



Newsletter

Volume 1, 4th Quarter 2008

Dear colleagues



In this Newsletter you will be informed about events and conferences organized around the globe and special issues in various areas of the marketing discipline. You will also read news from and for EMAC members which include the announcement of three Marketing Awards.

Two of these awards have been initiated by EMAC to distinguish IJRM papers that are perceived to have made a long term impact on the field of Marketing and bright doctoral students whose dissertation make a significant contribution to the discipline, respectively.

The winners of these awards will be announced during the annual EMAC conference in Nantes which apparently is going to be a great success since more than 800 papers have been submitted and are now under review.

I do look forward to see you all in Nantes next May.

Meanwhile, I wish you and your families joyful Christmas vacation and a happy and prosperous New Year.

George J. Avlonitis

EMAC President

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Events and Call for Papers

EMAC 2009 Doctoral Colloquium

26-29 May 2009

Nantes, France

The European Institute for Advanced Studies in Management (EIASM) and the European Marketing Academy (EMAC) in collaboration with Audencia School of Management, are organising the 22nd Colloquium for doctoral students in marketing. The colloquium will be held in Nantes, France from Sunday 24 May until Tuesday 26 May 2009, immediately prior to the EMAC Conference 2009.

The colloquium provides outstanding doctoral students in marketing who want to pursue a career in academics with an opportunity to discuss their dissertation research with other doctoral students and leading academics in the field of marketing. All topics and methodological approaches within the broad field of marketing will be considered.

The colloquium will mostly proceed in parallel tracks based on the topical and/ or methodological angle of participants' work as well as on the stage of the dissertation process. Students will discuss their work

with their fellow students and with three track faculty, who are renowned experts in the field.

Doctoral students in different stages of their dissertation process can apply for participation in the doctoral colloquium.

There will be 3 tracks:

1. Marketing theory and management
2. Consumer behaviour
3. Marketing Models and methods
 - For students in an intermediate or advanced stage of their dissertation process.
 - For students in an early stage of their dissertation process.

Deadline for paper submissions: 26th January 2009

For more information:

<http://www.emac2009.org/r/default.asp?id=MMDEF>

Third Annual Global Sales Science Institute Conference

“SALES 3.0”

3-5 June 2009

ESC, Clermont, France

The GSSI (Global Sales Science Institute) is an international organization formed in 2007 by both academics and practitioners involved in sales & sales management. Its aim is to unite the study and practice of sales & sales management around the globe. It brings together scholars and practitioners from across the world to further advance global collaboration in sales research, practice, and education. In particular, the GSSI conference aims to foster a climate of interactive dialogue between sales academics and practitioners.

The theme of this third annual international conference will focus on “Sales 3.0”, or how selling processes, sales management and sales education reach now to the age of maturity, and requires complex skills and knowledge in an interconnected world.

The conference will have presentations of peer accepted papers as well as panel discussions covering academic teaching methodologies and sales management experiences, among other topics. In particular, it is the opportunity:

- For scholars to present research projects and/ or teaching experience.
- For practitioners to present their individual company's approach of selling and sales management.

Paper topics

Any topic related to selling techniques, sales management or sales education is considered: selling process, B2B compared to B2C selling, teaching/ training sales or sales management, salespeople skills, sales performance, etc.

The papers can range from theory development to case study to testing propositions. Papers with cross cultural implications are especially desired. Papers are also encouraged for peer reviews that are related to teaching selling in the academic setting or training selling in the business environment.

Best Paper Award

The best paper as determined by the reviewers will receive special recognition at the conference and also be eligible for publication in The Journal of Selling & Major Account Management.

Special Issue - A selection of the best papers might be considered eligible for publication in a special issue, in an international peer reviewed journal.

Tourist Information: Clermont-Ferrand is the main city located in the center of France, easily joined by train, highways or flights several times a day. More information will be updated in our website.

Main websites are:

Co-Sponsored by Groupe ESC Clermont School of Management, France and Northern Illinois University, USA.

www.esc-clermont.fr, www.niu.edu

Deadline for paper submissions: 12th January 2009.

For more information: www.gssi2009.org

Johan Arndt Conference

Marketing Research and Education

4 - 5 June 2009

Trondheim, Norway

Welcome to Trondheim and Norway for the quintessential marketing conference for academics, professionals and lecturers in Norway. The Johan Arndt conference seeks to inspire and refine research while disseminating updated knowledge. The conference seeks to encourage integration within the field and features:

- Academic research track with presentations of current projects representing a wide array of subjects.
- Keynote presentations from Prof. Richard Bagozzi and marketing professionals.
- A pedagogical track for lecturers with relevant keynote speakers focusing on challenges for today's lecturers and a historic perspective on marketing.
- PhD workshop lead by Prof. Richard Bagozzi.

- Awards for extraordinary achievements within the field, in honor of Johan Arndt.

The conference will take place in the heart of Trondheim at Britannia Hotel, which will also host the ceremonial award dinner. Please visit the conference website for additional information and remember to register soon for early-bird discounts. PhD students and teaching faculty/ lecturers are also offered a discounted conference fee.

Hope to see you in Trondheim at the 2009 Johan Arndt marketing conference!

Deadline for paper submissions: 1st February 2009

Notification to the authors: 1st Mars 2009

Early bird online registration: 1st May 2009

Latest online registration: 1st June 2009

For more information: <http://www.johanarndt.com>

2009 International Nonprofit and Social Marketing Conference

34th Annual Macromarketing seminar

4-7 June 2009

Kristiansand, Norway

Macromarketing is concerned with improving the quality of life through a better understanding of the impacts, both positive and negative, of the market system.

Andreas W. Falkenberg and Terrence Witkowski conference co-chairs

Conference tracks:

- Impact of marketing on society
- Globalization
- Ethics, equity and justice
- Ethnicity and Religiosity
- Environment and sustainability
- Markets and development
- Quality of life
- Culture/ economic institutions
- Marketing history

- Systems and modeling
- Technology and marketing
- Consumption, materialism and society
- Macromarketing research methodologies
- Art, culture and markets
- Competition and markets
- Macromarketing theory
- Education in macromarketing

Deadline for paper submissions: 15th January 2009

Notification to the authors: 1st March 2009

Early bird online registration: 2nd December 2008

Latest online registration: 1st May 2009

For more information: <http://www.macromarketing.no>

Consumer Culture Theory Conference 2009

Stephen M. Ross School of Business, University of Michigan

11-14 June 2009

Ann Arbor, U.S.A.

Conference Co-Chairs: David Wooten and John Branch, University of Michigan, Markus Giesler, York University

Keynote Speakers: Ulf Hannerz, Stockholm University, Donna Haraway, University of California-Santa Cruz

Program Committee: Eric Arnould, University of Wyoming, Eileen Fischer, York University, Soren Askegaard, University of Southern Denmark Güliz Ger, Bilkent University, Russ Belk, York University, Jeff Murray, University of Arkansas, Janet Borgerson, University of Exeter, Linda Price, University of Arizona, David Crockett, University of South Carolina, John Schouten, University of Portland, John Deighton, Harvard University, Jonathan Schroeder, University of Exeter

Overview:

Consumer Culture Theory or CCT, as defined by Arnould and Thompson in the March 2005 issue of the Journal of Consumer Research, refers to a family of theoretical perspectives which address the dynamic relationships between consumer actions, the marketplace, and cultural meanings. CCT researchers work in a variety of traditional academic disciplines, and bring with them numerous approaches and research goals. They share in common, however, a singular cultural orientation toward the study of consumers and consumption.

Now in its 4th year, the Consumer Culture Theory Conference is the premier venue for CCT researchers to gather in order to explore this shared cultural orientation. The Conference welcomes scholars from different academic disciplines with different theoretical perspectives, and it recognizes - indeed levels in - the plurality of research approaches and goals.

As reflected by our keynote speakers and in various panel sessions, a key motif of this year's conference is hybridity - the building of productive bridges between dichotomies such as local and global, theory and practice, humans and technology, and CCT and other thriving areas of investigation (TCR, anthropology, sociology, psychology, etc.).

Call for Papers:

The conference co-chairs and program committee seek submissions in the following four tracks:

1. Papers (complete written work)
2. Perspectives (multi-paper, special topic sessions organized around a specific theme)
3. Posters (incomplete and early stage work)
4. Performances (non-written work, including video, multimedia, theatre, dance, music, poetry)

The best papers will be invited to publish in a special issue of *Consumption, Markets, and Culture*, or, possibly, an edited book.

Deadline for paper submissions: 31st January 2009

Notification to the authors: 3rd April 2009

Submit Papers via e-mail: CCT4Papers@umich.edu

Submit Perspectives via e-mail:

CCT4Perspectives@umich.edu

Submit Posters via e-mail: CCT4Posters@umich.edu

Submit Performances via mail: Markus Giesler; Schulich School of Business; 4700 Keele Street; Toronto, Ontario M3J 1P3; Canada.

For more information:

<http://www.bus.umich.edu/ConsumerCultureTheory4/default.htm>

VIII International Conference of the International Association on Public and Nonprofit Marketing

New Approaches in Public and Nonprofit Marketing Research & Practice

18-19 June 2009

Valencia, Spain

University of Valencia, as the organiser of the **VIII International Conference of the International Association on Public and Nonprofit Marketing (AIMPNL 2009)**, to be held in **Valencia, Spain, - 18-19 June 2009** - invite the submission of papers on any aspect of Public and Nonprofit Marketing to be considered for inclusion in the conference.

The Congress has a twofold objective, first, to compile and edit the latest developments in the field of research in Public and Non Profit Marketing, and

secondly, to gather in a discussion forum for all interested in this area of the marketing discipline.

The Conference will include, among others, the following topics:

- Marketing in Public organizations
- Marketing in Nonprofit organizations
- Social and Political Marketing
- Marketing the arts
- Sports Marketing

- Education Marketing
- Health Marketing
- Ethics and Social Responsibility
- Social Networks
- Other issues relating to marketing in the public and/ or nonprofit areas.

The city of Valencia is an ideal place for the Conference. The city offers good facilities, pleasant surroundings, a good climate, delicious gastronomy and many cultural activities. Its network of

communication makes the city easy to reach from any part of the world. It is also on the Mediterranean coast and is hosting events like the Formula 1 and the America's Cup.

Deadline for paper submissions: 28th February 2009
Notification to the authors: 22nd April 2009
Early bird online registration: 2nd December 2008
Latest online registration: 12th June 2009
For more information: www.adeit.uv.es/aimpn12009

ICORIA '09

25-27 June 2009

Klagenfurt am Woerthersee, Austria

The 8th International Conference on Research in Advertising 2009 will be held in Austria in Klagenfurt am Woerthersee which is located in the heart of the alps-adriatic region. The conference will take place at the campus of the Alpen-Adria-University of Klagenfurt.

We plan a Get-together on Thursday evening and a Gala Night on Friday evening. The conference fee for registration before May 20, 2008 is €380 which includes admission to all sessions, lunches and refreshments on both days, the welcome reception, the gala night, the conference proceedings and the conference book as well as the €25 annual membership fee of the European Advertising Academy.

Suggested Topics

The ICORIA'09 invites papers in following issues (but not excluding other and related topics):

Advertising

- Accountability & Effectiveness
- Attention & Processing
- Content & Creativity
- Cross-cultural Issues
- Special Target Groups

Branding

- Brand Portfolio Analysis
- Models of Brand Communication

Communication Management

- Public Relations
- Sponsorship & Events
- Product Placement
- Integrated Marketing Communication

Consumer Behavior

- Relationship Building
- Emotions
- Special Industries & Organizations

Media

- Channel & Multi Media Management
- Convergence Management
- Cross Media Strategies
- Data Security in New Media
- Internet and New Media
- Media Management and Media Advertising
- Virtual Worlds

Methodological Issues

- Measurement in Advertising and Consumer Behavior
- Quantitative Methodologies in Communication Research
- Qualitative Methodologies in Communication Research

Public Policy Management

- Ethics
- Corporate Social Responsibility
- Marketing in Restricted Industries (Pharma, Tobacco, ...)
- Political Communication
- Stakeholder Advertising

Publications

- All accepted paper proposals will be published in the Conference Proceedings CD-ROM
- A selection of extended papers will be published as a book in the now starting new *EAA Book Series: Cutting Edge Research from the European Advertising Academy*, published by Springer.
- There will be a "Best Paper Award" among all submitted papers. The award will be judged by the members of the Paper

Review Committee

- The winner of the Best Paper prize and other papers chosen by the IJA Editor may be invited to turn their summaries into full papers for

publication in IJA. Papers will be subject to the IJA review process.

We look forward to receiving your submission and seeing you in Klagenfurt in June 2009!

Ralf Terlutter, Department of Marketing and International Management, Klagenfurt University
Sandra Diehl, Department for Media and Communication Studies, Klagenfurt University

Matthias Karmasin, Department for Media and Communication Studies, Klagenfurt University

Deadline for paper submissions (5-pages summary): 15th March 2009
Questions for paper submissions: papers@icoria.org.
Questions for venue or practical arrangements: contact@icoria.org
For more information: <http://www.icoria.org>

Sixth Annual JIBS Paper Development Workshop Academy of International Business Annual Meetings

27 June 2009

San Diego, CA, U.S.A.

The Sixth Annual JIBS Paper Development Workshop (PDW) will be held in San Diego, California, from 8:30 am to 1:00 pm on Saturday, 27 June 2009, as part of the pre-conference program for the AIB annual meetings. The PDW organizer is Laszlo Tihanyi (Texas A&M). The Workshop is being sponsored by the Texas A&M and South Carolina CIBERs and the Academy of International Business.

The purpose of the workshop is to provide participants with detailed feedback on their work prior to submission to the *Journal of International Business Studies* (JIBS). Last year, almost 40 JIBS editors and members of the Consulting Editors Board (CEB) and Editorial Review Board (ERB) participated.

We are inviting original papers from **junior faculty members who have not previously published in JIBS**. In particular, we hope to attract papers from junior scholars who are located in universities that offer limited support for international business research, trained in other disciplines (e.g., political science, organizational behavior, sociology) but are interested in conducting international business research, or are located in universities in emerging or transition economies.

The PDW will be structured to provide feedback to authors with research papers and researchers who are designing empirical studies on international business topics. The program will start with an introductory session by the JIBS editorial team and JIBS authors. The participants will then split into two groups. Authors of research papers will be paired with ERB and CEB guest editors for two rounds of one-on-one discussions where the guest editor will provide the

author with comments on improving his/ her paper. At the same time, authors with preliminary research ideas will attend a panel led by JIBS editors on theory development and study design. After a break, all participants will split into small-group sessions with JIBS editors to discuss successful publication strategies. The workshop will conclude with a lunch for all the participants.

Participation at the PDW is limited. Participants will be invited based on the quality of their submitted work. We are expecting two types of submissions, full research papers and paper ideas.

We believe the PDW will provide intensive and useful feedback for authors, and facilitate networking between authors and the JIBS editors and guest editors. We hope to see you there!

Please address any questions to: Deanna Johnston, JIBS Editorial Assistant (jibsae@mays.tamu.edu; 1 979 845 1923) or Laszlo Tihanyi (ltihanyi@tamu.edu).

Laszlo Tihanyi
JIBS PDW Organizer
Texas A&M University
Lorraine Eden
Editor-in-Chief
Journal of International Business Studies
Texas A&M University

Deadline for paper submissions: 1st February 2009
Notification to the authors: 1st March 2009
Confirmation of participation: 31st March 2009
For more information: <http://aib.msu.edu/events/2009/>

Sustainable Social Enterprise

14-15 July 2009

Melbourne, Australia

The 2009 INSM Conference Committee invites submission of competitive papers, work-in-progress papers and proposals for Special Interest Sessions for the 2009 Conference.

Highest quality conference papers will be published in a "special section" in an upcoming edition of Social Marketing Quarterly

Conference Theme: To explore the meaning of "sustainability," "social" and "social marketing"

For more information:

<http://www.insmconference.vu.edu.au/#1>

12th Etienne Thil Retailing Conference

8 - 9 October 2009

La Rochelle, France

For eleven years, the Etienne Thil French Retailing conference has drawn to La Rochelle both business people and academics from the sphere of distribution, thus paying homage to the lifework of Etienne THIL, actor and theorist in the modernising of the retail trade.

The conference encourages the development of original perspectives on the management of retail distribution in general (human resources and organisation, strategic management, finance, logistics, etc.) as well as new/ Innovative approaches to retail marketing and more precisely in the fields/ categories of:

- Trade-industry relations
- Managing distribution channels
- New technologies and on-line retailing
- History and geography of trade/ business
- Legal aspects of commerce
- The international dimension of distribution
- Category management
- Innovation in distribution (concepts, services, brands, technologies...)

- Consumption culture and distribution
- Retail consumer behaviour

Deadline, Format & Process

The French Retailing 2009 Conference invites electronic submissions of summarized paper (2 - 3 pages), which should be sent via e-mail and in word Format only **no later than the 30 of March 2009** to the **TWO** following people: cadenat@univ-paris12.fr and florence.de_ferran@univ-lr.fr

Acceptance of a paper implies that at least one of the authors must attend the conference and present the paper.

Papers will be evaluated through a double blind-review process and authors will be notified of acceptance/ rejection **by late May 2009**.

In case of acceptance, you have to send a full paper **no later than the 9 of July 2009**. In preparing your paper, please make sure that you follow the guidelines for referencing set out in the **Journal of Retailing**.

Deadline for paper submissions: 30th March 2009

Notification to the authors: late May 2009

For more information: florence.de_ferran@univ-lr.fr

Special sessions on

Internet Marketing at Marketing Science Conference 2009

Arvind Rangaswamy is planning to organize special sessions on Internet-related topics at the next Marketing Science conference in Ann Arbor 4-6 June 2009, in the following areas:

1. Modeling search engines and their effects on consumers and marketing
2. Modeling social networks and their effects on consumers and marketing

3. Modeling multichannel marketing
4. Modeling mobile marketing and its effects
5. Other topics related in Internet marketing

For participations contact Arvind Rangaswamy: arvindr@psu.edu before 5th January 2009 and include suggested title for your presentation.

Publications and Call for Papers

Industrial Marketing Management

Special issue on

“Scholarship & Practice in Sales & Sales Management: Reconciling the Two Worlds”

Co-Editors: Prof. G. J. Avlonitis and Dr. N. Panagopoulos

Athens University of Economics & Business, Greece

The world of selling is rapidly changing due to relentless forces such as globalization of accounts, emergence of new markets, economic recession, and information & communication technology advancements. Organizations are responding to these changes by rethinking their conventional approaches to the selling function. Recently, however, several distinguished scholars have expressed the sentiment that academic research in sales & sales management should more accurately reflect the problems that sales practitioners face and should provide actionable guidelines on how to effectively compete in such hyper-turbulent markets. To stimulate the level of discourse on the aforementioned issues, the Industrial Marketing Management (IMM) is pleased to announce a Special Issue on “*Scholarship & Practice in Sales & Sales Management: Reconciling the Two Worlds*”, which was the theme of the 2nd Global Sales Science Institute (GSSI) Conference, held in Athens from June 25-27, 2008. Submitted articles can relate to any topic within the realms of personal selling and sales management and can be either conceptual or empirical. However, we would especially like to encourage submissions related to the following topics:

- International or cross-cultural issues in sales & sales management
- Facilitating collaboration between sales practitioners & academics
- How the sales force is creating and delivering value to customers

- CRM strategies and the selling function
- Metrics and key performance indicators for the selling function
- ROI of sales programs and strategies
- Development of a customer-centric sales culture
- Managing selling teams
- Sales & sales management education in a globalized world
- Knowledge, skills, abilities and competencies needed for effective selling in B2B markets
- Psychological and behavioral theories of selling
- Providing effective sales leadership
- Leveraging sales technology
- Integration of sales with other functional units

To be considered for publication in the special issue a submission must be received by the Co-Editors no later than **January 1, 2009**. Manuscripts should be submitted electronically as an MSWord file attachment to an e-mail, following the standard IMM guidelines for authors, to **both** the following Special Issue Co-Editors: Professor George J. Avlonitis (avlonitis@aueb.gr) and Dr. Nick Panagopoulos (npanag@aueb.gr) as well as the IMM editor Peter LaPlaca (plaplaca@journalimm.com). Any questions related to the submission of articles in the IMM Special Issue should be directed to any of the Special Issue Co-Editors.

Deadline for submissions: 1st January 2009

Journal of Services Marketing

Special issue on

“The Dark Side of Customer Service: New Perspectives, Theories and Insights”

Guest Editors: L. C. Harris Warwick University, United Kingdom, R. Russell-Bennett, Queensland

University of Technology, Australia

As with many marketing fields, services marketing has over-focused on the positive aspects of service interactions to the detriment of the darker, less salubrious, and the deviant aspects of service dynamics. This special issue will focus on the dark side of customer service, from the perspective of both the customer and the service provider, drawing

from a wide range of business fields of research. This multi-disciplinary approach is intended to yield new perspectives, theories, and insights into the dynamics of customer and service provider misbehaviour. Manuscripts will be welcome which are capable of being generalized across services business markets and industries, and also have implications for nations

and economies or international and global perspectives. Manuscripts which should be submitted may include, but are not limited to, original research, case studies, conceptual papers, literature reviews, industry reviews, commentaries, and other creative concepts and applications, such as visions of services businesses for the future. The paper should be presented clearly and logically, so that it can be widely understood by non-technical readers.

Papers may address, but are not limited to, the following areas:

- Customer service and consumer misbehaviour during service encounters
- Service outcomes including customer satisfaction, loyalty, word-of-mouth
- Customer-to-customer interactions
- Services marketing and ethically questionable behaviours
- Customer-service-provider interaction
- The context of customer misbehaviour: online, face-to-face, and remote
- Sabotage, retaliation and fraud in services
- Illegitimate complaining and other forms of deviance in complaint behaviour

- Anti - consumerism and services
- Consumer boycotts
- Customer grudgeholding,
- Online dysfunctional behaviour including hate and anti-firm websites
- Service-providers tactics, strategies, and approaches
- Compulsive consumption of services
- Intentional and unintentional service behaviours
- The dramaturgical perspective of services misbehaviour

Submissions via email to both Lloyd.Harris@wbs.ac.uk & rebekah.bennett@qut.edu.au

Authors should consult the author guidelines for the journal at www.emeraldinsight.com/jsm.htm prior to submission.

Anyone interested in reviewing papers please contact Lloyd or Rebekah.

Potential contributors are welcome to contact us via email prior to submission.

Submission deadline: 31st March 2009

Marketing Intelligence & Planning

Special Issue on

“Marketing Tourism Services: Responding to Current Challenges”

Guest Editors: R. Tsotsou University of Macedonia, Greece and V. Ratten, Duquesne University, Pittsburgh, USA

Scope: Tourism represents over 4% of global gross domestic product (GDP) and over 3% of employment worldwide. Tourism services all over the world are currently facing rapid changes due to market globalization, intensified competition and the dynamic evolution of new technologies. International events such as terrorist attacks, wars and severe diseases (i.e. SARS) have resulted in diminishing tourist demand and consequently decreased their business. Moreover, it is expected that tourism will be one of the industries that will mostly be affected by the current economic crisis. The long-term existence of tourism services in such a fierce competitive environment depends not only on their ability to satisfy customers' needs and desires but to effectively respond to current global challenges. The special issue provides an opportunity for discussion and exchanging of ideas among academics, marketing managers, administrators and individuals involved in the tourism industry both in the private and public sector. The objective of the special issue is to present the current state of tourism marketing internationally, discuss challenges and opportunities, and draw conclusions for future developments.

Topics of Interest

Research papers, critical reviews and case studies discussing and researching topics related to tourism marketing are invited to be submitted. Interdisciplinary approaches are particularly welcome. Papers can fall under the one or more of the following indicative areas:

- Market orientation
- Consumer behavior
- Marketing partnerships and networks
- Developing marketing channels
- E-marketing in tourism
- Destination marketing
- Advertising and promotion of tourism services
- Brand management
- Co-creation and experience marketing
- Research models and methodologies
- Strategic marketing
- Experiential Marketing
- Forecasting models

Any questions about the special issue can be directed to either of the guest editors.

Special Issue Guest Editors:

Rodoula Tsiotsou, Assistant Professor of Marketing, Department of Marketing & Operations Management University of Macedonia, Greece

Email: rtsiotsou@gmail.com

Vanessa Ratten, Assistant Professor

A. J. Palumbo School of Business Administration Duquesne University, Pittsburgh, US

Email: vanessaratten@gmail.com

Submission deadline: 30th June 2009

Journal of Customer Behaviour

Special issue on

“Customer Behaviour in Non-Store Retailing”

Guest editors: Prof. G. Walsh, University of Koblenz-Landau, Germany, Prof. D. Morschett, University of Fribourg, Germany and Prof. B. H. Hass, University of Flensburg, Germany

Retailers approach their customers via many different formats. While many of those retail formats are store-based and require consumers to visit a physical location, there is a rising relevance of alternative retail formats. The most prominent non-store retail format is certainly Internet shopping but other formats also exist, including conventional catalogue retailing as well as teleshopping.

Non-store retailing does not take place in physical retail outlets but relies on different media such as television, the Internet or even virtual worlds such as Second Life. Thus, traditional means of instigating buying decisions and retaining customers (e.g., store atmospherics and scents) are not feasible. On the other hand, information and communication technologies may also provide additional opportunities of engaging with customers. As an increasing number of customers make their purchase from within their own homes, non-store retailing is becoming an increasingly important part of the retail industry. With different types of non-store retailing being firmly established in many countries, the concomitant consumer behaviour should be of interest to marketers.

Therefore, we are actively seeking manuscripts that focus on consumer behaviour in non-store retail settings. We hope to encourage consumer research within any context related to non-store retailing, such as mail order, shop-at-home television, Internet or even virtual worlds. Manuscripts applying theories to the non-store retailing context and those testing theoretical propositions tied to consumer behaviour are particularly relevant i.e.:

- Theoretical or conceptual papers that introduce new perspectives on consumer behaviour within a non-store retailing context
- Empirical studies that describe quantitative or qualitative findings related to consumer behaviour within the context of non-store retailing
- Integrative review articles that synthesise existing literature and identify avenues for important future research

- Reassessments of prior consumer research in store retail contexts considering the generalisability to the nonstore context

Topics for this special issue could include (but are not limited to):

- Understanding consumer information search and decision-making processes in non-store retailing contexts
- Psychological aspects of non-store buying behaviour (e.g., perceived risk, parasocial relationships)
- The impact of convenience on consumer behaviour
- The impact of the virtual store atmosphere on consumer behaviour
- Benefits and limits of interactivity in non-store retailing
- The association of non-store retail formats with store-based retail formats in the case of multi channel retail systems
- New types of non-store retail formats
- Consumer service in non-store transactions, managing service quality and the impact of service on loyalty and profitability
- Aberrant consumer behaviours, such as fraudulent returns

If you have any queries please consult the guest editors: Prof. G. Walsh, University of Koblenz-Landau Email: walsh@uni-koblenz.de , Prof. D. Morschett, University of Fribourg Email: dirk.morschett@unifr.ch, Prof. B. H. Hass, University of Flensburg Email: berthold.hass@uni-flensburg.de

Deadline for paper submissions: 31st August 2009

Publication: Summer 2010

For more information:

<http://www.westburnpublishers.com/journals/journal-of-customer-behaviour/calls-for-papers.aspx>

News from and for Members

International Marketing: Modern and Classic Papers



Edited by Stanley J. Paliwoda, Professor of Marketing and Director of Research, Department of Marketing, University of Strathclyde, UK and John K. Ryans, Jr., Emeritus Bridgestone Professor of International Marketing, Kent State University, USA

'Professors Paliwoda and Ryans have put together an important collection of articles concerning critical writing in international marketing. Many of the articles are considered classics by many specialists in the field. The broad range of articles

covers aspects of exporting, internationalization, and other strategic issues in international marketing that are seldom as well integrated as in this publication. This publication will serve as an essential resource for students and scholars of international marketing long into the future. The authors have made a great contribution to international marketing.'

- George Tesar, Umeå University, Sweden

This book is volume **6** in **The International Library of Critical Writings on Business and Management series**. To view the rest of the series, please use the link.

[View The International Library of Critical Writings on Business and Management series books](#)

International Journal of Advertising

Ray Taylor appointed IJA Editor

London/ Villanova - World Advertising Research Center, publisher of the *International Journal of Advertising*, announces the departure of Professor Douglas West (University of Birmingham) as Editor and the appointment of Professor Charles R. ("Ray") Taylor of Villanova University. Professor Taylor will serve a three-year term starting immediately. During Professor West's tenure as Editor, the *International Journal of Advertising* has become increasingly competitive and is now recognized as one of the leading marketing communication journals. The number of submissions has increased dramatically and the acceptance rate is currently running at 11%. In 2007 the journal was accepted for inclusion in the Social Science Citation Index. Incoming Editor Professor Taylor is the John A. Murphy Professor of Marketing at Villanova University and Senior Research Fellow at the Center for Marketing and Policy Research. He is a former President of the American Academy of Advertising and has served on the Board of Directors of the Marketing and Society special

interest group of the American Marketing Association, and on the Executive Board of Directors of the Korean Academy of Marketing Science.

Professor Taylor has conducted extensive research in the areas of international advertising, advertising regulation, signage research and regulation, global marketing strategy, and marketing to minority groups, and has published in numerous top-rated journals. He serves on several editorial boards and most recently has served as an Associate Editor of the *Journal of Advertising* and the *Journal of Public Policy and Marketing*.

Outside academia, Professor Taylor has consulted to firms such as General Motors, Philip Morris, McCann Erickson, Viacom, Clear Channel, and Lamar. He has also provided testimony to the U.S. House of Representatives and has served as an expert witness in litigation involving marketing and advertising issues.

For more information:

www.internationaljournalofadvertising.com

AEMARK Seeking Future Collaboration

La Asociación Española de Marketing Académico y Profesional (AEMARK; the Spanish Association of Academic and Professional Marketing) is a non-profit organization of scholars and professionals with an interest in marketing research and education. Its primary objective is to promote, stimulate, and disseminate research and educational efforts.

The AEMARK provides a forum for the exchange of ideas among its members in two ways. First, it publishes an official journal *Revista Española de Investigación de Marketing* (REIM; Spanish Journal of Marketing Research) twice a year. This is one of the most highly ranked journals in Spanish-speaking management/ economics periodicals. The AEMARK annual membership fees include its subscription. Second, it organizes an annual

conference entitled *Encuentro de Profesores Universitarios de Marketing* (Marketing Educators' Meeting). This year, it was held in the University of Las Palmas de *Gran Canaria*, and its spectacular landscape and organization attracted more than 300 participants.

We are currently seeking possible future collaboration with similar organization from other countries. Our future agenda includes organizing seminars, workshops, symposium, while accepting mutual, reciprocal, and cooperative relationships (conference fee discount for the members, invited speakers, joint special issues, etc.).

The AEMARK Executive Board members are listed below, each of who takes leading role in his or her functional area.

- President: Professor José Luis Munuera Alemán (University of Murcia)
- Secretary/ Treasury: Professor Francisco José Molina Castillo (University of Murcia)
- REIM Editor: Professor Víctor Iglesias Argüelles (University of Oviedo)
- Research: Professor Oscar González Benito (University of Salamanca)

- Postgraduate Education: Professor Ana I. Rodríguez Escudero (University of Valladolid)
- Conference Organization: Professor Asunción Beerli Palacio (University of Las Palmas de Gran Canaria)
- Seminars/ Workshops: Professor Carlos Flavián Blanco (University of Zaragoza)
- International Relations: Professor Shintaro Okazaki (Autonomous University of Madrid)
- Web Master: Professor Miguel Ángel Gómez Borja (University of Castilla La Mancha)
- Undergraduate Education: Professor David Martín Ruiz (University of Sevilla)
- Professional Development: Professor Joan Llonch Andreu (Autonomous University of Barcelona)
- Practitioners relations: Mr. Pablo Jerez González (Spanish Marketing Federation)

If you are interested in future collaboration in a specific area, please do not hesitate to contact:

International Relations, S. Okazaki,

shintaro.okazaki@uam.es

We are looking forward to hearing from you!

Announcing the Jan-Benedict E.M. Steenkamp Award for Long Term Impact in IJRM

The International Journal of Research in Marketing (IJRM) and the European Marketing Academy (EMAC) are proud to announce the establishment of the IJRM long term impact award starting in 2009. Named "The Jan-Benedict E.M. Steenkamp Award for Long Term Impact", the award will be given annually to papers published in IJRM that are perceived to have made a long term impact on the field of marketing.

The concept, criteria and procedure for the Steenkamp Award were assembled by a team comprised of Stefan Stremersch and Don Lehmann (IJRM editors), Hubert Gatignon (EMAC VP of Publications), Eitan Muller and Marnik Dekimpe (IJRM Associate Editors).

A committee has been established by the IJRM editor(s) and the EMAC VP of Publications to oversee the nomination and selection of the inaugural award in 2009. The committee comprises: Peter Danaher (Chair), Russ Winer and Peter Verhoef.

The winning paper will be announced during the annual EMAC Conference.

Eligibility

Papers eligible for the Steenkamp award should have been published in IJRM 10 to 15 years prior

to the year the award is being presented. For the 2009 award, this means all papers published in the years 1994 through 1999 inclusive.

Criteria

The following criteria will guide the Steenkamp award committee in choosing the winning paper: (1) the paper's ISI citations; (2) the votes it receives from the IJRM Editorial Board (resulting from two rounds of voting), and (3) the paper's quality, as assessed by the award committee's in-depth reading of the paper.

Procedure

Firstly, nominations will be called from EMAC members and IJRM Board members. Nominations close on 1st January 2009. Then, IJRM Board members will vote on the nominated papers in two rounds. The final winner will be determined by the Award Committee using the criteria above.

Submitting a nomination

Nominations can be submitted by either current EMAC members or IJRM Board members **between 15th November 2008 and 1st January 2009** nominations should be emailed to Cecilia Nalagon [editors-ijrm@few.eur.nl].

Please submit the title of the paper, authors, volume and issue number.

Eligible papers are those published in IJRM in the years 1994 through 1999 inclusive. There is a limit of three nominations per person. Self nominations are not permitted. Thank you for your nominations. Professor Peter Danaher
Coles Myer Professor of Marketing and Retailing
Melbourne Business School

The University of Melbourne
200 Leicester Street
Carlton, Victoria 3053
Australia
email: p.danaher@mbs.edu
ph: +61 3 9349 8255
fax +61 3 9349 8133

Announcing: The Inaugural EMAC McKinsey Marketing Dissertation Award-2009!

EMAC and McKinsey & Company are pleased to announce the initiation of a new award to highlight the brightest newcomers to the profession - The Marketing Dissertation Award. This distinguished award will be offered in 2009 for the first time.

In addition to receiving a cash prize, three finalists will present their work at the 2009 EMAC conference in Nantes.

Here are details about the inaugural award competition.

Eligibility

Doctoral students who have completed or will complete their degrees between January 15, 2007 and January 15, 2009 are welcome to apply. The institution granting your PhD must be located in Europe, the Middle East, or Africa. The candidate's nationality has no influence on eligibility.

Selection

Submissions will be judged based on a defined set of criteria:

- Novelty
- Relevance
- Conceptual rigor
- Methodological rigor
- Quality of expression
- Potential impact

The jury will be chaired by the EMAC VP Publications, who will appoint two EMAC members and two McKinsey representatives to compose the jury. The jury chair will also select a minimum of two external reviewers for each submission unless s/he judges the paper inappropriate or of insufficient quality.

Based on the outside reviews and the evaluation of the panel, three finalists will be selected to present their papers to the jury at the EMAC conference in Nantes, France on May 29, 2009. The jury will then select the winner, whose name will be announced at the conference gala dinner that evening.

Award

Finalists must be prepared to present their research at the EMAC conference in Nantes, France. The cost of travel, accommodations as well as conference fees will be covered. In addition, the top three finalists will be honored with cash prizes:

- 1st place: EUR 7,000
- 2nd place: EUR 3,000
- 3rd place: EUR 1,000

Winners will also have a chance to present their work at an upcoming conference of McKinsey's Marketing & Sales Practice.

To Enter

Content

To enter, submit a summary of your dissertation, a one-page abstract, and your CV. All materials must be in English. The summary should be no more than 30 pages long, including all tables, figures, and references. Shorter submissions are also welcome. Please use 12-point type and follow the format required by the International Journal of Research in Marketing. See http://www.elsevier.com/wps/find/journaldescription.cws_home/505550/authorinstructions

Deadlines

To consider your submission, we must receive all application materials by **January 31, 2009**.

For submission please go to www.marketing-dissertation-award.eu and submit online.

If you have questions not covered here, please contact: Prof. Hubert Gatignon

EMAC VP Publications and EMAC McKinsey Marketing Dissertation Award Jury Chair

E-mail: hubert.gatignon@insead.edu

For more information on EMAC, please contact: Nina Payen, EMAC Executive Secretary, Phone: +32 (0) 2 226 6661, E-mail: payen@eiasm.be

For more information on McKinsey & Company, please contact: Susanna Eiber, Marketing & Sales Practice, Phone: +49 (0) 211 136-4687, E-mail: susanna_eiber@mckinsey.com

About the award sponsor: McKinsey & Company
For more than 75 years, the top management consulting firm McKinsey & Company has been

helping our clients achieve distinctive, substantial, and lasting improvements in their performance. The marketing professionals in McKinsey's Marketing & Sales Practice enhance the firm's traditional strengths in strategy and organization

with deep expertise in branding, customer insights, customer relationship management, pricing, and sales and channel management.
www.mckinsey.com

Charles Coolidge Parlin Marketing Research Award

2008 Parlin Award Recipient - Vithala R. Rao Press Release

The American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF) announce the annual call for nominations for the 2008 Charles Coolidge Parlin Marketing Research Award. The award was established in 1945 by the Philadelphia Chapter of the AMA and The Wharton School in association with the Curtis Publishing Company to honor persons who have made outstanding contributions to the field of marketing research. Established as a memorial to Charles Coolidge Parlin, who is recognized as a founder of marketing research, The Parlin Award is today a preeminent national honor. Nominees may be either practitioners or academicians in the field of marketing research who meet the following award criteria (as adopted by the Parlin Board of Governors, September 1996).

Please be advised that the Parlin Board is only accepting nominees in the practitioner category for 2009.

To be awarded the Charles Coolidge Parlin Marketing Research Award, distinguished academics and practitioners must have demonstrated outstanding leadership and sustained impact on advancing the evolving profession of marketing research over an extended period of time. Specifically, this impact might be reflected in one or more of the following:

New concepts, methods, and models for measurement and analysis that expand the capabilities of organizations to achieve a better understanding of markets, customers and consumers.

- Creative integration of existing methodologies and an understanding of information needs resulting in more widespread use and/ or appreciation of marketing research.
- Demonstrated leadership resulting in stimulating the effective use and value of marketing research and market based knowledge.

As part of the final award selection, the nominee must be available to accept the award at the 2009 AMA Marketing Research Conference, which will take place October 4-7, 2008 at the Marriott Palm Desert, Palm Springs, CA.

Nominations must be submitted no later than March 31, 2009.

<http://www.themarketingfoundation.org/parlin.html>