

# AMS Quarterly



Academy of Marketing Science

Fall 2022 Volume 21 Number 2

## AMS PRESIDENT'S MESSAGE



Greetings AMS Members,  
I hope this message finds you healthy, happy, and rejuvenated from summer with a prosperous fall ahead of you. I am truly honored to serve as AMS President, and I look forward to the next 2 years of service. While I look forward to this opportunity, I am deeply humbled too, especially

considering the many outstanding, inspiring, and tireless leaders who have built, shaped, maintained and protected the integrity and spirit of AMS for more than 50 years. During this time period AMS has grown significantly in size, stature, and contribution to the discipline thanks to the diligence and commitment of many passionate individuals. It was the vision and tenacity of our founding fellow and Executive Vice President/Director Dr. Harold W. Berkman that launched our AMS journey half a century ago and that same vision still guides us as today as we move forward with our Executive Director, Barry J. Babin who was appointed to this new role following Harold's passing in 2000.

While fellowship at AMS events is fundamental to the shared sense of community among our members, the dedication of AMS to disseminating marketing knowledge is paramount to our shared impact across the marketing discipline. Academy of Marketing Science Review continues its trajectory toward being the premier journal in marketing focusing exclusively on conceptual contributions across all sub-disciplines of marketing. Journal of the Academy of Marketing Science has grown to become the most impactful marketing journal with a 5-year impact factor of 21.319. We are fortunate to have two excellent and highly cited journals bear the AMS name and I want to thank the current and former editorial teams that are responsible for the success of these journals.

I am delighted that we had a highly successful annual conference which took place in Monterey, California in person for the first time since 2019. We want to thank Gregory Kivenzor and Weiling Zhuang again for co-chairing the annual conference.

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## FROM THE EDITOR



We are delighted to return with the new edition of the AMS Quarterly. Before we introduce the new issue, we want to take this opportunity to express our deepest gratitude to *Julie Moulard* for her guidance and leadership as President over the last two years, especially during the unprecedented pandemic, and also for her dedication to the Academy for many years. We certainly hope that the spirit of engagement she promoted has been embedded into the fabric of the academy. We also welcome our new President, *Brad Carlson*, with whom we very much look forward to working. He is undertaking so many wonderful initiatives that will take the AMS to the next level.

What a fantastic few months we've had at AMS! Firstly, our annual conference in Monterey Bay was a great success (Here's the fantastic 3-minute recap video from the event: <https://www.youtube.com/watch?v=LPkXX-wKR4s>). A huge thank you to everyone who aided in this effort, especially to the 2022 AMS Annual Conference Co-Chairs Gregory Kivenzor and Weiling Zhuang, who never ceased to amaze us with their continuous devotion to the success of this event. As we go on to New Orleans and Canterbury next year, we encourage everyone to continue to engage and put forth the effort that has made AMS successful to date. The Co-Chairs for the AMS Annual Conference, Cleopatra Veloutsou and Rajesh Iyer, and the Co-Chairs for the AMS World Marketing Congress, Ben Lowe, Dan Petrovici, Michael Czinkota, along with the track chairs, are already hard at work promoting the AMS 2023 conferences. Not surprisingly, submissions are already pouring in long before the submission deadlines.

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# AMS UPCOMING EVENTS

## 2023 Academy of Marketing Science Annual Conference

May 17-19, 2022

Hilton New Orleans Riverside  
New Orleans, Louisiana

Conference Program Co-Chairs:

Cleopatra Veloutsou  
University of Glasgow



Rajesh Iyer  
Bradley University



We invite you to join us for the 2023 AMS Annual Conference at the Hilton New Orleans Riverside. The theme of the conference is “Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs.” Change is the only constant that marketers deal with on a regular basis. However, the recent pandemic brought about change for every individual in the planet. The change was rapid and extreme leading to chaos and testing marketing limits. This pandemic not only brought about changes to technology, but it also reshaped the thinking of consumers and organizations, through behavioral and cultural shifts in the market.



However, human and organizational aspirations to grow and excel remain.

One needs to accept the fact that there may be no going back to the normal we once knew. Instead, one should feel cautiously optimistic that the situation is stabilizing. We need to understand that this is a new beginning. To do so, companies need to identify what they want to achieve and then look

for opportunities that this new normal presents and adjust their tactics and plans to realize those objectives. Our role as academicians is to foresee some of those changes and support the current and future practicing marketers, consumers and stakeholders in both understand-

*continued on page 4*



**AMS Upcoming Events** *continued from page 3*

ing and coping with the change.

For this conference, we welcome you to the new normal and ask you to embrace it, so that it leads you to a brighter future. The upcoming conference is designed to provide a suitable forum for exchange of ideas and developing and expanding marketing theory and practice.

As a return to normalcy, we are planning the event to allow leading marketing thinkers to gather as the crisis subsides,



thereby providing the space for the structured and free-wheeling discussions aiming the recognition of the current challenges and search of the paths to solve problems. The conference is comprised of multiple tracks focusing on particular topics, and each of them serves as a pillar supporting the overall structure of con-

temporary marketing built with shared knowledge and aiming towards the future with informed optimism.

## **2023 Academy of Marketing Science World Marketing Congress**

**July 11-14, 2023**

**Kent Business School,  
University of Kent, Canterbury, UK**

Conference Program Co-Chairs:

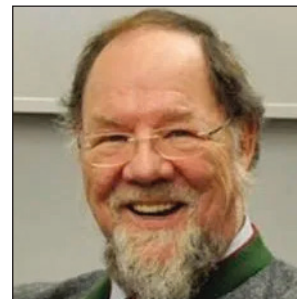
**Ben Lowe**  
University of Kent



**Dan Petrovici**  
University of Kent



**Michael Czinkota**  
Georgetown University



As AMS WMC Program Co-Chairs, we look forward to seeing you at the 2023 AMS 24th World Marketing Congress at the University of Kent in Canterbury, UK from July 11-14, 2023. The theme of the conference is “Bringing the soul back to marketing.” Change is the only constant that marketers deal with on a regular basis—an obvious example being the recent pandemic which brought about change for every individual

on the planet. The change was rapid and extreme with organizations pivoting overnight and testing their marketing capabilities to the limit. This pandemic not only brought about changes to technology, but it also reshaped the thinking of consumers and organizations, through behavioral and cultural shifts in the market. However, human and organizational aspirations to grow and excel remain.

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**AMS Upcoming Events** *continued from page 4*

The “soul” centers our activities and inspirations. Leading on from previous congress themes such as “enlightened marketing”, the AMS WMC 2023 will provide an ideal opportunity for a marketing “pilgrimage” where scholars can reflect on and share ideas about the changing nature and “soul” of marketing as a discipline, in a collegial and open forum. New knowledge tackling global and economic challenges will be developed, presented and explored, continuing a tradition of collegial debate around the concept of marketing and its contribution to business and society at large and further strengthening our academic community

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

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



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**AMS President's Column** *continued from page 1*

We also want to thank all those who attended and contributed to the exceptional quality of the special sessions, workshops, and papers. These can be viewed in the AMS conference proceedings, published by Springer, for global distribution in most libraries. It was wonderful to see so many familiar faces, to reacquaint with old friends, to welcome so many new faces to AMS, and forge countless new friendships from across the globe that will last well into the future. We now look forward to the Annual Conference in New Orleans, Louisiana May 17th-19th, 2023 with Cleopatra Veloutsou and Rajesh Iyer as program chairs. The WMC will be in Canterbury, England July 11th-14th, 2023. Ben Lowe, Dan Petrovici, and Michael Czinkota are the co-chairs of this conference.

As President, I encourage everyone to participate in our activities, programs, and publications. We welcome the new and returning EC and BOG members who are already hard at work to continue advancing AMS and delivering exceptional value for its membership! We are also thrilled to welcome all of the new AMS members who joined us at the Annual Conference or one of our online seminars and workshops for the first time and experienced the incredible fellowship that makes AMS unique from all other marketing organizations. We welcome you to the AMS family and can't wait to see you at AMS Annual Conferences and World Marketing Congresses for many years to come.

The Academy of Marketing Science is unlike any other organization as it provides not only great networking and opportunities to discuss and collaborate on timely and relevant marketing

research ideas, but it also provides an ever-growing circle of friends where everyone is always welcome! It is this commitment to fellowship and excellence that will continue to guide AMS into the future as we continually look for new opportunities to: (1) engage our members to become even more involved with AMS on a global level; (2) help our members to grow professionally, whether that's by improving your research and/or teaching skill sets for your current job through the resources provided by AMS or by advancing your academic career through AMS' vast network; and (3) help AMS further enhance its reputation as a member-focused, international, scholarly, and professional organization dedicated to high standards and excellence in the creation and dissemination of marketing knowledge.

Finally, I want to give special acknowledgement to the outgoing President, Julie G. Moulard. Her leadership has done much to advance AMS during the unprecedented past two years as the leading global marketing academy with approximately half of our membership from outside the United States. Looking forward, Leyland Pitt is the President-Elect and will play a major role in guidance and assistance of all AMS activities. If you have ideas, suggestions, comments, or recommended improvements please contact me, or any of our leadership team. If you want to make a difference, please reach out to the Vice President for Engagement or any member of our leadership team and let them know you want to get more involved. The success and growth of AMS can only be achieved with your help!

Brad D. Carlson

**From the Editor** *continued from page 1*

In this issue, we once again bring you information regarding AMS's activities, including a recap of the 2022 AMS Annual Conference, an introduction to the 2023 Annual Conference and the 2023 AMS World Marketing Congress, associated journal updates, various calls for research grants and journal submissions, dissertation awards, and other news. In the upcoming issues, we intend to continue our series on AMS news and contemporary issues in marketing to aid the continuous development of members of the Academy.

On a personal note, I (Hyunju) want to thank Obi, who has served as an editor for the past 4 years, for all his assistance in preparing the current issue of the AMS Quarterly. As a new editor, I had so much to learn from him. He developed structures and formats that can be easily adapted for future issues of the AMS Quarterly. As someone who had only enjoyed the luxury of receiving each issue of AMS Quarterly but has never been on the publication side, his system gave me a great starting point.

Obi, your legacy will live on! I also want to send my deepest respect and thanks to all the selfless contributors who have sent me requested materials and more. Their invested time and efforts to make the current issue fuller and better than ever before are greatly appreciated.

Finally, we ask that you send us any news, photos, articles, or suggestions you deem to be relevant for the next issue to [hshin13@kennesaw.edu](mailto:hshin13@kennesaw.edu).

Have a fantastic Fall semester.

—Hyunju Shin, Editor of AMS Quarterly  
& Vice President of Communications  
Kennesaw State University, [hshin13@kennesaw.edu](mailto:hshin13@kennesaw.edu)

—Obinna O. Obilo, Guest Editor of AMS Quarterly  
& Vice President of Global Membership  
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# THE 2022 AMS ANNUAL CONFERENCE, MONTEREY



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**The 2022 AMS Annual Conference, Monterey** *continued from page 7**continued on page 9*



**The 2022 AMS Annual Conference, Monterey** *continued from page 8**continued on page 10*



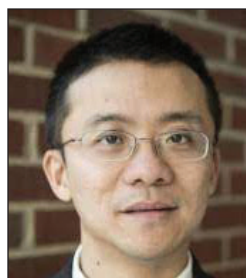
**The 2022 AMS Annual Conference, Monterey** continued from page 9

## *Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs*

2022 AMS Conference Co-Chairs:



**Gregory Kivenzor**  
University of Connecticut



**Weiling Zhuang**  
Eastern Kentucky  
University

The 2022 Annual AMS Conference, held in the Portola Hotel in the heart of downtown Monterey, CA was a great success. As a return to normalcy when the global pandemic crisis subsides, the conference allows 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 480 submissions and 370+ registrations.

The conference provided a fascinating program, ranging from 22 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.

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 Annual Doctoral Competition for Conceptual Articles, and a special closed-door session.

For those looking for teaching inspirations, the Marketing Pedagogy & Education track (chaired by Wendy Ritz and Marco Wolf) offered competitive sessions as well as two highly popular and over-subscribed teaching certificate programs: one on Teaching Digital Marketing (led by Debra Zahay, Janna Parker, and Kevin James), and one on Teaching Marketing Analytics (led by Haya Ajjan, Dana Harrison, and Scott Ryan).

As mentioned at the Awards Luncheon, 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 2022 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 Shuang Wu, Obinna Obilo, and Felipe Pantoja, 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 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 2022 Annual Conference awards:

- The prestigious *M. Wayne Delozier Best Conference Paper Award* went to Zhezhu Wen and Iryna Pentina, for their manuscript: “Information Overload in Voice-Based Alexa Shopping: Does Customer Involvement Play a Role?”
- The *William R. Darden Award Best Research Methodology Paper* went to Mark Cleveland, Sam Ghebrai, and Pankhuri Malik for their paper titled: “Within and Between Two Worlds: Mixed Ethnic Identity Scale Development and Nomological Validity.”
- The *Stanley C. Hollander Best Retailing Paper Award* went to Alex Mari, Andreina Mandelli, and René Algesheimer for their contribution: “Shopping with Voice Assistants: How Empathy Affects Decision-Making Outcomes.”
- The *Jane K. Fenyo Award for Best Student Paper* went to Valeria Penttinen for her work titled: “Hi, I’m Taking Over This Account! Leveraging Social Media Takeover in Fostering Parasocial Interaction with Brands.”

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### The 2022 AMS Annual Conference, Monterey continued from page 10

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 Ali Anwar from Wilfrid Laurier University, Canada, for his work titled: "Sales Enablement in Young Ventures: Essays on the Role of Resilience and Internal Social Capital in coping with Adverse Disruptions."
- The *Mary Kay Dissertation Competition* was won by Ishita Chakraborty for her dissertation titled: "Attribute Sentiment Scoring with Online Text Reviews: Accounting for Language Structure and Missing Attributes."

The Sheth Foundation Best Paper Award for JAMS was awarded to Ming-Hui Huang and Roland Rust for their paper "A Strategic framework for Artificial Intelligence in Marketing."

Finally, Dr. Eli Jones received the 2022 AMS Cutco/Vector Distinguished Marketing Educator Award.

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

Where to next? The 2023 AMS conference will take place in New Orleans May 17-19, 2023. The conference co-chairs Cleopatra Veloutsou (University of Glasgow) and Rajesh Iyer (Bradley University) are preparing a wonderful program on the conference theme "Welcome to the New Normal: Life After the Chaos". We hope to see you there for another inspiring conference!

Best Regards,

Gregory Kivenzor and Weiling Zhuang,  
2022 AMS Conference Co-Chairs

## Award Recipients



The recipients of the **2022 M. Wayne Delozier Award for the Best Conference Paper** are Zhezhu Wen and Iryna Pentina (2nd R), for their manuscript:

*"Information Overload in Voice-Based Alexa Shopping: Does Customer Involvement Play a Role?"*

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



The recipients of the **2022 William R. Darden Award for the Best Research Methodology Paper** are Mark Cleveland (2nd

R), Sam Ghebrai, and Pankhuri Malik for their paper titled: *"Within and Between Two Worlds: Mixed Ethnic Identity Scale Development and Nomological Validity."*

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



The recipients of the **2022 Stanley C. Hollander Award for Best Retailing Paper** are Alex Mari (2nd R), Andreina Mandelli, and René Algesheimer

for their paper titled: *"Shopping with Voice Assistants: How Empathy Affects Decision-Making Outcomes."*

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



The recipient of the **2022 Jane K. Fenyo Award for the best Student Paper** is Valeria Penttinen from Hanken School of Economics, Finland for her work titled: *"Hi, I'm Taking Over This Account! Leveraging Social Media Takeover in Fostering Parasocial Interaction with Brands."*

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

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**The 2022 AMS Annual Conference, Monterey** continued from page 11



The **AMS Psychology & Marketing Special Award** recipients are Silke Bambauer-Sachse and Ashley Young (2nd L) from

University of Fribourg, Switzerland, for their work titled: *"Intention to Spread E-WOM about Dynamic Pricing for Goods and Services: The Roles of Feeling Exploited and Perceptions of Price Complexity"*. This paper was submitted to the Pricing, Retailing, and Personal Selling Track.

Other recipients of the **AMS Psychology & Marketing Special Award** are Marta Massi from Trent University, Canada, Chiara Piancatelli from SDA Bocconi, Italy, and Andrea Vocino from Deakin University, Australia, for their work titled: *"Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity"*. This paper was submitted to the Omni-Channel and Supply Chain Management Track.

The **AMS Psychology & Marketing Special Awards Honorable Mentions** include Gabriele Pizzi, Virginia Vannucci, Valentina Mazzoli, and Raffaele Donvito for their work titled: *"I, Chatbot! The Impact of Anthropomorphism And Gaze Direction On Willingness To Disclose Personal Information And Behavioral Intentions"*, Shuang Wu, Nina Krey, and Ye Han for their work titled: *"Purchasing the Threat Away: Emotional Consumption and Behavioral Responses to an Ongoing Crisis"*, and Zhezhu Wen and Iryna Pentina for their work titled: *"Information Overload in Voice-Based Alexa Shopping: Does Customer Involvement Play a Role?"*.



The **2022 Mary Kay Dissertation Proposal Award** went to Ali Anwar (2nd L) from Wilfrid Laurier University,

Canada, for his work titled: *"Sales Enablement in Young Ventures: Essays on the Role of Resilience and Internal Social Capital in coping with Adverse Disruptions."*

The recipient of the **2022 Mary Kay Dissertation Competition Award** is Ishita Chakraborty (2nd R) from Yale University for her dissertation titled: *"Attribute Sentiment Scoring with Online Text Reviews: Accounting for Language Structure and Missing Attributes."*

The **2022 Mary Kay Dissertation Competition Finalists** were Alexander Fulmer (3rd R) from Yale University with his dissertation "Questioning the Intuitive Preference for Intentionality" and Jen Riley (3rd L) from Kennesaw State University with her dissertation *"The Impact of Mergers and Acquisitions on the Sales Force."*



The **Harold W. Berkman Service Award** went to Adilson Borges, Neoma Business School, France.

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.



The **Parasuraman-JAMS Long-Term Impact award** went to Leonard L. Berry, Texas A&M University, USA.



The **Sheth Foundation Best Paper Award for JAMS** was awarded to Ming-Hui Huang and Roland Rust for their paper "A

*Strategic framework for Artificial Intelligence in Marketing."*



The **AMS Review 2021 Outstanding Reviewer Award** was provided to Heiko Wieland at California State University, Monterey Bay.

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**The 2022 AMS Annual Conference, Monterey** *continued from page 12*

The AMS Review Editor's Special Recognition Award 2020 went to Manjit Yadav at Texas A&M University.

AMS recognizes the outstanding career achievement and tremendous global impact of a marketing scholar. Dr. Eli Jones is a Professor of Marketing, Peggy Mays Eminent Scholar, and the former Dean of Mays Business School at Texas A&M University.

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.



Dr. Eli Jones has been named 2022 Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator

Professor Eli Jones of Texas A&M University has been named as the 2022 AMS/ CUTCO-Vector Distinguished Marketing Educator by the Academy of Marketing Science (AMS). With this annual award,



  
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# 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 impactful marketing journals with a 2-year impact factor of 14.90. 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. Downloads and citations of AMSR articles are growing and the reach of the Journal is continuing to expand. Recently social media follower base has also grown rapidly. We appreciate your support of our publications.

## Journal of the Academy of Marketing Science



**John Hulland**  
Editor-in-Chief



**Laurie Marshall**  
Managing Editor



**Mark Houston**  
Editor

### New Impact Factors and Special Issues

The most recent JCR/ISI impact factor scores continue to provide good news for *JAMS*. For the fifth year in a row, *JAMS* has the highest 5-year impact factors of the top five Marketing

journals (all included on the Financial Times 50 (FT 50) list). The *Journal of Marketing* has a slightly higher 2-year impact factor for 2021, but *JAMS* is a close second. Below is a summary of the impact factors for these journals, from 2018 to 2021:

|             | FT50 | 2018 IF<br>5-year/2-year | 2019 IF<br>5-year/2-year | 2020 IF<br>5-year/2-year | 2021 IF<br>5-year/2-year |
|-------------|------|--------------------------|--------------------------|--------------------------|--------------------------|
| <b>JM</b>   | Yes  | 8.83/7.82                | 9.92/5.27                | 15.33/9.46               | 15.74/15.36              |
| <b>JMR</b>  | Yes  | 6.01/4.2                 | 6.54/4.23                | 8.17/5.00                | 8.64/6.66                |
| <b>JCR</b>  | Yes  | 6.47/4.7                 | 7.37/6.21                | 9.21/7.00                | 11.12/8.61               |
| <b>MS</b>   | Yes  | 3.60/2.49                | 4.04/3.02                | 5.29/3.72                | 6.14/5.41                |
| <b>JAMS</b> | Yes  | 10.79/9.36               | 12.50/7.96               | 21.32/9.41               | 17.99/14.90              |

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**AMS Official Publications** *continued from page 14*

Last year we received a total of 755 new submissions. Since *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.

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

- ***Reimagining Marketing Strategy*** (edited by Plangger, Montecchi, de Ruyter, Keeling, Scott, and Dahl). Submissions will be accepted between September 1 and November 30, 2022.

The grand challenges of climate change and widening

inequalities, alongside current healthcare, social, and economic crises are compelling organizations to reimagine their marketing strategy to make a meaningful contribution for a better world. In this special issue, we challenge researchers to widen the strategic scope and consider three complementary principles to guide the transformation of marketing in becoming *responsible, respectful, and resilient*.

---

**AMS Review**


**Stephen L. Vargo**  
Editor, AMS Review



**Bernie Jaworski**  
Section Editor



**Kaisa Koskela-Huotari**  
Assistant Editor



**Shuang Wu**  
Social Media Manager

**Journal Update**

*AMS Review* continues to find success in its objective of furthering the development of market and marketing theory. Both articles published and citations are increasing. Likewise, readership continues to increase, as evidenced by the steady increase in article downloads—approximately 40% year-over-year. Our social media follower base has also grown rapidly. However, there is still considerable work to be done.

We encourage you to participate by submitting your best conceptual work to us. We are particularly interested in review articles on trending topics. Please also support *AMS Review* by following/friending us and retweeting/sharing our posts in social media—Twitter (@AMSReview), Facebook (@amsreviewupdates), and LinkedIn (@AMSReview).

**2021 AMS Review Awards**

We are delighted to announce the recipients of the Best Paper Award and the Outstanding Reviewer Award for 2021. Warm congratulations to all the winners!

**Best Paper 2021**

Advancing marketing theory and practice: guidelines for crafting research propositions Volume 11, Issue 3-4 (December 2021)

Wolfgang Ulaga, INSEAD Europe Campus, France

Michael Kleinaltenkamp, Freie Universität Berlin, Germany

Vishal Kashyap, University of Graz, Austria

Andreas Eggert, Freie Universität Berlin, Germany

*continued on page 16*

**AMS Official Publications** *continued from page 15***Outstanding Reviewer 2021**

Heiko Wieland, California State University, Monterey Bay, USA

**The Winners of the AMS Review–Sheth Foundation 2022 Annual Doctoral Competition for Conceptual Articles**

The *AMS Review–Sheth Foundation 2022 Annual Doctoral Competition for Conceptual Articles* competition (ADCCA) encourages doctoral students to identify and publish impactful conceptual ideas; and connects them with leading marketing scholars who provide feedback and mentoring to enhance their conceptual contribution. The 2022 ADCCA was co-chaired by Suvi Nenonen (Stockholm School of Economics, Sweden), Hope Jensen Schau (University of Arizona, US) and EIC Stephen L. Vargo. It generated 43 submissions from doctoral students worldwide. The six most promising were selected as winners and another six as runners-up.

The winners of the 2022 competition are (listed alphabetically):

“Consumers and Artificial Intelligence: Synthesis of Current Knowledge”

Kimia Aghayi, Hanken School of Economics, Finland  
Martina Čaić, Aalto University, Finland  
Robert Ciuchita, Hanken School of Economics, Finland

“Environmentally Friendly but Perceptually Futile? A Comprehensive Review of Green Initiatives and Customer Responses”

Dan Bradbury, Florida State University, USA

“Re-Positioning the Present Moment: Effects of Mindfulness on Consumer Behaviour”

Amy Errmann, University of Auckland, New Zealand

“Reconceptualizing Digital Marketing Capabilities: A Systematic Literature Review”

Onur Osmanoglu, Koç University, Turkey  
Aysegül Özsoy, Koç University, Turkey

“A Practice Theoretic Perspective on Influence”

Gulay Taltekin Guzel, York University, Canada  
Eileen Fischer, York University, Canada

“Exploring Personalization from a Customer Experience Perspective”

Jakob Weidig, University of Stuttgart, Germany  
Marco Weippert, University of Stuttgart, Germany

The runners-up proposals of the 2022 competition are authored by (listed alphabetically):

Lennay M. Chapman, Baruch College, USA  
Amela Dizdarevic, Aston University, UK  
Scott Hachey, University of Hawai'i at Manoa, USA  
Serwaa Karikari, Morgan State University, USA  
Priya Premi, Indian Institute of Management, India  
Emma Welch, University of Mississippi, USA

The next call *AMS Review–Sheth Foundation Annual Doctoral Competition for Conceptual Articles* for 2023 submissions will be published in October 2022 on AMS Review's website. It will be open to current, or recently completed, doctoral students.

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# CONTEMPORARY ISSUES IN MARKETING

## Bridging The Gap: Special Session On Startups

By

Antonio Hyder,

*Director of H/F Research Silicon Valley*

AMS 2022 in Monterey held the special session “Marketing science at the service of innovative startups, and vice versa” where 4 technology startups presented their research co-authored with a marketing PhD. Participants startups were: 1. Quarrio Artificial Intelligence presented by CEO and founder K.G. Charles-Harris; 2. H/F Fintech Capital by founder and CEO Jonathan Nelson; 3. TNL Digital News and Media by CEO Joey Chung; and 4. Social Status by CEO and founder Tim Hill.

Startups are a source of job creation due to their forceful nature. Technology ecosystems are developing across the world under the watchful eye of investors and policy makers who pursue impactful innovation based on research. The session at AMS was monitored by a distinguished panel of discussants specialised in technology ecosystem development: representing policy was Dr Cynthia Arnson, distinguished scholar at the Woodrow Wilson Research Centre Washington; representing investment was Delilah Panio vice president of the Toronto Stock exchange; and for academia, applied marketing research Professor Otto Regalado from ESAN University.

The Academy of Marketing Science was the perfect place for conducting this novel session, as since its inception, the goal of AMS (and JAMS) is to stress good marketing theory that can be useful to practitioners - to serve as a bridge between the academic community and the business world. For the 4 startup CEOs, the need for this bridge is obvious and indeed are eager to adopt marketing science to their advantage. By participating in AMS they have confirmed their interest in working with marketing academics and adopting research, as well as providing data and co-developing new theories and models influenced by evolving business practice. In the session, they all agreed that the symbiosis of putting marketing science to practice, solving managerial problems and networking within the academy, can indeed contribute to the elevation and influence of the discipline.

Marketing, as a professional discipline, is taught at business schools, where many startup ideas take place thus becoming a source of new firms. However, managers use their mental models, intuition and experience more than theories, concepts and academic models, hence are prone to a range of systematic errors and biases. In this light, seasoned researchers have already lamented the relatively low level of practical use of successful marketing models, and have pointed out that more emphasis should be placed on the application of marketing science to industry problems, rather than just on rigor per se.

The startups were sourced by Hackers and Founders (H/F) global startup community, where the session chair, Dr. Antonio Hyder manages H/F Research. Dr. Hyder is a tech engineer who completed his marketing PhD with the aim of solving the business challenge he encountered whilst managing a tech startup. From his stance of purposely working with the bridge actors, he argues that marketing science can indeed be ahead of other disciplines if it helps tackle the complexities of the real world. In fact, marketing science jobs are currently flourishing in data driven technology corporations grown from startups, conducting their own in-house marketing science by hiring researchers (e.g. Meta research <https://research.facebook.com>). Finally, the consolidation of new behavioural disciplines such as QuantUX for the prototyping of new tech products, as used within Google, Pinterest or Instagram, are based on marketing science techniques from a decade ago.



### Author Bio

**Antonio Hyder** is Director of H/F Research Silicon Valley and a member of the department of Applied Marketing at the University A Coruña, Spain. Until 2024, he is a distinguished EU researcher at Miguel Hernandez University, Spain, in the department of AI and Robotics.

# SCHOLARSHIP AND RESEARCH

## AMS Board of Governors (BOG): Call for Building the Bridge Research Grant Proposal

Grant Webpage: [www.ams-web.org/page/BuildingtheBridge](http://www.ams-web.org/page/BuildingtheBridge)

### Call for Proposals

In recognition of 50 years of service by Harold W. Berkman, the late Executive Vice-President and Director, 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 important practical research problem that can be addressed by a research project in a timely fashion. To be clear, positive academic efforts with no clear and strong aim at improving marketing practice will not be funded.

A proposal packet should be prepared as a MS Word document using 12-point Calibri or Times New Roman font (1" margins all around). 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 important and 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 organizations that would benefit from answers to the research questions are definitely encouraged
3. A budget indicating the total amount of funding requested (maximum of \$15K) and how those funds will be used
4. A timeline for completion of the project that includes points involving significant use of funds
5. Bios for the PI and any co-investigators (co-investigators actively engaged in marketing as a practitioner are definitely encouraged)
6. Appendices for references or supplementary information

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 2023 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, 2022
- Submit by email to: [bbabin@bus.olemiss.edu](mailto:bbabin@bus.olemiss.edu)
- Funds will be disbursed in the name of the PI to the affiliated Institution (i.e., University or School)
- Support from the funds should be prominently acknowledged in all public dissemination of the research.

For more information on Harold Berkman's legacy and the motivation for this grant, please see the following articles:

- Babin, B. J., & Krey, N. (2021). How could anyone forget Harold W. Berkman? *Journal of the Academy of Marketing Science*, 1-4.
- Babin, B. J., Moulard, J. G., & Lindquist, J. D. (2021). A bridge to relevance: on the history of the Academy of Marketing Science®(AMS). *AMS Review*, 11(3), 454-463.

Approved by Board in 2019 and revised in 2022.



**Scholarship and Research** *continued from page 18*

## Journal of Advertising Special Issue

### *Inclusive Advertising for a Better World*

Submission window: January 15 - February 1, 2023

Special Issue Webpage: [https://think.taylorandfrancis.com/special\\_issues/journal-advertising-inclusive/](https://think.taylorandfrancis.com/special_issues/journal-advertising-inclusive/)

#### Special Issue Editors:

Giampaolo Viglia, University of Portsmouth, UK, [JAinclusive@gmail.com](mailto:JAinclusive@gmail.com)

Gopal Das, Indian Institute of Management Bangalore, India

Wan-Hsiu Sunny Tsai, University of Miami, USA

Iryna Pentina, University of Toledo, USA

#### Special Issue Information:

The expansion of various social and cultural norms across identity categories such as race, gender, sexuality, physicality and ability underscores the need of “inclusive” advertising that can appeal to individuals who resonate with diverse and changing demographic and psychographic groups (Lisandru and Cui, 2018). Lack of understanding of and respect for diversity can lead to detrimental effects on consumer wellbeing, such as marginalization, identity or stereotype threats (Henderson and Rank-Christman, 2016). Given the longstanding criticism of invisibility and stereotyping of minorities in advertising, as well as the recent controversies surrounding “woke advertising” as exploiting diversity and inclusion movements, it is crucial for research to provide theoretical and strategic insights on advertising inclusivity, or lack thereof, to understand the social and cultural impacts of advertising.

Diversity in advertising has been examined through various aspects (e.g., gender roles, cultural identity, political ideology, religious and spiritual appeals; Eisend, 2019; Milfeld, Haley and Flint, 2021; Northey et al., 2020; Waller and Casidy, 2021) for developing more personalized advertising. However, recent studies suggest that advertising messages featuring ethnic and religious minority brand endorsers (Rößner, Gvili and Eisend, 2021), as well as ads targeting African Americans and older consumers (Franklin, 2014; Rosenthal et al., 2021) fail to meaningfully engage with these communities. Similarly, people with disabilities remain largely absent in advertising representations (Timke, 2019). Recent years have witnessed an increase of ads promoting diversity and inclusion (e.g., The Financial Express, 2022; CU Boulder Today, 2022) that may break existing boundaries. At the same time, recent industry surveys suggest that almost half of the interviewed American consumers (42%) strongly care about inclusivity in advertising and may boycott brands that fail to represent diversity (Statista, 2021). Furthermore, research shows that consumers who feel alienated or marginalized from brands can experience threats to their wellbeing (e.g., Kipnis et al., 2021). Therefore, research

on inclusivity in advertising and on how to develop advertising for a diverse world is extremely needed both for the benefit of consumer wellbeing and for that of brand performance and reputation.

Recognizing diversity in advertising can elicit varied responses from different consumers (e.g., Choi et al., 2020; Taneja, 2020), this special section aims at addressing inclusive advertising by encouraging research related to the following areas:

- Exploring the relationship between inclusive advertising and consumer well-being
- Examining factors driving the effectiveness of inclusive advertising campaigns and the associated boundary conditions (e.g., consumer self-identification, personality, product involvement)
- Conceptualizing diversity, equity, and inclusion in the media, advertising, public relations, and marketing industries, especially in relation to how agencies help connect advertisers and diverse market segments
- Identifying effective strategies to communicate inclusivity in advertising to engage with both minority and majority consumers
- Highlighting the varied needs, concerns, and experiences of different minority groups in relation to inclusive or niche-targeted advertising
- Proposing new methodologies to explore under-researched, marginalized consumer groups’ advertising responses, consumption patterns, and brand relationships
- Addressing the social, ethical, and political implications of artificial intelligence-powered advertising personalization in enabling or hindering advertising inclusivity
- Discussing the power dynamics between advertisers, digital media intermediaries, and consumer activists in promoting, negotiating, or resisting diversity and inclusivity movements via advertising.

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**Scholarship and Research** continued from page 19

## 2023 Ams Mary Kay Doctoral Dissertation Competition

### Competition Chairs

**Victoria Bush, University of Mississippi**

email: vbush@bus.olemiss.edu

**Joyce Zhou, University of Louisiana Monroe**

email: zhou@ulm.edu

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, 2022—December 31, 2022 are eligible for the AMS Mary Kay Doctoral Dissertation Award. A completed dissertation is defined as one successfully defended during the 2022 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, 2022—December 31, 2022 are eligible for the AMS Mary Kay Doctoral Dissertation Proposal Award. Candidates for this award should have completed a successful proposal **defense** within the 2022 calendar year. Candidates who completed their dissertation defense in 2022 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,

#### SUBMISSION DEADLINE: OCT 15, 2022

**For each category**, the winner will receive \$600 and a one-year membership in the Academy of Marketing Science. Two runners up will receive \$500 each. To submit an entry, please submit an electronic copy **via EMAIL** to the Competition Chairs. 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 2023 AMS Annual Conference*

### ADDITIONAL INFORMATION

Before the 2023 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.*



**Scholarship and Research** *continued from page 19*

## Why Participate in the AMS Mary Kay Doctoral Dissertation Competition?

### Competition Chairs

**Victoria Bush, University of Mississippi**

email: vbush@bus.olemiss.edu

**Joyce Zhou, University of Louisiana Monroe**

email: zhou@ulm.edu

### Get feedback from leading Marketing scholars

With the number of submissions and rejections increasing across the major Marketing journals, having feedback from leading Marketing scholars **before** submitting your articles is critical to increase your chances of publication. By sending your entry, two knowledgeable scholars from your research area will review your work and give you feedback. This will help you fine-tune your research as you prepare it for submission.

### Increase your visibility and academic reputation

An important aspect of your career is to establish your academic reputation. By sending your entry, you will have the opportunity to be a finalist and present at the AMS Annual Conference in Monterey, CA. Aside from improving your reputation this can also help you become more visible in the job market through networking with other academics.

### Network with industry leaders

The competition is generously sponsored by Mary Kay, a leading direct selling company with a presence in more than 35 markets on five continents. Competition finalists will

have the chance to network with Mary Kay top executives.

Improving such industry connections can inspire your research and teaching, as well as lead to valuable research project opportunities.

### Structure and fine-tune your research program

Whether you're conducting experimental, econometric, or conceptual work, adequately writing and structuring your dissertation is key for graduation and future journal submissions. Investing the time in developing and sending your entry means you'll set aside time and resources towards such structuring. This can give you a much clearer picture of the direction of your research and its publish ability.

### Fund your future research

Developing your research portfolio often necessitates substantial resources for subject compensation, hardware and software acquisition, and other expenses. By sending your entry, you will have the opportunity to earn up to a \$600 award that can help towards that end, in addition to receiving a one-year membership in the Academy of Marketing Science.

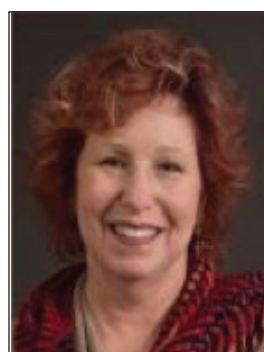
## Previous Mary Kay Dissertation Award Winners (1993–2007)



**J. Brock Smith ('93)**  
(U of Western Ontario)  
Prof., U. of Victoria



**Doug Vorhies ('94)**  
(U. of Arkansas)  
Prof., U. of Mississippi



**Carol Bienstock ('95)**  
(Virginia Tech)  
Prof., Radford U.



**Sandy Jap ('96)**  
(U. of Florida)  
Prof., Emory U.

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**Scholarship and Research** *continued from page 21*

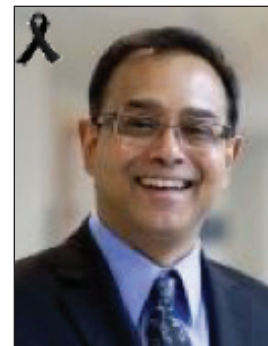
**Chris Styles ('97)**  
(London Bus. Sc.)  
Dean, UNSW Australia



**Rajesh Chandy ('98)**  
(U. of Southern Calif.)  
Prof., London Bus. Sc.



**Chris White ('99)**  
(Texas A&M)  
Assoc. Prof., Tx.  
Christian U.



**MB Sarkar ('00)**  
(Michigan State)  
Prof. Temple U



**Essam Ibrahim ('01)**  
(U. of Edinburgh)  
Prof., U. of Edinburgh



**Christine Vallaster ('01)**  
(U. of Innsbruck)  
Prof., FAS Salzburg



**Yue Pan ('02)**  
(U. of Georgia)  
Prof., U. of Dayton



**Alina Sorescu ('03)**  
(U. of Houston)  
Assoc. Prof., Texas A&M



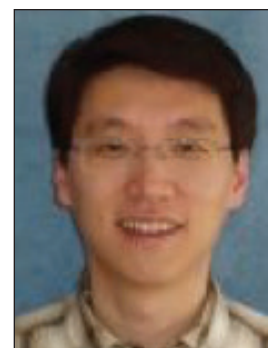
**Xing Pan ('04)**  
(U. of Maryland)  
Asst. Prof.,  
UC-Riverside



**Chiharu Ishida ('05)**  
(Virginia Tech)  
Prof., Illinois State U.



**C. Fred Miao ('06)**  
(U. of Missouri-Colombia)  
Asso. Prof., U.T. Arlington



**Jun Ye ('07)**  
(Case Western)  
Prof., Xiamen U.

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**Scholarship and Research** *continued from page 22*

## Previous Mary Kay Dissertation Award Winners (2007 – 2022)



**Babu J. Mariadoss ('08)**  
(U. of Houston)  
Assoc. Prof., Wash.  
State U.



**J. Andrew Petersen ('09)**  
(U. of Connecticut)  
Assoc. Prof., Penn State U.



**Anita Luo Pawluk ('10)**  
(U. of Connecticut)  
Asst. Prof., Georgia  
State U.



**Doug Chung ('11)**  
(Yale U.)  
Ass. Prof., Harvard U.



**Mark Groza ('12)**  
(U. of Mass. Amherst)  
Prof., Northern Illinois U.



**Sue Ryung Chang ('13)**  
(New York U.)  
Asst. Prof., U. of Georgia



**Courtney Szocs ('14)**  
(U. of South Florida)  
Asst. Prof., Louisiana  
State U.



**Alice Li ('15)**  
(U. of Maryland)  
Ass. Prof., Ohio State  
U.



**Sarang Sunder ('16)**  
(Georgia State U.)  
Asst. Prof., Texas  
Christian U.



**Jee Won (Brianna)  
Choi ('17)**  
(Georgia State U.)  
Asst. Prof., U. of South  
Florida



**Tobias Otterbring ('18)**  
(Karlstad U.)  
Asst. Prof., Aarhus U.



**Kiran Pedada ('19)**  
(Texas Tech)  
Asst. Prof., Indian S. of  
Business

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**Scholarship and Research** *continued from page 23*

**Stijn Maesen ('20)**  
(KU Leuven)  
Asst. Prof., Imperial Busi.



**Irene Nahm ('21)**  
(U. of Houston)  
Asst. Prof., U. of  
Minnesota



**Ishita Chakraborty ('22)**  
(Yale U.)  
PhD Candidate

**Previous Mary Kay Dissertation Proposal Winners (2015 – 2022)**

**Lura Forcum ('15)**  
(U. of Indiana)  
Asst. Prof., Clemson U.



**He (Michael) Jia ('16)**  
(U. of Southern Calif.)  
Asst. Prof, U. of Hong Kong



**Anita Pansari ('17)**  
(Georgia State U)  
Asst. Prof., Michigan  
State U.



**Daniel M. Zane ('18)**  
The Ohio State U.  
Asst. Prof., U. of Miami



**Li Shaobo ('19)**  
(Nanyang Technological U.)  
S.U.S.T., P. R. China



**Eunyoung Jang ('20)**  
(Oklahoma State U.)  
Instructor, OK. State U.



**Bowen Luo ('21)**  
(U. of Rochester)  
Asst. Prof., Louisiana  
State U.



**Ali Anwar ('22)**  
(Wilfrid Laurier U., Canada)  
PhD. Candidate



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Academy of Marketing Science College of Business  
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### Questions?

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

## THE EXECUTIVE DIRECTOR AND BOARD OF GOVERNORS' CORNER



**Barry Babin**  
 University of Mississippi

First, a big thanks to all who attended the AMS Annual Conference in Monterey. What a sigh of relief to be back to in-person conferences where AMS can really distinguish itself as the most inviting professional association in academics. It was great to honor Eli Jones, Adilson Borges, and Len Berry with their respective Academy Awards (Cutco-Vector Distinguished Educator, Harold W. Berkman Service Award, and Parasuraman Award for Long-term Impact, respectively.)

Second, on behalf of the BOG and the entire AMS Leadership team, sincere condolences are extended to the Berkman family on the passing of Muriel Berkman on May 16, 2022. Funeral services were held on June 15th and she was laid to rest in the South Florida National Cemetery alongside Harold Berkman. Harold worshipped Muriel and in many ways, lived the American Dream. Certainly, the two are now reunited and we trust that they know how appreciative we are for the legacy they've left behind both in the Academy of Marketing Science® and the Harold and Muriel Berkman Charitable Foundation.®

Third, the BOG met during the recent annual conference. Among the order of business, the BOG approved the "Building the Bridge" Grant program for an award in 2023. The grants are furthering Harold's legacy that marketing academic research should be relevant to marketing practice. See <https://www.ams-web.org/page/BuildingtheBridge> for details. Grants of up to \$15,000 will be awarded. A Board subcommittee chaired by Jean-Luc Herrmann continues to find ways to bring academics and marketing practice together. A separate subcommittee, chaired by John Ford, continues to develop ideas for AMS's strategy moving forward. In particular, a survey they conducted emphasized the sense of collegiality that epitomizes AMS. The committee is developing ideas to extend ways that AMS serves its

*continued on page 26*

## The Executive Director and Board of Governors' Corner *continued from page 25*

Fellows and the marketing academic community worldwide that are consistent with the AMS mission and values. The Board also approved subcommittees for selecting Academy Award winners for 2023. Please consider nominating AMS Fellows for one of the awards. The Award processes are described here: <https://www.ams-web.org/page/Awards>. In particular, we are seeking nominations for the Cutco-Vector Distinguished Marketing Educator (Linda Golden, Chair of Selection Subcommittee), Harold W. Berkman Service Award (David J. Ortinau, Chair), AMS Global Marketer of the Year (Jean-Luc Herrmann, Chair), and Harold and Muriel Berkman Faculty Development & Achievement Award (Barry J. Babin, Chair). The BOG welcomed two new Governors: Marko Sarstedt and Steve Vargo.

Fourth, based on changes to the AMS Bylaws approved in the recent election, AMS appointed its first Deputy Director, David J. Ortinau. Dave has been a regular at AMS Conferences for decades and has served as Program Chair and on the Board of Governors, among other roles. He is a previous recipient of

the Harold W. Berkman Service Award. Dave will assist the Executive Director in administrative roles and serve in the role of Executive Director when the need arises.

Fifth, AMS welcomes Fritzi Rickles to the administrative team. Fritzi will be working out of the Ole Miss Marketing Department office and will be taking over some of the office management from Marianne Hooper as Marianne focuses her time more on AMS finances. Fritzi has a background in management information systems and will be a big asset to AMS.

Sixth, AMS continues to support international cooperation with the AFM-AMS and AMS-SIM grant programs. See for more information: <https://www.ams-web.org/page/AFMAMS?&hhsearchterms=%22afm-ams%22> This year, a selection committee reviewed over a dozen proposals and awarded six grants of up to \$2,000 each. Look for those presentations at the 2023 AMS Annual Conference.

Barry J. Babin, Executive Director

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## Journal of Advertising Special Issue *continued from page 19*

- Investigating the impacts of “black swan” events (e.g., COVID pandemic) and other sociopolitical forces in a specific cultural context (e.g., recent legalization of same-sex marriage in Chile) on the implementation of and consumer response to inclusive advertising

### Submission Instructions

All manuscripts should be submitted through the *JA* ScholarOne System at <http://mc.manuscriptcentral.com/ujoa>, during **January 15—February 1, 2023**. Authors should select “SPECIAL SECTION: Inclusive Advertising for a Better

World” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Section on Inclusive Advertising for a Better World.

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than **March 2023** on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Special Section is **October/December 2023**.



# AMS Quarterly



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## MEMBERSHIP RENEWAL



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

1. A subscription to JAMS and AMS Review are included in your membership price. In addition, free online access to JAMS and AMS Review are available to members through <http://www.ams-web.org>. AMS Review is increasingly regarded as a leading marketing journal and it is now in the ABS, the UK based ratings/groupings. Understanding that theory is the fuel for research, AMS Review publishes thoughtful commentaries that offer insights and perspectives extending knowledge and understanding of marketing-related phenomena.
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