

# AMS Quarterly



Academy of Marketing Science

Spring 2019 Volume 19 Number 1

## AMS President's Message



The Academy of Marketing Science continues to lead the marketing discipline in important contributions to knowledge. We exist to serve our members and advance the professional field of marketing through our publications including: *The Journal of the Academy of Marketing Science*, *AMS Review*, and of course through our conferences.

We are all looking forward to the annual conference in Vancouver, Canada (May 29-31). Thanks to Jeannette Mena and Altaf Merchant, we will have an excellent program with almost 500 in attendance. We are also looking forward to the World Marketing Congress in Edinburgh, Scotland (July 9-12). Tina Harrison and Mary Brennan are co-chairing the congress, and we anticipate another excellent event.

AMS conferences are unique in the marketing discipline because of the number of events that provide a collaborative environment for networking and interacting with colleagues. The annual conference in Vancouver includes 376 papers/presentations, with the consumer behavior and digital marketing & social media tracks leading the paper count. Our uniqueness is also exemplified by our continued internationality; approximately 56% of our 1066 members are from outside the United States. Simply stated, our conferences provide the ideal environment to meet, learn, and enjoy interacting with attendees from diverse backgrounds.

Finally, the marketing discipline is undergoing dramatic change, as technology is evolving the way we engage consumers. The consumer experience is being advanced and challenged by Artificial Intelligence enabled by predictive analytics, software bots, robots, drones, digital connections, and blockchain information systems. Frontline services focusing on the point of contact between a business and its customers are being enabled by these technologies. These changes provide new opportunities for research and the development of knowledge in almost every area of marketing. AMS will continue to lead the way with

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## FROM THE EDITOR



2018 was another fantastic year for AMS on all fronts: two successful conferences in New Orleans and Porto, the continued successful expansion of our membership, and the unbound successes of both the *AMS Review* and *JAMS*. We expect to continue these successes in 2019.

Our fantastic conferences are once again right around the corner, as we're heading to vivacious Vancouver in just a few weeks and the enchanting Edinburgh not long after. If you haven't already, please sign up and join us in one or both events, we certainly look forward to seeing you! 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 conferences and the wonderful host cities.

Finally, the new column on 'contemporary issues of concern in marketing' successfully discussed two topics (data fraud & cross-cultural research) in the last few issues. We will continue to bring relevant topics to the membership through the AMSQ platform.

As always, we once again ask that you send us any news, photos, articles, or suggestions you deem to be relevant for the next issue to [obilolo@cmich.edu](mailto:obilolo@cmich.edu).

Looking forward to seeing you all in Vancouver!

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# AMS UPCOMING EVENTS

## 2019 Academy of Marketing Science Annual Conference

May 29-31, 2019

**Fairmont Hotel Vancouver, Vancouver, Canada**

Conference Program Co-Chairs:

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**Jeannette A. Mena**

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Greetings!!

We are looking forward to welcoming you to beautiful Vancouver for the 2019 AMS Annual Conference (29th-31st May) in the Fairmont Hotel. The theme of the conference is “*Marketing Opportunities and Challenges in a Changing Global Marketplace.*” This year, we received a record number of submissions (521) and would like to thank our track chairs

and reviewers for all their diligence, hard work, and help in building the conference program.

We have an amazing line up of thought-provoking, stimulating, and cutting-edge paper presentations, panel discussions, meet the editors, and special sessions. In addition to this, optional certificate workshops are being offered on Teaching Digital Marketing (29th May) and Teaching



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

Marketing Analytics (31<sup>st</sup> May). There are also several special events for doctoral students: Doctoral Colloquium track; Doctoral Consortium (31<sup>st</sup> May-1<sup>st</sup> June); Mary Kay dissertation competition; and AMS Review – Sheth Foundation 2019 Annual Doctoral Competition for Conceptual Articles.

If you want to kick back and relax, you can take the optional sunset dinner cruise ([https://cdn.ymaws.com/www.ams-web.org/resource/resmgr/2019\\_ac/vancouver\\_2019\\_sunset\\_dinner.pdf](https://cdn.ymaws.com/www.ams-web.org/resource/resmgr/2019_ac/vancouver_2019_sunset_dinner.pdf)) on May 29<sup>th</sup> or 30<sup>th</sup> at a special rate for AMS, or explore and

wander about in the numerous attractions, activities, and tours the city offers (<https://www.tourismvancouver.com>).

In summary, this year's conference promises to be another memorable event with plenty of opportunities for research, networking, exploring, relaxing, and most importantly, having fun with old friends and making new ones!!

See you soon!

—Altaf Merchant and Jeannette A. Mena  
Conference Co-Chairs



## VANCOUVER: AN EXPERT GUIDE



Karen Robson & Matt Wilson  
(w. Darwin)

In anticipation of the Annual Conference this year, Obi asked us for a writeup about things to do while in Vancouver. We lived in Vancouver for ten years and are so excited that the Annual Conference is coming to this fantastic city. If you are planning

on attending the conference this year, we hope that you have booked some extra time to enjoy what the city has to offer – and in this column we give you our best advice on how to budget your time.

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

Vancouver has an intricate network of bike paths and the world's longest uninterrupted waterfront path (known locally as the 'seawall'), making it a great city to explore on a bicycle. There are plenty of places to rent bikes and lots of popular bike routes. One especially popular bike route is the seawall around Stanley Park. This is about a 10km loop—and fully worth it. The seawall is also pedestrian friendly.



Stanley Park itself—whether on bike, on foot, or via car—is worth a visit. It houses the wonderful Vancouver Aquarium, beautiful gardens, beaches, and quaint restaurants.

Granville island is probably listed on most tourist guides to the city—and with good reason. There is an excellent market there where you can buy lots of delicious treats, there are a number of great restaurants and cafes, many small art galleries, and lots of interesting shops to poke around in. It is also a family friendly area. If you plan to go to Granville island, we recommend that you arrive by taxi, bike, or public transit—parking and driving on Granville island is a nightmare! There are also a number of water taxis that will ferry you from downtown over the creek to Granville Island.



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**AMS Upcoming Events** *continued from page 5*

Just east of Granville Island is an area of Vancouver known as False Creek, which is home to the Olympic Village and Science World (that big geodesic dome on the water that's visible from downtown). If you're travelling with children, there are plenty of things that can entertain them here.



Vancouver has a number of neighborhoods that are worth checking out. For nightlife, try going to any of the small pubs or restaurants in Gastown or Yaletown. For beaches, check out Kitsilano. In particular, try Jericho Beach or Spanish Banks. If the weather is nice and the tide is low, you can walk to the middle of Burrard Inlet or skim board in the tide pools.

The Richmond Night Market will be open on Friday, Saturday, and Sunday nights (from 7pm). There is an entrance fee, but once in there is plenty to entertain yourself with. The market is jam packed with authentic Chinese street food, merchandise, and games. To get there, we recommend taking the Canada Line Skytrain to Bridgeport station... and then just follow the crowds to the market once you get off.



If you're into hiking, there are plenty of great hikes around the area. The Grouse Grind – which is aptly named, as it is essentially nature's stairmaster – is a popular and challenging hike. Once at the top there is an amazing view of the city, along with a restaurant, shop, bear enclosure, and a few other attractions. Lots of people choose to hike up the mountain and then take the gondola down, but if you're not much for hiking and want to soak in the views you can take the gondola both ways. If you're interested in hiking, mountain biking, or

other such adventures – and are willing to take a drive - we recommend heading north to Squamish or Whistler. The views alone on the drive via the 'Sea to Sky Highway' often make the trip worthwhile!

We hope you enjoy your time in Vancouver!

—Matt and Karen  
*continued on page 5*

**AMS Upcoming Events** *continued from page 6*

## 2019 Academy of Marketing Science World Marketing Congress

July 9-12, 2019

**University of Edinburgh Business School, Scotland, UK**

Conference Program Co-Chairs:

**Tina Harrison**

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### The Congress

The 22nd AMS World Marketing Congress is co-sponsored by the University of Edinburgh Business School. Founded in 1583, the University of Edinburgh is one of the world's top universities, placed 18th in the current QS World University Rankings.

The Congress will take place in Edinburgh, Scotland's capital, a city of outstanding beauty, perched on a series of extinct volcanoes and rocky crags. It is a city steeped in history, but also a vibrant and modern capital city. It is also an international, creative and cultural centre, home to the world's biggest annual arts festival and the world's first UNESCO City of Literature.

Edinburgh has something for everyone, from its medieval Old Town of narrow alleys and closes to its elegant Georgian New Town with beautiful gardens and neoclassical buildings dating from the 18th Century. Edinburgh castle, standing proud over the city, offers amazing views of the city and beyond. At the opposite end of the Royal Mile is the Palace of Holyroodhouse and the dramatic and unique Scottish Parliament building, overlooked by Arthur's seat, the largest and most impressive of the volcanoes.

Edinburgh has a wide selection of museums and art galleries to choose from, and a large number of parks and green spaces, including the Royal Botanic Garden, as well as a zoo. For foodies, Edinburgh boasts the largest number of restaurants per head outside London. There are plenty of golf courses in and around

Edinburgh, and wonderful walks to take in the hills or along the coast. If that's not enough, in just a couple of hours you can be in the Scottish highlands exploring the wild and dramatic Scottish landscape.

The Congress will take place at the University's John McIntyre Conference Centre and South Hall Complex at Pollock Halls Campus, a beautiful campus situated near at the base of Arthur's seat and Salisbury Crags.

The theme of the 2019 Academy of Marketing Science World Marketing Congress draws on the historical significance of Edinburgh as the birthplace of the 'Scottish Enlightenment', an intellectual movement that centred on reason and advanced the ideas of liberty, progress and the scientific method.

Almost 300 years on, its core values of liberalism, rational debate and the pursuit of knowledge are increasingly challenged by a rapidly changing, globally shifting, digitally connected world. As marketers, we are grappling with a plethora of complex and interconnected social, political, technological and economic challenges as we battle to be heard, remain authentic in our communications and interactions, build meaningful relationships, launch relevant products, services and ideas, complete mutually beneficial transactions and represent diverse consumer interests.

Following in the footsteps of David Hume and Adam Smith, two significant figures of this movement at the University of Edinburgh, this congress asks us all to critically reflect on and

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**AMS Upcoming Events** *continued from page 7*

reframe (if necessary), the roles of marketing (and marketers) in incorporating and advancing the ideals and actions of the Scottish Enlightenment within contemporary marketing theory and practice.

The academic programme is blended with an enlightening social programme in which delegates will have the opportunity to experience some of the best of Scottish history and culture.

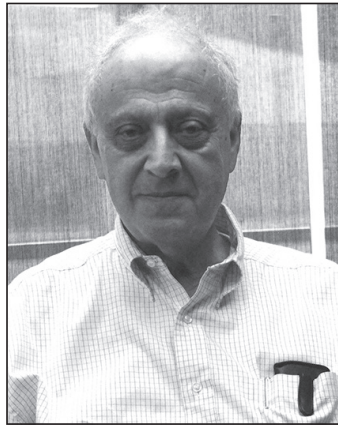
We look forward to seeing you and engaging in lively and enlightened intellectual discussions and warm fellowship that are trademarks of the Academy of Marketing Science and the World Marketing Congress.





## Gerald (Jerry) Albaum

(PhD, U. of Wisconsin, Madison, 1962)



The marketing discipline recently lost a legend, inspiration, and great friend with the unexpected passing of Gerald (Jerry) Albaum. Jerry's presence enhanced marketing departments wherever he went, both in the United States and around the globe. He and his wife, Carol, especially enjoyed traveling and Jerry enjoyed teaching and speaking at his various favorite locales, including extended visits in Australia, Denmark, Finland, New Zealand, and Hong Kong, among others. Early in his career Jerry was on faculty at U. of Pittsburgh, University of Arizona, and University of Massachusetts, before settling in Eugene. At U. of Oregon he served on the faculty from 1969 to 1999 and chaired 15 PhD dissertations and served on nine PhD committees. His mentorship during these years and throughout his career was truly above and beyond. After he "retired" from the UO, he spent the final decades of his life as Research Professor at Anderson School of Management, U. of New Mexico in Albuquerque, while maintaining his Senior Research Fellow status at the IC2 Institute at the University of Texas, Austin. While at UNM, he ran their college of business research seminar for many years and maintained close mentorships with faculty and students there and throughout the world. His advice and mentorship lives on through his many students and colleagues and their students. One piece of advice many of us never forgot is his telling us—"there is a journal for every article." That is, never give up!

Jerry was an outstanding scholar, with more than 120

peer-reviewed articles, even as recently as 2018, and nine textbooks (in marketing research and international primarily – his two areas of greatest interest), as well as countless other publications and presentations. He contributed greatly to many of our professional associations in a variety of capacities. He was a member of almost every marketing association possible, as well as serving on review boards of many outstanding journals. Also, Jerry was a member of the very first cohort of Academy of Marketing Science Distinguished Fellows in 1991, and was a major force linking marketing academics and direct selling practitioners. Throughout his six-decade career, Jerry was particularly interested in marketing research methods and international marketing issues. He loved research with a deep passion and loved helping others fulfill their research passions, and was still actively coming into the office daily and working on research projects until his passing.

Jerry will be sorely missed. He was one of the kindest and gentlest human beings on this earth. Those of us who knew and loved him are thankful that we had the opportunity to know and work with him and we are gratified that his research passion and wisdom will continue to live through others. We extend our deepest sympathies to his wife Carol, his three children, his grandchildren, and the extended family. We also include a link here to an interview of Jerry done by O.C. Ferrell. <http://www.fnutl.com/ams/Albaum.mp4>. This video is also available on the AMS website.

# AMS ACHIEVEMENTS

## A New Book for Teaching and Research

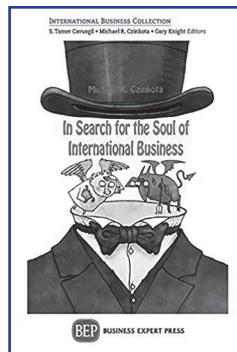
Contact: Michael Czinkota Direct Phone Number: 202-687-4204  
 czinkotm@georgetown.edu  
 Book Ordering Link: <https://bit.ly/2B2LAZS>

Why does a Georgetown University professor write about the soul and international business? Because they're closely interlinked! An analysis of a new world, terrorism, the future of trade, and the search for the soul are what you find in this book.

**“In Search for the Soul of International Business”**, by Michael Czinkota hits the shelves just when needed most, given new environments, new approaches, new emotions and new commitments.

*“I consider the soul the center of our aspirations and inspirations. Loss of soul typically connotes death. Maintaining a soul offers a reference point and stability. For one’s progress in thinking I aim to supply both content and context.”*

**Author Bio:** Professor Michael R. Czinkota teaches international marketing and business at the McDonough School of Business of Georgetown University and the University of Kent in Canterbury. He served in the U.S. government as the Deputy Assistant Secretary of Commerce, as head of the U.S.



Delegation to the OECD Industry Committee in Paris and as senior trade advisor for Export Controls.

Over the past 30 years he is consistently listed in every international marketing and business ranking as a top 20 author. He is a distinguished fellow of the Academy of Marketing Science and of the Chartered Institute of Marketing. He received the AMA Lifetime Achievement Award in 2007. The Universidad Ricardo Palma of Lima, Peru named its new International Marketing School after Czinkota.

**Book Info:** Trade and globalization inundate us with constant information, new concepts, and endless data. Individuals are caught in the whirl-wind of a fast-paced world, often without the ability to stop and think, particularly when it comes to issues of the soul.

With a foreword by Ambassador Dr. László Szabó ,a preface by the Rev. Horkan, and the humorous yet pensive illustrations by award-winning cartoonist David Clark, this book jumpstarts the reader’s ability for a comprehensive understanding of pressing international business and trade issues and their linkage to the soul.

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Sheri E. Dean, Marketing Director, Business Expert Press and Momentum Press 919-612-6706

Get the inside scoop on the story behind this book by contacting Michael Czinkota at [czinkotm@georgetown.edu](mailto:czinkotm@georgetown.edu)

Buy this book at <https://bit.ly/2B2LAZS> or at Amazon.com

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**Questions?**

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## BOARD OF GOVERNOR'S CORNER



Barry Babin

Joe Hair

### AFM-AMS Research Grant

AMS is truly a global organization and is working to bring researchers together across the world. The winners of the AMS/AFM (Association Française de Marketing) \$1000 research grants will be announced at the Annual Conference in Vancouver and at the AFM conference in Normandy. These winners will also present the proposed research at the 2020 AMS Annual Conference in Coral Gables.

Continuing with our mission of engaging internationally, the 2019 AMS WMC will include a special session where the best research from the Italian Marketing Association's Conference and Journal is presented. Stay tuned for further developments on cooperation between AMS and the Italian Marketing Association.

# 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.
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!

## **AMS PRESIDENT'S COLUMN** *continued from page 1*

our journals, conferences, and a connected society to advance knowledge in these new realms. The challenges for the future are great, but the opportunities are compelling.

O.C. Ferrell, President AMS  
 James T. Pursell Sr., Eminent Scholar in Ethics  
 Auburn University

# AMS Quarterly



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