receptions. They might look a little different from in person AMS sessions, but the collegiality and comradery will still be there.

Please register soon and take advantage of the special rates. The conference web page [www.ams50nyc.org] provides a link for online registration. We look forward to seeing you online!

THE 2020 AMS ANNUAL CONFERENCE, VIRTUAL



From Micro to Macro: Dealing with Uncertainties in the Global Marketplace

The 2020 Annual AMS Conference, held virtually during December 2020 was a great success despite the global Covid-19 pandemic. With over 300 submissions and 300+ registrations, marketing scholars from all over the world gathered to discuss the newest marketing trends, exchange views, learn from each other and network.

The conference provided a fascinating program, ranging from 25 paper tracks, in addition to the special sessions such as “Crafting a High Integrity Manuscript: AMS Code of Publishing Ethics,” “Pushing Boundaries in marketing Concepts and Research,” the “Meet the Editors sessions” and presentations by the AFM-AMS Research Grant winners. In addition, the conference featured many sessions centered on doctoral students, including Doctoral Colloquium (chaired by Altaf Merchant and Mathieu Kacha), Doctoral Consortium (co-chaired by Dipayan Biswas, Adilson Borges, John Ford and Theresa Kirchner), Doctoral Dissertation Award and Doctoral Dissertation Proposal Award Competitions (both sponsored by Mary Kay Inc.), AMS Review—Sheth Foundation Annual Doctoral Competition for Conceptual Articles, and several special sessions.

For those looking for teaching inspirations, sessions in the Marketing Pedagogy & Education track were offered and a special session panel with representation from both academia and industry on The Essentials of Marketing Analytics: Teaching Research, and Practice led by Haya Ajjan, Dana Harrison, Joe Hair, Scott Ryan, Chris Myers, Peter Drewes and William Disch.

As mentioned in the Awards Presentation, much effort and hard work is needed to make a conference a success. We would like to thank all of you who contributed to making the 2020 AMS Conference such a great event: the 40+ track chairs, the reviewers, the proceedings editors, Nina Krey, Shuang Wu, and Felipe Pantoja, and the exiting VP of Programs, Brad Carlson and incoming VP of Programs Nina Krey, to whom we turned with any questions we had along the way and without whom support we couldn't have made this event possible. Thank you also to all the authors, the presenters and the virtual coffee break leaders. The presentations were stimulating and the discussions thought-provoking. The quality of work was reflected in the richness of the program.

THE 2020 AMS ANNUAL CONFERENCE, Virtual *continued from page 4*

Following is the list of 2020 conference awards recipients:

The **William R. Darden Award Best Research Methodology Paper** went to **Rémi Mencarelli, Renaud Lundardo, Cindy Lombart, and Ericka Henon** for their paper titled: *“Conceptualization, Measurement and Effects of Suppliers’ Perceived Control over the Exchange on Multisided Platforms.”*

The **Stanley C. Hollander Best Retailing Paper Award** went to **Amela Dizdarevic** for their paper: *“Shifting Brick-and-Mortar Retailing to the Next Level: Exploring the Quality of Digital Services.”*

The **Jane K. Fenyo Award for Best Student Paper** went to **Kelley Cours Anderson**, Texas Tech University, USA and **Kerry T. Manis**, Texas Tech University, USA for their paper: *“Early Adoption of Innovative Media into Digital Marketing Strategies: The Radical Influence of Virtual Reality.”*

The prestigious **M. Wayne Delozier Best Conference Paper Award** went to **Junzhou Zhang, Chuanyi Tang, and Harry Zhang** for their manuscript: *“The Impact of Medicaid and SNAP Program Participation on WIC Participants’ Redemption Behavior Pattern.”*

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 **Eunyoung Jang** from Oklahoma State University, for their work titled: *“Lonely Consumer’s Brand Relationships.”*

- The Mary Kay Dissertation Competition was won by **Stijn Maesen** from Imperial College Business School, UK, for his dissertation titled: *“Going Healthy: When Does Adding a Health Symbol Improve Product Performance?”*

We thank the two Mary Kay Dissertation Competition co-chairs Raj Agnihotri and Ritesh Saini for their dedication to this competition.

The primary outlet for the research of AMS scholars is the Academy’s own Journal of the Academy of Marketing Science (JAMS). The **2020 Sheth Foundation Best Paper Award for JAMS** was awarded to **Neil Morgan, Kimberly Whitley, Hui Feng, and Simos Chari** for their paper *“Research in Marketing Strategy.”*

Finally, **Dr. Manjit Yadav** received the **2020 AMS Cutco/Vector Distinguished Marketing Educator Award**.

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

The virtual 2021 AMS annual conference “Celebrating the Past and Future of Marketing” is held jointly with the 2021 World Marketing Congress “Discovery with Social Impact,” and is just around the corner, taking place June 1-4, 2021. The conference co-chairs are Lauren Beitelspacher, Joe F. Hair, and Marko Sarstedt.

We hope to see you there for another inspiring conference! With pleasure,

Pia A. Albinsson



Bidisha Burman



2020 AMS Conference Co-Chairs

AMS OFFICIAL PUBLICATIONS

Updates from the V.P. of Publications

James S. Boles



AMS continues to play a leading role in advancing marketing thought and the marketing discipline. JAMS, with John Hulland (University of Georgia) as Editor-in-Chief, continues to be one of the most widely read and cited marketing journals with an impact factor of 7.96. JAMS also continues to be represented on the Financial Times List Top 50 Journals list.

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

position, and I am pleased to announce that AMSR will be indexed on the Scopus abstract and citation database as of 2022. Downloads and citations of AMSR articles are growing and the reach of the Journal is continuing to expand. Finally, as the new Editor of the AMS Quarterly, Jennifer Locander (The University of Mississippi) will continue to keep us informed about important AMS news and events related to the Academy. We appreciate your support of our publications.

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

The most recent JCR/ISI impact factor scores continue to provide good news for JAMS. For the third year running, JAMS has the highest 2-year and 5-year impact factors (both with and

without self-citation) of the six Marketing journals included on the *Financial Times* 50 list. Below is a summary of the impact factors for the six Marketing journals, from 2017 to 2019:

2-Year Impact Factors	JAMS	<i>Journal of Marketing</i>	<i>Journal of Consumer Research</i>	<i>Journal of Marketing Research</i>	<i>Marketing Science</i>	<i>Journal of Consumer Psychology</i>
2019	7.96	5.27	6.21	4.23	3.02	2.96
2018	9.36	7.82	4.70	4.20	2.49	2.47
2017	8.49	7.34	3.54	3.85	2.79	2.81

In 2019 we received a total of 613 submissions, representing authors from 62 different countries. Since JAMS publishes roughly 60 articles a year, the journal's acceptance rate is under 10%. Furthermore, for the first time ever, a majority of the accepted papers were authored outside of the U.S. JAMS is also proud to have received recognition from Springer earlier this year for its editorial excellence.

Increasingly, schools and departments around the globe

include JAMS as a premier marketing journal in their P&T and annual review assessments. We appreciate your help as AMS members in promoting the journal's growing reputation as a top quality research publication.

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

continued on page 7

AMS Official Publications *continued from page 6*

- *Reimagining Marketing Strategy: Driving the Debate of Grand Challenges* (edited by Plangger, Montecchi, de Ruyter,

Keeling, Scott, and Dahl). Submissions will be accepted between September 1, 2022 and October 29, 2022.



John Hulland
Editor-in-Chief

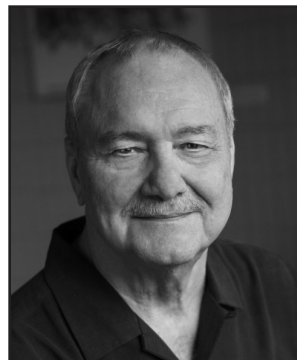


Anne Hoekman
Managing Editor



Mark Houston
Editor

AMS Review



Stephen L. Vargo
Editor, *AMS Review*

Journal Progress

I am pleased to report that *AMS Review* has been accepted to the Scopus abstract and citation database, which is an important step on the journey of establishing *AMS Review* as a premier journal. Also, in 2020, *AMS Review* doubled its article download number from 55 000 in 2019 to over 112 000 in 2020. Simultaneously our follower base in social media has increased significantly. Please continue assist us by following the *AMS Review* in Twitter (@AmsrUpdates) and Facebook (@amsreviewupdates) and retweeting/sharing our posts.

The Winners of the AMS Review – Sheth Foundation 2021 Annual Doctoral Competition for Conceptual Articles (ADCCA)

The fifth consecutive *AMS Review-Sheth Foundation Annual Doctoral Competition for Conceptual Articles* again generated an enthusiastic response from doctoral students all over the

world. In total, the competition received 41 submissions, of which the six most promising were selected as winners and another five as runners-up. Elina Jaakkola (University of Turku, Finland) and Roberick Brodie (University of Auckland, New Zealand), served with me as the co-chairs.

The winners of the 2021 competition are (listed alphabetically):

“Leveling Up! Increasing Motivation, Goal Setting and Attainment Using Gamification: The Potential for a New Construct”

Shawn Enriques, University of Wyoming, USA

“Conceptualizing Coping Capital”

Vikram Kapoor, University of Limerick, Ireland

Russell Belk, York University, Canada

continued on page 8

AMS Official Publications *continued from page 7**“Ecosystem Alignment around Customers”*

Fares Georges Khalil, Hanken School of Economics, Finland
 Kristina Heinonen, Hanken School of Economics, Finland

“Customer Experience in Access-Based Services: A Conceptual Framework and Implications for Research”

Dhriti Mahadevan, Indian Institute of Management
 Bangalore, India

“Re(de)fining Dual-Process Models of Information Processing using Affective-Cognitive and Conscious-Unconscious Dimensions”

Priya Narayanan, Indian Institute of Management
 Ahmedabad, India
 Arvind Sahay, Indian Institute of Management Ahmedabad,
 India

“Marketing solutions for social dilemmas: a systematic review, taxonomy of marketing solutions, and research agenda”

Siavash Rashidi-Sabet, Texas Tech University, USA
 Sreedhar Madhavaram, Texas Tech University, USA

The 2021 runners-up are (listed alphabetically):

Aun Ahmed, *Indian Institute of Technology Ropar, India*
 Lena Bjørlo, *M.Sc., Norwegian University of Science and
 Technology, Norway*

Rolf Fjendsrud, *Inland Norway University of Applied
 Sciences, Norway*

Vitor Moura Lima, *York University, Canada*

Niklas Vallström, *Canterbury Christ Church University, UK*

The call for submissions for the 2022 ADCCA will be published on *AMS Review's* website in October 2021.

Upcoming Special Section on “Informing Marketing Theory through Consumer Culture Theoretics”

The June 2021 issue of *AMS Review* will feature a Special Section devoted to Consumer Culture Theory (CCT). Eric Arnould, David Crockett and Giana Eckhardt have served as Guest Editors. This section aims to raise awareness of CCT in the broader academic marketing community and to clarify its contribution to the discipline as a whole. The section includes seven papers that demonstrate CCT's relevance to mainstream marketing issues, which hopefully will spur useful intra-disciplinary dialog.

Two additional, Special Issues are also scheduled for future issues of *AMS Review*. The first is a tribute to the 50th anniversary of the Academy of Marketing Science, titled “The Past and Future of Marketing Theory and Practice.” The second focuses on “Theories of Markets” and seeks to reflect a variety of theoretical approaches that contribute to the understanding of market formation and functioning.

AMS PRESIDENT'S COLUMN *continued from page 1*

Also, be on the lookout for additional online seminars this summer to help you recharge. These synchronous events will give members the opportunity to learn career management tips. One such event was held earlier this spring—The Challenges of Balancing Academic Careers and Family Life. I would like to thank the panelists for their participation: Barry Babin (University of Mississippi), Janna Parker (James Madison University), Altaf Merchant (University of Washington, Tacoma), and Ream Shoreibah (Birmingham-Southern College). Further, I would like to thank Hyunju Shin (Georgia Southern University), who was recently appointed as AMS Director of Online Seminars, for coordinating and moderating the event.

My recent feelings of relief and excitement are not only due

to the end of spring classes. These feelings are also attributed to that, over the past few weeks, life is beginning to return back to normal (at least in the U.S.). Hopefully, this positive trajectory will continue...AND we will be able to see each other in person again at the 2022 Annual Conference!! Next year's conference will be held in Monterey Bay, CA from May 25-27. The 2022 Annual Conference Call for Papers will be available in the coming weeks.

In closing, I would like to thank all of you for your commitment to AMS, and I am optimistic I will see you all in person again soon!

Julie Moulard

OTHER ANNOUNCEMENTS

SCHOLARSHIP AND RESEARCH

Journal of Advertising

Call for Papers for

Special Section: Forgotten/Neglected Advertising Research Topics: Candidates for Resurrection?!

Deadline for submission: August 1, 2021

Guest editors

Les Carlson, University of Nebraska-Lincoln, USA

Russell N. Laczniak, Iowa State University, USA

Background

This special section is devoted to advertising theories, methods, conceptualizations, and/or practices that may no longer be on the cusp of advertising scholarship interest or practitioner use but which may still hold significance and utility for advertising scholars and specialists. When JA Editor-In-Chief Shelly Rodgers suggested this potential special section focus to us, we were reminded of a Plenary session presentation by Dr. Lawrence A. Crosby at an American Marketing Association Summer Educators' Conference. Dr. Crosby's address was on Marketing topics that had once been of importance and interest to the academic community, but which seemingly had disappeared from current scholarly attention. Dr. Crosby specifically asked, "Whatever became of...?" and then answered his query by citing specific examples which he believed represented discarded or forgotten marketing topics that still deserved additional inquiry. Among those raised by Dr. Crosby was the Fishbein model and its significance and pertinence for understanding consumer behavior (cf. Crosby and Muehling 1983).

In this special section of JA, we wish to carry Larry's question forward and into the present by asking potential contributors to consider advertising theories, methods, conceptualizations, and practices that advertising scholars have seemingly abandoned but which may still have relevance for the advancement of advertising thought and practice today. What remains to be learned from further investigation into such topics and how does such endeavor advance what we know or think we know about advertising knowledge and practice? Since research-based knowledge development is rarely, if ever, a linear, sequentially ordered progression (Carlson, Rifon, and Royné 2014), loss of interest in a topic should not necessarily signal its demise as a viable source of further inquiry.

Moreover, knowledge development should not be restricted to only that which is new or unique. Rather, we believe knowledge development can and should also include extending under-

standing into areas that may have been deemed unworthy of additional consideration, but which deserve to be "resurrected." For example, we seek papers that have the potential to enhance advertising theory by resurrecting a concept thought to be outdated in today's world, that could be incorporated into a theoretical framework and provide a new contextualization of a recently developed model or theory (cf. Laczniak 2015).

Consequently, we invite scholars and practitioners to also consider "Whatever became of...?" in regard to an advertising related topic. Is there an advertising theory, research stream, methodological aspect/procedure, and/or practical consideration that deserves to be resurrected? If so, how and in what form? We envision that an essential component of submissions for this special section consideration will include a comprehensive and current literature review. This review should lay the groundwork for the forgotten/neglected topic in terms of what is known about it but also what is still to be learned. Authors might then provide research propositions/hypotheses which are indicative of how additional inquiry into the topic could proceed and/or actually test empirically those propositions/hypotheses that arise from the literature review. Original Research Articles and Literature Reviews, as detailed on the JA website, will be considered. We will also consider Research Notes but expect that such Notes will still include a literature review, as noted above, which is indicative of the importance of the topic as well as directions for further topic inquiry.

Ideas for potential topic areas might begin by perusing JA as well as the Journal of Current Issues and Research in Advertising and the Journal of Interactive Advertising. JCIRA, for example, in its earlier days, devoted entire issues to literature reviews (Carlson 2015). For example, Muehling, Laczniak, and Andrews (1993) developed a literature review on involvement, specifically regarding this construct's relevance for advertising research. We abstain in this call from providing what we consider to be forgotten/neglected topics in advertising (an endeavor that could subvert the purpose and possible appeal of this special section for other contributors). We believe that it's preferable to leave topic selection and justification open to potential contributor discretion. However, involvement as it pertains to advertising could serve as

continued on page 10

Other Announcements *continued from page 9*

an exemplar of a neglected topic that might be a viable candidate for special section consideration. We thank JA EIC Shelly Rodgers for suggesting this special section possibility to us and we look forward to reading what others believe to be neglected/forgotten advertising topics that are now worthy of resurrection.

Submission Guidelines

Please follow submission and format guidelines for the Journal of Advertising found at <http://www.tandfonline.com/toc/ujoa20/current>.

The submission deadline for the Special Section is: August 1, 2021

Submit manuscripts through ScholarOne at <http://mc.manuscriptcentral.com/ujoa>, during July 15-August 1, 2021. Be sure to select "SPECIAL SECTION: Forgotten/Neglected Advertising Topics." Also note that:

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than November 2021 on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Special Section is April/May 2022.

Any questions about the Special Section can be sent to the guest co-editors: Drs. Les Carlson and Russell Laczniaik: JAresurrected@gmail.com

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Questions?

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Barry Babin

Joe Hair

The BOG is pleased to announce the following awards in advance of the 2021 AMS Conference:

Various subcommittees of the BOG are charged with soliciting candidates and choosing award winners as appropriate. For 2021, we can announce the following award winners.

Harold and Muriel Berkman Faculty Achievement and Development Award

The award goes to Janna M. Parker, James Madison University, for her many contributions to AMS during her thus-far short career. Most notably, Janna has shown initiative in leadership with respect to our continuing education efforts that have developed in earnest since our first Services Marketing certification program that was held at Walt Disney World in 2016.

Harold W. Berkman Service Award

Given Harold's recent passing, and in the upmost respect for the legacy he leaves behind with AMS and the Berkman Foundation, we are taking another opportunity to recognize Harold rather than extending an award to another. The Service that Harold gave to AMS left a lasting impact that no other will ever achieve.

The AMS Distinguished Marketer Award

The award goes to Scott Smith, Ph.D., former faculty member at Brigham Young University and the founder of Qualtrics. Scott has, perhaps like no other, successfully transitioned from academia into practice.

The AMS Cutco-Vector Distinguished Marketing Educator Award

The award goes to Vicki Crittenden, Babson University, in recognition to her many contributions toward the advancement of marketing education with within AMS and beyond, including contributions to the Direct Selling Education Foundation.

The AMS – Parasuraman JAMS Award for Long-Term Impact of a JAMS article

The award goes to the following article, authored by Alan Dick and Kunal Basu:

"Customer Loyalty: Toward an Integrated Conceptual Framework," 16 (March 1994), 99-113

The article is the 2nd most cited JAMS article ever with over 11,000 citations. The article provided a foundation for much of the Customer Loyalty research that followed.

Look for various sessions or presentations at the annual conference that highlight these "Academy" award winners.



Dr. Obinna Obilo
Vice President for Communications
Associate Professor of Marketing
Central Michigan University
100 Smith Hall
Mount Pleasant, MI 48859 U.S.A.

MEMBERSHIP RENEWAL



Marianne Hooper
Administrator
Academy of Marketing Science
Louisiana Tech University
(318) 257-2612
ams@latech.edu

If you have not yet renewed your membership, we would like to take this opportunity to urge you to renew your AMS membership for the upcoming year and to remind you that your AMS membership offers you a unique set of benefits.

1. A subscription to JAMS and AMS Review are included in your membership price. In addition, free online access to JAMS and AMS Review are available to members through <http://www.ams-web.org>. AMS Review is increasingly regarded as a leading marketing journal and it is now in the ABS, the UK based ratings/groupings. Understanding that theory is the fuel for research, AMS Review publishes thoughtful commentaries that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena.
2. Professional networking through the annual AMS conference, other conferences sponsored by the Academy, and the membership directory. AMS conferences are known for a unique, friendly, and welcoming atmosphere. They are designed to offer interactive opportunities for sharing research and teaching ideas.
3. Opportunities to interact with academics on an international level. With its current diversity of membership, the World

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

4. The AMS Quarterly provides ongoing information on AMS programs, publications, and news.

With all of these benefits, AMS members receive a high value for their membership dues and ample opportunities to grow professionally as well as personally.

We look forward to an ongoing, mutually beneficial relationship with each of you! Renew your membership in AMS today by sending your renewal to the address at the top of the page:

If you would like to help recruit new members for AMS, please share the above information with faculty and doctoral students who are not currently members of AMS. More detailed information about AMS and membership can be found at <http://www.ams-web.org>. We sincerely appreciate your support!